



# Guy Kawasaki: The Only 10 Slides You Need in Your Pitch

## Introduction:

Guy Kawasaki is a specialist in communication. In his website <https://guykawasaki.com> he present various techniques and tools that can make your presentation more efficient.

## Task:

Ask the participants to read his definition of the 10/20/30 rule then ask them to make a PPT presentation on a chosen topic based on the 10/20/30 rule.

Listen to each presentation, discuss, analyze and give feedback to everyone.

## Reading:

Quote from the <https://guykawasaki.com> website:

“I am evangelizing the 10/20/30 Rule of PowerPoint. It’s quite simple: a pitch should have **ten slides**, last no more than **twenty minutes**, and contain **no font smaller than thirty points**. This rule is applicable for any presentation to reach agreement: for example, raising capital, making a sale, forming a partnership, etc.

- **Ten slides.** Ten is the optimal number of slides in a PowerPoint presentation because a normal human being cannot comprehend more than ten concepts in a meeting—and venture capitalists are very normal. (The only difference between you and venture capitalist is that he is getting paid to gamble with someone else’s money). If you must use more than ten slides to explain your business, you probably don’t have a business.
- **Twenty minutes.** You should give your ten slides in twenty minutes. Sure, you have an hour time slot, but you’re using a Windows laptop, so it will take forty minutes to make it work with the projector. Even if setup goes perfectly, people will arrive late and have to leave early. In a perfect world, you give your pitch in twenty minutes, and you have forty minutes left for discussion.
- **Thirty-point font.** The majority of the presentations that I see have text in a ten point font. As much text as possible is jammed into the slide, and then the presenter reads it. However, as soon as the audience figures out that you’re reading the text, it reads ahead of you because it can read faster than you can speak. The result is that you and the audience are out of synch.”

An [infographic](https://drive.google.com/open?id=1vc3Dgio2oYp88pfcrl3A6sqyqBDHs7v) has been created that is available under the name “kawasaki 10 20 30 rule.jpg” <https://drive.google.com/open?id=1vc3Dgio2oYp88pfcrl3A6sqyqBDHs7v>