

B-A-R-I-S-T-A

7 Steps to a More Powerful Presentation

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MNEMONIC: B-A-R-I-S-T-A

B – Brief

A – Audience

R – Relevant

I – Impactful

S – Simple

T – Title

U – Unconventional –
spell barista with a “u”



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B – be Brief

1 Slide per
minute of
talk



3 Points
per slide



32 Font size
or greater
(try for 36)



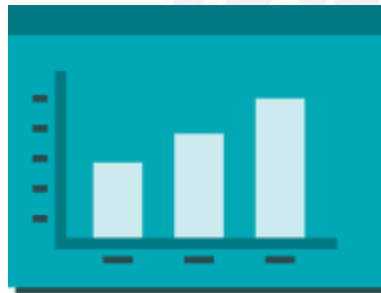
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A – be the Audience

Critically examine your content and your slides for appearance and understandability



Keep graphs and charts simple and easy to grasp



Never read your slides verbatim

Don't Say
Every Word!



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R – be Relevant

Understand the needs of the audience



- Why are they here?
-
- What do they need to gain from this presentation?



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I – be Impactful



What do YOU want the audience to gain from the presentation?

.....

Start with the end in mind

.....

Be realistic about what you can accomplish
One point solidly made and retained is a success



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S – be Simple

Don't overwhelm
or intimidate
your audience
with the
depth/breadth of
your knowledge



1 slide/minute;
3 points/slide;
32 font minimum;
simplified graphs
and charts help
you here

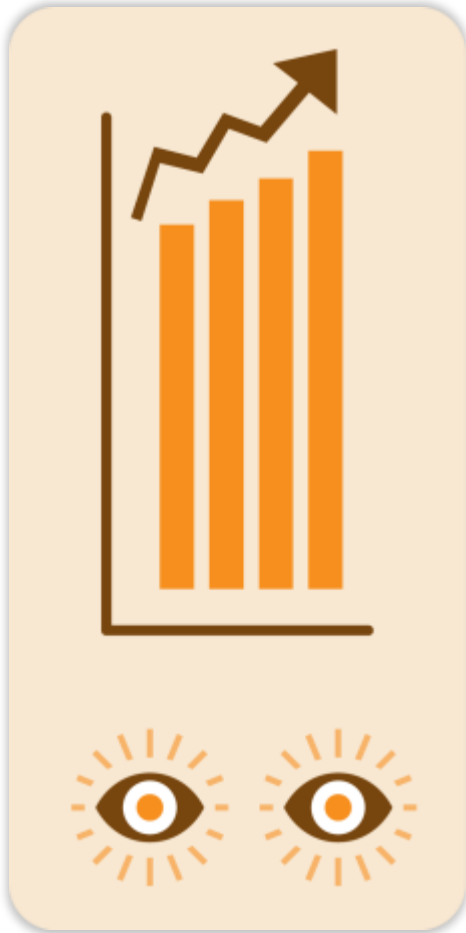


Ensure your
presentation
can also be
understood by
non-experts/
topic novices



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T – work the Title

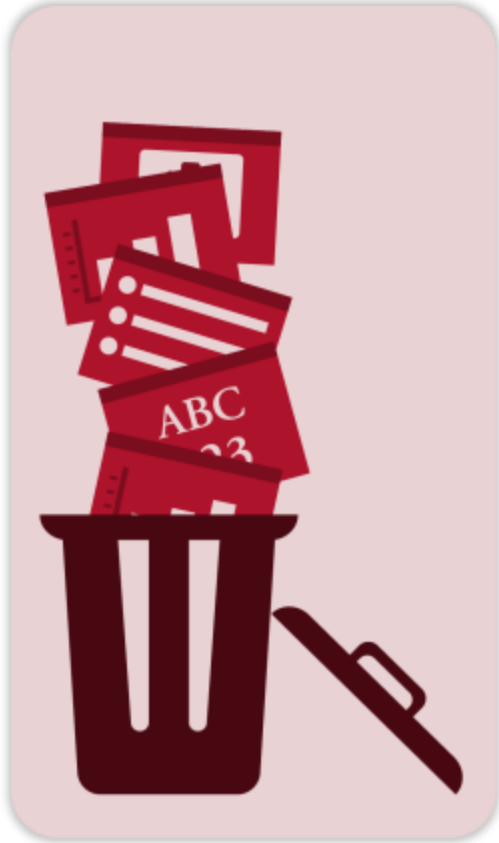


Think sales and marketing
– you want to capture the
audience's attention even
before you start your talk



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U – be Unconventional



If it can help you connect with the audience

PowerPoint doesn't always have to be used – don't be afraid to dump it altogether in some situations



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