



The ECHO™ — Your Weekly Presentation Tip

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"Building" PowerPoint Visuals

One of the questions that crops up in Communispond presentation skill classes is, "Should we use 'builds' in our PowerPoint presentations?" The answer is a resounding, "It depends."

Builds are used to present one point at a time. If you have surprise information or don't want the audience to get ahead of you, it may be a reasonable tool to use. Here are the reasons NOT to use them:

- If you've handed out printouts of your presentation, the audience knows what the slide is going to say anyway...the surprise is lost.
- Talking through a slide bullet-by-bullet probably means your presentation will take longer.
- Audiences hate it...studies show that slow reveals are one of the least favorite features of PowerPoint.

If you have a good reason to build slides one point at a time, go ahead-but make sure it's a darned good reason, and use it sparingly.

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