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John Care, Managing Director

Why PowerPoint Makes Us Stupid

Read My Bullets

I spend a lot of time explaining why PowerPoint can make you stupid, and why it introduces too much complexity into the sales cycle. There are many reasons why the classic sales and marketing .ppt presentation numbs the brains and behinds of an audience. It's worth revising some of those reasons - especially about Bullet Points.

1. **It's Boring and Predictable.** ... Speaking as a former IT executive, as soon as I saw the Corporate Overview, the slide full of customer logos or the very first set of bullet points - I slumped in my seat. It is a Pavlovian response. We have come to equate Power Point with boredom, both inside and outside of our own companies.
2. **What's So Important?** A slide with six bullet points (and the seemingly obligatory and illegible screen shot) doesn't have the audience focus on what is important. **If all six bullet points are important, they each merit their own slide. Simple.**
3. **You're Lazy.** If you need multiple bullet and sub-bullet points to remember everything you need to talk about - then you are lazy and don't know your stuff.
4. **You Talk Too Much.** Most pre-sales engineers I know, when faced with a slide that has six bullet-points, succumb to the desire to speak about every bullet point. This makes your presentation long, wordy and unfocused.
5. **What's Your Value?** Now - some organizations (such as the US Federal Government) love bulleted slides for use as briefing materials after the call. **However - if all you are going to do is cover each bullet without adding much personal experience or insight - what is the point of giving the presentation in the first place?**

As Desjardins (and countless others) have said about presenters who simply read their bullet points to the audience, "Dude?! What's the point of being here?! Just email me your slides, and I'll read it on my own time without you."