### YET ANOTHER POWERPOINT

### ABOUT LESS POWERPOINTS

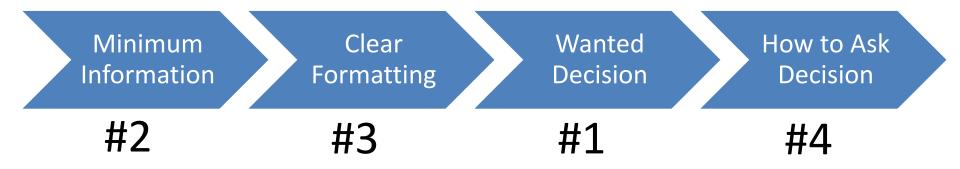
(Oh, the irony!)

- "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