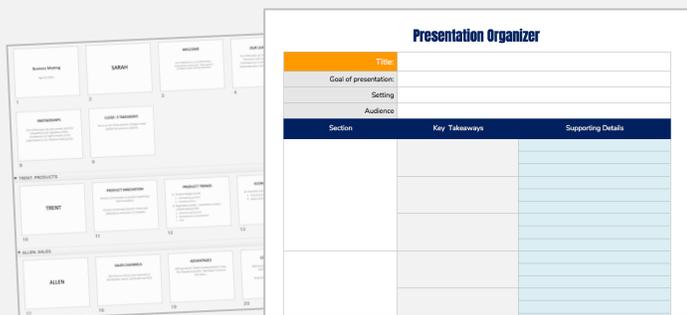


# 5 FAST FIXES FOR PUTTING THE POWER IN POWERPOINT

## 1. Structure & signal

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



## 2. Reduce the text

If your audience is busy reading your slides, it's hard for them to hear what you are saying. Remember..

- **The Three-Second Rule** —if your audience can't make sense of a slide in three seconds, rebuild it.
- **Slides are Not Handouts** — save the jargon, complex data and other hard-to-convey info for your handout. And wait to share it until after the presentation, so you don't kill the curiosity.
- **To Inform, You Must First Engage.** Slides full of 18-point text and bullet points don't work. Aim for 4-6 words per slide (30-60 point fonts work fine).

## 3. Say dog, see dog

**If You Are Talking About a Dog, Show a Dog.**

This rule comes from broadcast journalism. Visuals are more powerful when our audience actually sees what we are saying—while we are saying it.

The human brain processes images faster than text. Not only do images capture our attention, but they double memory retention.

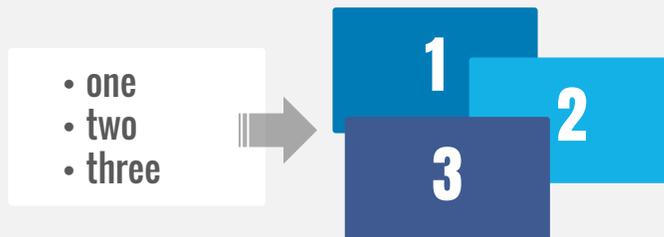
A domesticated carnivorous mammal that typically has a long snout, an acute sense of smell, and a barking, howling, or whining voice.



## 4. Slides are free

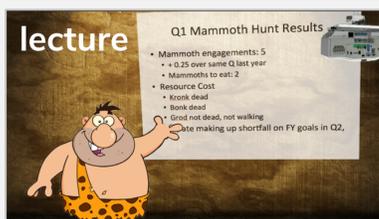
Too often, we treat them as a scarce resource.

The more movement you show in a presentation, the easier it is to capture attention. Reduce the text, but not the slides. Hint: Take advantage of animations, too.



## 5. The lecture is over

Our brains are wired for storytelling. They are easier to remember and easier to share. Especially when they are told through engaging visuals.



**Messages delivered as stories are up to 22 times more memorable than facts alone.**

**Want to learn more?**

**Contact us.**

[hello@mindsetdigital.com](mailto:hello@mindsetdigital.com)