

YET ANOTHER POWERPOINT ABOUT LESS POWERPOINTS

(Oh, the irony!)

Source:

<https://www.inc.com/geoffrey-james/how-to-eliminate-powerpoint-even-if-youre-not-jeff-bezos.html>

- “On PowerPoints considered Harmful”
 - They make the presenter’s job **easy**...
 - ..but they vastly **reduce** the presenter’s effectiveness
- **Solution:**
 - Do **less** powerpoints
 - Do **smaller** powerpoints
 - Do **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 the information **people need** to decide
 - 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 either **dissonance** or **boredown**
 - Same for talking over **stock photos**. It is just a distraction (unless the picture is the decision itself)
 - **Pure Text** should go to a briefing document that can be read in advance.
 - 1 hour writing = 3 min read = 30 min spoon-feed slides

**#3b ABOUT DRILL
DOWNS**

- Why People ask **questions**
 - They **need to know** to decide
 - They are only **testing** your soundness
- Do not put every **possible answer**
 - Unsolicited answers opens **can of worms**
 - Again, 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 later 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 clearly done
 - **Summarize** the discussion in your own words
 - **Ask** for a decision: “are we all more or less in a agreement on this summary?”
 - **If Yes:** close the meeting. **Email immediately** both the **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 **career** 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