

Pecha Kucha – How to Get Started

1. **Choose a simple topic**

Many times, presenters get tempted to choose complicated topics that need so many facts to be explained even before you get to the topic. Let's face it – not everything in this world is simple enough to be explained in less than 7 minutes. But you can simplify your topic, or you can choose another topic that is simple enough to be explained within that time frame.

Once you have chosen a topic, leave out the un-required and focus on your message – you should be able to condense the gist of your entire message in one to three, simple lines. Then elaborate as required.

2. **Start with an outline**

As with generic presentations that are not limited to Pecha Kucha's 15x20 rule, you should start with an outline. You can call your outline a structure, a storyboard, etc. (You may use cue cards for your main ideas during your presentation). Each card represents a potential slide with 3 quick sentences about that idea.

Using cards is a great idea – but if you want, you can even use some paper sheets, Postit notes, an iPad or tablet, or even Microsoft Word, Evernote, or OneNote. Work with whichever medium makes you feel comfortable, as long as you end up with a rough outline.

3. **Tweak your outline**

It's now time to reorder the content in your outline. Then remove what is not required – you may also want to combine some parts of the outline into one slide, or divide others as required. Whatever you do, think about your audience – you must include what they would like to hear rather than what you want to say.

Sort, shift and remove your cards until you have your final 15 slides that tell your story. Strong visual images were selected to go with each topic. I developed my story flow from the note cards".

4. **Make your slides**

You are now ready to import your outline into PowerPoint or any other slide program. PowerPoint can import outlines to create slides, but even if you do not want to import your

outline, you can still create slides from your text content.

Most often, your text content will be restricted to your slide titles. You should end up with 15 slides -- play and watch them. Do the slides build up well with your message, one after the other? If the answer is no, then go back and redo them until you are happy -- there's no sense in moving beyond this step unless you are happy with the content and sequencing of your slides.

5. **Add pictures**

Add pictures to your slides that are relevant to what you will speak about.

The most successful Pecha Kuchas don't use much, if any text.

6. **Practice**

Then practice as much as you can. And practice again.

7. **Practice again**

Yes, it is time to practice again. Your words must be synced with your slides and this can only be achieved with repeated practice.

The only way to get the presentation to flow like a conversation is if you give some "performance" to the presentation. Be a bit dramatic. Add your own personal flair. Hopefully, you are presenting a topic that you care about as your personal love for the subject will make a difference.

8. **Inspire your audience**

Be human with your audience. Talk to them, make contact, converse and be warm.

A good Pecha Kuchas will include a message, moral or shared experience with the audience that engages them and leaves them something to consider after you are finished.