The Science of Presentation Impact

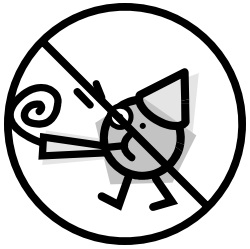
Research implications for driving audience persuasion through presentations

Presentation Impact

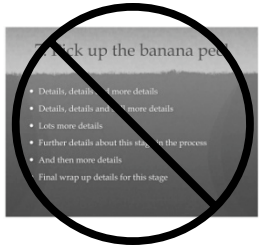
[1] Use Conference Room style slides

Conference Room style: printed—not projected—slides, with lots of detail, that pass the squint test

- Details are essential for persuasion
- Interactive discussion (i.e. self-persuasion) is the most effective form of persuasion
- Presenting information simultaneously (i.e. related details on the same slide) improves communication
- Relevant images strengthen persuasion



No Clip Art or any other irrelevant images



No bullet-only slides—or anything that fails the squint test

[2] With lots of different types of evidence

- New and different information
- Multiple arguments
- Two sided arguments (provide both pros and cons)
- Causal arguments (don't just show the evidence, explain *why*)

[3] Told in the form of a story

- Stories are more persuasive than facts
- Audience involvement (e.g. through stories) increases persuasion
- Storytelling is effective in business communication

Sources: See Abela , A.V., *Advanced Presentations by Design* (Pfeiffer, 2009) for further details and research references.

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