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# FORTY WAYS TO IMPROVE YOUR POWERPOINT PRESENTATIONS

By Rob Tonge & John N Mason



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Thank you for downloading the sample of **Forty Ways To Improve Your Powerpoint Presentations** published by Gull Publishing. The full manual contains easy to understand concepts and tips to make your next presentation professional and successful. The manual also includes a few basic charts you can incorporate into your slides, plus a range of smart looking flow chart symbols.

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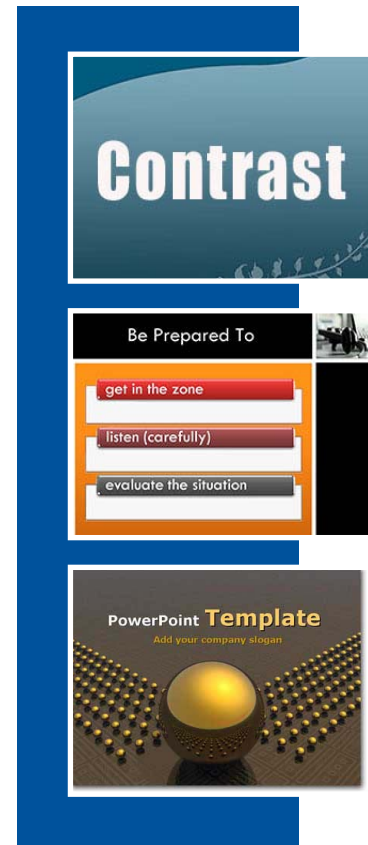
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"The main purpose of a PowerPoint presentation is entertainment. Intellectual content is an unwarranted distraction. The more lines of writing that can be coerced onto a slide and the smaller the font, the lower the risk of anyone criticising any data which has accidentally been included. Also, the number of slides you can show in your allotted time is inversely proportional to the number of awkward questions that can be asked at the end."

From a Scientific American Article



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## THE FIVE MOST COMMON ERRORS



### DO YOU GIVE PRESENTATIONS AT CONFERENCES, WORKSHOPS, TRAINING PROGRAMS OR OTHER FUNCTIONS?

Experts conservatively estimate there are 300 million PowerPoint users worldwide and over 40 million PowerPoint presentations on any given day – most of them forgettable. A recent survey<sup>(1)</sup> found these to be the most disliked aspects of presentations:

- The speaker is just reading the slides to us – 60.4 %
- Text is so small I couldn't read it – 50.9 %
- Full sentences instead of bullet points – 47.8 %
- Slides hard to see because of poor color choice – 37.1 %
- Moving or flying text or graphics – 24.5 %
- Annoying use of sounds – 22.0 %
- Overly complex diagrams or charts – 22.0 %

If you give presentations at any type of function, you will probably use PowerPoint slides - as do most presenters. Also, it can be safely assumed that the majority of people in the audience will have sat through many PowerPoint presentations and shuddered at the very poor standard of most of these slides.

Do you know the right way to prepare PowerPoint or overhead projector slides? Be honest. Do you really know? Or do you just prepare your slides the same way as the majority of other presenters, making the same mistakes and without regard for your audience?

You may feel some of the guidelines in this manual are basic. This information is included simply because more often than not, these fundamental issues are overlooked or ignored.

### THE FIVE MOST COMMON ERRORS

Recent research indicates that around 88% of presenters all make the same fundamental errors:

- 1) PowerPoint slides with paragraphs of small type that the audience cannot read – so what happens? The presenter turns to the screen and the presentation becomes nothing more than a reading lesson. This is by far the most common fault.

If you have to read the slides, why bother having them? Just give the audience the handout to read. Research suggests there are four main reasons why presenters tend use a small font size:

- Because the majority of other presenters do this; OR
- Lack of understanding of the fundamentals of clear, concise communication using slides; OR
- They don't really know their subject; OR
- There is the underlying perception that more text is more convincing.

<sup>(1)</sup>Source ad image

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