

## PowerPoint Best Practices

Microsoft PowerPoint (PPT) is a very useful tool which can be used in training if done correctly. This document will provide some best practices and also demonstrate why PPT has developed a bad rap (cars are very useful but they can also run people over!) and what steps can be taken to avert this from happening.

How Not to do PowerPoint by Don McMillan - <http://www.youtube.com/watch?v=lpvgfmEU2Ck>

**#1** – Choose a design template that sets the correct tone with pleasing colors. The busier the template the less content can be included on each slide.

**#2** – Use high-contrasting colors for your design template. Blue is the most soothing and easiest to read. Black is harsher but also very easy to read. Avoid using red or orange except to bring attention to an item (red circle around a word).

**#3** – Use no more than 3 colors on your slides.

**#4** - Font size should be readable to the person in the front row, and the person in the back row. If the audience is unable to read the content then the content should not be included.

**#5** - Use no more than 3 font sizes on your slides

**#6** – Use a Snappy title to get the attention of your audience and begin to engage them.

- Instead of “4<sup>th</sup> Quarter Earnings”, consider “Earnings Rise to Meet Projections”

**#7** – Tell a compelling story

**#8** - Slides should NOT have all the information included. That is why the speaker is there.

**#9** – Use animation sparingly. It should never detract from the content.

- Good = Have content appear as you present (unfold the message)
- Bad = Content flying in from different directions (no added benefit)
- Don't use animation just because it is an option in PPT.

**#10** - Give participants cues when the materials will be switching directions or moving on. For example:

- Use Section Headers in PPT. This gives a pause between topics and allows anyone still processing the last topic session to ask the instructor to go back. It insures that all participants understand that a new topic is now being addressed. *If you included an agenda/outline then the section headers would match these exactly.*

**#11** – Organizational charts, data charts or tables or graphs, should contain limited data so the message is clear. Use a circle or arrow to draw attention to a specific header or section.

Designing an Effective Presentation - <http://www.youtube.com/watch?v=HJgeF3ALI0g>