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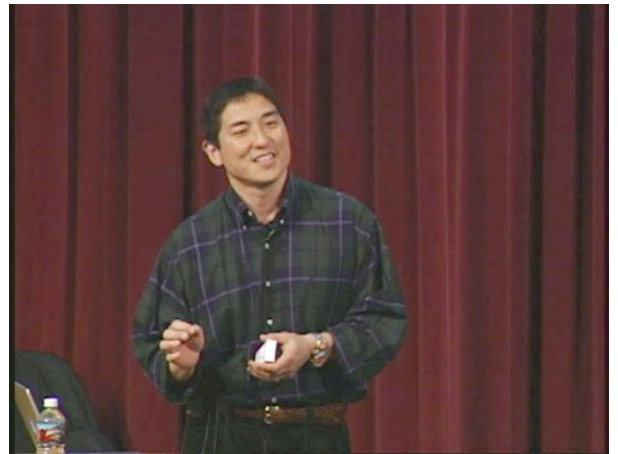
The Importance of a Good Presentation

Guy Kawasaki, *Garage Technology Ventures*

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Video URL: <http://ecorner.stanford.edu/videos/267/The-Importance-of-a-Good-Presentation>

Kawasaki talks about how he uses a top 10 format for Powerpoint presentations and thinks that most presentations are terrible. For example, he says either the presentations are too long, Powerpoint is used poorly, or the font is too small to read.



Transcript

The top ten laws of venture capitalists. So the first thing I want to communicate to you is that I always use the top ten format. And may I pass on a bit of knowledge to you. I've settled on always using the top ten format because I have seen so many speakers. And I have to tell you, throughout your career, I think you'll learn this, most speakers suck. They suck because they're not prepared. They suck because they're arrogant. They suck because they have handlers who click the slides for them. They suck because somehow, they believe that an audience can read 9pt. fonts from a hundred feet away.

They suck because they don't have anything to say so they put more text to back that up. And so, I figured that out very early. So I use the top ten format so that in case you think I suck, you just have to subtract from ten to know how much longer I suck.