Death by PowerPoint

(and how to fight it)

Alexei Kapterev

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:

❶ Bullets don’t kill people

❷ People kill people

❸ Unintentionally

❹ Yet regularly

Mainly due to lack of...

❶ Significance

❷ Structure

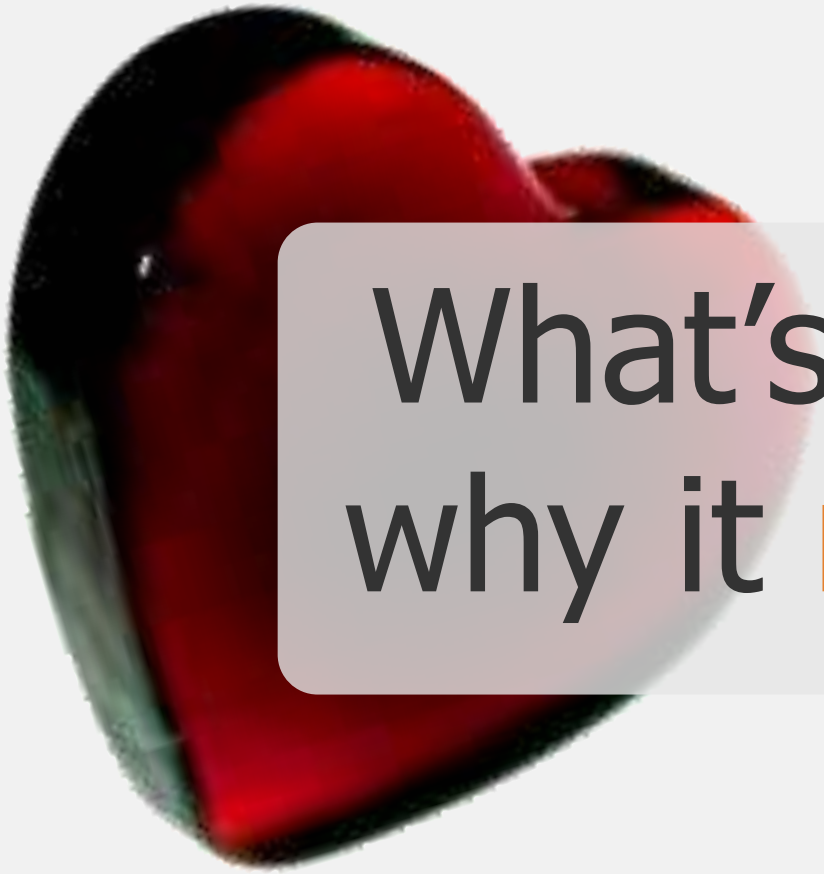
❸ Simplicity

❹ 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

❶Significance creates passion

❷Passion attracts attention

❸Attention leads to action

Are you passionate?
Check yourself.

This is passion.

This is passion.

This is passion.

This is not.
Windows Vista
The "Wow" starts

STOP
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:

❶ Convincing

❷ Memorable

❸ Scalable

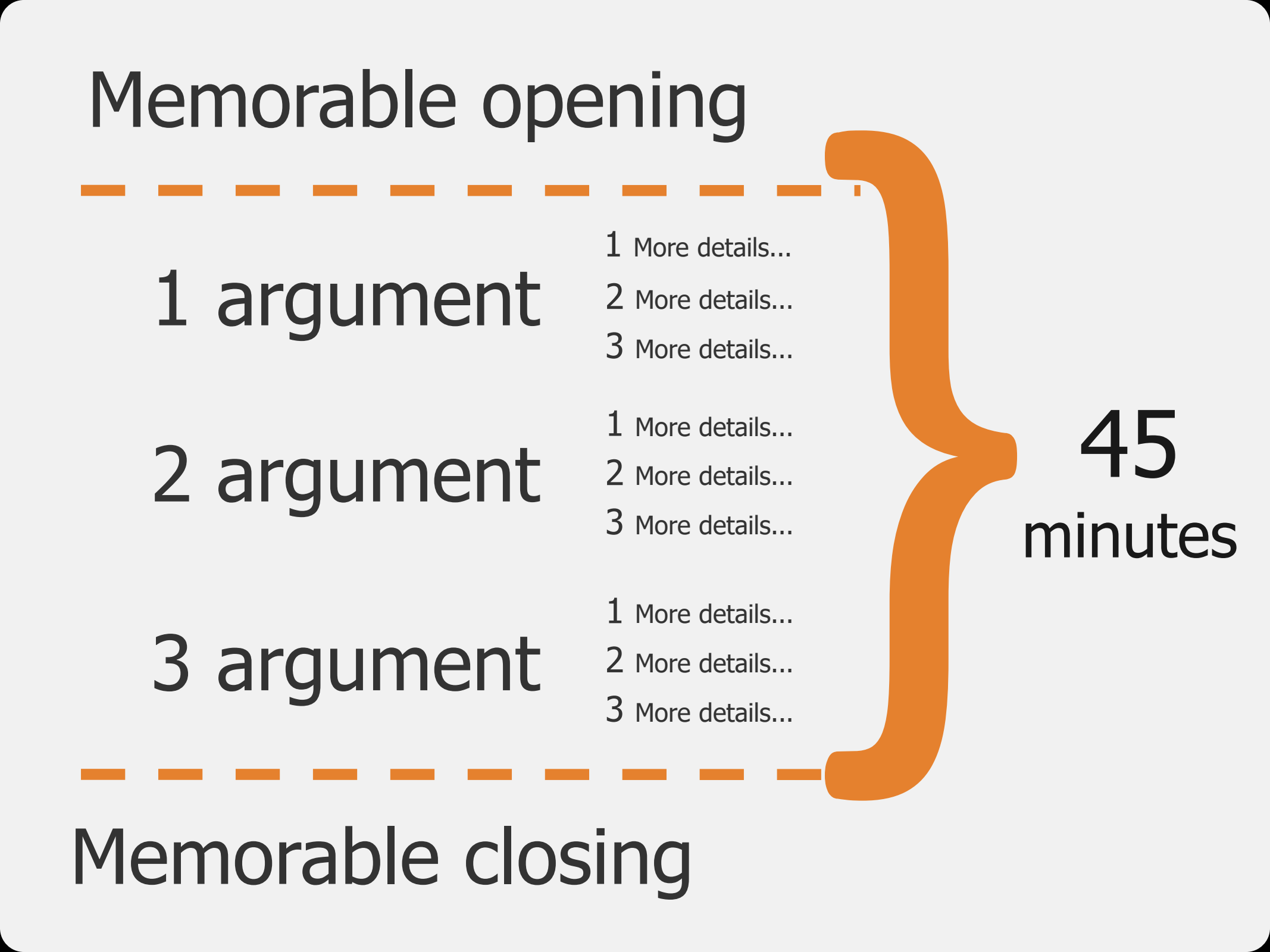
Structure choices

❶ Problem – Pathway – Solution

❷ Problem – Solution – Reasoning

❸ Fancy stuff (if it makes sense)

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

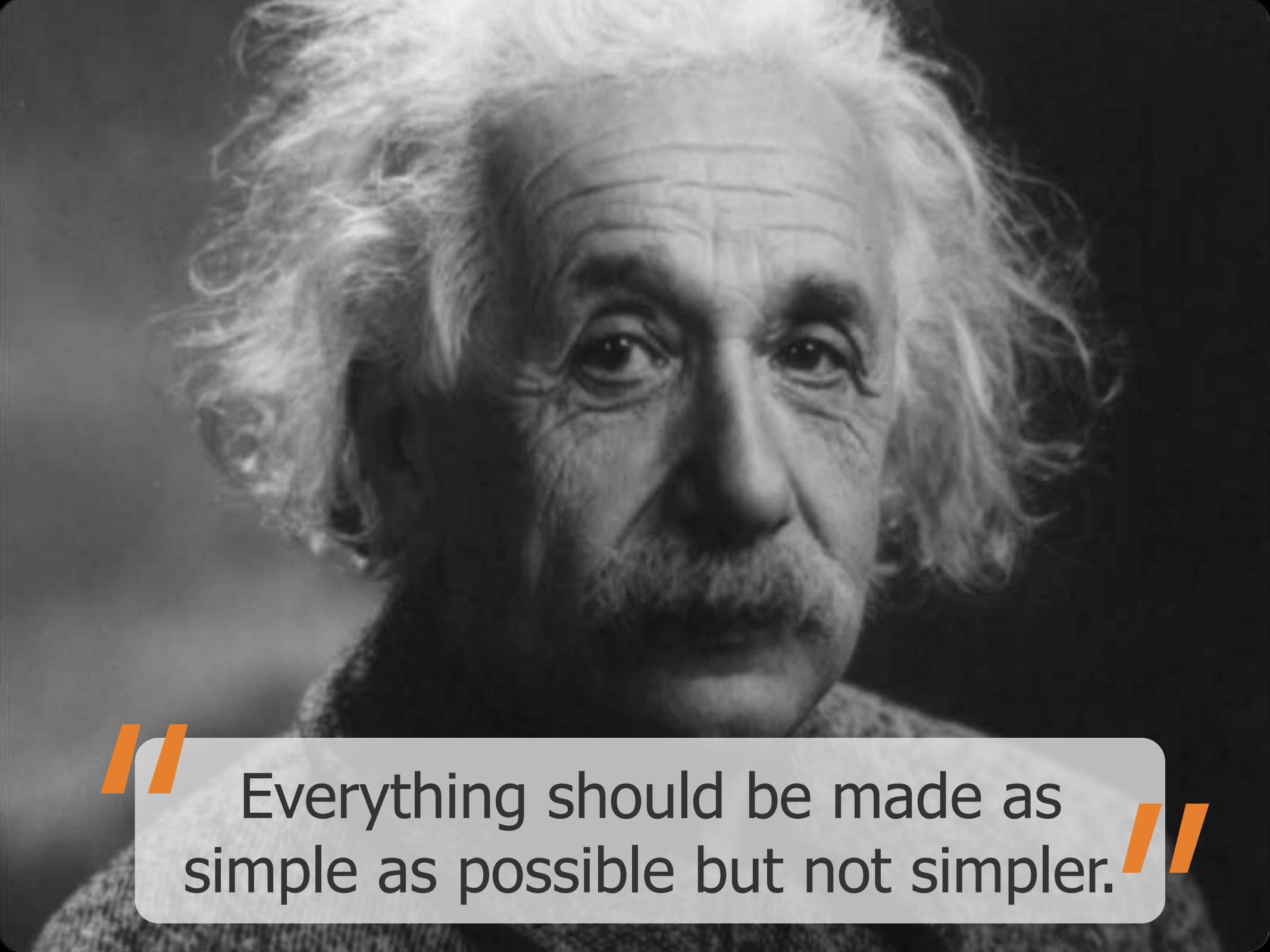

Memorable opening
1 argument
1 More details...
2 More details...
3 More details...
2 argument
1 More details...
2 More details...
3 More details...
3 argument
1 More details...
2 More details...
3 More details...
45
minutes
Memorable closing

You can tell this in...

- ☑ 5 minutes
- ☑ 15 minutes
- ☑ 45 minutes

It is scalable.

Simplicity


"Everything should be made as simple as possible but not simpler."

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

Fundamental problem?

PowerPoint helps to:

❶ Visualize ideas

❷ Create key points

❸ 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**

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Cramped. Boring.

Simple design rules*

❶ **One** point per slide

❷ **Few** matching colours

❸ **Very** few fonts

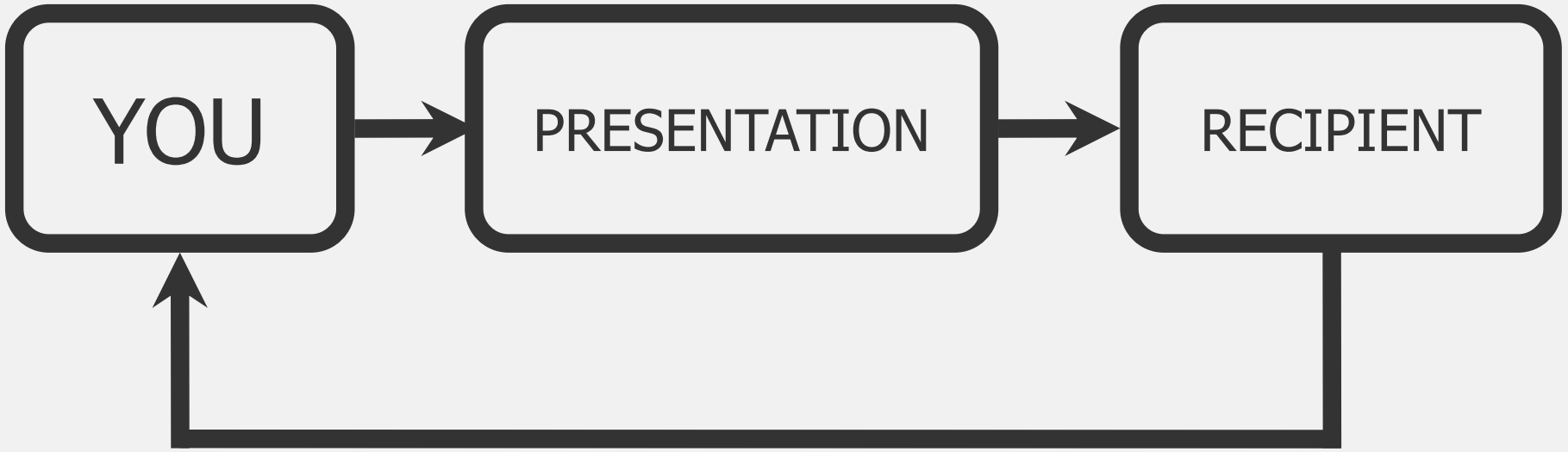
❹ **Photos**, not clipart

* pun intended

Less text.
More imagery.
Wild imagery.

Rehearsal

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

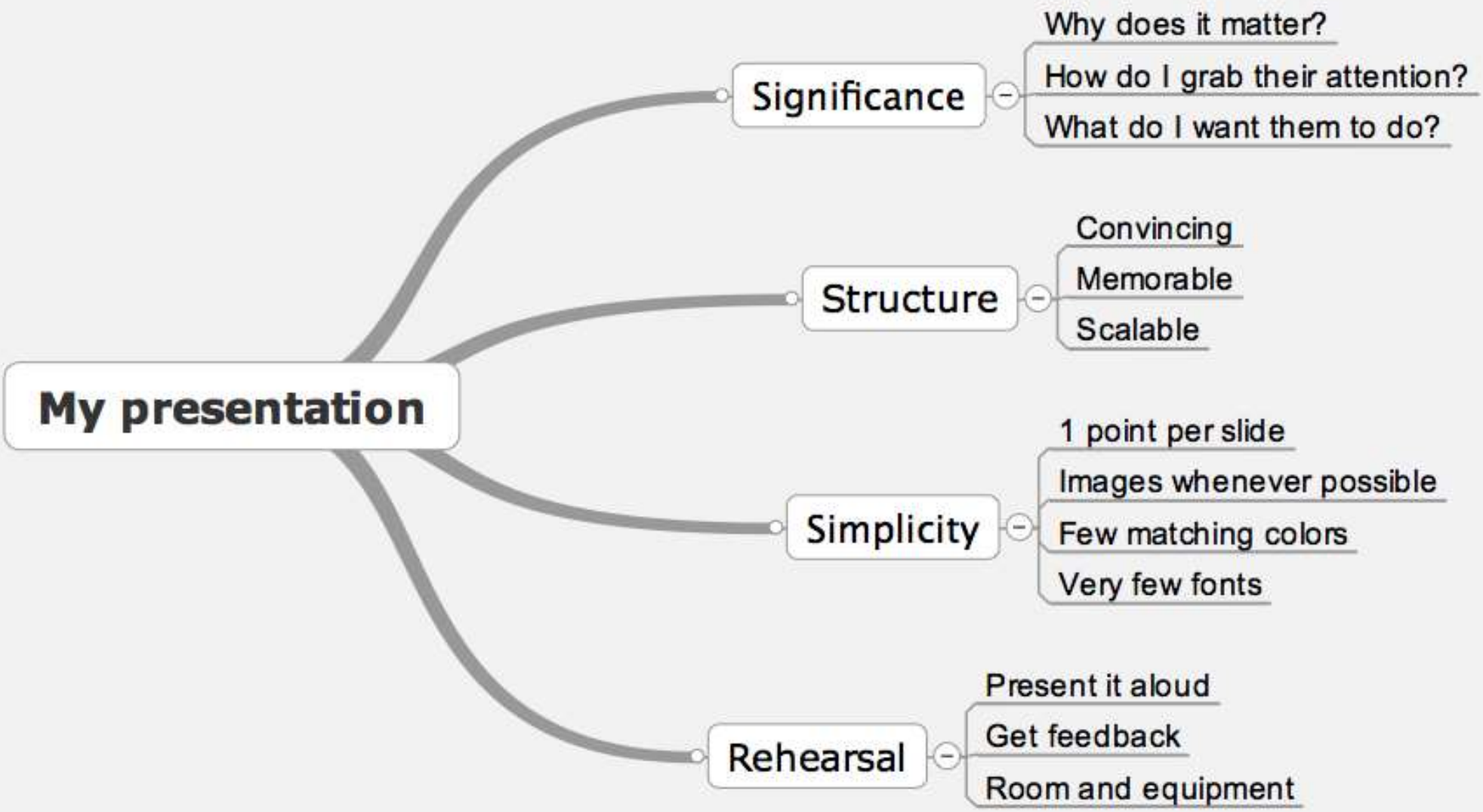


Feedback. Go get some.

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

Check the room
and equipment.

Presentation checklist



All this leads to...

Wow*
* great presentations