

Hi everyone

I had great feedback from the new-look newsletter – thank you to everyone who contacted me with your feedback.

While I'm thanking you, I'd also like to thank those of you who sent me suggestions of other confusing words. I've listed a selection in [Confusing Words ~ Additions](#). Check them out and feel free to add your own confusing words!

During August I launched my new [Business Communication Packages](#). If you'd like more information about the packages or to book your package then [contact me](#) or reply to this email.

Congratulations to **Jock Elliott** from Queensland, Australia who became the World Champion of Public Speaking in the USA in August. You can check out his [winning speech here](#).

This month's newsletter – **Designing Effective PowerPoint Slides** – comes about from questions I've received from subscribers about preparing PowerPoint slides. A special thanks to Naomi Jandausch for her recent design questions.

Finally, a warm welcome to my new newsletter subscribers.

Until next time  
Maria



#### Let's Connect



#### Questions or Feedback?

*Have a question or would like to provide feedback?*

Post it on Infinite Growth's [Facebook page](#) or reply to this email.

#### Latest Packages

[Delivering Powerful Presentations Package](#)

[Business Writing Coaching Package](#)

[Combination Coaching Package](#)

**Contact Maria** for further information and to book your package.

#### About Infinite Growth

[Infinite Growth](#) delivers workshops and coaching sessions for individuals and teams in communication skills, leadership development, customer service, business writing and presentation skills.

[Contact Maria](#) to book a complimentary session to discuss your business communication needs

## Designing Effective PowerPoint Slides

PowerPoint presentations ... some people love them and some loathe them. Many of us at some stage have experienced 'death by PowerPoint' and some of us may even be guilty of it ourselves.



One option is to not use a PowerPoint slideshow. After all, PowerPoint slides are only a visual aid to you as the speaker. Their purpose is to add impact to what you, the speaker, is saying.

Quite often presenters feel that they need to place every piece of information onto the slides with every animation that they can find. The end result is a visual distraction that can even cause motion sickness if you're not careful.

**Would you be able to sit through an hour of this?** Click on the TV below to watch a *very short* presentation as an example of what *not* to do.



If you still want to use a PowerPoint slideshow in your presentation - and nowadays it's almost expected - then here are some tips for designing an effective slideshow.

### Designing effective slides

Ideally your slides should provide your audience with an at-a-glance understanding of the information to support your main points.

After all, it is a visual aid just like any other that you may use - such as product samples. Your PowerPoint presentation should enhance your verbal message, not detract from it.

Good slides are:

- **Visible**
  - Limit the number of words per line: 3-4 per line is optimal with 6-7 maximum
  - Limit the number of lines per slide to five
- **Clear**
  - Focus on one idea per slide
  - Directly relate each slide to your objective
- **Simple**
  - Eliminate extra information and clutter
  - Use words and phrases rather than sentences
  - Visually simplify using design and colour
  - Avoid over-use of animation

## Fonts

Using an appropriate size helps your audience to easily read your slides.

Microsoft PowerPoint automatically sets titles at 44 points and the body of content at 32 points. If possible, use these settings as they are easy to see from a distance.

If you do decide to change the size then limit it to four points above or below the default size in Microsoft PowerPoint.

## Font Styles

San serif fonts such as Arial work better than serif fonts on a projected image. Serif fonts such as Times New Roman have thin lines that are harder to read across a distance.

## Graphics

The use of charts and graphs should provide an easy-to-understand pictorial view of information. Avoid distractions such as unnecessary gridlines.

## Less is more

When it comes to a PowerPoint presentation, less is more. After all, your audience is there to listen to you. The slideshow is used to enhance and support your message.

By following these tips you'll be able to design an effective PowerPoint slideshow that will add value to your presentation.

### *Feedback or comments?*

[Leave a comment](#) or reply to this email.

## Would you like assistance in preparing for your next presentation?

Areas that can be covered include:

- Preparing slideshows
- How to structure content
- Overcoming nerves
- Presenting with impact

[Contact me](#) or reply to this email to discuss how I can assist you with your next presentation.

If you know someone who could benefit from this newsletter feel free to forward it to them.

Not a subscriber yet? Like what you've read? [Subscribe now](#)

W: [www.infinitegrowth.com.au](http://www.infinitegrowth.com.au) | E: [info@infinitegrowth.com.au](mailto:info@infinitegrowth.com.au) | T: 02 9687 7084

© Infinite Growth Pty Ltd