

## **Dean Carr's Five Ways to Make a Good Talk Great**

### **1. The tyranny of the pointer**

You exert mind control over the viewer, because they will invariably look at whatever you are pointing to; conversely, their gaze will drift around searchingly if you do not point to what you want them to focus on.

### **2. Explain your slide before talking about what it tells you.**

The investment of time to tell the viewer what you are showing them means they will then be ready to hear the points you will make with that slide.

### **3. Link what you say directly to statements that appear on the slide.**

Embellish only the statements on the slide. Large digressions or explanations unsupported by items in the slide will likely go right past your audience.

### **4. Limit what is on a slide to small number of bullet points and/or graphics.**

This keeps the font large and the things you will talk about to a digestible level.

### **5. Eye candy is fine, but gimmickry is merely distracting.**

Unnecessary animations, dissolves, colors, etc. divert the viewers' attention away from what you want them to learn from the slide.

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