

# The Oven

Profiler's Experts Heat Up Your Marketing



## The *Do's* & *Don'ts* of Presentation Creation

Microsoft's PowerPoint is by far the most popular presentation software program used in business today. Despite the increased use of presentation software in both internal and external sales and educational settings, most presenters (and marketers) fail to maximize the impact of the company's presentation and message. This results in the continued generation and delivery of lousy presentations and a severe case of boredom for the audience. There is a "presentation revolution" occurring in marketing today. There is no greater ambassador of this movement than Garr Reynolds, author of Presentation Zen. According to Reynolds, for a presentation to be a success, it must be short, simple, legible, and engaging. You can "heat up" your presentation by adhering to the simple guidelines outlined in this article.

**Do** purchase the most current version of PowerPoint 2007. New features and functions make stylizing your presentations easy.

**Do** trash your current template and create a unique presentation for each opportunity. Your presentation should have a structure (introduction/objectives/conclusion) and content that is exclusive to your audience.

**Do** simplify your messages. Focus on one statement per slide. Create "sticky" messages, which according to the authors of Made to Stick, have six key attributes: simplicity, unexpectedness, concreteness, credibility, emotions, and stories. Think of unique ways to drive your point home.

**Do** purchase and incorporate quality royalty-free photography, such as iStockPhoto or Dreamstime. For free images, try Microsoft Design Gallery Live.

**Do** spend time with page layout, chart, and graph. How your presentation looks is just as important as what you have to say.

**Don't** equate quality with quantity. Your goal should be five words or less per slide and zero bullet points. If someone can read your slides and understand all that you're going to say, why are you speaking?

**Don't** brand every slide with your logo, or your client's logo. It's "noise" and takes away from the impact of your message. A simple elegant design scheme will speak for itself.

**Don't** insert clip-art. Negative association with clip-art is strong and can immediately detract from your presentation and message.

**Don't** use unusual fonts. Fonts such as Comic Sans and Cookies have no place in your presentation. Again, this creates more noise as well as a formatting nightmare.

**Don't** go overboard with animations and transitions. Transitions and animations can be powerful tools when underscoring a position, but refrain from using transitions for every slide. ■



Good

### Why the Problem Persists

- Perception that existing adjudication procedures and processes stop fraud
- Systems alone cannot be relied on
- Retrospective nature of most anti-fraud control measures/processes
- Required timelines for claims processing
- Systems can't compare procedures to reasonable costs
- Attorneys say "contracts obligate us to pay"
- Medical efficacy – myopic view of medical reviews on individual cases. If you look at provider history all patients treated the same

Bad