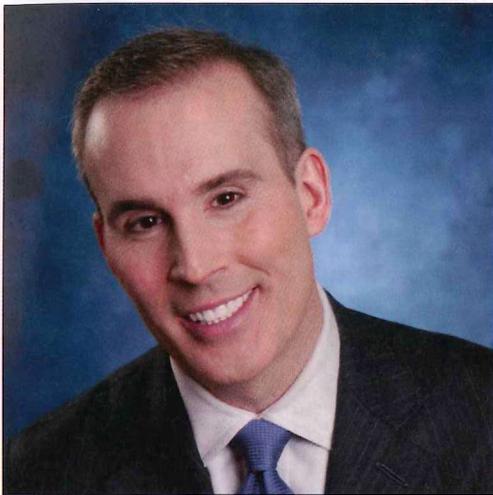


4A Visual aids



I hate to tell you, but chances are, your PowerPoint slides are lousy. But don't take my word for it, let's do a little test. Show your slides to someone who doesn't speak your language. Now, you're saying 'What's he talking about? Of course, they can't read them.' Ahah! If you're expecting your audience to read your PowerPoint, you're already in big trouble. PowerPoint is a visual medium. Whether it's a chart, a graph, a picture or a cartoon, your audience should be able to understand your message just by looking at the images.

T.J. Walker, CEO of Media Training Worldwide

- 1 Read the advice of leading media trainer, T.J. Walker. Then compare the two presentation slides below. Which do you think he'd prefer? Which looks more like your own slides?



- 2 Discuss your own preferences with a partner. Think about these features:

data load visual impact colour contrast
legibility font size scale aesthetics

- 3 1.14 Listen to business people from different cultures sharing their views. Write notes on the points you agree with.

Italian
Dutch
Swedish
Japanese

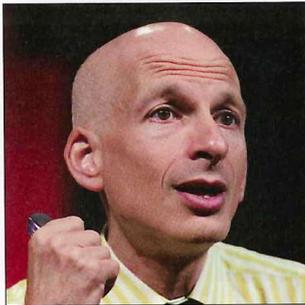


- 4 You've been asked to give a short team presentation on family business in India. In groups, try to decide which slide opposite would be the most effective as your main visual aid.

4B Visual aids

Avoid excessive use of bullet pointing. Only bullet key points. Too many bullet points and your key messages will not stand out. In fact, the term bullet point comes from people firing guns at annoying presenters.

Don McMillan, corporate comedian



No more than six words on a slide – ever!

Seth Godin, marketing guru



- 1 Presenter Seth Godin's advice seems extreme. Or does it? Think of the key message of one of your own presentations – can you write it out in six words?
- 2 How far do the words of comedian Don McMillan remind you of any presentations you've attended?
- 3 The 666 Rule and 10–20–30 Rule refer to the bullet points, font sizes and number of slides you should use in your presentation. What do you think these rules might be?
- 4 Now look at page 65 for explanations of the 666 and 10–20–30 rules. How far do you follow these rules?
- 5 The slide below is ineffective. In pairs, simplify it by radically reducing the number of words and rewriting the bullet points to make them grammatically consistent. Compare your ideas with those in the Key.



A designer knows he has achieved perfection not when there's nothing left to add, but when there's nothing left to take away.

Antoine de Saint-Exupéry, aviator, author, engineer

The Five Golden Rules You Must Follow to be Effective in Presentations

- Long introductions at the beginning are a complete waste of time – get to the point!
- Never apologise for being unclear, skipping points, having difficult-to-read visuals, etc.
- It's a mistake to get too involved in the details – put those in the handouts.
- Quoting figures is not as effective as telling anecdotes and stories to illustrate your point.
- Conversation, not presentation – that's how to build rapport with your audience.

6  1.16 Listen to part of a presentation about marketing to women and note the context in which the following key figures are mentioned.

- | | |
|--------------|-----------------------|
| a 85% | d 10% |
| b 8/10 | e \$70 m |
| c 75% | f $\frac{3}{4}$ |

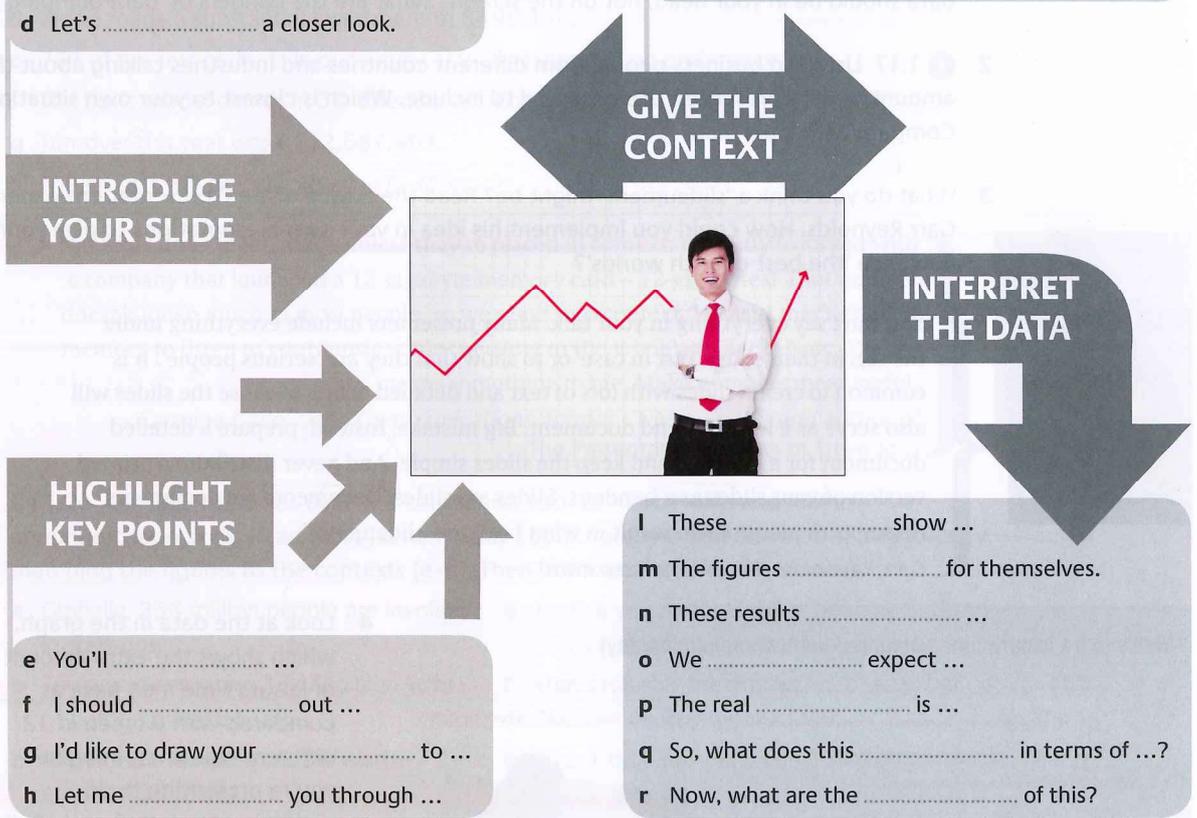
7 The expressions below are all useful when presenting a slide. You heard most of them in the presentation extract in 6. Complete them using the words in the box.

attention axis notice
look talk take point see

figures question implications
background speak mean
put might know suggest

- a Have a at this.
b The vertical represents ...
c As you can, ...
d Let's a closer look.

- i To give you the to that, ...
j As you, ...
k Now, let's that into perspective.



8 Where could you use the following adverbs in the expressions above: *clearly, immediately, presumably, obviously, particularly, briefly, frankly, just?*

9 In groups, choose a few of the statistics in 6 and brainstorm ideas for simple visuals.

10 Turn to page 84 to practise presenting information to your group using simple but effective visuals as support. You can evaluate your performance using the feedback form on the website.