

## EFFECTIVE FOCUS: THE SAVVY OF THE SLIDE DECK.

*"Designing a presentation without an audience in mind is like writing a love letter and addressing it 'to whom it may concern.'"*

- Ken Haemer

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There are a lot of differing opinions about PowerPoint and slide decks. To some, they prove cumbersome and hindering. To others, they give the presenter an excuse to hide behind projected information. How often have we been to a presentation, and the entirety of it was displayed on the slides, or were the slides so overrun with information that you could not take any of it in? The question is not how to make Slide Decks work FOR you but how to make them work WITH you.

### Discovery Questions

1. How many bullet points are on each slide?
2. What size font are you using?
3. When I present, do I read off of my slides, or do I help them aid in the story?
4. When seeing slide decks in other people's presentations, what do I like/dislike?

## CHOOSE ONE PRACTICE STRATEGY TO DO TODAY

Next time you use a Slide Deck, use these few exercises to ensure it works for you!

Challenge yourself:

1. What is the main point of each slide? If you can't say out loud the purpose of each slide in 2 sentences or fewer, you may need to rethink that slide. (Is it necessary? Does it need to be split into two slides?)
2. At first glance, is your slide too visually overwhelming, or is the direction of it obvious to the reader? Try to represent some words with imagery instead. Use "icons," clip art, graphs, charts, or "SmartArt" on PowerPoint.
3. Do you have to read every line? Are you turning around and looking at your slide? You should be able to have a conversation about the information on the slide. Of course, referencing the slide for data, quotes, and statistics is appropriate, but don't read full sentences word-for-word.
4. DOT FOR DOT: If your BULLET POINT has a PERIOD at the end, that is a full sentence—shorten it. Bullet points are meant for phrases and quick ideas.

*Example:*

*Every employee will receive a performance review at the end of the fiscal year. →*

*Performance reviews at the end of the fiscal year for all*