

## What Not To Do

This is my favorite presentation. I think it's good. It's got bright colors. It catches, uh, your eye. It reminds you of the guy up-front talking.

Not very good. It's got clear design problems, right?

Whoops. Content issues, you start to read that stuff and it's a little bit silly. One of the things I wrote up there is, *excuse me -- I have a cold -- so forgive me*. If you're feeling ill when you give a presentation, do you want to apologize for it? Just do your presentation. If you're that sick, don't do your presentation. Stay home and drink chicken soup. But nobody cares if you're sick, you don't need to apologize for it. Now, if you're sneezing in the middle, you might want to do something about that; but generally for the most part, you don't have to. If you make a mistake in your presentation do you need to stop and apologize for it? Nah, probably not. Just go back and start all over again. When you call attention to your flaws, then what happens? Everyone sees them; even the ones who are asleep and didn't see them in the first place. So just skip right through it, right? You don't need to apologize. Don't need to tell them that you haven't done any homework or you could have done more homework. And you certainly don't want animation like that.

I gave a presentation to a company once and their key elements were "the Five 9s." They told me about the Five 9s. I didn't quite understand them but I went to look for graphics to enhance the concept of five 9s. So I went to istockphoto, I didn't buy them, I just took them, which is fine. But it says istockphoto. If you want photos, istockphoto.com is a great place to go to get photos. You can pay them like a dollar a piece or you can buy a bundle.

Five 9s, I thought that was pretty good. Or wait, let's use animation. Five...9s. You guys like animation in that context? Kind of stupid, isn't it? Be aware of that. Five 9s, totally different concept. Lisa over here is going, That's not what Five 9s is, that's almost a hundred. Totally different than 45. Or wait -- yeah, 45. Five 9s? Five. Oh, I forgot the 9s. Use your images to convey the idea that you want to convey; not a different idea. What does that convey? Five 9s? No, five fingers. High five. Something. Nine years. Nope, still not five 9s. So I don't know. Five rocks. Not five 9s. Use the image that conveys it. But remember -- let's do that again -- avoid being cheesy in your presentations. Did you catch the sound animation? [sound] Do not put sound in your, in your slide shows unless it's a train and unless it's actually a video of a train, then you can have sound. But you don't need the little clapping sound, you don't need any of that stuff. Please don't do that in your whole entire life.