

## Break away from bullet points

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### **More of us are called on to do presentations at work. Are you still into bullet points?**

If so, lets all yawn. We know that words are important but images often make a stronger impression.

If you are still preparing the standard Powerpoints with countless bullet points you should consider that a) you are probably putting your audiences to sleep and b) you are cramping your style.

I looked at Cliff Atkinson's Web site, Beyond Bullet Points and highly recommend his approach. For instance, have you considered using just a photo on a slide you create? It forces you to concisely and succinctly make your point and your audience members will be more engaged. You can also use images to evoke emotions.

At the Speakers Academy put on by NSA-GA, Pat Hazell, a speaker and former writer for Seinfeld showed old family photos from the 60's. Audience members could relate to scenes of his dad capturing photos of them at every possible monument and wild Halloween costumes that were recycled through siblings. He suggested that you have captured your audience if you can get them to personally connect to what you are speaking about.

So dig out those old photos and start thinking about where you might inject them into your presentations. Who knows, you might even get promoted!