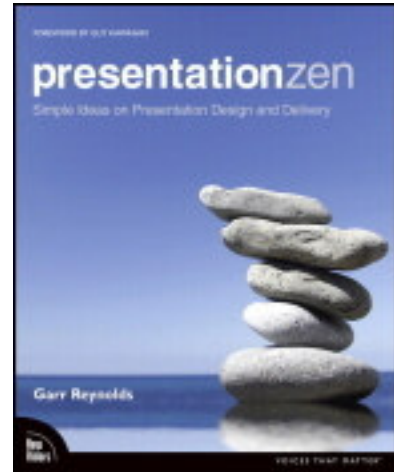


Presentation Zen Review by Aideen Jeffrey

I often find the typical approach to presentation preparation is to simply open a corporate PowerPoint template, type in the title and generate countless bullet points. These are then read through to the audience. A lack of response clearly indicates this approach is not always successful!

Presentation Zen, Simple Ideas on Presentation Design and Delivery by Garr Reynolds is a refreshing read which provides lots of practical advice about preparing, designing and delivering presentations.



In essence Zen is about bringing simplicity, clarity and brevity to your presentations in order that your audience gets the right message.

Zen challenges us to move away from PowerPoint and instead arrange our thoughts on a blank page, a whiteboard or post-its. It also recommends that we focus on the one message we want the audience to take away. How to do this? Tell a story that the audience wants to hear. The use of PowerPoint does not come until the end of your preparation and then it is used as a visual support to support your story

Overall, a great read, presented in a well organised, beautifully laid out book that makes the message even more compelling.

Aideen Jeffrey



Aideen is a highly experienced and energetic facilitator with excellent communication skills. A key member of the MaST Leadership and Development team, Aideen delivers experiential presentation courses. Passionate about development she strongly believes in the power of leveraging performance through personal accountability. Prior to joining MaST she has over 12 years' business experience in the FMCG/drinks industry.