

# Creating Powerful Power Point Presentation

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**Abstract**— The paper is written with a motive to explain how to create a powerful power point presentation in the organisations. The organisations hold lectures on regular basis for the training and development or for discussing the performance of the firm or for planning and making future strategies, etc. For this purpose, the employees gather in the conference room. The speaker always uses power point slides as an aid while speaking. This way, the data can be explained easily to the available audience. In this paper, I'll discuss how to design and structure a powerful power point presentation and then some tips are given for making an impressive presentation.

**Keywords**— PowerPoint Presentation, effective presentation, presentation design, tips for presentation, impactful presentation.

## I. INTRODUCTION

The term PowerPoint came up after Microsoft came up with a software program namely "PowerPoint" [1]. PowerPoint helps the speaker or the presenter of a topic while speaking in front of the public. He can use this PowerPoint presentation as an aid with main points written on it.

### A. Presentation –

**Definition:** A presentation is something which is presented to somebody. It may include a symbol or image that represents something which can be shown to the audience. Presentation is something offered or given to the audiences. Presentation is an immediate object of perception, cognition, or memory which helps the speaker while delivering his lecture.

### Components of effective presentation

A presentation can become an effective presentation if the object and the content for making the presentation have been selected carefully. One should take care of the following while preparing a power point presentation [2].

- **Define** – One has to decide the Objective/ Agenda of the presentation. It is very important to have the objective very clear in mind. One should decide on a few main topics and everything that is written should revolve around the main topics. One should be able to tailor the made content as per the needs and requirements of the target audience.
- **Design** – The person should be able to use different methods to drive the agenda mentioned in the above point. The speaker should make sure not to push too much text on a slide. The slide should be clear and the font should

be large enough to read easily. The colour of the text should be contrast with the background colour. The slide should be able to highlight the important points.

- **Deliver** – The delivery part of the presentation deals with effective communication of the above set agenda. It is very important to engage the audience with an eye contact. One should be able to emphasise the main points. It's always good to have main points on the slides and then explaining them while speaking. One should not just keep on reading whatever is written on the slides. Slides are only to support the presentation.

### Tips for impactful presentation

While making a presentation one should take care of the following points [3]:-

- One should always have a script ready before making the presentation. The slides should just illustrate and expand what the person will be saying in the presentation.
- The slides should explain one point at a time. Since the audience is sitting idle they'll read whatever is written on the slides. So it is important to have one point on the slide at a time.
- The presentations should be concise and should contain the main points. The slides should not contain paragraphs.
- The design should be kept simple and only very important pictures should be kept put in the design.

### B. Define – the presentation

#### Objective of the presentation

Before preparing the presentation, the purpose of giving the presentation should be clear in the mind of the presenter. He should design the presentation by keeping in mind about what will his audience do/ think/ feel after the presentation is made.

#### Know your target audience

The presentation should be made by keeping in mind the target audience. The presentation should be easily understood by the audience and it should be made by keeping following features of the audience in mind:-

- **Demographic properties:** The presentation should be made as per preferences and demography of the audience.
- **Age:** The language and content of the presentation should be made by keeping in mind the age of the listeners. The language should be easy for them to understand.
- **Experience:** If the audience are experienced then a higher level of presentation can be made since they'll

be able to understand it if they have prior knowledge of the subject.

- **Needs/ Challenges faced:** Needs of the audience should be kept in mind while designing the presentation. The presentation is prepared for the audience so their training need should be assessed before preparing the presentation.
- **Learning styles:** The presentation should be made in the style that is easily understood by the listeners.

### C. Outline the Objective

**Creating clear and concise agenda:** The agenda for making the presentation should be clear and concise only then the motive behind the presentation will be clear.

**Not more than 4-5 agenda for one presentation:** One presentation should not have more than 4-5 agendas as all of these have to be explained in a number of slides..

#### Examples of clear objectives:

1. Attrition spike in Q1 2013 – reasons, repercussions & next steps
2. Lowering ad spend - impact on sales

Vs

1. People leaving various departments hampering productivity and performance of the organization
2. Sales are down, major reasons to be explored

## II. DESIGN – THE PRESENTATION

PowerPoint presentations are very helpful to support a speech or to visualize the complicated ideas or focus an audience's attention to some major issue. But if it is not designed properly with a clear agenda then it can achieve the opposite. If the slides are made with too much text or distracting graphics then it can distract the audience away from the message. Following tips should be kept in mind for designing the presentation:

### A. Basic Rules

**Slide Structure:** While preparing the slide structure, the consistency should be kept in mind. There should be consistency in the design, font, color, etc. Following should be taken care of:-

- 1 -2 slides per minute
- Point/ Bullet form
- Key words and phrases only
- Follow 6x6 rule
- Numbers to indicate sequence or steps
- Bullets to show a list without
  - a. priority
  - b. sequence
  - c. hierarchy

**Font:** Font size should be carefully chosen. Sans serif fonts should be used and 32 point font size should be used.

**Color:** The color of the text should match with the color of the text and the color of the background.

**Background:** The background color and design shouldn't be very bright. The main focus should be on the content of the text on not on the background. Dark text should be put on the light background.

**Animation:** Use of animation and pictures should be made wherever possible. The pictures speak themselves and needn't be explained but some people feel that they are unnecessary distraction.

### B. Methods to drive the point

**Visual aids:** Clear and simple visuals should be used so that the audience should not get confused. Visuals should make the key concept of making the presentation clear.

**Data:** Data can be presented in the form of tables, charts and graphs, etc. it makes the data look neater and clear.

**Story/ Videos:** The speaker can also make use of small stories or videos to make the presentation more attractive and easily understood.

## III. FONT OF THE PRESENTATION

Font in a presentation is the size of the text on the slides. The size shouldn't be too big and it shouldn't be too small either. One should stand 2 meter away from the computer to see if the text is easily readable or not [4]. The 6x6 rule should be used i.e. not more than 6 lines per slide and not more than 6 words in each line.

### A. Fonts

Fonts should be kept BIG so that the text is easily readable. Different size fonts should be used for main and secondary points.

Too many fonts/ colors/ styles should be avoided. Use of standard font like Times New Roman or Arial should be made. CAPITALIZE ONLY WHEN NECESSARY, IT IS DIFFICULT TO READ. Look at it from 2 metres away and then finalise the font size [6].

### B. Use animation to show one point at a time

Only one point at a time should be revealed as it helps the audience to focus on the point. It also prevents them from reading ahead. One should be consistent with the animation and shouldn't go overboard. Distracting animation should not be used. Use of sound should only be made when necessary.

### C. Colour/ Background

One should use the color of the font that contrasts sharply with the background. Ex. blue font on white background should be used. Use of color to reinforce the logic of the structure should be done. Ex. Light blue title on dark blue text should be used. Use of color should be done to emphasize a point but this should be done occasionally. Using different color for each point/ sub point is unnecessary.

**IV. VISUAL AIDS**

Visual aids, as explained earlier can help reduce half of the presenter’s task. The visual aids are self explanatory. If used well, the visual aids help to

- maintain audience interest
- assist comprehension of message
- increase recall

The visual aids should not be used to demonstrate technical competence and should not become the message itself. Each visual aid should carry one message each and the use of clear and relevant pictures which aids can make the presentation more understanding. As they say ‘A picture is worth more than a thousand words’.

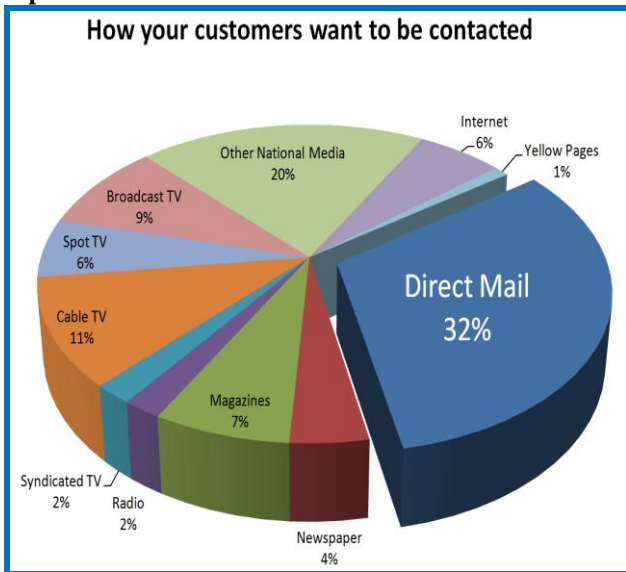
Information assimilation during presentation should make the use of text, visual and vocal in the following proportion:-

Text – 7%, Visual – 55%, vocal – 38%

**A. Visual Aids - Data**

Use of relevant data to support the view point should be made. Visuals aids can be used to illustrate and compare the data. It provides objectivity and acceptance of the presentation text. Data through visual aids can be presented through titled graphs, charts and tables. The data should be sorted out for greater understanding. Visual aids data can take the following forms:-

**Pie Chart – When total data is divided into different groups**



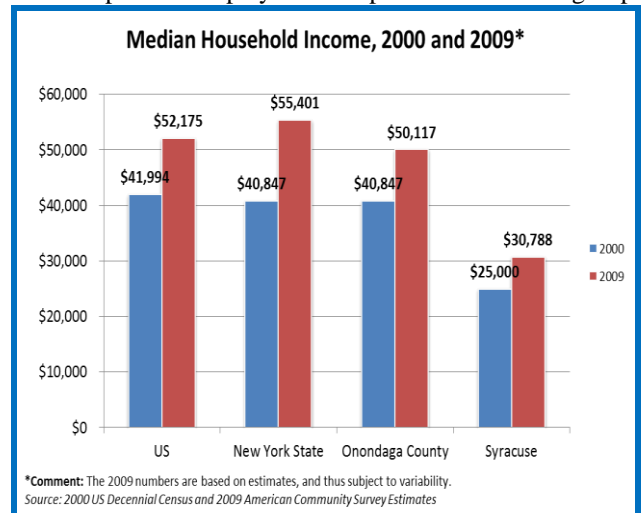
**Table– When the data set contains relatively few numbers**

**Table 1: Regional Differences in the Percentage of Adults Taking a Holiday in 1998**  
Source: *Regional Trends 35*

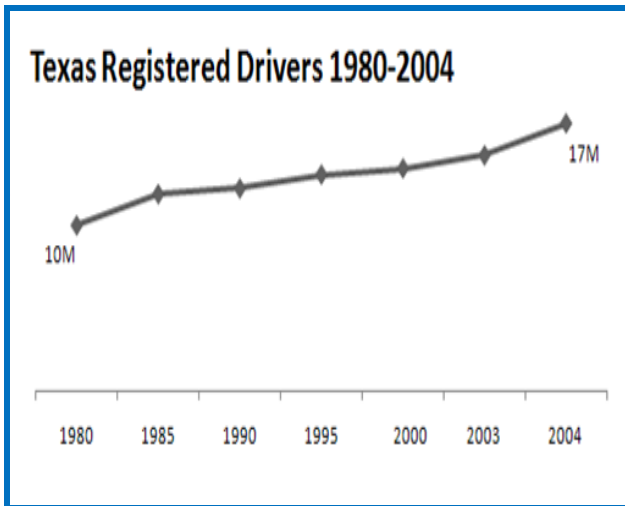
Region	%
East Midlands	64
Humber-side & Yorks.	64
South West	61
South East	60
North West	59
Greater London	56
West Midlands	56
North	54
East Anglia	50

**B. Visual Aids – Data**

**Bar Graph – To display and compare different data groups**



**Line Graph – To show time series data**



### C. Visual Aids – Flipchart

Flipcharts are low cost and popular solution for:

- Recording interactive meetings and brainstorming
- Spontaneous summarizing of the data

While writing a flipchart, one should ensure that the letters are 2-3 inches tall. Blue or black marker pens should be used which are visible from the back. But, the flipcharts may get difficult to read in a large group. A flipchart kept on a portable easel works best when it is used with a small audience of about 20 or fewer people [7].

### D. Visual Aids – Handout

Relevant handouts are useful for:

- Summarizing the data
- To explain the main points more elaborately
- To help understand complex information

Timing of distribution of handout is important. It should be done:

- At the start of the presentation for complex data
- At the end of the presentation for summarizing

### E. Spelling and Grammar

One should always proof read the slides for

- Spelling mistakes
- Grammatical errors
- Repeated use of words

If English is not the first language of the presenter, then he should get someone else to check the above for him.

## V. PRESENTATION DESIGN- SUMMARY

The presentation design should contain the text to support the communication and the pictures to simplify complex concepts. It should make use of the animations for complex relationships. The visuals should support the presenter for making the presentation and it should not distract the audience. Sounds should be added to the presentation only when they

are absolutely necessary. The presenter should ensure the slide visibility from all corners, especially from the back.

*“Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it’s really how it works. The design of the Mac wasn’t what it looked like, although that was part of it. Primarily, it was how it worked. To design something really well, you have to get it. You have to really grok [understand intuitively] what it’s all about. It takes a passionate commitment to really thoroughly understand something, chew it up, and not just quickly swallow it. Most people don’t take the time to do that.” - Steve Jobs*

**Lesson:** Giving a truly good presentation takes time and effort. One must understand the material thoroughly; and must understand how it relates to the audience. One must understand what is most important and why. And then one has to design the presentation—with or without slides—so that it hangs together and conveys the message with an impact [5].

## VI. PRESENTATION DELIVERY

Now we come to delivery of the presentation. One should make sure the he knows the content of his presentation thoroughly so that the presentation flows naturally [8].

### A. Deliver the Presentation

It is very important to deliver an effective presentation to make an impact on the audience. Planning the delivery in advance by practicing in front of mirror can help or one can make someone listen to it. Setting a right pace is also very important. Generally, one minute should be spent on one slide. Getting familiar with the equipment in advance can also be of great help.

### B. Deliver – Importance

A Good delivery is one which connects the audience with the content of the presentation and the presenter. One should put in efforts which can differentiates him as a presenter. He should be able to convert transmission into reception. The presentation should aim to inform, inspire, entertain, demonstrate, prove and persuade.

### C. Planning

On should plan the presentation very carefully. The presentation on an average should be of half an hour plus preparation for 5 minutes of talking. One should formulate a precise objective of the talk and create a structure and sequence to the talk. One should use the meaty sandwich – beginning-middle-end format.

**Beginning - “Tell them what you are going to tell them”**

- Getting Attention
- Statement of theme
- Building Rapport
- Audience Needs

**Middle - “Tell them”**



- Points to be made
- Support material, examples, references
- Possible audience objections/ questions

**End - “Tell them what you have told them”**

- Reiterate the theme
- Summary of points

**VII. KEY COMPONENTS OF EFFECTIVE DELIVERY**

Following are the key components which an effective delivery should have:

**A. Eye Contact/ Expression**

Making eye contact with the audience rather than looking at the screen:

- Helps connect with the audience
- Helps keep check on audience interest and understanding
- Keeps audience engaged

One should keep on shifting his eye contact to cover all segments of audience and he should make the facial expression that suites to the mood of the topic.

**B. Body Language****Posture**

One should maintain a relaxed and confident posture with his / her legs firmly planted on the ground and one should never show his back to the audience.

**Gesture**

One should use varying gestures to put the point across to the audience. But he should make sure not to overdo it as it can irritate audience. The speaker should avoid repetitive and distracting gestures.

**Head position**

While making a presentation the head of the speaker should be held high and he should tilt and move it with his speech to create an impact.

**Hand and feet movement**

Hands should be free and hanging on either side rather than crossed or inside pockets. Hand movements should be made for gestures. One should move his feet to get closer to the audience and cover appropriate space.

**C. Voice****Volume**

One should always check with the audience if they can hear at the back or not. Use of a microphone should be made when necessary. The volume should be increased or decreased according to the need.

**Pace**

Going too fast or too slow can lose the interest of the audience. Thus, one should avoid speaking quickly to cover all the content within the given time.

**Tone**

One should modulate the tone effectively by emphasizing the key words. This can be done by energized vocal delivery which conveys enthusiasm.

**VIII. TIPS FOR EFFECTIVE PRESENTATION**

“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave” - Dale Carnegie. Following are some tips for making an effective presentation:

**A. Practice ‘If you fail to prepare, you are prepared to fail’**

One should practice against the clock and should rehearse out loud at least 4 times. One can video tape and see himself talk. One should never memorize the script as this is a presentation and not a recital.

**B. Overcome the fear of public speaking “Prior Proper Preparation Prevents Poor Performance of the Person Putting on the Presentation”.**

It is important to know your venue and material. One should learn how to relax. One should concentrate on the message and should use involvement techniques (participation). Try learning participants' names and use them. One should use eye contact to establish a rapport with the audience. One should obtain information about the audience in advance. It is important to focuss on the appearance by dressing up confidently. One should be aware of his/her own style (don't imitate someone else). One should introduce self to the group in advance (via a social context).

**C. Check Audience Involvement**

Look for signs that audience are not listening if they start to look down or if they touch or rub the face, hand or hair. They are getting bored if they fidget, yawn, and flip through their notes. The presenter should try to attract their attention towards him.

**D. Having a backup plan**

One should always be prepared with the backup plan because sometimes the systems may not work at the time of the presentation. One should always carry a copy of the presentation on a USB or in his/her email.

**E. Speak to the audience and not to the slides**

One should not just watch the presentation while speaking; rather he should look at the audience while speaking. Else he can lose his impact.

**IX. CONCLUSIONS**

The power point presentation has to be designed in an effective way and it should be a mix of text, visuals and vocal sound. The font size has to be 32 so that it is easily visible to the audience at the back also. The design should also complement the text, the font and the color.

After writing this paper I can conclude that after making the presentation one should summarize the key concepts and the main ideas of the presentation. The presenter should resist the temptation of adding a few last impromptu words. He

should end the talk with the summary statement or question that he has prepared for the audience. One can always consider alternatives to “Questions?” for the closing slide. A summary of the key points of the presentation, a cartoon, a team logo, or a company logo may be a much stronger choice. The presenter should be familiar with the room of the presentation in advance in order to appear more confident while making the presentation. He should make proper use of the whole space and the equipment available.

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