

PowerPoint COOL TRICKS...

Reduce text on your slides:

Minimizing the text on a slide is perhaps the single most important thing you can do to dramatically improve your presentation. And it is fairly easy to do.

There are a few reasons why we tend to overload our slides with text: we worry that we will forget important content; we want to impress our audience with our vast knowledge; and we often use PowerPoint as the primary tool for collecting and writing down our thoughts (without editing).

Too much text on the screen overloads our audience and directs attention away from the presenter. When the presenter turns and reads long sentences and paragraphs directly from the screen content retention falls dramatically. It is the number one complaint that PowerPoint viewers have. Fortunately, it is simple to fix. Here's how:

Shown above is a typical overloaded slide — too much text in long sentences and paragraphs. A slide like this often has type that is too small for the audience to read. The presenter will sometimes turn their back and read it to them. Bad, bad, bad.

1. The first step is to **add a headline or title**. It is the most read text on your slide. The best titles will not only identify the subject but will deliver a point of view. This helps establish the message in the first seconds that the slide is on the screen.

2. Next **identify the keywords** that must be on the screen to a) help the presenter remember the important points and b) identify the topic the audience is hearing. The rest of the text can be part of the **verbal delivery**. A useful option is to move it to the notes section.

3. **Create your slide with title and keywords** (I added a descriptive subtitle here). There is no text on the screen for you or your audience to wade through and you have all the important points there to jog your memory if needed. Since you are the expert, you can use the keywords to dive into your topic as deep or as shallow as you wish. Your listeners will be focused on you and not your slides.

4. Finally, **add a simple professional graphic** for a polished touch. Note how changing the graphic can completely change the feel of the slide. →

• Is a metabolic disorder that is primarily characterized by insulin resistance, relative insulin deficiency & hyperglycemia
 • It is rapidly increasing in the developed world
 • Has characterized the increase as an epidemic
 • Unlike type 1 diabetes, there is little tendency toward ketoacidosis in Type 2 diabetes, though it is not unknown
 • Complex and multi-factorial metabolic changes lead to damage & function impairment of many organs, most importantly the cardiovascular system

Diabetes mellitus Type 2
 • Is a metabolic disorder that is primarily characterized by insulin resistance, relative insulin deficiency & hyperglycemia
 • It is rapidly increasing in the developed world
 • Has characterized the increase as an epidemic
 • Unlike type 1 diabetes, there is little tendency toward ketoacidosis in Type 2 diabetes, though it is not unknown
 • Complex and multi-factorial metabolic changes lead to damage & function impairment of many organs, most importantly the cardiovascular system

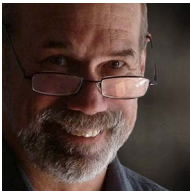
Diabetes mellitus Type 2
 • Is a **metabolic disorder** that is primarily characterized by **insulin resistance**, **relative insulin deficiency** & **hyperglycemia**
 • It is rapidly increasing in the developed world
 • Has characterized the increase as an epidemic
 • Unlike type 1 diabetes, there is little tendency toward ketoacidosis in Type 2 diabetes, though it is not unknown
 • Complex and multi-factorial metabolic changes lead to damage & function impairment of many organs, most importantly the cardiovascular system

Diabetes mellitus Type 2
A metabolic disorder
 • Insulin resistance
 • Relative insulin deficiency
 • Hyperglycemia

Diabetes mellitus Type 2
A metabolic disorder
 • Insulin resistance
 • Relative insulin deficiency
 • Hyperglycemia



Diabetes mellitus type 2 in Children
A metabolic disorder
 • Insulin resistance
 • Relative insulin deficiency
 • Hyperglycemia

Tom Nixon is a recognized authority on all things PowerPoint. Whether he is creating a high-stakes presentation for the CEO of a \$40 billion company in India or leading a hands-on workshop for public health experts at the CDC in Atlanta, Tom knows how to build and deliver powerful, persuasive PowerPoint. For more information please visit TomNixonDesign.com, call 770.289.0752 or email tomn@tomnixondesign.com to discuss.