

A PowerPoint Playbook

How to take your presentation from good to great

PowerPoint is an incredibly powerful tool for sharing information, offering a versatile platform to create visually engaging and interactive presentations.

Whether you're sharing a business proposal, an educational lecture, or a creative pitch, PowerPoint allows you to organize ideas clearly and support them with visuals, charts, and multimedia. Its user-friendly interface makes it accessible for both beginners and professionals, while its robust features provide endless customization options, helping you communicate complex concepts in a compelling and easily digestible way. However, there are many tips, tricks, and potential pitfalls to navigate along the way.

1. Plan your content first

Develop a framework for your story or message before you start. This will act as a guide to keep you on track and help to create a cohesive presentation.



2. Choose impactful imagery

Images can add a lot to your presentation, but there are some general rules of thumb to keep in mind.

Don't use blurry or low-resolution images, and always make sure you have appropriate permission or licensing for the images you are using. There are many great free image sources to explore such as Pexels, FreePix, Unsplash etc.



3. Include an agenda

An agenda sets expectations for your audience and informs them of the presentation's direction.

4. For longer presentations

Use divider slides to create visually digestible sections.

5. Choose the right fonts

Choosing header and body copy fonts from the same font family is a good practice.

If you need to add an additional font, choose one that compliments rather than competes.



6. Avoid over formatting your fonts

Just because you can use bold, italic, drop shadow, underlined and colored fonts doesn't mean you should!

7. Keep text to a minimum

Your presentation should support your narrative, not distract from it so use text thoughtfully to reinforce key talking points. Use the speaker notes section for the bulk of your commentary.

8. Keep it simple

Less is more. Don't over-engineer your slides – allow your audience to focus on what you are saying.



9. Use white space to your advantage

Don't be afraid of white space, it creates a quiet pause in your presentation.



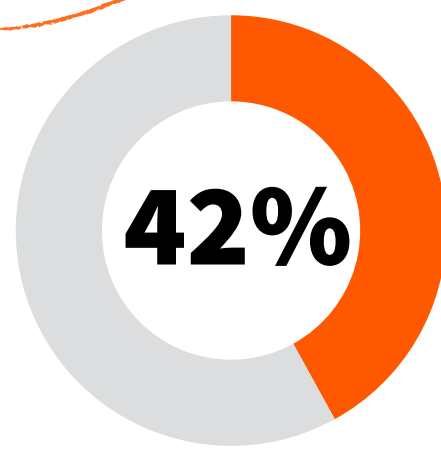
10. Mix it up

Create interest with bold color blocks and imagery.

Give your audience a break from stats and in-depth content by using bold color blocks and imagery. Doing the same thing page after page creates boredom for the viewer.

11. Call out data points with graphics and larger font size

Emphasize your data with visual assets to make it more engaging and impactful. There are a variety of charts, graphs and visuals to help call out your key data points.



12. Use colors and contrast effectively

Use brand colours with contrast to illustrate visuals and reinforce your brand identity.



13. Be consistent

Ensure a smooth flow from end to end by making sure headers and footers, fonts and overall style is consistent.



14. Rehearse your presentation

Practice makes perfect. Take the time to practice your presentation, including timing and animations. Use the 'Rehearse with Coach' PPT feature that offers real-time feedback.

