





# 1. Innovate. Don't Imitate.

Although we all borrow ideas and skills from those we admire, it's important to always strive to be an original. Add elements to your repertoire wherever you find them, but always include your own unique twist.



## 2. Never add slides at the last minute.

You are asking for trouble.

Have confidence in your presentation and go for it!



An image is better than a bullet point.

## 3.

Why deliver your message with a few words when a picture is worth 1000?





Avoid the  
PowerPoint  
template.

4.

Make your slides uniquely your own!

6.

Will you still love it  
tomorrow?

Try to get your presentation together  
quickly enough so you can actually  
sleep on your decisions.

5. Birds of a feather.

Group similar topics  
together in your  
presentation.

This will help your  
clarity and make it  
easier for your audience  
to follow your flow.

7.

Trim the fat.

Simplify. Your slides are  
movie posters, each one  
enticing the audience to  
pay attention to what  
you have to say.



## 8. Visualize it.

In order to get your numbers across to an audience, it's important to avoid overwhelming their left-side-analyzing-brains by appealing to their wholistic-feeling-right-side brains.

A general rule: If you can't make it visual, you probably shouldn't use it.

## Tell a story visually.

## 9.

Why deliver your message with a few words when a picture is worth 1000?

## 10.

## Drive it home.

Don't be afraid to shed the shackles of the standard slide with its boring heading, dull bullet points and tack-on image. Let your slides present simple concepts and use storytelling devices to keep your presentations thorough, yet tight.





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