



## Time to ditch the slides...

How many business presentations have you been too recently when the speaker's message is dominated not by them but the mountain of slides they insist on sharing with you? Most of them? All of them?

So here's an idea. Ditch the slides.

Not convinced ?

Well check out these 5 good reasons for ditching the slides :

### 1. It's about you

Any of you who have been on my 'Stand and Deliver' presentation skills masterclass will know how much I emphasise that a presentation is fundamentally about you. It's you the audience need to focus on and it's the audience you need to engage with. Ditch the slides and you won't fall into the trap of reading from the screen or having the audience focus on the screen and not you.

### 2. No technology to worry about

So no clicking the wrong arrow on the remote or hanging around whilst someone tries to load your presentation or waiting for that clever bit of video to play. You can go straight in and gain the full attention of your audience right from the start.

### 3. Finish on time

Irregular speakers often fail to run on time - I attended a business event recently which was billed as seven speakers having 5 minutes each. I timed most of them and the quickest was just over 10 minutes! Slides add time - not only all that clicking and then checking the right slide has appeared, but also a speaker's need to get through all the slides regardless of the time taken.

Going slideless means you can improvise to get back on track timewise without having to drop your call to action / summary (in my view the most important part of the presentation) and without the audience realising you have left out some of the content. Organisers, and indeed audiences, love presenters who run to time.

#### **4. Use props instead of slides**

Bring back props! People will remember a prop long after they've forgotten all 98 words on your strategy planning slide. The more imaginative .... the more memorable..

#### **5. You will be memorable**

Simply by going slideless you will be remembered - and that in itself is a key objective of any presentation. People will start conversations with you about going slideless... and as we all know in the B to B sector most sales start with a conversation. So if there was a number 6 reason for going slideless it would be to kickstart start a sales opportunity!

So there we are. 5 great reasons to go slideless.

So have you got the courage to do it?

Of course you have.

Let me know how it goes.