

Making PowerPoint work for you

What is PowerPoint?

- It's a tool – if your presentation can't get the information over without the PPT, you haven't got a presentation
- It serves to illustrate or illuminate what you are saying – not impart information itself
- Your PPT presentation is only as good as you and your information – garbage in/garbage out

The golden questions

- Who are you talking to?
- Why?
- What do they need to know?

Getting the basics right

- Use one design – company template, PPT template, your own design
- Keep backgrounds clear
- Max 2 fonts
 - Arial/Times Roman – No narrow fonts, italics, underlining
 - Bold is OK – Colour is ok – (but no rainbows)
- Keep charts, tables, diagrams simple
- Keep numbers to a minimum
- Three bullets per page
- Keywords not sentences
- No clip-art – use real images
- Limit animation of fonts or images
- Keep transitions simple
- Give yourself time to breathe
- PPT is a support tool – you still have to do the presentation

Practise your presentation

Also -

Check out Slideshare to see how well PPT can be done
Let Google throw up bad and ugly so you can learn how not to do it

Useful links

How to do it well

<http://www.slideshare.net/most-favorited/all-time>

Particularly...

<http://www.slideshare.net/thecroaker/death-by-powerpoint>

What Microsoft says

<http://www.microsoft.com/business/en-us/resources/ArticleReader/website/default.aspx?Print=1&ArticleId=Powerpointtips>

How Steven Jobs does it

<http://www.slideshare.net/cvqallo/the-presentation-secrets-of-steve-jobs-2609477>

How not to use PPT

<http://www.slideshare.net/jdornberg/worlds-worst-powerpoint>

....and then there's the US Army

<http://www.nbr.co.nz/article/us-army-creates-world-s-worst-powerpoint-slide-122255>

You can also use PPT for

Quizzes

<http://www.youtube.com/watch?v=y7z0BZSsaJQ>

Marketing pitches

<http://www.slideshare.net/Alex.Osterwalder/business-model-innovation-matter>

E learning (a seminar in itself)

<http://www.slideshare.net/janehart/from-elearning-to-social-learning>

Instruction manuals

<http://www.slideshare.net/janehart/from-elearning-to-social-learning>

Slidecasts (click play for sound and rolling show)

<http://www.slideshare.net/kyz21/5-portfolio-task-5-5835463>

Stock photos websites

Free

<http://www.flickr.com/commons/>

<http://office.microsoft.com/en-us/images/>

Pay for

<http://www.istockphoto.com/>