“Top 10” Guidelines for PowerPoint Presentations

1. Choose a font size that is easily readable from the furthest point in the room.

2. Use high-contrast colors for slide background and text.

3. Avoid slides that are too busy or too text-heavy. Create a separate handout if you want to provide blocks of text.

4. Consider your audience. (WHAT do they want to know? HOW can you best engage them?)

5. “Super-charge” your introduction. (Open with a question, a story, a startling statistic, etc.)

6. Close effectively. (Use a quotation, deliver a call to action, return to your opening story, etc.)

7. Limit tables and graphs to those your audience can process quickly.

8. Cover only ONE main idea per slide.

9. Consider limiting sub-points to three and showing them as bullets.

10. Remember that slides are the illustrations for your presentation, not the presentation itself!