



## PUTTING THE POWER BACK *in* POWERPOINT

**PROBLEM** Powerpoint slides have become the center of gravity in presentations today. Not the presenter. Everywhere you look, the tool that promised to make presentations exponentially better, is facilitating just the opposite: turning slides into dense pages that belong in an appendix, and creating a global competition to see just how much information can be crammed onto a single slide. Is it surprising that audiences are either confounded or anaesthetized by presentations that are incomprehensible or incoherent? Or that users are frustrated because they don't know how to make it better? *"I don't know how to build a powerpoint deck that isn't overloaded with detail. I need to learn how to use it to actually enhance my presentations."*

**SOLUTION** This program is dedicated to reversing the trend, and putting the focus — and the power — of every presentation back where it belongs: with the presenter. It is a rediscovery of how logic, imagery, story, choreography and transition can transform mediocre and ineffective presentations into ones that clarify thinking, catalyze buy-in, improve the quality of decision-making, and have the power to close deals.

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**In one day, participants will discover how to:**

- Create an air-tight logic flow to improve persuasion
- Use imagery to improve comprehension
- Use story to improve retention
- Use choreography between audience and content to improve impact
- Use transitions and builds to enhance clarity.

The emphasis is on doing, so participants can begin re-architecting their approach right from the start. Each participant is filmed two times over the course of the day, so they can see for themselves how their impact and rhythm — between audience and content — develops. Even the most junior, the least experienced, or the most technical individual can improve their ability to persuade — guaranteed.

In 1987, Microsoft paid over \$27 million for PowerPoint, because they recognized its potential for substantial ROI. This program extends that ROI to your company ... one participant at a time.

Be Better<sup>®</sup>