7-SLIDE SOLUTION(TM): TELLING YOUR BUSINESS STORY IN 7 SLIDES OR LESS BY PAUL J. KELLY

The Seven SLIDE SOLUTION™

Telling your business story effectively in seven slides or less

Paul Kelly

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About the Author
Principal and founder of Silvermine Consulting Group, LLC, a training and development firm. His career has been concentrated in the training area for leading organizations since 1978. He has developed and conducted training on every continent (except Antarctica). Paul wrote the book Situational Selling with over 10,000 copies in print in 1988. In 2006, he wrote The 7-Slide Solution™: Telling Your Business Story Effectively in 7 Slides or Less. He is a frequent contributor to such publications as Advertising Age, Brandweek, Business Week, Chicago Tribune, , Fortune, Forbes, Wall Street Journal, USA Today, and many others

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A unique approach to organizing and constructing business presentations that draws on the insights of cognitive psychology and provides an infrastructure to build presentations that resonate with your audience like a good story.

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Most helpful customer reviews

23 of 24 people found the following review helpful.
The generic becomes TM
By Mike B of Syd
What makes a presentation compelling? According to the author here, it's the ability to tell a solid story and that, asserts the author, can be done in just seven slides.

I liked this book and yet, for me, I felt that the information had been presented before and done better in a couple of other titles: Beyond Bullet Points and Presenting to Win. Both of these provided clearer presentations of their own material (that is remarkably similar in some ways) than this particular book. One reason for that might have been nothing more than the text-heavy nature of this publication: it feels more weighty than the other publications and detracts from its simple message. While the publisher might have wished to estbalish this as a more serious handling of the topic, it lacks 'white space' in its own presentation.

The material here is fine: the 'story' is a natural format for presentations since we all, at heart, love conflict & resolution. If you've not read material like this before then this book will provide a good introduction. But there are other options that convey the same detail in a less textually heavy manner.

15 of 17 people found the following review helpful.
Good Idea, Poor Execution
By Chris Reich
This is two part book. Part 1, how to construct a story. Part 2, creating the slides.

Part 1 is adequate. Yes, it's best to present your data or idea in a coherent, building, story. But the text-heavy explanation of story telling is dull. The book looks like it was designed in 1998.

Part 2 is a disaster. The example slides are horrible. Every example slide is a perfect example of how NOT to design a slide.

My conclusion is that if you make slides like the ones in this book, keep the presentation to as few slides as possible. 7 may be too many.

13 of 15 people found the following review helpful.
Great for speakers
By B. Forrest
For my senior year of college we had a new university president. He liked to take a lot of the chapel time to talk about all the ways they were planning to spend our money on improvements to the school that we would never get to see. He also liked to use PowerPoint - a lot! After a few chapels, we were sick of PowerPoint.

Over the years I have been presented to with PowerPoint in a lot of different settings. Most of the time it was the same story of "blah blah blah." Too many people lean on the tool to enhance their presentation when all it does is illuminate the boredom. PowerPoint doesn't make presentations. People make presentations.

That's why I liked the premise of Paul Kelly's book The Seven Slide SolutionTM. I really found the first two sections interesting and helpful when it comes to developing a presentation using PowerPoint. Based on the way people's brains work, Kelly suggests that a presentation doesn't need to be any longer than seven slides. Anything beyond that is wasting your time and the audiences - they won't remember it. He walks you through the process of developing a story, from creating a premise to establishing conflict, adding tension, and ultimately providing a resolution to your presentation. The final section seemed to me a more hands on or reference to have handy when you are actually putting together the presentation.

Again, it wasn't exactly exciting or motivating, but I learned some good things. If you use PowerPoint very often, it might be a good book to take a look at. It's also a good refresher for putting together the basic elements of a story.

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