



# Death by PowerPoint

(and how to fight it)

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There are **300 million**  
PowerPoint users  
in the world\*

\* estimate

They do 30 million  
presentations  
**each day**\*

\* estimate

About a **million**  
presentations are  
going on right now\*

\* estimate

50% of them are  
**unbearable\***

\* conservative estimate



**LOTS** of people  
are **killing** each other  
with bad presentations.  
**NOW.**

They are all **DEAD!** Well, almost.





**Why** are they doing it?!



# Research shows:

- ① Bullets don't kill people
- ② People kill people
- ③ Unintentionally
- ④ Yet regularly

# Mainly due to lack of...

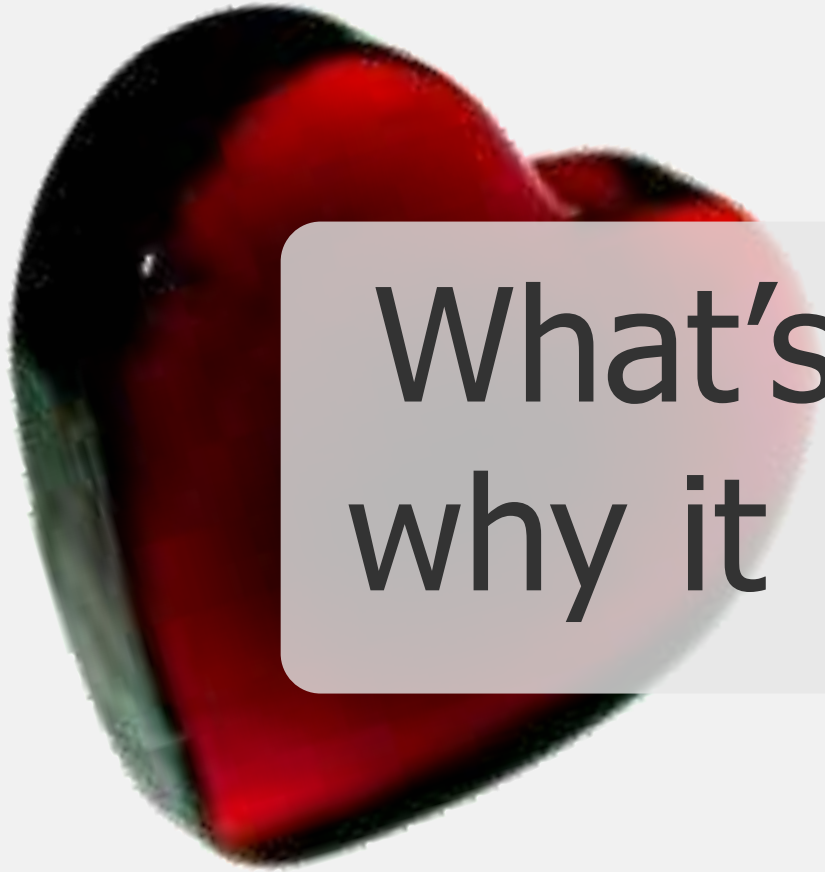
- ① Significance
- ② Structure
- ③ Simplicity
- ④ Rehearsal



# Significance

# Why do you present?

- To “pass the information”?
- Your boss told you to?
- Or to make **meaning**?



What's the subject and  
why it **matters** to you?

# How presentations work

- ① Significance creates passion
- ② Passion attracts attention
- ③ Attention leads to action

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Are you **passionate**?

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This is passion.





This is passion.

A man with dark hair, wearing a dark suit, white shirt, and a patterned tie, is looking down. He is standing in front of a red background with white text. The text is partially obscured but includes "CC Spirit", "Cricketer", "wdrey", and "201".

CC Spirit Cricketer  
wdrey 201

This is passion.

This is **not**.





Can't find  
the meaning?  
**Don't present.**



# Structure



Structure is how you place the **building blocks** of your story.

**Q: What structure to use?**

**A: Any – as long as it is:**

- ① Convincing**
- ② Memorable**
- ③ Scalable**

# Structure choices

- ① Problem – Pathway – Solution
- ② Problem – Solution – Reasoning
- ③ Fancy stuff (if it makes sense)





Give **3-4** reasons  
supporting your point.  
They will not remember  
more anyway.

# Memorable opening

---

1 argument

- 1 More details...
- 2 More details...
- 3 More details...

2 argument

- 1 More details...
- 2 More details...
- 3 More details...

3 argument

- 1 More details...
  - 2 More details...
  - 3 More details...
- 

# Memorable closing



**45**  
minutes

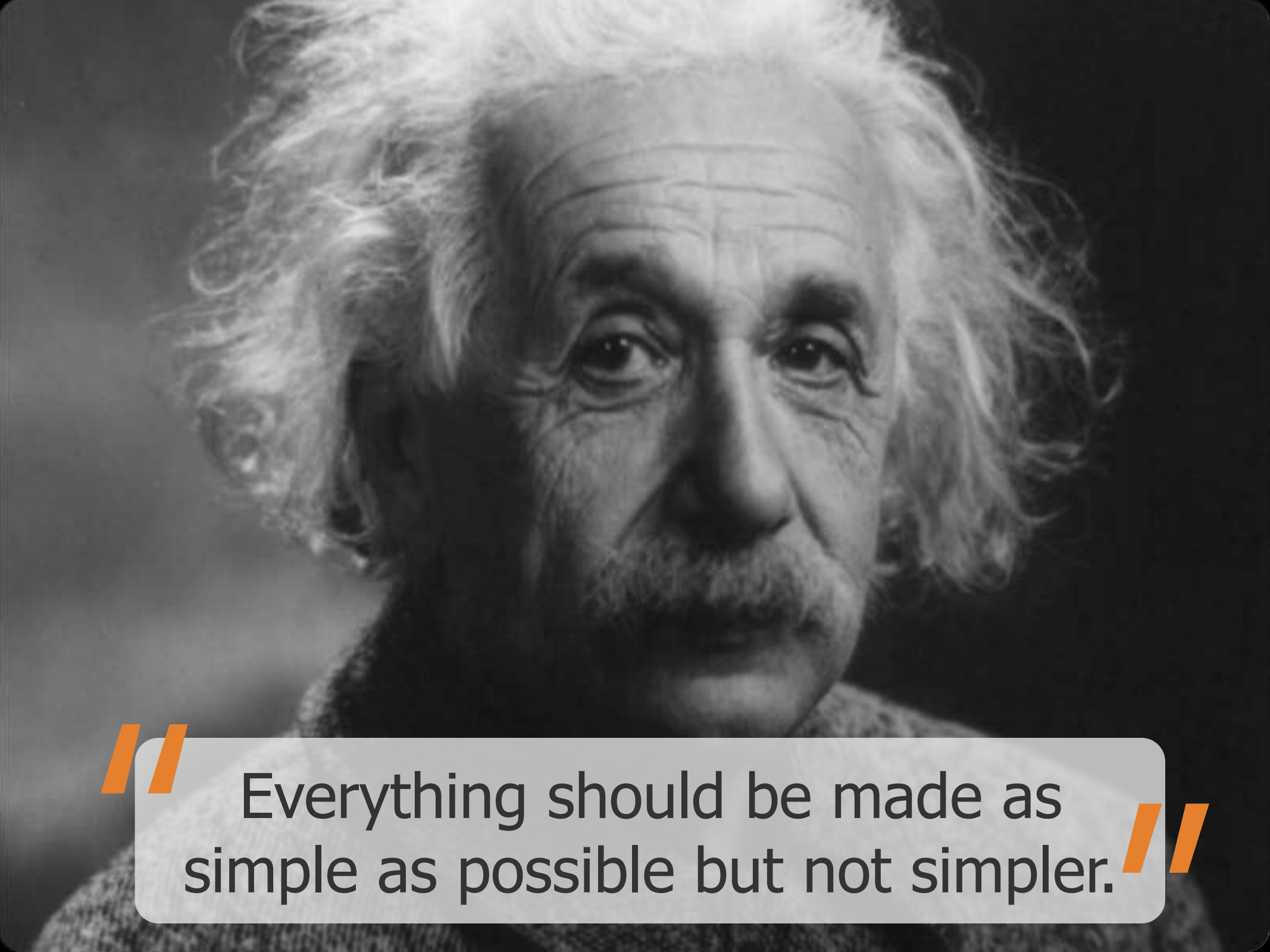
# You can tell this in...

- 5 minutes
- 15 minutes
- 45 minutes

It is scalable.

1 2 3 4

# Simplicity

A black and white close-up portrait of Albert Einstein, showing his characteristic wild, white hair and a mustache. He is looking directly at the camera with a serious expression. The background is dark and out of focus.

“ Everything should be made as simple as possible but not simpler. ”

Apparently, being simple  
is not **that** simple.



**Fundamental problem?**

# PowerPoint helps to:

- ① Visualize ideas
- ② Create key points
- ③ Impress



# They use it as:

- ① Prompter
- ② Handouts
- ③ Data dumps

# Ditch stupid “rules”

- ❑ Do you remember the rule:
- ❑ 7 lines per slide or less
- ❑ 7 words per line or less?
- ❑ Well, it is just plain stupid
- ❑ If you follow this “rule”
- ❑ You get a slide like **this**

# Ditch stupid "rules"

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❑ 7 words per line or less:

Well, it is just plain stupid

❑ If you follow this "rule"

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# Simple design rules\*

- ① **One** point per slide
- ② **Few** matching colours
- ③ **Very** few fonts
- ④ **Photos**, not clipart

\* pun intended

Less text.

More imagery.

**Wild** imagery.

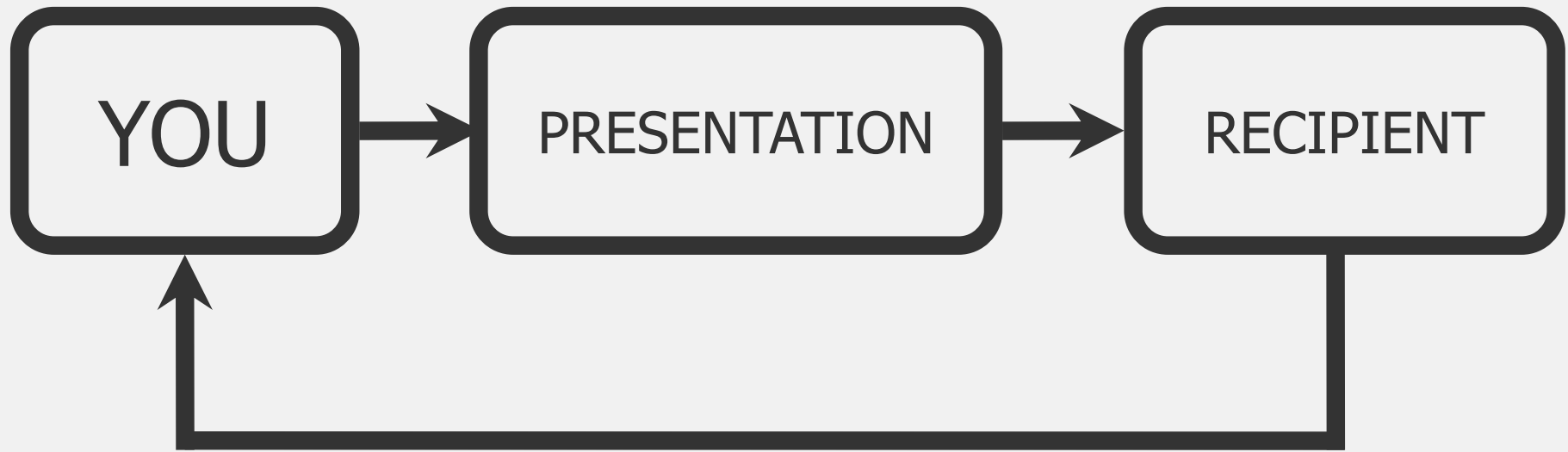


1 2 3 4

# Rehearsal



It will **never** work completely  
for the first time. Trust me.



**Feedback.** Go get some.



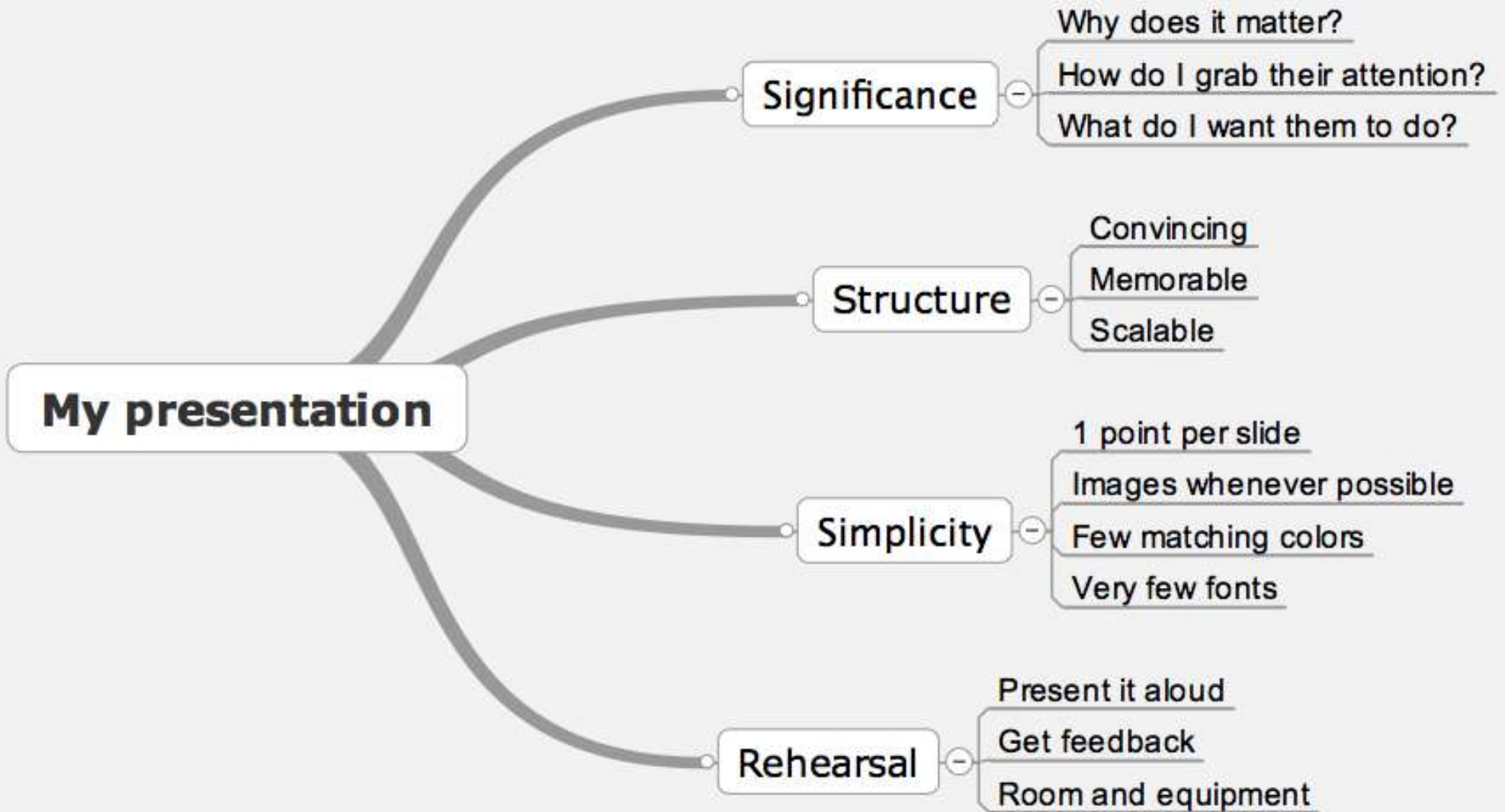


No audience? Present to the  
furniture. But **aloud**. Try it.

A conference room with a whiteboard, a podium, and rows of black chairs. The room is empty and appears to be set up for a meeting or presentation. The whiteboard is mounted on the wall, and the podium is positioned in front of it. The chairs are arranged in rows, facing the front of the room. The lighting is bright, and the overall atmosphere is professional.

**Check** the room  
and equipment.

# Presentation checklist



**All this leads to...**

# Wow\*



\* great presentations