

10 Tips

for

**stunning
slides!**

Trevor Perry



STUNNING SLIDE TIPS

Stunnify!

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Your slide deck:

- * is not your message.
- * should not distract from your message.
- * is a tool to deliver your message.

Your message is strong, you need a strong slide deck. A strong slide deck should be 100% stunning! A stunning slide deck is appropriate for all kinds of presentations - from technical to keynote.

After your presentation, when your audience is talking about your message, your stunning slide deck won't have been the focus. Your message will be the memory taken away, and your slides will have facilitated that memory.

And while stunning slides impress, you may receive feedback about the source of your images or your slide deck creator, or you may hear advice on individual slides themselves. Always share your sources, always listen to advice, and always be willing to take another step to achieve even more stunning slides.

Remember, that just one bad slide in a deck will ensure stunning slides become stinking slides - your message will be impacted proportionately.



*Build your own stunning slides, or engage the best to **STUNNIFY** your entire deck!*

TIP ONE

Clean



Stunning slide decks are uncluttered.

The content of the slides in your deck should contain only what is necessary to convey your message. Adding elements that are unnecessary is a common practice – often done out of habit or a belief that adding some “wow” factor is necessary.

Clutter is a means to distract from your message. The contents of each slide should be pertinent only to the message on that slide and relevant to the message delivery. A simple method to declutter is to take each part of your message and move them to separate slides.



Stunning slides include elements that facilitate in delivering your message.

TIP TWO

Concise



Stunning slide decks include only necessary elements.

Audiences will read, or attempt to read, everything on your slides. From the moment your slide appears, the reading commences. The more content initially displayed, the longer the reading continues. For that period of time, the majority of the audience is single-tasking, and all the words you speak become background noise.

When including words on your slides, remember they are called bullet points. The tendency is to use sentence points (and read every word on the slide to the audience), which will require more attention from the audience away from your message. Bullet points contain the minimal amount of words you need, no filler words, few conjunctions, and minimal to zero punctuation.



Stunning slides keep content to the absolute minimum.

TIP THREE

Consistent



Stunning slide decks include familiar elements.

Most slide decks are built one slide at a time. Each slide is worked on, and when it is complete, the next slide is addressed. Rarely is attention paid to how the slides work with one another.

Try this next time you are building slides. Play the presentation, then click through the slides very fast. You will notice inconsistencies you may otherwise have missed. Titles and content will move position from one slide to the next. Fonts will change in pitch between the same elements on succeeding slides. You may also notice where your media includes varying types – photos, line drawings, clipart, etc – which you can now focus on for the entire deck, rather than each slide independently.



Consistent stunning slides ensure your message is delivered without disruption.

TIP FOUR

Animations



Stunning slide decks ensure you have audience focus.

Many presenters believe that something moving on a slide creates a “wow” experience for the audience. Yet, in the majority of cases, animations add no value to your message, and simply distract the audience for a few moments. This, in turn, takes focus from you and from your message.

The cost of the effort to add animations with your presentation tool is far more expensive than the (negative) benefit of the distraction. This time spent is essentially wasted. To add to the cost, maintaining your own or someone else’s animation “wow” is even more expensive and frustrating.

Remember that animations are not required for “builds” – where you will present related pieces of information one piece at a time. Builds can, and should, be made with clean presentation of new information.

And, no matter the “rules”, there may be a presentation where an animation is effective for the delivery of your message. Until you are, or have engaged, a slide expert, tread carefully.



Stunning slides avoid moving distractions.

TIP FIVE

Transitions



Stunning slide decks move seamlessly between slides.

Moving from one slide to the next is another place where many presenters do something because they can, not because they should. Movement of any kind will always be distracting to your audiences.

There are moments when you wish to distract an audience and movement may be appropriate. However, adding fancy transition between slides will disrupt your message and interrupt the smooth flow of your message for the audience.

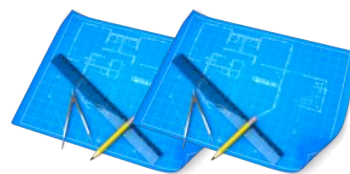
Studies on human attention spans show that an audience can focus on a single topic for about seven minutes. Presenters must change their topic and delivery style regularly. A moving transition effect between individual slides is too often and will distract. Transitions between sections serve notice to the audience that a change has happened, and that can be achieved with elegant design and stunning slides, rather than distraction by movement.



Stunning slides transition cleanly, purposefully, and with designed disruption.

TIP SIX

Templates



Stunning slide decks reuse elements to ease understanding.

In any presentation, there will be several styles of slide - some of which are:

- presentation opening/closing
- section header
- title and content (bullets and images)
- title only
- blank (to be used for your own content)

For each style, a template page should be available and then applied to all the slides that match that style. The result is a consistency among the slides.

Learning how to use templates will reduce frustration when editing or maintaining your own slide decks, and even more so when slide decks are shared between presenters. Know that each template page contains content placeholders – for example, there is a standard content placeholder for the slide title, and another for the slide content. The slide content placeholder can be used to add text, images, charts, video, and other objects. When you add a slide, select the appropriate layout you would like by choosing a template page, then add your slide content INTO the appropriate content placeholders directly. Those placeholders can then be styled once on the template page, rather than repeating the same formatting on every slide.

You can also manage your own templates and template pages. Once you are viewing the template and its pages, you can duplicate (copy/paste) existing template pages, create new template pages, remove unused template pages, and edit the template pages directly. Styling for your entire deck is done at the template level, with minor adjustments at the individual slide level.



Stunning slides reduce your effort by using templates.

TIP SEVEN

Images



Stunning slide decks are pleasing to the eyes.

For most non-technical presentations, and some technical presentations, images can represent your message to your audience in a manner that appeals to the fact that most humans are more often visual in deciphering information. Looking at an image will be translated faster than reading words to “learn” something. Images afford the presenter the opportunity to tell a story and guide the audience to their message faster, with depth, and without distraction.

Placement of images on a slide is important. The strongest images will take up the entire slide. Including an image in the middle of a slide, with or without border, will mean the audience may have to look harder for details, or may have trouble even viewing the image itself. Adding a word or two layered over the image can add strength, and contrast between the text and the background image must be clear. Multiple images should be used sparingly.

When filling a slide with an image, avoid stretching the image in one direction or another - the lack of correct perspective can be discomfoting for an audience. Zooming an image to fit the height or width of a slide may leave empty space above and below or to both sides of the image. In this case, ensure the background color is black – when it is presented, those areas do not appear to be part of the actual slide.



Stunning slides visualize your message delivery with images.

TIP EIGHT

Fonts



Stunning slide decks are readable by your entire audience.

When using text on slides, consistency is key. Avoid strange, curious, or “amazing” fonts that are unreadable. If you ever send your presentation to be used on another computer, ensure that the fonts you use are already installed on that computer. Avoid sending fonts to other computers, because you’ll often breach licensing or you’ll find they are not installed when you get to present.

Standard fonts on most PCs, macs, and tablets, are Calibri, Arial, Verdana, Helvetica.

All slide titles should be in the same font and same pitch. Keep your titles to the minimum words, avoid using titles that fold, and ensure the pitch is the same between every slide title. Ensure slide text does not scale and shrink when you add more in the screen content placeholder. All level one bullets should use the same pitch, all level two bullets should use the same pitch, and if you reach level 3 bullets, consider breaking that slide into multiple slides.

Use appropriately sized fonts for each of the elements in your deck, so that the audience can read the words without squinting or reaching for an extra pair of glasses. Use words in discrete groups to make it easier for the audience to grasp the concept quicker. Separate longer text sections – usually quotes – into readable, meaningful groups for easier comprehension.



Stunning slides use consistent text to emphasize your message.

TIP NINE

Video



Stunning slide decks are meaningful to your message.

Unless you are an expert at slides and using transitions, video is often an easier means of distracting the audience. Generally, videos fall into two categories – too long or totally meaningless. Ensure that any video supports your message, since it takes focus from you and your own words for the length of that video.

When a slide is reached with a video, that video should begin immediately. To remind yourself of an upcoming video, the slide before it can contain a consistent element or section break slide that is a indication of the video on the next slide. When you click to move from that slide, the video begins without delay or a lengthy clicking process.

Videos being watched should take up the space of the entire screen. If the video does not scale to fit your entire slide, scale it up until the first borders reach the slide edges. Dock the video to the top of the page, and ensure the background is black to avoid any notion that some part of the slide is missing.



Stunning slides ensure videos are of extreme value and add to your message.

TIP TEN

Colors



Stunning slide deck content is visible to the entire audience.

For stunning slides, the audience must be able to read any words you are using. The color of the text is important. Using colors correctly can make the difference between the audience understanding your message or not. The usual problem with color is that projectors are regularly inconsistent. If you have an opportunity to see your presentation projected on the actual projector, it will help you choose the correct colors.

Some projectors don't do a good job with certain colors. Be certain to choose colors wisely so they can be seen on the screen.

- Avoid orange and yellow - they regularly disappear.
- Avoid light and pastel colors - they are often washed out.
- Use colors with high contrast - color blind people are often unable to see the difference between low contrasting colors.
- If you feel you need to use a light or pastel color, ensure it is the brightest color you can choose, and place it on a strong contrasting dark color.
- If the color is part of your branding, find a graphic designer to assist in choosing a stronger color that works when projected and still reflects your brand.



Stunning slides can be read on any display or projector screen.

BONUS TIPS

from Stunning Speakers



Professional speakers encounter a variety of experiences while preparing, traveling, speaking, and engaging with customers at events, seminars, and conferences. They are well prepared to be advisors to your slide deck preparation. Direct to you from the stage, here are some stunning speakers to share some advice for you.

Tim Gard CSP, CPAE

Meeting Planner Magazine named Tim one of the best main stage speakers experienced! A consistently outstanding speaker who's tears-in-your-eyes-laugh-out-loud humor inspires all.

You can find Tim at: www.timgard.com

Tim's tips..

- It's only stupid if you use bad slides and you know better.
- Don't do stupid stuff intentionally.
- If it's really "all about the audience" then why would you subject them to bad slides?



Jeanne M. Stafford

Jeanne's mission is to help you find greater joy at work and in life by arming you with usable and compelling communication skills. Her goal for you is transformation.

You can find Jeanne at: www.jeannemstafford.com

Jeanne's tips..

- When we communicate in any space we want to give and/or receive something from that space. Comedy improvisers engage an audience with words that generate momentum. I call these YES Words. When we focus on the power behind the words we choose we use less words to say more. We move our audience from where they are, to where they need to be.
- Take care to use the words you need to say what you want to say. Allow your audience to think for themselves once the information has been shared. Your ONLY job is to share THE BEST version your message. This is how to be concise and effective.



Jeanne **M.** Stafford

Jess Todtfield

President of *Success In Media*, Jess is one of the leading communication and media training authorities in the U.S.

You can find Jess at: www.successinmedia.com

Jess's tips..

- One of my techniques is to buy images from a stock photo site for a dollar each. They are better than anything I could mock up myself. They will even take a word like profits and create interesting graphics. I make sure to put it in full screen, maybe add a few words and Voila! It looks like I spent way more time on it.
- Use one idea per slide. If you don't really need a slide, don't make one. Put in an all black slide that looks like the presentation is off. It's a chance for people to look at you as see that it's YOU giving the presentation.

Presentation training from Jess is at:

www.successinmedia.com/services/presentation-training



Renee Rosenberg

A career strategist focused on helping individuals over 50 leverage their experience to achieve career success and life fulfillment. An engaging motivator who encourages forward progress.

You can find Renee at: www.positivitypro.com

Renee's tips..

- A slide deck supports a presentation best when it is mindful, meaningful and memorable.
- Be mindful of how your audience takes in your information. Too many words on a slide will distract your audience. If they are reading lists or paragraphs they are not listening to you. Omit the words, pick an image that “says it visually”, and keep it simple. Avoid a cluttered slide that will distract the viewer with too much visual impact.
- Be meaningful. Create slides that will enhance your message, not confuse or distract your audience. Be mindful that the image you choose is congruent with your talk. A slide may be beautiful but ask yourself, “Is it enhancing or distracting from the message of my presentation?”
- Be memorable. We remember pictures better, and longer than the written word. Slides with strong visual images related to your information connect to the emotional memory of the viewer and help them to retain your information and recall your message long after your speech.
- Ask yourself, “is my slide deck mindful, meaningful and memorable to my target audience?”. If your answer is no, find a slide deck pro to help you.

Renee's book is Achieving the Good Life After 50: Tools and Resources for Making it Happen. Find it here: <https://www.amazon.com/Achieving-Good-Life-After-Resources/dp/0944054145>

PositivityPRO

Diane DiResta

President of DiResta Communications, Inc., a New York City consultancy serving business leaders who want to communicate with maximum impact — face-to-face, in front of a crowd, or through the media.

You can find Diane at: www.diresta.com

Diane's tips..

- Build your PowerPoint slides around your story. Don't build your story around your slides. Presenters often start working in PowerPoint to build their presentation instead of creating an outline first and then adding slides.
- Less is More and More is Less. In a live presentation, use fewer slides. A good rule of thumb is for a 25 minute presentation use no more than 20 slides. That's less than one per minute. In a webinar use a lot of slides. To keep attention virtually, the slides need to change quickly and often. Use a single word or picture on each slide and keep the momentum. Attention will drop if the presenter talks for a full minute or more on each slide during a webinar.
- Create contrast. Use yellow or white text on a dark background or dark text on a light background. Avoid gray text. It's hard to read.

Diane's book is Knockout Presentations. Find it here: <https://www.amazon.com/Knockout-Presentations-revised-Diane-DiResta/dp/1886284253>



Karen Jacobsen

Karen speaks and conducts keynote-type concerts for organizations that want to both entertain and inspire their people to perform in a world class fashion and recalculate when things do not go as planned.

You can find Karen at: www.thegpsgirl.com

Karen's tips..

- Slides are for the benefit of the audience. If they do not enhance the experience of your audience members they are not needed.
- Please do not use the slide as a tool to read a lot of text and "know where you are in your presentation."
- Beautiful visuals which support your point and message, with a short phrase is the most effective recipe for an elegant presentation.



Stunning Slides



A stunning venture by Trevor Perry

Trevor has twenty years of speaking experience around the globe and his technical expertise is extensive. He is a master at the tools of presenting and guides speakers and businesses in their technology adoption. Trevor understands how to deliver a message that is strong.

Trevor has a rare talent as a storyteller, which enables him to listen and translate your message into a slide deck. He works with you to develop the final stunning slide deck you deserve.



You can reach Trevor at www.StunningSlides.com

10 Tips



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