

Slideshow

5 Essential Tools for Your Next Business Presentation

1. Preparation

- a. Don't underestimate preparation time.
- b. 80% of your time should be spent on how you're going to deliver your slides and only 20% on the content itself.
- c. Draw your presentation out before you start using it, to visualize the vision of the presentation before going into it.
- d. Presentation could be way more time consuming than actual delivery.

2. Persuasion

- a. Use of gestures: Use your hands to be convincing
- b. Remember who your audience is and put yourself in their shoes when putting your presentation together. This includes being aware of language, visuals, timing and attitude.
- c. First impressions are everything! Make sure with the first 30 seconds of your presentation that you persuade them to stay along for the rest of your time.

3. Story Telling

- a. Use humor. If you are good at telling humorous stories use this to your advantage because they keep your audience's attention.
- b. Use high quality images and graphics to enhance your stories.

4. Captivating Visuals

- a. Presentable typography
- b. Utilize color guide:
 - excitement, alert
 - Green** – growth
 - Yellow** – confidence, warmth, wisdom
 - Purple** – dignity, sophistication
 - White** – professionalism, new, innocence
 - Blue** – truth, trust, justice
 - Black** – authority, strength
 - Orange** – action, optimism
 - Brown** – friendliness, warmth
 - Grey** – integrity, maturity
- c. Create custom-made templates with modern designs/aesthetics.

Typo

Color Wheel

5. Keep it simple yet effective

In this case, Less is more!

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