POWERPOINT TIPS
FOR A
LEADERSHIP AUDIENCE

Clearly convey your purpose

The best purpose can be stated in one clear sentence and should convey the specific impact you want.

Consider your audience

A leadership audience tends to listen in a comprehensive and evaluative way. They want to get to the point as quickly and simply as possible. Only include concisely stated, relevant information on the slides.

Create headings or titles that reflect one clear main point per slide

Your slides should reflect the logical flow of your presentation. Listeners should be able to easily follow the "story".

Use bullet points for supporting information

Shorten sentences to clear, concise bullets excluding information that leadership doesn't need. Bullets increase the engagement by forcing a more conversational presentation of ideas.
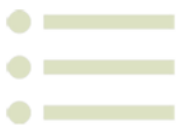
Add emphasis sparingly

There are many simple options to draw attention to a word, phrase, or number including bigger font, color, italics, bold. Use them sparingly or they will lose their impact.

Add high-impact graphics or pictures to support the main point

Pictures are a great way to grab attention and make an emotional connection. Use a relevant picture or graph to illustrate a point rather than bullets when possible.

Avoid information overload

Too much information on slides or too many slides make it very difficult for an audience to focus on what it important. Only include the information that helps achieve your purpose.

Guide attention through animation

Use animation to prevent people from reading ahead. If you choose to do this, make the animation simple, not distracting, and only use it when you want to guide attention.

Make sure each slide is easy to read

Following these 5 guidelines will help make slides easy to read:

1. Font size between 24-30
2. 6 lines of text, 6 words per line
3. Sans Serif fonts
4. Add space between lines of text
5. Good contrast between text and background

Avoid distractions

Although the use of animation and emphasis can be very useful, be careful to only use them purposefully and sparingly or they could become a distraction. It is best to avoid unique font, transitions, and sound effects altogether for a leadership audience.