

Presentation

# SECRETS

a book by **Alexei Kapterev**

Hi. I'm Alexei.



**SOME OTHER GUY**



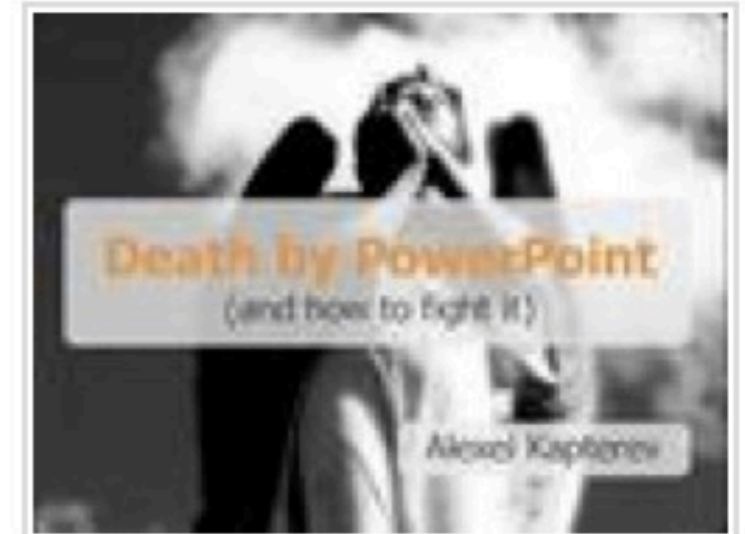
**ALEXEI KAPTEREV**



I live in **Moscow** and I teach at the  
Moscow University's business school

4 years ago  
I published  
a presentation  
on Slideshare

Zipcast More...



## Death by PowerPoint

from Alexei Kapterev

4 years ago, 1416885  
views, 3834 favorites

Tags: death tips  
powerpoint



presentations on any topic



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which became one **the world's**  
**most popular** presentation  
about presentations (funny, yes)

But let  
me make  
a small confession...





Back then I  
wasn't really  
much of a  
guru myself

I was just  
making my  
first steps







But when "Death  
by Powerpoint"  
went viral, lots  
of people came to  
me asking for

**help!**

I had no  
choice but  
to become  
an expert



**Q:** So, 4 years later, do  
we still suffer from  
**Death by Powerpoint?**

**A:** **YES.**

# Most presentations still have:



Incomprehensible  
structure

Lousy  
slides

Sleep-inducing  
delivery

# Typical structure

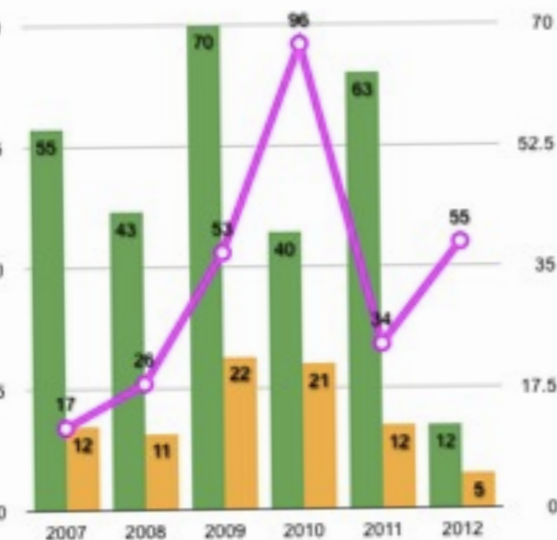


- You cannot summarize the argument
- No answer to the question "why bother?"
- No story arc - just tons of facts

THE HEADER IS USUALLY SET IN ALL CAPS, IT  
QUITE LONG BUT STILL KINDA POINTLESS



Data set 1 Data set 2 Data set 3

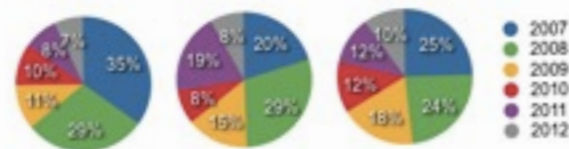


These aren't comments for the chart

- Here is some text with bullets which is supposedly related to the chart on the left but actually has to do with a completely different topic
- The chart has nothing to do with the header; it was put there because it didn't fit on a previous slide
- The text is set in a very small font but some words are set in **bold**, italics, or sometimes **both**
- Underlining is also quite popular
- And like all of the above wasn't enough, some colors are thrown in as well
- Sometimes adding color is making the text yellow. But hey! It's fun.

These are comments for the chart

- Or at least so you might think judging by the header — but actually this is an answer to a question you might ask
- We wouldn't mind the question because we've researched it
- Even though the answer is not getting us anywhere near our goals we just want to have it here... well, because we have it
- We are also adding some more charts — there's some space left
- And nothing occupies space better than a fine chart



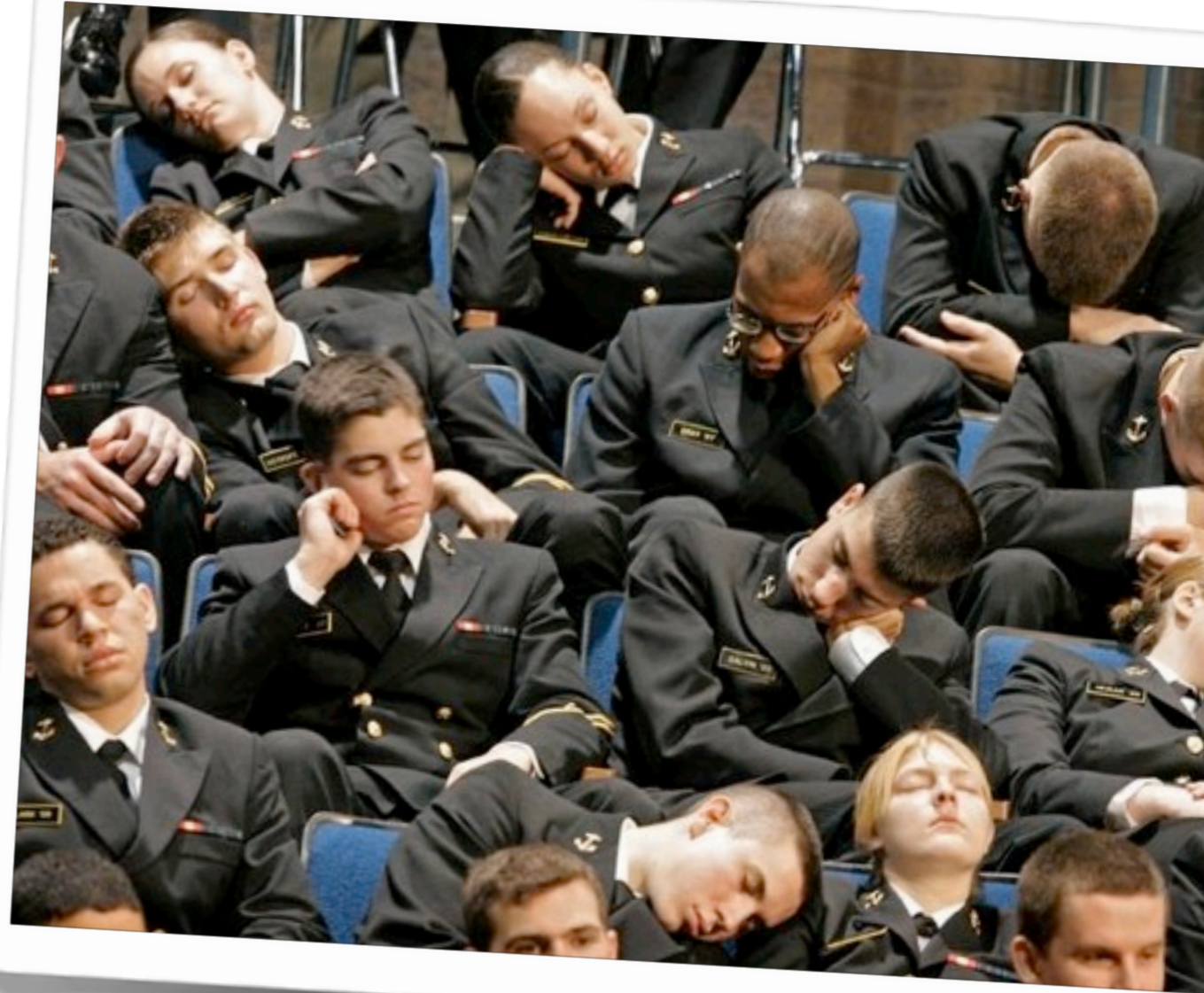
Here you can find lots of comments about the sources, assumptions, and calculation methods at in really small font. I know, it's crazy, but what if somebody wants to check the data?!

# Typical slides

(it did get a bit better, but still...)

- Too much text and data
- Aesthetics? What's "aesthetics"?
- Pictures for the sake of pictures

# Typical delivery



- Talking to the mic, not to the audience
- Mo-no-to-ny-mo-no-to-ny-mo-no-to-ny
- Scripted, canned... inauthentic



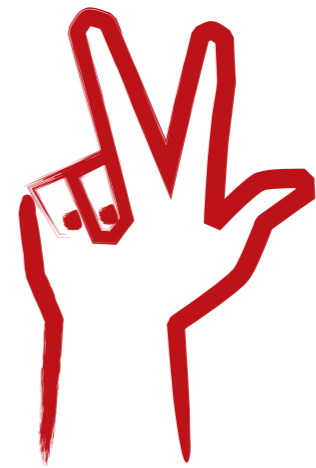
what is still wrong?



Bad presenters share either  
of the 2 extreme beliefs:



or



It's voodoo magic,  
you have to be  
born with it

You can do it  
by following  
"3 simple rules"

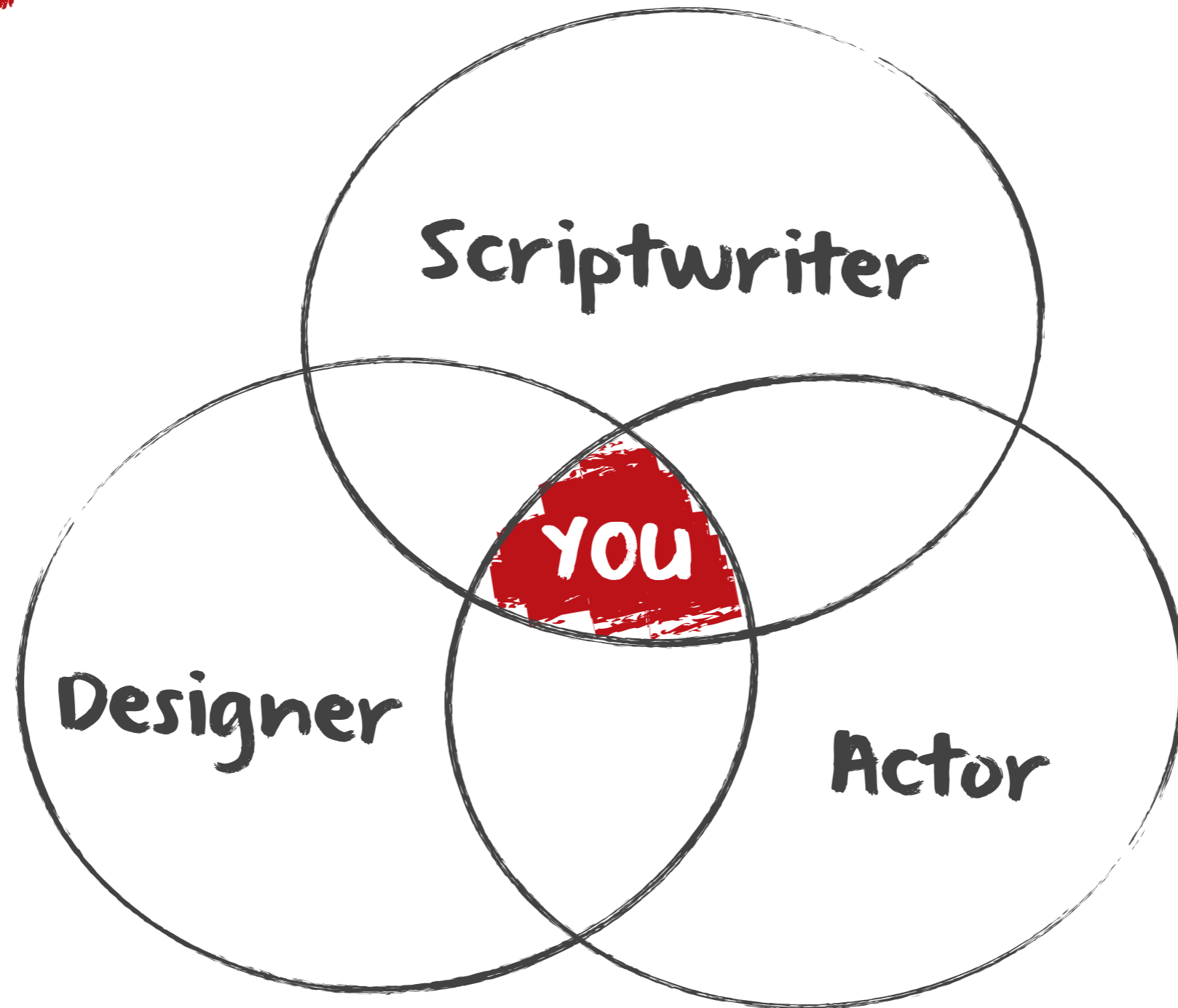
OK, presentations

are

difficult

(This is true and I'm not  
gonna lie to you on this)

It might SEEM like  
you have to become:



We Can D



But after  
doing it myself  
I'm convinced:

**EVERYONE  
CAN DO IT**



WAR PR

It's just **NEVER**  
a matter of  
"simple rules".

For example...

## 4 RULES PRESENTATION

1. Don't e
2. Use sa
3. Avoid u
4. Always



The rule  
"Use pictures  
not words"

often leads to  
irrelevant,  
cheesy slides

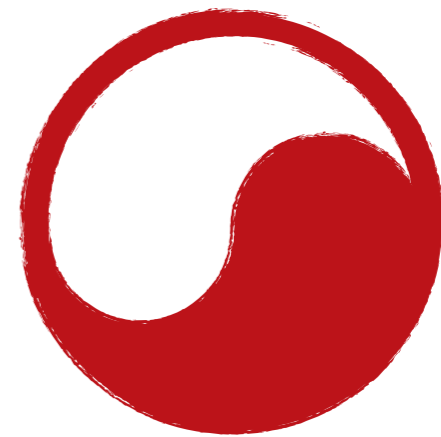
So I suggest adopting  
**3 PRINCIPLES** (not rules):



Focus



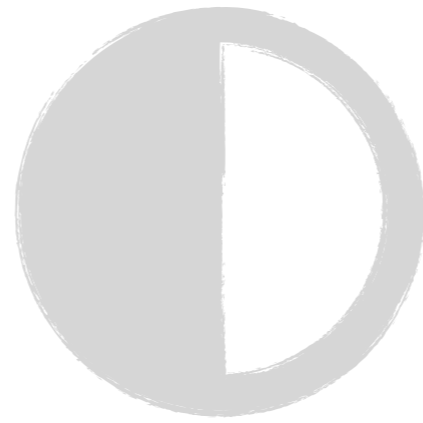
Contrast



Unity



Focus



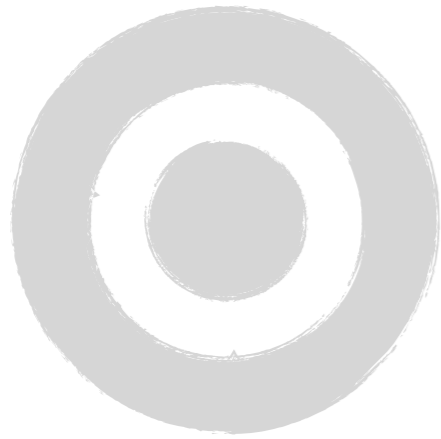
Contrast



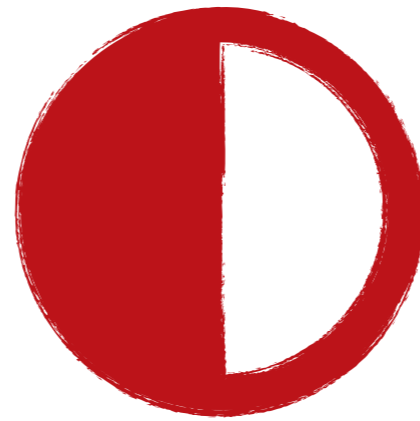
Unity

Our attention is limited, so we should **FOCUS** only on few things and leave out the rest.





Focus

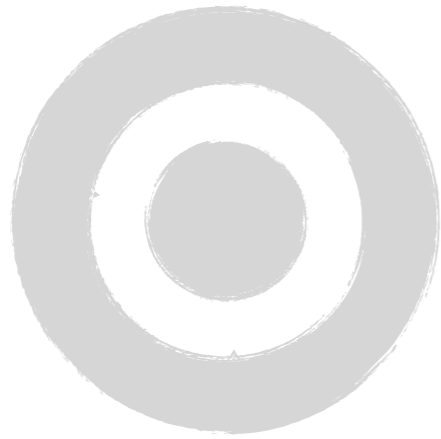


Contrast

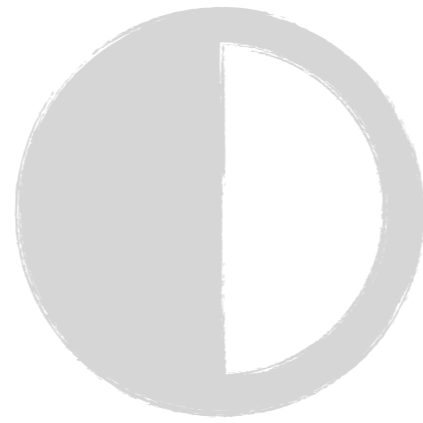


Unity

We can truly understand  
facts only in **CONTRAST**  
to other facts.



Focus

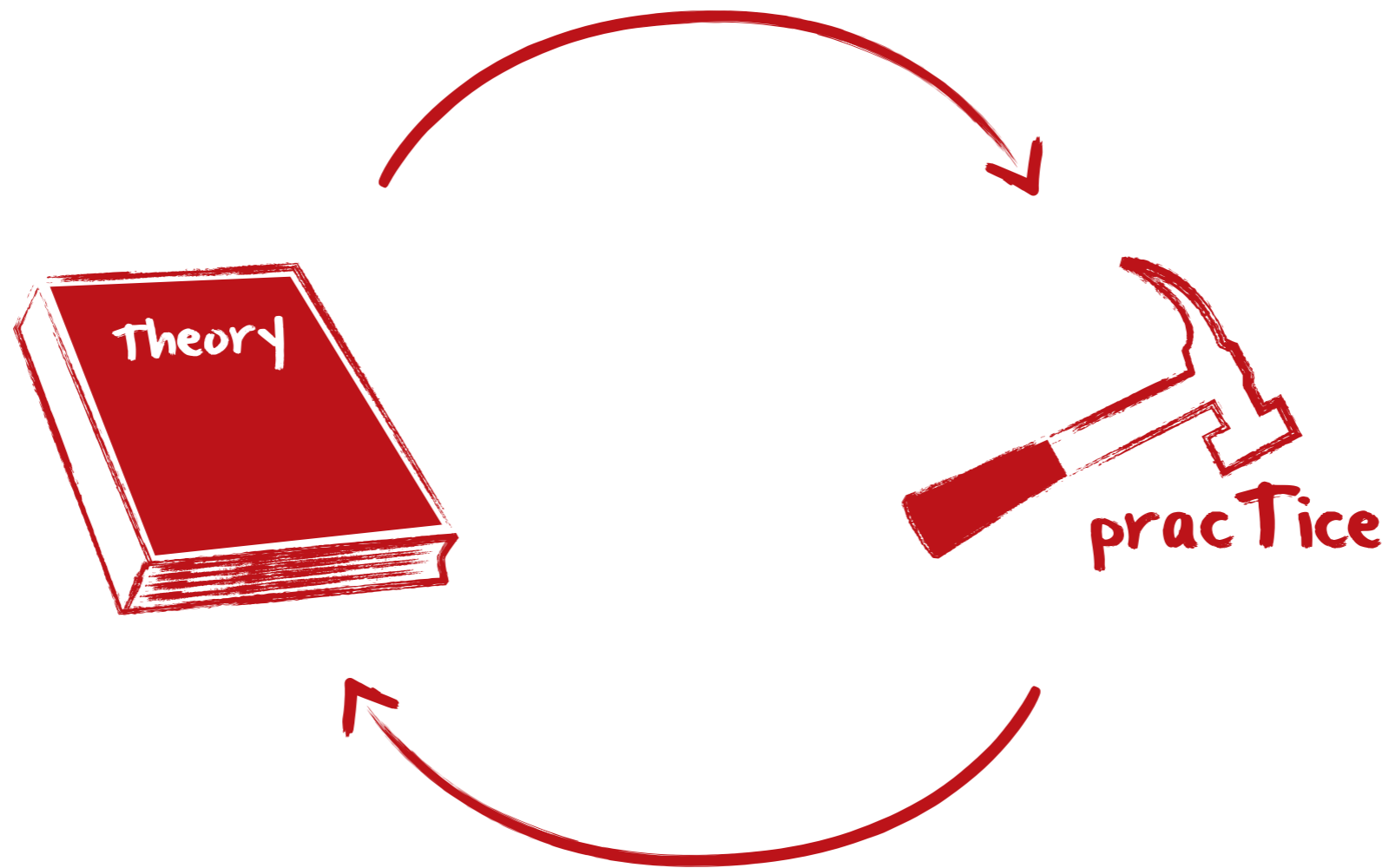


Contrast



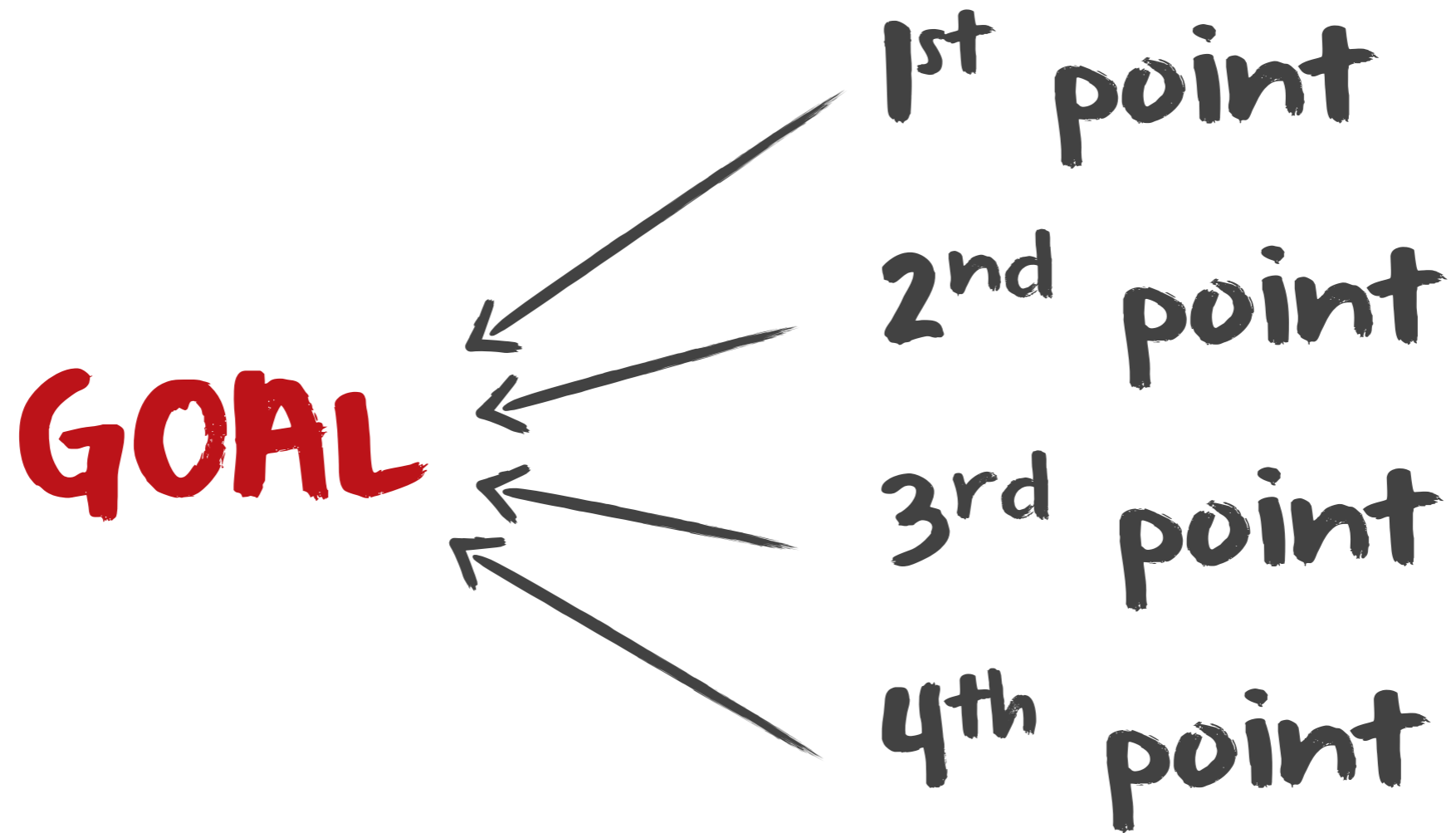
Unity

By working from a  
**SIGNLE UNIFIED METAPHOR**  
you achieve internal consistency.

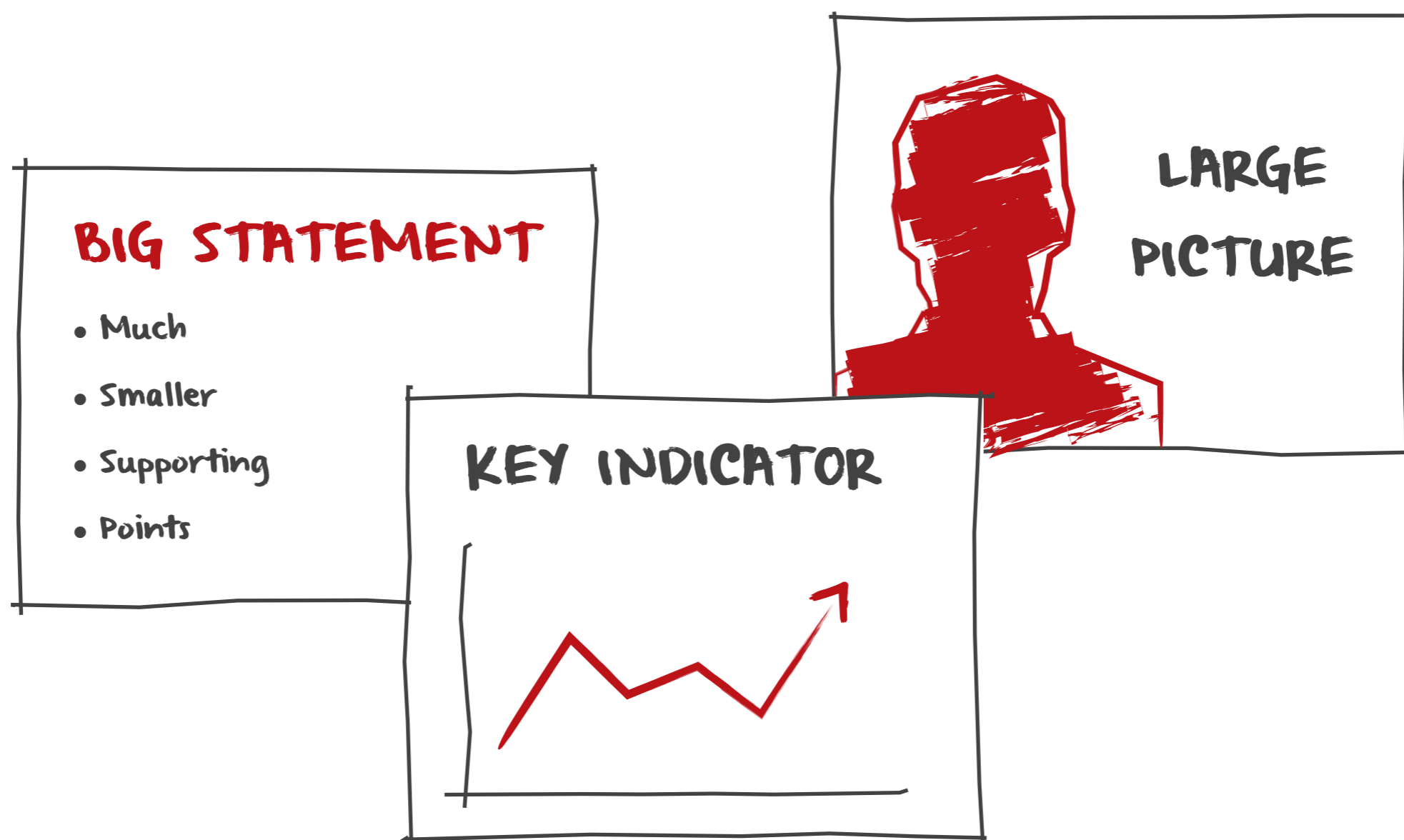


Now, principles are easy.  
Applying them is hard.  
Let me give you some examples.

# 🎯 Structure



Ideally, a presentation should have **ONE GOAL** supported by **3-5 KEY POINTS**.



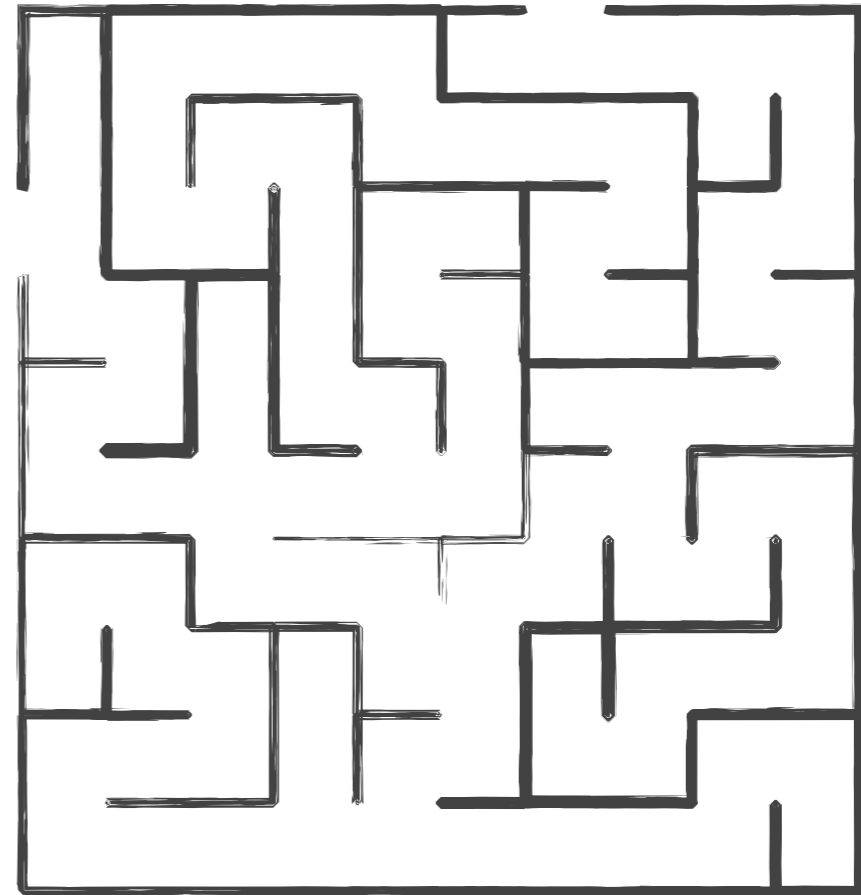
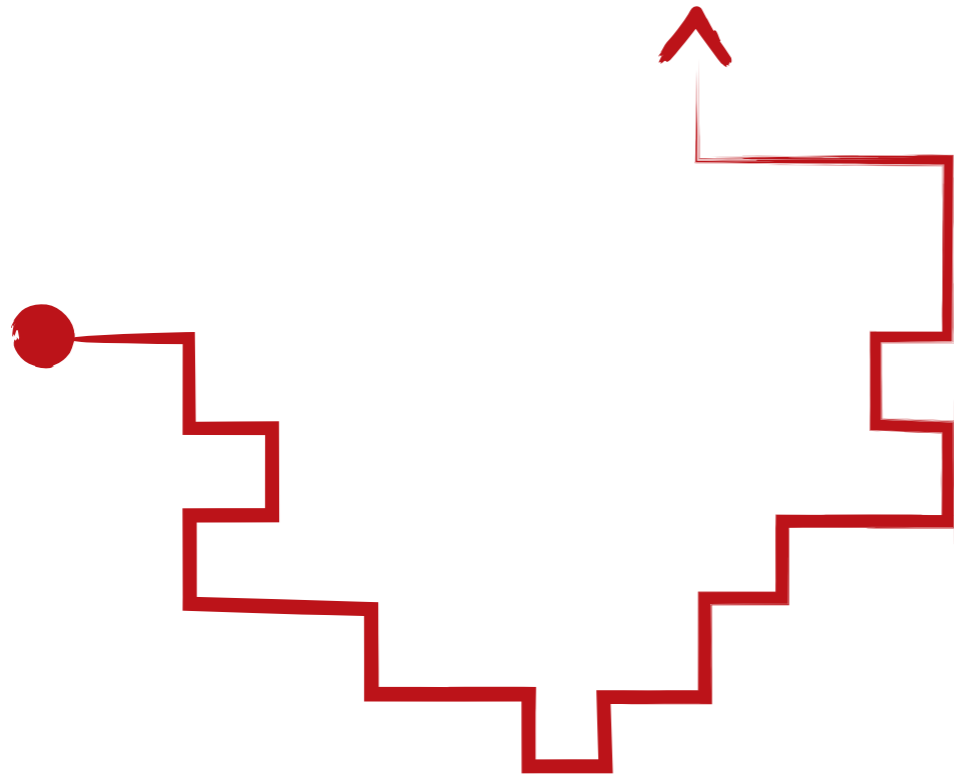
A slide should have a **CLEAR FOCAL POINT**, something it is "about".

# 🎯 Delivery

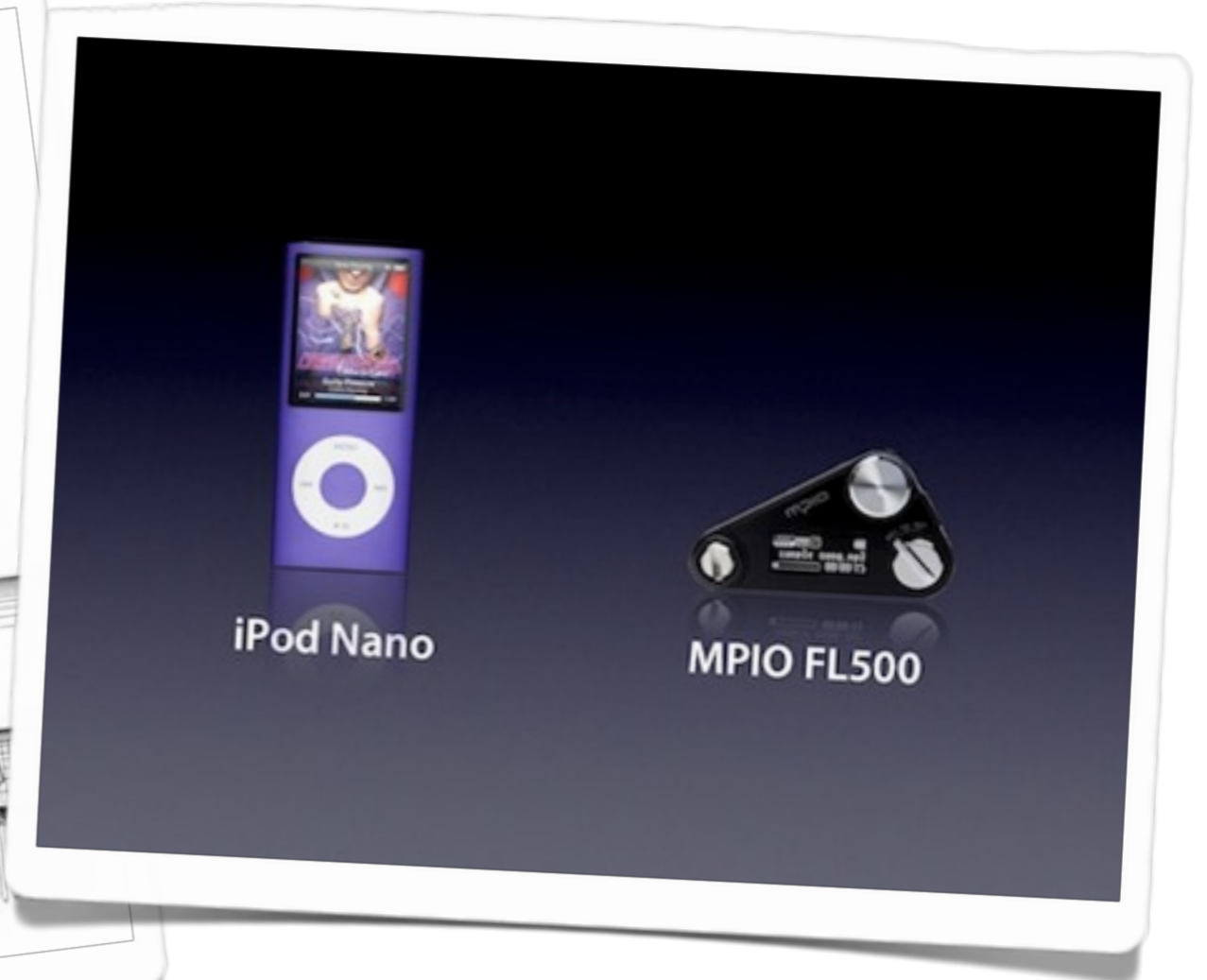
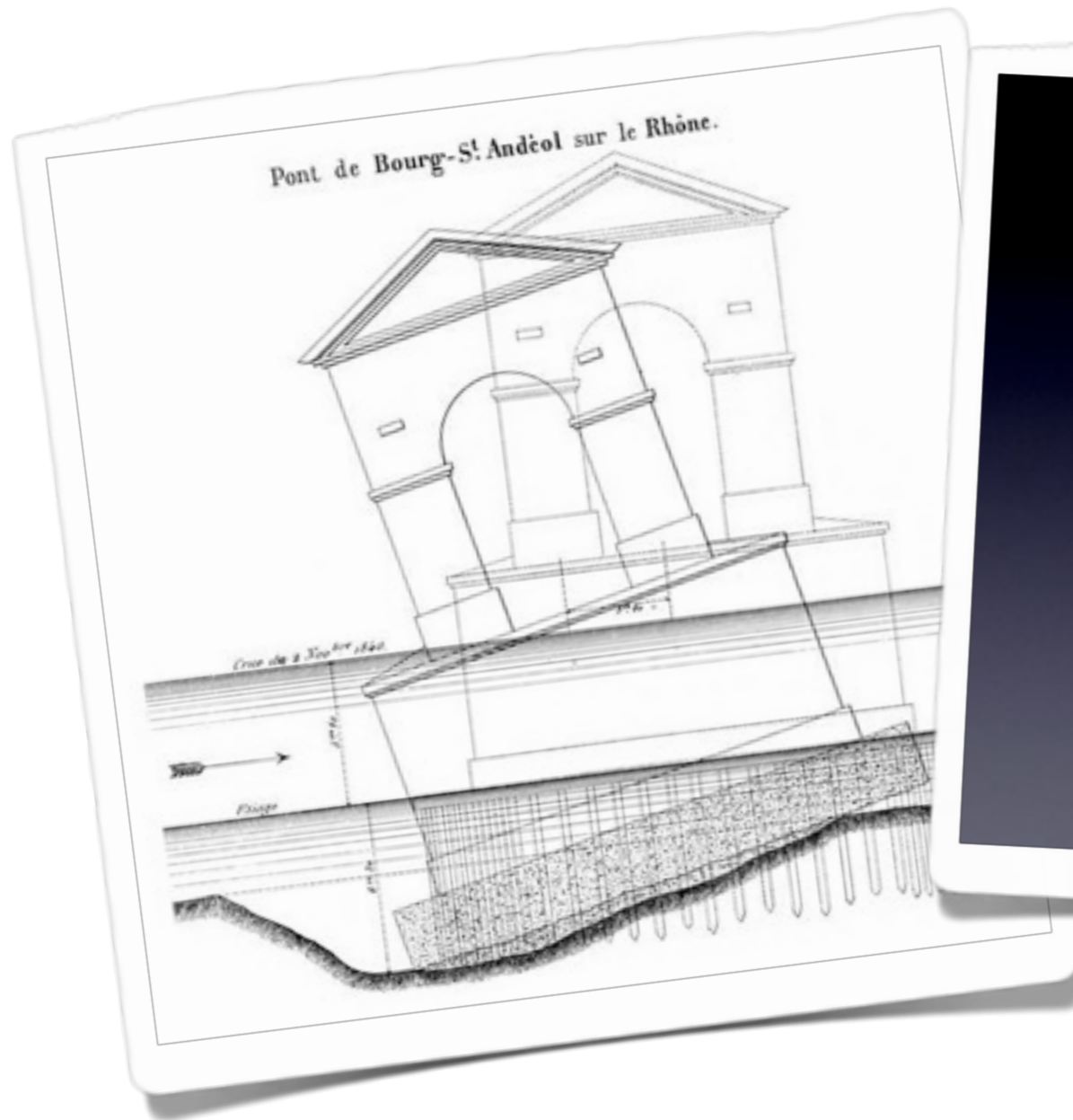


A presenter has to **GUIDE** the audience's attention, making sure they can **FOLLOW.**

# 1 Structure



The story must describe both solutions and **PROBLEMS** - otherwise it's **POINTLESS**.



Best illustrations **COMPARE**  
or show things **CHANGING.**



## Delivery

Great presenters

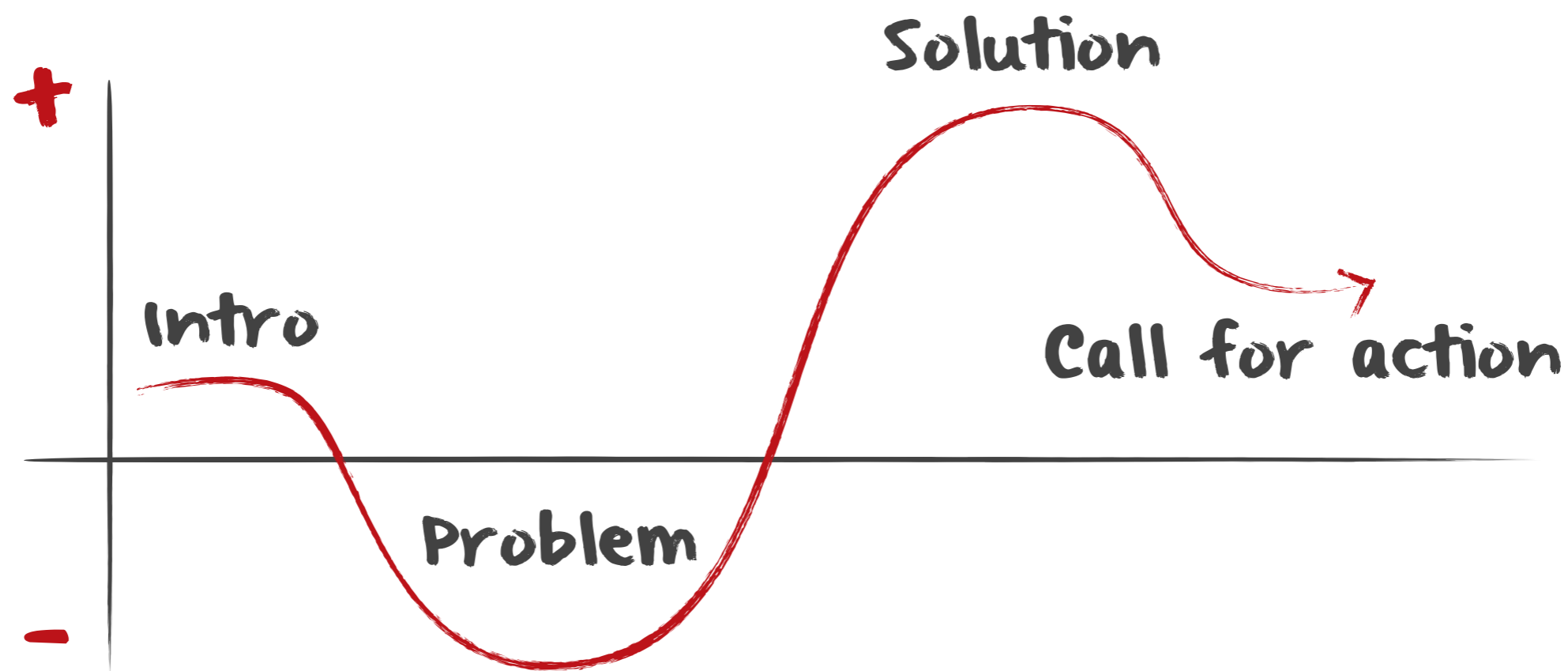
**ENGAGE\*** the audience.

\* En·gage [en'gāj]:

1. occupy, attract, or involve

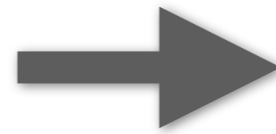
2. enter into **conflict** or combat

# Structure



The S-curve is a **CLASSIC PATTERN of CHANGE.**  
What's the overall pattern of your story?

This font works  
with this object



This font works  
with this object



What's your **OVERALL DESIGN METAPHOR?**  
For this presentation it's a whiteboard.



Both improvisation and rehearsal are **INDISPENSABLE** if you want to look authentic.



OK, principles are important, but this book is **NOT** about the principles.

It is mostly about **ILLUSTRATIONS, EXAMPLES, CASES.**

I believe that by studying examples you learn to **APPLY** those principles **CREATIVELY** - and this is **the secret** of **GREAT** presentations.

Get your copy of **Presentation Secrets** on **WILEY.com**.



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