

COMMUNICATE



The Argument Continues Over PowerPoint

The PowerPoint Debate: Does it help or does it hinder? *By Shelley Sims*

Advocates and opponents tend to take strong positions as they argue the benefits or drawbacks of using PowerPoint as a mainstay of one's presentation. No one will deny that PowerPoint is an universal standard whose use has been explosive in the last decade, by everyone from executives to grade school students.

The critics say that PowerPoint has a dark side-- it reduces nuance and delivers only conveniently packaged templated concepts. It is so ubiquitous, that no alternative brands are left standing, and no one seems to care. In the world of Coca-cola vs. Pepsi, there is no David to this Goliath.

Here are some tips to keep in mind as you build your PowerPoint:

Use:

- When presenting to large audiences
- Colorful, simple images to convey information
- Bullet points that are short and to the point
- Slides to support your message and talking points

Don't use:

- When presenting to small audiences
- Complicated data tables
- Text heavy slides
- Slides that don't support your message and talking points

Finally, ask yourself this question. "If my PowerPoint failed unexpectedly, could I still give a rousing presentation?" If the answer is no, then plan again- without it!

Shelley Sims is an Executive Communication Coach who has been with The Communication Center for 17 years



Ooohs Aahs and Ohh La La: Five Tips for Entertaining Your Audience



Yawns in the Audience are never a good sign. Avoid the ennui of presentation purgatory by considering these simple tips.

1. **Be Energetic**- If you're excited about your content, your audience will be too.
2. **Eye Contact**- Build a connection with your audience by looking at them- not your notes.
3. **Believe in your Message**- Enthusiasm is contagious.
4. **Get Creative**- Catchy introductions set the tone for interest.
5. **Be Bold**- Confidence is the best kept secret to successful speaking.

Sold Our Storytelling Session



Storytelling workshop a big hit for the Greater Washington Board of Trade

Speaking to a standing room only crowd of 90+ Greater Washington Board of Trade business leaders, Susan Peterson, Founder and President of The Communication Center, along with Jan Fox, a TCC Executive Communication Coach, led attendees through the key components and building blocks to craft stories they can use in their own businesses.

The session concluded with a panel of key business leaders who foster cultures of storytelling in their own businesses and who are TCC clients and colleagues:

- Deborah Marriott Harrison, Senior Vice President of Government Affairs, Marriott International, Inc.
- Theresa Klaassen, Founder and Chief Culture Officer, Sunrise Senior Living, Inc.
- Jeff Porro, Principal, Porro Associates, a speechwriter.

In his recent newsletter, Jeff summed up the session by saying:

"As anybody who has read past issues of the "Passaround" knows, I am a big believer in the power of storytelling in speeches. But after being part of a panel on storytelling led by Susan Peterson of the Communication Center (www.thecommunicationcenter.com) I've learned that I've just scratched the storytelling surface.

Susan and colleague Jan Fox offered some great advice on the elements of storytelling (be personal, be engaging, be thoughtful, and many more), how to make your stories more effective, and how to connect them to the goals of your organization.

She also introduced all of us to a terrific book, WHOEVER TELLS THE BEST STORY WINS, by Annette Simmons. It should be on every speechwriter's bookshelf."

Contact Information

To learn more about storytelling, speechwriting and other coaching options designed to help you and your team become expert communicators, please call (202) 463-0505, or email Jennifer Bindhammer, Director of Marketing, jbindhammer@thecommunicationcenter.com

