***Helpful Hints for Effective Presentations***

\*The following is a modified list of tips that Steve Jobs, founder of Apple, uses for presentations. Jobs, who died from cancer in 2011, was universally known for being one of the best presenters of our time.

**1. Plan**

* Plan out your entire presentation first
* Use pen/pencil and paper to brainstorm, sketch, etc. your initial ideas and how you would like it to look
* All of the points you are trying to make with your message should be well thought-out

**2. Keep it Simple**

* Create a single-sentence description or caption for each main idea
* If you’re doing a powerpoint, limit the # of words on each slide and whatever words you do include should stand out (in print LARGE enough for the audience to see without having to strain). Reading sentences off of powerpoint slides does not make for an effective presentation.
* Use plain English: simple, clear, direct. Save the fancy words or terminology for your research paper.

**3. Stick to the “Rule of 3”**

* Almost every one of Jobs’ presentations was divided into 3 parts. You might have 20 points to make, but your audience is only capable of retaining 3 or 4 points in short-term memory. If you give them too many points they will forget everything you said.

**4. Images are more powerful than words**

* There were no bullet points in Jobs’ presentations
* He relied on photographs, symbols, and images to get his message across
* Example: When he unveiled the “Macbook Air,” Apple’s ultra thin computer, he showed a slide of it fitting inside a manila envelope.

**5. Practice = Confidence**

* The more you practice your presentation, the more confident you will be when it is actually time to present. Practice in front of a mirror, your family, friends, etc.
* Steve Jobs made his presentations look effortless but that was mainly due to hours and hours of practice.
* Set up a timer or have someone time you (your group if you are in one). Plan to be in the 3-4 minute range, 5 minutes MAX.