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Improving your presentation skills could help you 10x your career

Here are 7 tips from Apple to help you deliver a killer presentation:

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## 1/ You're the HERO

In each of Apple's keynotes, you will NEVER see slides without a human being talking

Remember: Your audience didn't come to look at slides

Your audience came to hear what YOU had to say

Slides don't deliver messages, HUMANS Do



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Example:

Look at how close you are listening to Craig Federighi  
(SVP, Software Engineering)

The slide is not the hero, Craig is





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## 2/ One Slide = One Message

You have all these great points you'd like to talk about  
and you want to cram them in one slide

**DON'T DO THIS!**

If each point is important, use a separate slide for each  
one



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Example:

Apple's is making one point on this slide: The new iPhone is 28% brighter.

That's it, nothing else.

To make another point, use another slide





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3/ What's the point of this slide ?

When you're done drafting your presentation, take a break

Come back to your presentation with a fresh set of eyes and ask yourself this question about every single slide:

**WHAT IS THE POINT OF THIS SLIDE?**



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If the answer doesn't jump out at you, **REMOVE** the slide

Example:

Every single of one of Apple's slide has a purpose

There is no fluff





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## 4/ Use White Space

We have a tendency to add more information in a slide because we think delivering more is better

This is FALSE

You want to communicate important information, NOT every single detail





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Example:

Notice here Apple didn't include the price for iPhone 13 Pro 128GB, 256GB and 512GB

They just say "from \$999"





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## 5/ Use graphics

When you're trying to deliver an important point about performance improvement or why something is clearly better

Don't use words...

Use graphics



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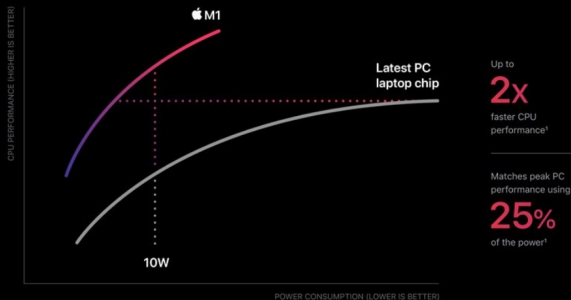
Graphics can show the magnitude of a performance improvement in a way words can't

Example:

Apple is showing here how much better the M1 chip is than the competition

If they used text to say this, your brain wouldn't process the magnitude of the difference

CPU performance vs. power





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## 6/ Use Video

Watching a slide presentation for an hour is boring

It's hard to focus for that long, you will lose people's attention

Create a "STATE CHANGE" by switching what your audience is watching



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Using a video can help reset your audience's attention

It's also a better medium to show something



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Example:

When unveiling the Apple Studio Display

Instead of presenting it, Apple used a video to introduce the product:



youtube.com

Introducing Mac Studio + Studio Display | Apple

Introducing Mac Studio and Studio Display. Supercharged by M1 Max or the all-new M1 Ultra chip, Mac Studio packs ...



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## 7/ Take your audience on a journey

Great presentations are memorable because they take you on a journey

A presentation isn't about spitting numbers and facts

Anyone can do that...

It's those who are able to leave an impression in our minds that win our hearts



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Example:

Apple's keynotes are a visual experience, as much as they are a presentation

Here is YouTuber [@petermckinnon](#) breaking down the crazy cinematography in Apple's keynote:



youtube.com

**Filmmaker Reacts to Apple's INCREDIBLE KeyNote Cinema...**

This, in relation to Apple's most current 'One More thing' event, unveiling their new M1 Chip. Lightroom PRESET ...



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