

## **MBA 525 - Module 1 AVP - Basic Principles of Effective PowerPoint Presentations**

### **Slide 1**

Title slide

#### **Slide content:**

MBA 525 Module 1

#### **Narrator:**

Most people in business know how to create PowerPoint presentations, so this is not a tutorial for the uninitiated. Rather, it is a brief discussion about what makes presentations more effective and interesting.

### **Slide 2**

#### **Slide title:**

Effective PowerPoint Presentations

#### **Slide content:**

- Simple and easy to understand
- Short bullets that provide basic information
- Bullets are used as jumping off points for further discussion
- Too much information is counterproductive

#### **Narrator:**

The best presentations are simple and easy to understand. People sometimes make them too busy and try to jam too much into a given slide. Some people also try to explain extremely complex ideas in PowerPoint, and that is a recipe for disaster. The bullets in a presentation should be short and provide only basic information. The bullets should simply serve as a basis for jumping off points that deserve a fuller explanation.

### **Slide 3**

#### **Slide title:**

Fonts

#### **Slide content:**

- Use Arial fonts
- Make the fonts no larger than 28 pts and no smaller than 20 pts
- Keep the fonts consistent in size and color
- Bold bullet headings
- Make sure fonts are dark in color against a light background

#### **Narrator:**

Pretty, ornate fonts are nice on greeting cards but not on slide presentations. Research indicates that Arial fonts are excellent for discussing information on slides. The fonts should be no larger than 28 points and no smaller than 20. The fonts should be consistent in size and color throughout a presentation with headings bolded. Finally, a dark font against a light colored background seems to work out best.

### **Slide 4**

#### **Slide title:**

Slide Layouts and Design

#### **Slide content:**

- Choose a layout carefully
- Try to include a visual in each slide

- Make sure layout is simple
- Use a plain, light-colored slide design (white is fine)
- Transition from one bullet point to the next

[Woman holding up a poster containing a simple bar graph]

**Narrator:**

Layouts for PowerPoint presentations should be chosen very carefully. There is widely held thought that layouts that provide space for information on one part of the screen and a visual on the other half, as shown here, work out best. Such an arrangement does not interfere with the information and ideas being presented. Also, it is very important to transition from one bullet to another rather than showing all the bullets on a slide at the same time.

**Slide 5**

**Slide title:**

Presentation Suggestions

**Slide content:**

- A presentation has three parts:
  - Opening
  - Body
  - Conclusion
- Speak slowly and enunciate clearly
- Try to avoid nonfluencies
- Be enthusiastic
- Look at the audience
- Begin and end on time

[Man standing behind podium with a microphone, gesturing with his left hand]

**Narrator:**

In a very real way, the best presentations are very much like public speeches and are structured the same way. A presentation has three parts:

- An opening to introduce and summarize what you are going to say
- A body to present and explain information and major ideas, and
- A conclusion to summarize and reinforce your main points one last time

Unfortunately, most business-related PowerPoint presentations do not follow this format and are often confusing.

Structure aside, be sure to speak slowly, about half of your normal speed, and enunciate clearly. Also, do everything you can to avoid non-fluencies. These are odd noises that people make, such as “ah”, and “uhmmm,” and “okay.”

It is always best to present with enthusiasm. If you don't seem to care, why should the audience? This includes looking at the audience. Finally, begin and end on time. The presenter enters into a contract with the audience when everyone knows time limits. Ignoring the contract is self-centered and rude.

**Slide 6**

**Slide title:**

Visual Support

**Slide content:**

- Provide copies of your PowerPoint slides

- Do not read your slide word for word
- Summarize the slide and make clarifying comments
- Build questions into your slides

**Narrator:**

People learn in different ways. Some learn best through listening with their ears while others learn best by seeing with their eyes. All learners are well-served when the message is reinforced. If a PowerPoint is at all complex, it is a good idea to provide copies of your slides. Also, try to avoid simply reading your slides to the audience word for word. They can read the slide text themselves. They do not need you to read it for them. Your role is to interpret the message on the screen. This means summarizing slides and clarifying main points. As you proceed through your PowerPoint presentation, build in questions along the way to stimulate discussions.

**Slide 7**

End of presentation