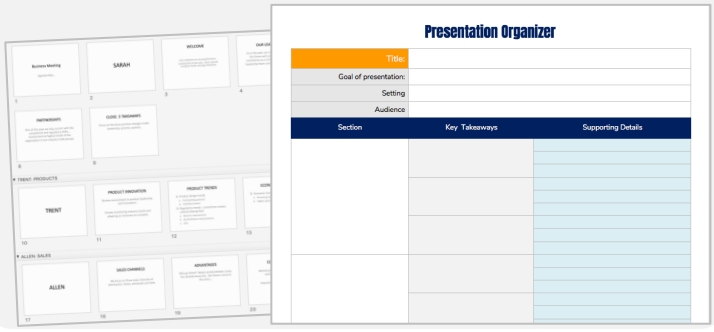
mindset digital

5 FAST FIXES
FOR PUTTING THE POWER IN POWERPOINT

1. Structure & signal

Think about your slides last. Don't start creating slides, until you've done the important work of organizing and clarifying your message.



2. Reduce the text

When it comes to text on your slides, less is almost always more.

Text splits the attention of your audience between reading and listening. That reduces how much they understand and remember.

- **Use PowerPoint's speaker notes** to give yourself the info you need and free your audience from the work of reading cluttered slides.
- **Give your audience a handout** if they need to remember detailed facts and figures, contact information, additional resources and more.

3. Say dog, see dog

The human brain processes images faster than text. Not only do images capture our attention, but they help us remember information.

Be thoughtful: resist the urge to "decorate" your slides with the irrelevant photos. Images need to support your key points and be immediately recognizable.

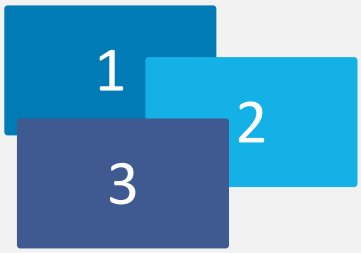
A domesticated carnivorous mammal that typically has a long snout, an acute sense of smell, and a barking, howling, or whining voice.

4. Use more slides

A good rule to follow is each slide should focus on only one piece of information.

Splitting your content over multiple slides makes your message much easier to digest. After all, slides are free!

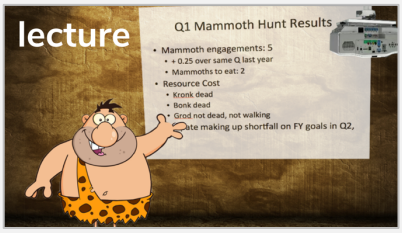
- One
- Two
- Three



5. Tell more stories

People have been telling stories for thousands of years. Evolution has wired our brains for storytelling.

A story can put your whole brain to work and make your message more memorable. Research has shown that a story makes us more likely to embrace new ideas and messages.



Stories are remembered up to 22 times more than facts alone.

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