



# The Presentation Lab: Learn the Formula Behind Powerful Presentations

*Simon Morton*

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**The Presentation Lab: Learn the Formula Behind Powerful Presentations** Simon Morton

*Revealing the difference between great slides and great presentations*

Based on a proven process from one of the world's most prominent presentation consultancy and design firms, *The Presentation Lab* challenges everything you thought you knew about creating and delivering engaging business presentations. Author Simon Morton shares his unique *Presentation Optimization* methodology and takes readers on a journey of evolution and revolution to discover what makes an effective presentation (and you may be surprised to know that great design is the last thing you need to worry about).

Using practical tips and drawing on Simon's experiences working with companies around the globe, *The Presentation Lab* will help everyone who ever needs to present by revealing what works, what doesn't and, more importantly, why. *The Presentation Lab* tackles "Death by PowerPoint" head on by dispelling presentation myths, examining the latest presentation innovations, exploring new concepts for audience engagement and delivery and challenging to status quo of today's business presentation landscape.

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