



# Making effective use of Powerpoint

Most speakers use Powerpoint. Most audiences do their best to tolerate it. So here are 5 top tips to help you make better use of Powerpoint :

## 1. Prompt not a Script

Don't use too many words on your PowerPoint slides. Your audience don't want all that text and neither do you. Too many words on screen and you will start reading them instead of focusing your eye contact on your audience. So use the words on the screen sparingly and use them as a prompt for your audience not a script for yourself.

## 2. Big & Few Words

Use few words but in a big typeface so that everyone in the audience can see them. There is no point in putting words on the screen and then having to say 'I'm sorry but I realise most of you won't be able to read this'. Aim to use one word per slide and work up from there if you need t

## 3. Images not Words

Images in presentations can be really powerful in getting your message across. So where you can substitute words with images. Make sure that the images are of high quality and that they are relevant to what you are talking about.

## 4. No clutter

A number of businesses when they are preparing presentations feel as though they need to use a company template for their slides. So each slide has the company logo, the company name, and often a 'faded into the background' company image. Frankly it's just clutter that you can do without. By the time you get to slide number two won't everyone know who you are?

## 5. Ditch the slides

My final top tip is to not use slides at all but to just talk or use a few props, providing they are relevant to your subject and don't in themselves become a distraction for whatever your core message is. Going slide less will make you memorable.