

From “Chapter 5 – Using Graphics and PowerPoint for a Leadership Edge” in *Leadership Communication* by Deborah J. Barrett (Copyright McGraw-Hill/Irwin 2008).

Top Ten Tips for Effectively Using Graphics and PowerPoint

- 1. Decide on your message, determine what information or data best supports it, and then decide how best to show that data graphically.**
- 2. Use graphics for the right reasons, such as to reinforce your message, to provide a roadmap of your presentation, to support assertions.**
- 3. Select the right kind of graph to illustrate your message.**
- 4. Use integrity in selecting and designing all graphics, making sure any graphs do not distort the data.**
- 5. Keep your graphic simple. The graphic should make your message easier to understand, not more difficult; however, make sure it is meaningful and actually says something.**
- 6. Use a title that captures the “so what” of your slide so that your audience sees immediately the message the graph is communicating.**
- 7. Create your own PowerPoint template or modify the standard ones Microsoft provides so that the presentation reflects your personality or that of your company.**
- 8. Make the font size and any graphic images large enough for the audience to see even from the back of the room.**
- 9. Be careful with your color selections; go for contrast but be conservative.**
- 10. Avoid overusing or misusing animation.**

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