Hustle Consulting
Self-Record Script
Suburban home – Medium close up

PRESENTER, a calm and educated corporate wellness expert dressed in a stylish, business-causal, outfit sits confidently in a chair, positioned in the centre of the screen. They speak directly to the camera, making comfortable eye contact with the viewer.

PRESENTER

Using PowerPoint can increase your influence and stimulate others creativity so it's important to understand how to use this tool effectively.

When you're presenting your PowerPoint to a Boomer, remember they are auditory; they prefer words on a slide.

Never put more than 36 words on a slide and, when you're presenting to them, look at them in the eye: do not read our slides.Keep your presentation style very conversational and use PowerPoint as a visual aid with supportive facts.

When you're presenting to a Gen X group, use technology to allow them to collaborate, to write points and to brainstorm. Create a PowerPoint that has lots of visuals, lots of charts. Use PowerPoint to create a visual story of your idea.

With Millennials, remember they're incredibly logical, give them lots of data because you know they're going to triple and double check it anyway. Engage them with the data: go live, have them check it with their friends and social networks, let them get feedback and allow them, through your PowerPoint, to think in a three-dimensional way.

Ensure your PowerPoint is succinct and use social proof. Structure the presentation in a way that allows them to socialize the presentation.

With Gen Z we are limited to what teachers who are interacting with us are telling them. We know that 'show me' is a trigger for them in presentations, so we encourage them to share PowerPoints. We don't have enough data on them in the workplace right now to give you any more insight than that.

Again, let's go back and add this information to our contact cards: for Ben, our Boomer, we know that when you're using PowerPoint with him use words and think conversation; for Adam, make sure that your presentations are visual; for Trish, make

sure that you have lots of data, and; for Tyler make sure, like
Trish, that it has lots of data, that is able to be socialized,
but allow them to comment online, and share the information
online."