

presentations, but presenters should not feel obliged to use them just to show how much work they have done - or because everyone else uses them. We should all remember the story of the president of a major US multinational who banned his local managers from using PowerPoint. He was tired of going from country to country and seeing the same multimedia show, he just wanted his managers to talk to him - to tell him what they were up to and how things were going. Business people are quick to tell us that the customer is always right, but they have forgotten that the audience is always right too. We strongly believe that the presenter should be the heart and soul of the presentation. So come on, kick your PowerPoint habit and give your audience a break.

Let's leave the last word to the US military. Senior officers know a weapon of mass destruction when they see one, and they say PowerPoint is great when you have nothing to say - or want to say nothing. This is particularly important when the military makes presentations to the press. News media sessions typically last 25 minutes, with 5 minutes at the end reserved for questions from anyone still awake. In military jargon, these PowerPoint presentations are called "hypnotising chickens". Unless you're in the business of hypnotising chickens, the message is clear: Don't play with weapons of mass destruction. Use your PowerPoint sparingly.

Want to learn more? Just sign up for one of our [Effective Business Presentations](#) courses - available in English and Spanish as both an In-company and Open course.

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