

## Ways to avoid “Death by PowerPoint”

- Do not fill your slides with tons of words
- If you do – which you shouldn’t – definitely do not read the slides to your audience
- Try using images instead that fill the screen and relate to the message you are talking to the audience about.
- Be brief and memorable, not long and boring
- Repetition is key to get people to walk away remembering what your key message was
- But find ways to repeat the key message in different mediums – photos, your delivery, a video, a handout, etc. Different people best take in information in a variety of ways, try and provide your key message in as many ways as possible.
- Don’t print out your slides and give them to the audience ahead of time
- Tell a story, don’t just recite numbers
- Connect the numbers or data to a real person or a real story about the impact of the decision being considered
- No buzzwords – Keep your language simple
- One thought per slide. Don’t fill your slides with competing images or data.
- Be careful with the images you select, make them easy to understand and to see
- If you do have a list of words or data, on the screen, use the dimming effect so you control what the audience stays focused on. Dimming effect: How to <https://www.youtube.com/watch?v=fnekuh-cjPg>
- Talk, instead of read to your audience.
- Watch some TED Talks on YouTube for good examples of engaging presentations
- Use live polling in your slides to get the audience engaged. [www.Pollev Everywhere.com](http://www.Pollev Everywhere.com) works great with PowerPoint
- Try adding a Word Cloud. <https://wordart.com/> is an easy tool to use
- Use the Spotlight effect to train the focus of your audience on what you want them to pay attention to on your slide. Spotlight effect: How to <https://www.youtube.com/watch?v=QA4M-CY4XAc>
- Consider using the 10/20/30 rule. No more than 10 slides, no more than 20 minutes for the presentation and no less than a 30-font size so the information is easy to see for the audience.
- Consider adding memes, gifs or Bitmojis to lighten up your presentation and add some humor
- Think about the background color of your slides and the color of the text. A black background and white text really stands out.
- Think about the fonts you use. Don’t go overboard picking fancy fonts that can be hard for the audience to read.
- You don’t need to create your own images. There are plenty you can find online in a pinch.
- Do not spend a lot of time on transitions and animations. They can be distracting and don’t really add anything.
- Practice your presentation beforehand. Make sure everything is in the right order, the slides move as you want them to and you know what to say for each slide.
- Have fun. If you’re not having fun, the audience won’t either. And if you’re not interested in your own presentation, neither will the audience.