

Secret creative ideas for PowerPoint presentations



1. Tell your story

Telling a story within a PowerPoint presentation is a powerful technique for connecting to your audience in a memorable and meaningful way.

To take advantage of the benefits of storytelling, create a presentation that tells your personal position.

During your presentation, hook the attention of your audience by starting with an enthralling introduction. The beginning of your story is your opportunity to launch the audience into another time and place, as well as activate their imaginations by revealing the main character and their life circumstances. Once you get your audience with a complication in the beginning of your story, keep up your momentum in the middle of your story.

The middle of a story can be the most difficult to develop. Often, presenters fall into the storytelling trap of saying “We did this, and then we did that, and then we did this...” Doesn’t that sound like an incredibly boring story? If you tell story in that style, most people will only hear “blah, blah, blah.”

To keep up the pace in the middle of your story, follow the structure used to create the wildly popular South Park series. Even though the humor in South Park episodes is not a good fit for all audiences, the South Park storytelling structure can and should be used to share stories with audiences of all demographics and interests.

So what’s the South Park secret? Using the two words, “therefore” and “but,” South Park creators craft stories that each have a dynamic middle.

When you use “**therefore**” and “**but**,” the middle of your story can unfold in this style, “This happened, **THEREFORE** this happened **BUT THEN** this happened, **THEREFORE** that happened.”

The rhythm created by the back and forth between “therefore” and “but” holds the attention of listeners better than simply listing the events in a “this happened, then this happened” style.

The ending is the most important part. In fact, the ending is so important, you should develop your ending before you work on any other part of your story. Without a powerful ending, your story will be a flop, no matter how interesting the complication, or how exciting the plot.

To have a powerful ending, you need a gripping climax. **So, what makes a good climax?**

The climax is the moment of realization. Even though transformative moments are impactful, they are not always easy to identify. Take the time to do sift through your memories until you discover a moment of true transformation.

Conclusion: Ensure that *your* story stands out from the crowd. Start your story with a gripping complication, continue with a middle woven together with “therefore” and “but,” and conclude your story with a moment of transformation. Also, remember that product pitches, or funding announcements, are not stories; they’re self-promotional memos.

To find a story worth telling, you need to dig deep to uncover moments of transformation.

2. Show “how-to”

People love content that provides helpful information that can be utilized immediately.

To give your audience tips they can put to good use, create how-to content in the form of presentations, videos, and/or eBooks. **Or, create an easy to follow visual how-to guide by designing an instructographic.**

Because instructographics have the potential to help people accomplish a goal, instructographics can be powerful ambassadors.



3. Share Information

If your audience craves tips that cannot be easily visualized in the step-by-step style of an instructographic, you can still create visual, informative content that will delight and inspire viewers.

To create helpful, visual content for slides, take inspiration from some of relevant audit reports or other related materials. Transform one of those into a beautiful presentation that outlines the best insights. Or simply pick a topic relevant to your platform and share the best information that relates to that topic.



4. Inspire With Quotes

The quotes are so popular because they are succinct nuggets of wisdom that can be easily read, remembered, and repeated for instant inspiration. Whatever, the reason, it seems that most people loves quotes these days, and your audience is likely no different.

Create content that your audience will share by designing a presentation based on quotes that relate to your message.

Finding quotes that are relevant for your audience should be a simple and fun task. Once you have designed your presentation of quotes, remember to utilize all of your slides by sharing each individual slide as a unique social media post.

5. Promote Your Partners

Sometimes the best way to get attention is to put the spotlight on someone else.

Since your partners share a similar audience or are aligned in some way with your mission, creating content that promotes your partners is an easy way to tap into your partners' audiences and also stretch your content beyond your normal topics.

When brainstorming ideas for content, create a list of partners or allies that you can promote. Identify the most influential people on that list and create content about their product or their story.

6. Summarize a resource

Similar to *promoting your partners*, *summarizing a resource* is a great way to leverage someone else's success, while also helping them out by exposing their resource to your audience. In addition, summarizing a resource is an easy way to reach outside your area of expertise.

To summarize a resource, think of books, guides, and studies that your audience will love, and then share some of the key points from that resource in your visual content. Ideally, you will create this type of content in collaboration with the original author, however if you do not reveal all of their best insights, your content will still likely be applauded by the original creator because you provided free advertising for them by teasing their more comprehensive work in your content.

7. Have Fun

Last, but not least, remember to create some content that will entertain your audience.

Creating content that spreads joy is helpful in a special way.

“A sense of humor is part of the art of leadership, of getting along with people, of getting things done.”
– Dwight D. Eisenhower

The two most desirable traits, among others, in leaders are a strong work ethic and a good sense of humor. If you are a stone-faced and your communication style lacks any hint of humor, you will likely struggle to maximize your potential as a professional and a public speaker even in a ppt presentation. To be a successful speaker, you need to balance seriousness with levity.

Why we should have fun presenting a ppt?

- People will listen to you.
- Humor is a potent stress buster.
 - It is humanizing.
 - It puts others at ease.
 - It helps build trust.
- People who use humor tend to be more approachable.
 - Humor can allow you to stand out.

