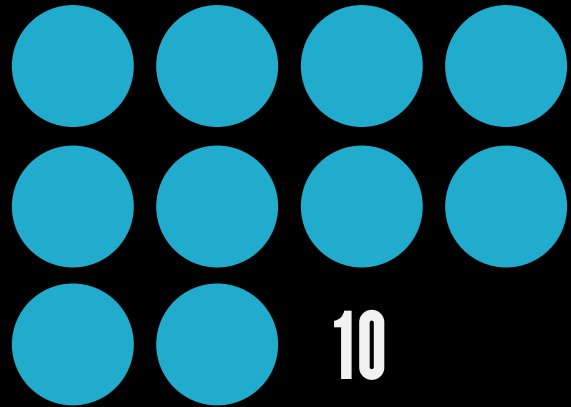243

Goldilocks and the question of slide count:
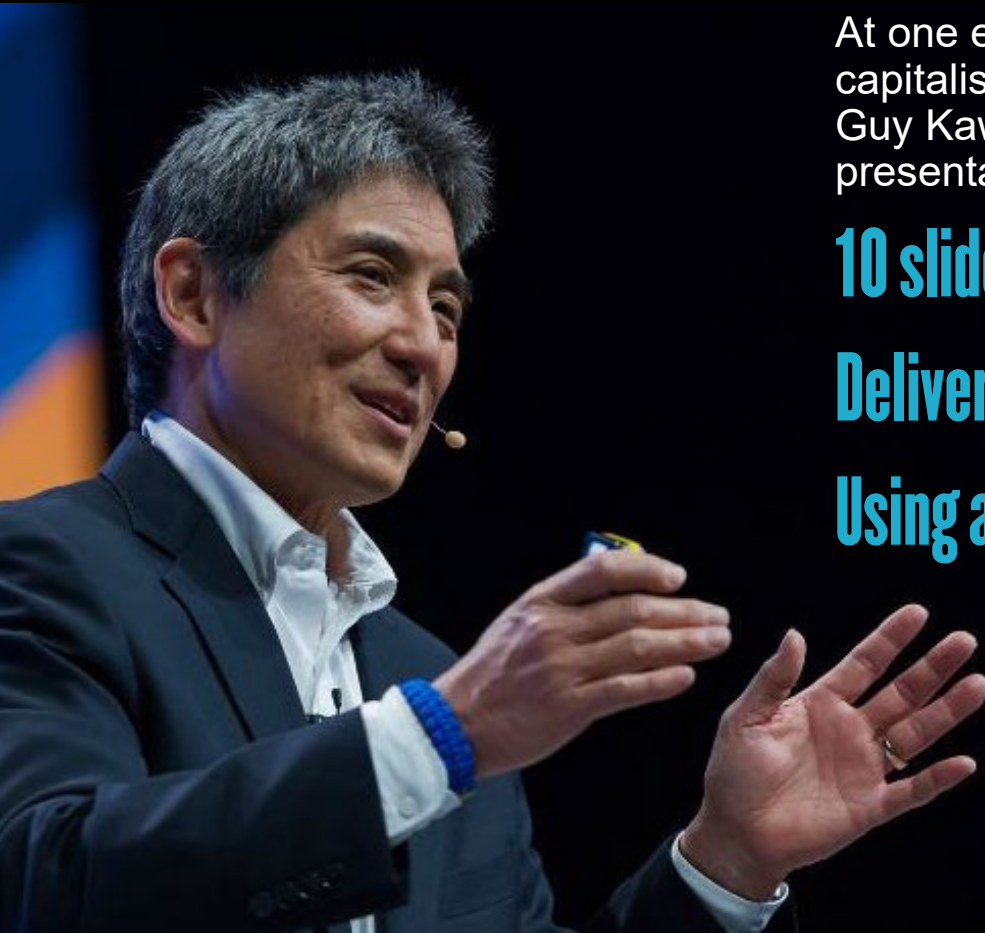# HOW MANY IS JUST RIGHT?

10

# LESS is more ...
# The 10/20/30 rule

At one end of the spectrum, venture capitalist and former Apple Evangelist, Guy Kawasaki's rule states that a presentation should be:

## 10 slides

## Delivered in 20 minutes

## Using a 30-point font

Brevity can be your ally when it comes to creation and delivery, if you focus on just the core concepts. It can also increase the viewer's retention of ideas since studies show that we can only take in so much information. A "bigger is better" approach to visuals also aids legibility, especially with larger audiences.
This style really takes off when a strong storyline combines with great charisma.

# You've seen this approach before

Steve Jobs was also a big proponent of simple and clean slide design at a time when most decks were full of multicolor gradients, 3D shapes and bevels. If you like this clean approach, inspiration abounds to this day in Apple's keynotes and marketing.

# MORE is More: 243/10

At the other end of the spectrum, law professor and activist Lawrence Lessig has delivered as many as

## 243 slides in 10 minutes.

This style uses even sparser slides with just a phrase, logo or picture. Creating this many slides can be a laborious task even though some slides are repeated multiple times as concepts are revisited. Delivery must be handled with the timing skills of a musician hitting the beat perfectly with every visual. Performed with a practiced and fine-tuned message, it can be incredibly engaging.

# So, what's a good number?

Even if your organization has a recommended number of slides,

## use the number that best suits your style and content.

There isn't one right approach. I've delivered as many 85 slides in 20 minutes for a training session with other presenters who delivered 15 in the same amount of time.

The amount of time you have and the type of content you deliver often determines how many slides is best. If your presentation is a how-to for technical professionals, it might require more complicated slides. It's always good to have some dense slides in your deck to convey complexity, but 30 of them will put everyone to sleep. Sharing reading materials in advance of your presentation or creating an appendix in a downloadable deck are great solutions for the need to convey enough content while taking a simplified visual approach.

# I hope this quick guide provided some practical tips and inspiration!

I love to share ideas. With over three thousand presentations and hundreds of keynotes completed and having led training for a global company with thousands of analysts, I've learned a few things about how to create efficiency and impact at scale.

If you'd like to learn more, training sessions and practicums tailored to your needs are available as one-on-one or team sessions. Results are guaranteed with as little as an hour of your time.

All the best,
PK
PKdigital.net

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