

# Enough Already!

What troubles presentation developers the most? We ask, answer, and solve



RICK ALTMAN

Corporate consciousness is getting raised with regard to presentation design and delivery and that is a good thing. It is also frustrating as years of acquired habits prove difficult to break, deadlines continue to be ridiculous, and bosses remain addicted to last-minute changes. We mean well and our platitudes about presentation reform are met with approving nods and gestures...but reality often prevails.

Enough already! How can you change your reality? How can you effect real change for your company or your clients? What are the lines in the sand that you should draw and on what points should you concede or compromise? This session explores these often-delicate issues:

- Too much! Most presentation problems boil down to overuse.
- One size doesn't fit all: Can your slides double as handouts? Never!
- Does your boss know that he is clueless? The best strategy depends upon your knowing.
- Whose crusade is it? It's yours, and you won't prevail overnight. Patience and persistence are virtues.