



No.2: Managing content.

Keep your slides simple and clean. Don't clutter them with loads of words or too many pictures or graphics. 'Less is More' might be a cliché, but it's also totally true!

- ❑ Think about the structure of your whole presentation and create its first heading – the message that you open with will be, most probably, the message most of your audience will remember once it's over.
- ❑ Think in headlines rather than detail. If you want to share detail then provide a handout. DON'T put the detail on the slides!
- ❑ What you need are crisp simple messages. Again, avoid putting the script on the slide at all costs!
- ❑ And, yes, a picture IS worth a thousand words... Only, try not to use the clip-art too much. Surprise people with images, don't bore them. If you can, be quirky when it comes to imagery. People remember images they didn't expect.
- ❑ If you want to use bullets then don't have more than five points per slide and no more than 6 words per bullet. Use headings on slides to set up the proposition. A summary line on each can be very useful in stating the actions needed.
- ❑ Always use the same verb tenses.
- ❑ Beware of complicated charts, especially those imported from Excel. Work out what is important to communicate and remake them into PowerPoint charts. A very simple graph with a big arrow pointing at the growth figure will be much more effective than lots of data that can't be read or easily understood.
- ❑ Humour can certainly be used, but remember not everyone laughs at what you do, so keep it clean and acceptable to everyone in your audience.
- ❑ Beware not to over-clutter your slides, your message must still be clear – you do not want to create confusion with too much text, images, graphs, or animations. Less is more!