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September / October 2003

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Greetings!

A mounting chorus of critics say that the way we're doing PowerPoint is broken. If you're ready to start being part of the solution, welcome to the first edition of the "Bullet Points Kill" newsletter. As part of this growing community, you'll receive monthly articles, tutorials and practical case studies that show how you can start creating and living a bullet-free lifestyle.

A Broken PowerPoint Culture?



"By the fruit of their PowerPoint labor you shall know them. That's one painful truth that emerged from the final report of the Columbia Accident Investigation Board. In its analysis of the accident's organizational causes, the Board viewed 'the endemic use of PowerPoint briefing slides instead of technical papers as an illustration of the problematic methods of technical communications at NASA.' Like huge mirrors hanging on the walls, PowerPoint is an open secret that lays bare the inner thoughts of every organization..." [read more >](#)

Win a FREE T-Shirt



Join us in conversation and win a FREE t-shirt! Share your stories or your 'before and after' slides, and if we choose them for posting in a newsletter, we'll send you a "Bullet Points Kill" t-shirt. What would your own slides look like without bullet points? Try out the tutorial below, then send us your results. Or, have you tried to improve your presentations, only to have your creativity crushed by PowerPoint politics? Send your slides and stories (up to 1MB) to newsletter@sociablemedia.com

Tutorial: Visual Triggers



In "Kung Fu Secrets of the PowerPoint Masters", an article in this month's Business 2.0 magazine, Cliff recommends using more images in PowerPoint from photo archivers like Corbis.com. How can you transform your bullet points into visual triggers? Just follow the steps in this tutorial, and you'll engage your audience and yourself in no time. [read more >](#)

A Positive Addiction



"With these three changes to the molecular structure of your thinking, the coma inducing software called PowerPoint can become a powerful force to addict your audience to the mind-expanding content of your presentation. Step 1: Stop using templates. Templates restrict, constrain and force information into a small part of the screen. Step 2..." [read more >](#)

Join a Workshop!



Transform your PowerPoint paradigm fast at a workshop or keynote presented by Sociable Media President Cliff Atkinson! Cliff presents a keynote Oct. 15 at the 'PowerPoint Live' conference in Tucson titled "Bullet Points Kill: Deconstructing PowerPoint and Reconstructing Communication." On Oct. 18 he's at UCLA Extension to co-present a workshop titled "How to Use Technology to Enhance Your Business Presentations". Recent workshops include the Association of Healthcare Medical Directors in New York, InfoComm in Orlando, and Sales and Marketing Executives International in Los Angeles. [read more >](#)

Tufte on PowerPoint



If you haven't purchased your copy of "The Cognitive Style of PowerPoint" by Edward Tufte, visit www.tufte.com to order one. The essay is a devastating indictment of the way we do PowerPoint today, featuring 52 visual examples of how bad things really are. Unfortunately the essay has 0 visual examples of how to improve our PowerPoint approach, so it's up to us to figure out a better way. Drop us a line and share with all of us what you're doing to creatively solve the PowerPoint problem - send emails to newsletter@sociablemedia.com