

Creating Powerful PowerPoint Presentations Simply

Many business presentations, sales presentations, and company communications are enhanced by PowerPoint presentations when they are properly used.

However, when was the last time you went to a conference and you bored to death by the 7th or 8th poor PowerPoint presentation in a row?

How good are you at creating visual enhancement to your internal and external company communications?

PowerPoint is a wonderful tool to use when you apply a few simple, commonsense concepts.

The Rule of 7

A very simple concept to grasp that makes PowerPoint slide creation easy – no more than 7 lines of text per slide, no more than 7 words per line, no more than 7 letter words in each line.

If you follow this basic rule you won't end up with heaps of text on a slide, and it's easy and fast to create those PowerPoint slides.

Use of Graphics

They say a picture is worth a thousand words. As human beings are highly visual people, and 87% of our understanding is visual, every PowerPoint slide should contain a graphic or photo as a visual reminder of what the text and the message is all about.

My concept of putting together a presentation involves the use of 10 slides only, and this can put together a very effective presentation for you. Here is the structure of those 10 slides.

Slide # 1 Your introduction slide, which has the title of your presentation for the day, one key point, and your company logo, and if you're presenting it to another business supplier, their company logo.

Slide # 2 Credentials of you. This slide has why you should be addressing this particular subject, what is your credibility, and if it is an internal company presentation this might be a summary of the key successes the company or the department has had to date.

Both these two slides will gain attention. You can talk as little or as long as you need to the detail.

Slide # 3 The problem. Here outline the problem that you want to overcome, the key points of the problem, in an easy to understand way (perhaps a good graphic image showing the effect of the problem).

- Slide # 4 Here, outline the effects of the problem; on the business, on the people, on the environment, to add that fear factor of, “if we address this problem by doing nothing, what is likely to happen?”
- Slide # 5 The people story. Introduce a real-life people story about how people are being affected by the problem or the current situation, and if you can, involve some of the members of the audience in that understand of “people do business with people, and here’s what is affecting the people.”
- Slide # 6 Your solution. Here are the key points of what you are going to recommend, the action steps that need to be taken, and why.
- Slide # 7 Here put the results you expect from the actions that are going to overcome the problem and take away the effect on the previously mentioned people.
- Slide # 8 Participation. Here outline how the people will be affected by the change, to remove their fear of the change, and to get their participation in the change, by covering some key things that they can do as part of their participation.
- Slide # 9 Summary of key points. On this slide put a summary of the key points, eg. the problem, the effect, the solution, and the results expected. This summarises the key points of your presentation. Before you start this summary, make sure you advise your audience that you will be available for questions at the completion of your summary, then the audience will be prepared for asking you any questions. Do not finish your presentation and then ask for questions, give people a little bit of advanced notice that questions will be asked for.
- Your summary slide should be building up to your key points of what you want people to take away from your presentation. The notes that you would hope they would take away, as well as any valid skills that you want them to enact.
- Slide # 10 Your last slide. On this, have your company logo, the words “Thank you”, and your contact details and your website details.
- This last slide remains on while you ask for questions and you answer any questions, and remains a key focus for the participants of the followup that you will offer them.

So there you have it! In 10 short slides you have created the hub of a very effective PowerPoint presentation which can be used for any business, internal communication, sales, or exhibition presentations and speeches, to make them more powerful.

Inclusion of Clipart and graphics is very easy, Microsoft have provided us with a wonderful resource within PowerPoint, however you can also add in jpg pictures taken with a camera or your cellphone, of real life situations, and also there are many graphic image disks that you can add in coloured images, photographs, and cartoons, to enhance the visual impact.

Remember, if you decide to import video that within PowerPoint it will take between 8 and 10 seconds for the video to “fire up” as an inserted object within PowerPoint. So, be prepared if you are going to show a short video clip of 10 or 15 seconds, that you are going to have to do some talking from the time that you move the slide into the screen. Video movies are great, and they are useful in small segments – maximum of 30 seconds, just like a television commercial.

There are many training courses on PowerPoint if you find that you need to go into some of the more indepth skills than the simple structure suggests. You should know how to use transitions, which is very easy to input, but the many computer training organizations such as Ace Training, have regular PowerPoint courses where you can invest in half a day or a day to make yourself a super user.

I’m available to review any of your PowerPoint in this 10 PowerPoint slide format, if you want to email them to me, and I’ll can comment back to you how you can add value or improve them. All you have to do is send them to Richard@geewiz.co.nz.

Enjoy your powerful presentations from using PowerPoint as a way to get the participation of your audience.

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