



# No.1: Preparation.

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Too many slides get in the way of your message. And each slide should take no more than a minute to get through. That's about 160 spoken words: Words which should come out of your mouth and NOT be on the slide itself. Keep the slide SIMPLE.

- ❑ Do you know what you want your audience to think, do or say differently once they've seen and heard your presentation?
- ❑ Do you know what your two or three top messages are? If not, cut the messages you have down to size and write them down.
- ❑ How long is your presentation? Can it be shorter? Always err on the side of brevity.
- ❑ Are your slides part of a larger presentation? Be aware of what the others are saying!
- ❑ All those questions have to be answered BEFORE you start building slides.
- ❑ You need to create a presentation that flows. Think of the six P's: preface, position, problem, possibility, proposal, and postscript. Or at least - tell your audience what you are going to tell them, tell them, and then tell them what they have been told!
- ❑ Do all the audience have a common level of understanding on the subject, or is it mixed? Be careful not to ignore or patronise sections of your audience!
- ❑ Order your presentation using your key messages (supported by the most relevant and powerful facts) and remember the old cliché, 'Less is More'.