



**Good Presentations**



## **Good Presentations**

**Hook**

**Line**

**Sinker**



## **Good Presentations**

**Hook:**  
**Capture Attention**  
**Elevator Pitch**

Line

Sinker



## Good Presentations

Hook

**Line**

Problem

Solution

Plan

Action

Sinker



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Sinker: **wow!**

# Elements of a Good Presentation:



## Line

Capture attention of audience in the very beginning

Think of your "hook" as your 30-second elevator pitch

## Hook

### Problem

- What are you trying to solve?
- What is your main goal?
- Why should they care?

### Solution

- What is your solution?
- How did you get there?
- Why is this solution the best?

### Plan

- What is your plan to implement the solution?
- What do you need from them to make it happen? How will you help?

### Action

- What are the next steps that need to be taken?
- How will you follow-up to show results?

## Sinker

If you're successful, what will that mean for everyone?

Think of your "sinker" as your last chance to persuade/wow your audience.

# Don't Let This Happen to You



... Death by Powerpoint ...

Don McMillan



**... Death by Powerpoint ...**

**DAVIDJPPHILIPS**



# Good Slides



**Good Slides**

**No Sentences**

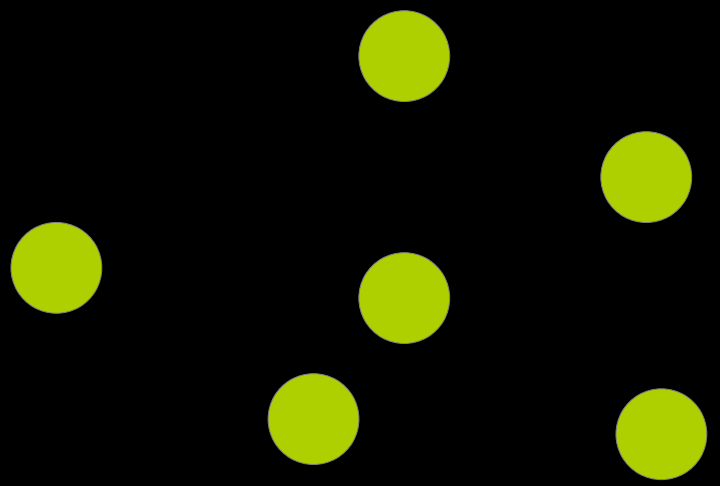


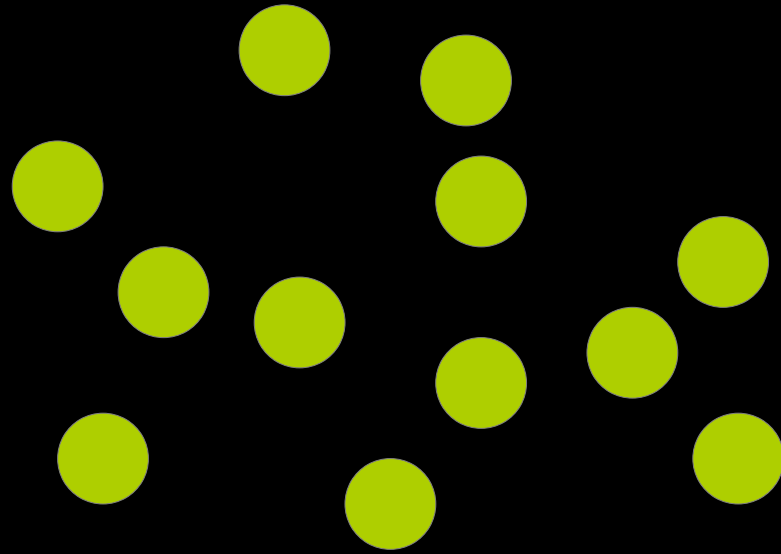
## Good Slides

No Sentences

**One** Information per Slide







## Good Slides

No Sentences

One Information per Slide

**Maximum of Six Elements per Slide**



## **Good Slides**

No Sentences

One Information per Slide

Maximum of Six Elements per Slide

**Contrast**

## **Good Slides**

No Sentences

One Information per Slide

Maximum of Six Elements per Slide

Contrast

**Size**

## **Good Slides**

No Sentences

One Information per Slide

Maximum of Six Elements per Slide

Contrast

**Size**



## **Good Slides**

No Sentences

One Information per Slide

Maximum of Six Elements per Slide

Contrast

Size

**Dark**

## **Good Slides**

- 1) No Sentences**
- 2) One Information per Slide**
- 3) Maximum of Six Elements per Slide**
- 4) Contrast, Size**
- 5) Dark**



