

# MS PowerPoint in business presentations

## #1 How to achieve what we want to achieve with PowerPoint® presentations ...

- The criteria for the effectiveness of the presentation and speeches,
- The lecturer's goals and the needs of the audience,
- Purpose of the presentation and the meaning of the slides,
- **Presentation and slidedoc** - Nancy Duarte tricks.

## #2 How to make a PowerPoint® presentation interesting

- **Form and content** - golden moderation,
- Using the language of benefits in the context of the purpose of the presentation,
- Getting out of the schematic nature of the slides,
- The proportions of the content of structure elements,
- **How to build a slide from the substantive and graphic side** (ZEN of Garr Reynolds' presentation).

## #3 PowerPoint® slideshow

- **Transitions and animations:**
  - entrances, highlights and exits,
  - timing and triggers,
- A show with the presenter's view, i.e. a presentation without switching and technical breaks,
- Using PP notes - PP prompter,
- **Custom show** - one presentation for several audiences.

## #4 The form of presentation in PowerPoint®

- **Fonts:**
  - size,
  - color,
  - Type,
- **Slide structure:**
  - key words and pictures,
  - the number of slides,
  - placement on the slide (text + image),
  - number of elements per slide and for the entire presentation.

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## #5 Inserting and managing the content of slides in PowerPoint®

- Inserting and editing images, clip art, shapes and SmartArt shapes,
- Inserting and editing tables,
- Inserting and editing charts,
- Inserting and editing video and audio,
- Graphic effects,
- **Triggers** (e.g. a movie that starts after the appropriate time or click),
- **Layers** - how to deal with graphics consisting of several elements,
- **Create background styles and graphics** - letterhead template.

## #6 Automation of work and extra possibilities in PowerPoint®

- Quickly prepare a presentation by defining patterns and layouts:
  - slides,
  - information materials,
  - notes,
- Automatic generation of advanced training materials from PP thanks to the use of note patterns,
- Using footers, headers, page numbering, date and time,
- Use of slide layouts depending on the content (e.g. title slide, expansion slide, final slide, transition slide).

## 4GROW Toolkit

After the workshop, each participant receives the 4GROW Toolkit with ready-to-use slides, full of inspiration and useful links to photo banks and icons.



**Have any questions?  
Feel free to contact us.**

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