

Enthrall Them With Hypnotic Powerpoint Presentations

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You can sell Benzes to refugees during war time.

You easily part a nun from her vow of chastity.

No doubt- you're the greatest at influencing people one-on-one.

But can you conduct killer power point presentations?

If you're like 99% of all the presentors out there, I bet you're a veteran at observing the MEGO Syndrome in audiences.

MEGO?

"Mine Eyes Glaze Over"

That's right. Three minutes into the powerpoint presentation, the audience is restless. Some begin sneaking out the door. The more polite ones just pretend to listen behind dark spectacles. But you know where their minds went.

The MEGO Syndrome arises from five monumental presentation mistakes. Do the opposite and you'll deliver utterly drool worthy power point presentations- and influence the socks out of your crowd.

1. Keeping Them Guessing. Many speakers fail to give a roadmap of their speech. So throughout the presentation, the crowd is asking "huh? What's his point? Where's this leading to?" Guide them by the hand. Before the actual presentation, outline exactly what you'll cover and let them know when you'll finish.
2. Failing to Connect At the Beginning. Audiences don't like to be preached to. They'd prefer to be talked with. Keep your style interactive. Open the talk by asking a rhetorical question, launching an anecdote, or saying a shocking statement- then invite a comment! You'll draw them in like Pirahnnas to a pork buffet.
3. Looking at the Floor and Closing Your Body. I've seen it so often. The speaker assumes a closed body language. Guilty of this? Hands in pocket. Arms crossed. Legs tight together. Look stiff, and you alienate the audience. To invite the audience to appreciate your power point presentation, move around. Gesture. Smile!
4. DataDumping. I've attended hundreds of business presentations where the speaker fills the slide with size 9 font text crammed to the margin. Then they read each line. Good lord! We're attending a presentation, not an online reading course! The best slides follow the 4 by 4 rule. Four words across, four bullets down.
5. Forgetting the Call of Action. At the end, the speaker jumps to "any questions?" without giving the audience a specific command. Is it to buy? To invest? To visit a website? Without the call to action, the audience is left wondering what you yammered about for the last 20 minutes of their valuable time.

So here's my call to action for you: create drool worthy powerpoint presentations. Right now. Your audience deserves it