1. Decide on the Goal of the Presentation

Most business presentations are either informative – trying to inform the audience about something – or persuasive – trying to persuade the audience to take some action. Decide!

2. Use a Presentation Structure

Once you have a goal, determine where the audience is right now and plan how to move them from where they are to where you want them to be at the end of the presentation.

3. Select Colors that Have High Contrast

Pick colors that have high contrast so that the text and graphics can be easily seen.

4. Pick Fonts that are Large Enough

You should usually not use a font below 24 point size, with the preference being 28 to 32 point size. For titles or headings, use 36 to 44 point size fonts.

10 Tips to	Improve Your	Next Presentation

5. Use Bullet Points

Use bullet points to deliver the key ideas on your slides. Each bullet should have no more than 6 words and each slide should have no more than 6 bullets.

6. Use Bullet Text Points

When using bullet points, build them one by one on the slide using the simple Appear animation effect. This way, you can speak to each point individually and the audience will know which idea you are expanding upon.

7. Avoid Movement of Slide Elements

Moving text or graphics is very distracting to the audience. Avoid the animation effects where movement is outside the boundaries of the text or graphic.

8. Use Visuals Instead of Text

Look for ways to use a visual, such as a diagram or photograph, to illustrate the point you are making instead of slide after slide of text. Audiences respond better to visuals.

9. Use the Proper Chart

Charts – graphs and tables – can be a great way to present information if they are used properly. When selecting the type of chart, consider whether the data you are trying to show is time sequenced or not and how many data sets you will need to show.

10. Practice, Practice, Practice

The best way to be comfortable when delivering your presentation is to feel prepared! There is no substitute for practice. Practice with your computer and projection equipment if possible to get a feel for it. Practice everything, but do not memorize it.