

HOW TO MAKE A PRESENTATION

by Mads Heising

Make presentations that respect the following rules:

Rule 1

The presenter is the presentation. The powerPoint or online graphic - is a visual aid. If you use the presentations as your script, you are not needed - the learners can read it themselves and will most likely be annoyed with your performance and stop paying attention.

Rule 2

Presentations should not present facts in the form of text. Text should only be introduced as headlines or bullet points, not as sentences. If you want learners to read something – let them do it by themselves, in advance. One acceptable exception from this rule is, if a text is an object in the training, rather than being the content - fx examining the wording of a rule, to elaborate on implications.

Rule 3

Presentations are a graphic aid. Use pictures or illustrations to support your message. If using text, use it only to create structure and make the learner able to navigate in your presentation by using colors and font sizes to emphasize the points you are making, essentially turning the text into a graphic.

Rule 4

When using graphics, make sure your presentation contains “a style”. That is; some convention that aids the learner in navigating in your message. If you constantly change font type/size/color, you signal incoherence. If you, on the other hand, use capital letters for headlines and bold letters for bullet points, it is easier to identify your logic and your message becomes clearer.

Rule 5

One slide should only contain one topic. When changing the topic, change the slide. If a topic is presented over several slides, make a visual indication that a slide change is not changing the topic.

Rule 6

Don't make your presentation for the average participant. Make your presentation for the dumbest participant you can imagine. Not because that person will be there, but because no one person will give you 100% of their attention 100% of the time.

Rule 7

Don't use presentations that you did not make yourself. If you are using other people's presentations, you are using their strategy too - but are you familiar with that strategy and its offering to learners?

Rule 8

What are you offering the learners during your engagement? If you are not supplying something of value to the learners, you are not required. Don't cite referenced reading material - instead establish major landmarks of the knowledge studied - show learners how *you* do it. Present useful interpretations, important principles or ways to deal with complex matters. Your offer should be something that would be difficult for the learner to discover on his/her own.

Remember that training should be a short-cut to learning.

Rule 9

These limitations apply to your presentation, no matter how interesting you may be. The less you adhere to the rules, the less the learner will pick up.

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