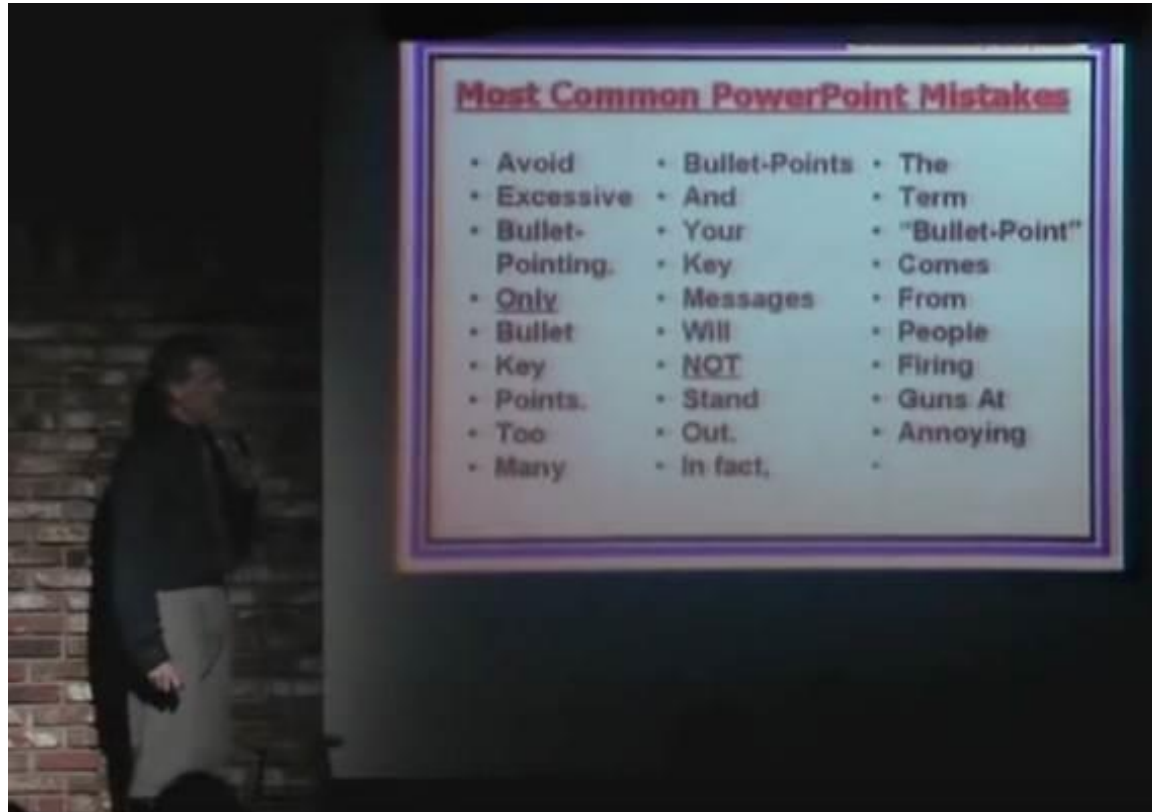




PowerPoint

PRESENTATIONS

DO'S & DON'T'S



[Watch: Don McMillan – Life After Death by PowerPoint](#)

HOW TO REACH THE AUDIENCE

- What is your **message**?
- **Emotions** through stories, pictures, movies
- **Performance**: Less is More

SHORT AND VISUAL

Tell what matters.
Don't tell everything.
Leave room for surprise.



PRACTICAL TIPPS

Start & End

10/20/30

Pictures

traffic signs

handout NOT
= slides

NO reading

THINK TWICE

- What is your message?
- How to reach the audience?
- What methodology is the most appropriate to convey the message?

“This is a very complicated world, it’s a very noisy world. And we’re not going to get the chance to get people to remember much about us.... So we have to be really clear on what we want them to know about us.”

— Steve Jobs

