YET ANOTHER POWERPOINT

ABOUT LESS POWERPOINTS

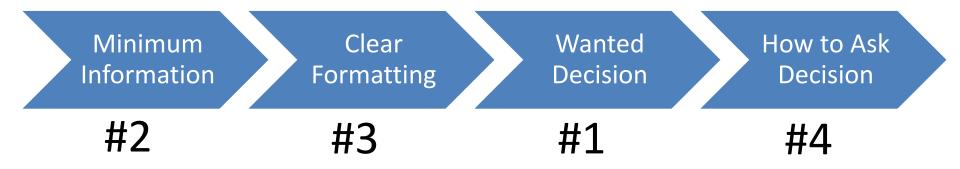
(Oh, the irony!)

- "On PowerPoints considered Harmful"
 - They make the presenter's job easy...
 - ..but they vastly reduces the presenter's effectiveness

Solution:

- Do less powerpoints
- Do smaller and focused powerpoints

- Before any presentation, ask these questions:
 - 1. What **decision** do you want to be made?
 - 2. What is the minimum amount of information they need?
 - 3. What is the best **format** to provide the information?
 - 4. How will you **ask** the final decision?



#1 ABOUT DECISIONS

- These are appropriate decisions
 - On next steps
 - To buy something
 - To cancel something
 - To decide how to handle a problem
 - To decide how to take advantage of a situation
- These presentations are just a waste of time
 - To keep everyone informed
 - To provide background
 - To promote your self-visibility
 - To prove you have the power over people

#2 MINIMUM INFORMATION

Minimum information

- Provide ONLY what people need to <u>decide</u>
- Everything else is an imposition. Skip it

#3 CLEAR+EFFICIENT INFORMATION

- About Clear and Efficient Information
 - Talking over bulleted slides is neither clear nor efficient. Result is dissonance or Boredown
 - Same for talking over stock photos. It is just a distraction unless it is the decision itself
 - Pure Text should go to a briefing document that can be read in advance. 1 hour writing = 3 minutes reading = 30 minutes spoon-feed slides

#3b ABOUT DRILL DOWNS

- Why People ask questions
 - They feel they need to know
 - They want to test your soundness
- Do not put every possible answer
 - Unsolicited answers opens can of worms
 - The goal is minimum information

Solutions:

- Know your stuff to answer on the fly
- Have an additional document with details
- "I don't know. I will get back to you with the answer"
- "lets discuss offline. It is not relevant to the whole audience"

4# ABOUT DECISION ASKING

No decision attempted = Waste of time

Closing method

- Wait until discussion feels done
- Summarize the discussion in your own words
- Ask for a decision: "are we all more or les sin a agreement on this?"
- If Yes: close the meeting. Email immediately both your summary and the decision you believe was just made
- If No: close the meeting. Email your summary and say that further discussion will be required. Try again later

WHAT IS COOL ABOUT THIS

No decision attempted = Waste of time

Benefits

- Prevents you from boring everyone with bad PowerPoints
- Increase your effectiveness as a communicator
- Advance your carrer by getting the decisions you want

BONUS TIPS

Bonus tips

- The only admissible animation is "Appear"
- Go to the end of the room. Can you read the smallest text?
- 7 bullets / 7 ideas per slide