

# Creating Dynamic PowerPoint Presentations

Here are five tips to making your next presentation.

(Based on an interview with Apple CEO- Steve Jobs)

## 1 Sell the Benefit

Steve Jobs does not sell bits of metal; he sells an experience. Instead of focusing on mind-numbing statistics, as most technologists tend to do, Jobs sells benefits. For Example, when introducing a 30 GB iPod, he clearly explains what it means to the consumer – users can carry 7,500 songs, 25,00 photos, or up to 75 hours of video. It's not about the technology, but what the technology can do for you.

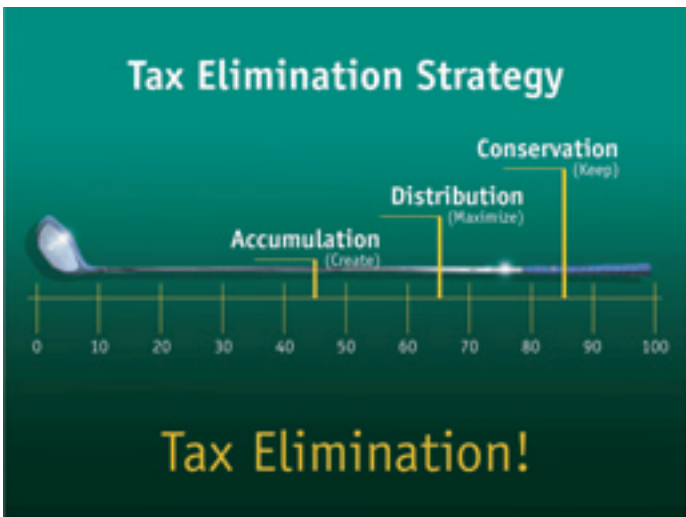
## 2 Practice, Practice and Practice some more

According to Business Week article on February 6, 2006, "Jobs unveils Apple's latest products as if he were a particularly hip and plugged-in friend showing off inventions in your living room. Truth is the sense of informality come only after grueling hours of practice." The article goes on to say that it's not unusual for Jobs to prepare for four hours as he reviews every slide and demonstration.

## 3 Keep it Visual

Speaking of slides, there are very few bullet points in Jobs presentation. Each slide is highly visual. If he's discussing the new chip inside a computer, a slide in the background will show a colorful image of the chip itself alongside the product. That's it. Simple visual.

Apple's presentations are not created on PowerPoint, as the vast majority of presentations are. But PowerPoint slides can be made visual as well. It's a matter of thinking about the content visually instead of falling into the habit of creating slide after slide with headlines and bullet points. Take a cue from Jobs and help your listeners visualize the message!



A)

## 4 Exude Passion, Energy and Enthusiasm

Jobs has an infectious enthusiasm. When launching the video iPod, Jobs said, "It's the best music player we've made," "It has a gorgeous screen," "The color is fantastic," and "The video quality is amazing."

There is no better example of Jobs' passion than the famous story of how he convinced John Sculley to lead Apple in the mid '80s by asking him, "Do you want to sell sugared water all your life or do you want to change the world?"

The former Pepsi Executive chose the latter and, although the pairing ultimately failed to work out, it reflects Jobs' sense of mission – a mission that he conveyed consistently in the early years of Apple and continues to convey today.

## 5 "And One More Thing..."

At the end of each presentation Jobs adds to the drama by saying, "and one more thing." he then adds a new product, new feature, or sometimes introduces a brand. He approaches each presentation as an event, a production with a strong opening, product demonstrations in the middle, a strong conclusion, and an encore – that "one more thing!"



B)



C)

A) Internal screens for Greencam Strategic Investments PowerPoint Presentation

B) Pathways to Perennials PowerPoint screen

C) Ontario Service Safety Alliance PowerPoint Template.

The complete Award Winning program featured multiple templates and a resource manual.