



## **The ECHO™ — Your Weekly Presentation Tip**

January 9, 2008

### **About Pointers**

Generally speaking, we tell people to avoid using pointers if they can. This is for several reasons:

- They usually don't point to what you want to point to, anyway.
- They become a distraction-the presenter spends time and energy playing with them.
- When the presenter holds a pointer, they usually stop gesturing with that hand, making them appear less interesting to their audience.

Instead of gripping a pointer or driving people crazy with that little red dot, try some of these options:

- Use the "A" key when in PowerPoint's Slide Show mode...That arrow will appear, it's clearly visible, and you can put it right where you want it to be.
- Use your hand and descriptions to point...that's usually all the guidance the audience needs.
- If you really have to be precise about where you're pointing, use the pointer and then put it down and continue speaking. Your hands should be free to gesture.

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com