# Death by PowerPoint (and how to fight it)

Slide 1.

Death by PowerPoint (and how to fight it)

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<https://www.slideshare.net/thecroaker/death-by-powerpoint>

Jul 31, 2017

Slide 2.

There are 300 million PowerPoint users in the world\*

\*estimate

Slide 3.

They do 30 million presentations each day\*

\*estimate

Slide 4.

About a million presentations are going on right now\*

\*estimate

Slide 5.

50% of them are unbearable\*

\*conservative estimate

Slide 6.

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

Slide 7.

They are all DEAD! Well, almost.

Slide 8.

Let’s make the world a better place.

Slide 9.

Why are they doing it?!

Slide 10.

Research shows

1. Bullets don’t kill people

2. People kill people

3. Unintentionally

4. Yet regularly

Slide 11.

Mainly due to lack of...

1. Significance

2. Structure

3. Simplicity

4. Rehearsal

Slide 12.

1. Significance

Slide 13.

Why do you present?

To “pass the information”?

Your boss told you to?

Or to make meaning? (check)

Slide 14.

What’s the subject and why it matters to you?

Slide 15.

How presentations work

1. Significance creates passion

2. Passion attracts attention

3. Attention leads to action

Slide 16.

Are you passionate? Check yourself.

Slide 17.

This is passion.

(image of coach yelling)

Slide 18.

This is passion.

(image of woman smiling)

Slide 19.

This is passion.

(image of man praying)

Slide 20.

This is not.

(image of business people sitting on stools looking bored)

Slide 21.

Can’t find the meaning? Don’t present.

Slide 22.

2. Structure

Slide 23.

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

Slide 24.

Q: What structure to use?

A: any – as long as it is has:

1. beginning

2. middle

3. end

Slide 25.

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

Slide 26.

Memorable beginning

Memorable middle:

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 ending

Note: this structure is very similar to the five-paragraph essay structure you now know and love.

Slide 27.

You can tell this in...

5 minutes

15 minutes

45 minutes

It is scalable.

Slide 28.

3. simplicity

Slide 29.

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

Slide 30.

Apparently, being simple is not that simple. Will give you some examples.

Slide 31.

(Image of text in a non-English language) Don’t worry: knowing the language doesn’t really help.

Slide 32.

People read faster than you speak. This means you are useless.

Slide 33.

(Image of a bar chart) Hey, we’ve got DATA!

Slide 34.

What’s the point? One simple point? Remove everything else.

Slide 35.

Simple design rules\*

1. One point per slide

2. Few matching colours

3. Very few fonts

4. Photos, not clipart

\* pun intended

Slide 36.

Less text. More imagery. Wild imagery.

Slide 37.

But what if I need to send or print the slides?

Slide 38.

Write a document

Slide 39.

Make 2 sets of slides

Note: one set of slides is the set that you use for your presentation and the other set is the set of slides that you can share with other people as a handout. The two sets of slides should differ because the same set of slides should not be used both with the presenter present and without the presenter present.

Slide 40.

Inform with little text\*

\* yes you can

Slide 41.

4. rehearsal

Slide 42.

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

Slide 43.

You -> presentation -> recipient -> repeat

Feedback. Go get some.

Slide 44.

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

Slide 45.

Check the room and equipment.

Slide 46.

All this leads to...

Slide 47.

Wow\*

\* great presentations

Slide 48.

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