

The 10/20/30 rule

Put together a presentation that captivates an audience with the 10/20/30 Rule of PowerPoint.

The trouble with most presentations, says Guy Kawasaki, the venture capitalist who came up with the rule, is they're too long, have too many slides and contain type so tiny that people struggle to read it.

His rule: *A PowerPoint presentation should have no more than 10 slides, last no more than 20 minutes and contain no type font smaller than 30 point.*

10 slides: Kawasaki is convinced that 10 slides is enough for anyone to make his or her point.

20 minutes: End the presentation before minds begin to drift. With any remaining time, the presenter can field questions.

30-point type: It keeps the presenter from cramming too many words on the slide and then reading from it.