**Presentation Ideas That Work for Any Topic**

Give a [great presentation](https://www.inc.com/carmine-gallo/for-navy-seals-a-bad-powerpoint-can-be-life-or-death-learn-this-1-crucial-lesson-from-their-presentations.html?cid=search) and you're more likely to get promoted, sell products, win customers, engage teams, attract investors, and gain visibility.

In other words, presentations are important. But how do you build one that'll work?

Based on my 20 years of research on persuasion, nine books on communication skills, and countless interviews with billionaires and CEOs who are considered great public speakers, here are seven [presentation ideas](https://www.inc.com/carmine-gallo/for-navy-seals-a-bad-powerpoint-can-be-life-or-death-learn-this-1-crucial-lesson-from-their-presentations.html?cid=search) that will give you a competitive advantage when you're talking about any topic, in any field:

**1. Build the story before the slides.**

Award-winning film directors begin by [storyboarding](https://www.inc.com/yazin-akkawi/the-surprising-technique-airbnb-uses-to-better-sell-an-experience.html?cid=search)--writing, sketching, and drawing each scene. Before you open your presentation tool of choice (PowerPoint, Google slides, Prezi, Apple Keynote), spend time crafting the presentation's story arc. Slides aren't stories; slides *complement* the story.

A presentation arc contains a backstory. Describe the world in which your customer does business or how your product idea came about. It contains a hero--typically, your customer--and a villain, an obstacle the hero must overcome. Finally, it contains a resolution: a happy ending when your idea solves the customer's problem.

**2. Set the main theme early and often.**

A presentation isn't a novel. Saving your conclusion for the end can make listeners expend too much cognitive energy wondering where you're headed.

Will your idea save them money? Make them money? Make their lives easier? Tell them early and often.

I once spent time working with a sales and marketing team at Cisco Systems. We were developing a message to help its salespeople sell a powerful new server.

We researched our audience of IT professionals. The new product would mean less downtime, faster problem resolutions, and faster implementation for them. Making their lives simpler was a theme the customer could easily relate to, and we built the entire presentation around it.

**3. Eliminate bullet points entirely.**

Steve Jobs never used bullet points. Neither does Apple's current CEO, Tim Cook. Google CEO Sundar Pichai and Tesla CEO Elon Musk don't use them either.

TED Talks also don't allow bullet points on slides. As TED's Chris Anderson wrote in his book, "Those classic PowerPoint slide decks with a headline followed by multiple bullet points of long phrases are the surest single way to lose an audience's attention altogether."

The human brain doesn't pay attention to boring things. Bullet points aren't nearly as interesting as pictures.

**4. Use more photos than text.**

Neuroscience has a well-established rule: Pictures are more powerful than text. If your audience hears an idea delivered verbally, they'll recall about 10 percent of the content. If they hear the information *and*see a picture, they'll [retain 65 percent](http://www.brainrules.net/vision) of the content.

Try to follow the 10-40 rule, which I developed after talking to the designers who worked on Steve Jobs' presentations. In the first 10 slides of a presentation, don't write more than 40 words on the slides--total.

It's a tough exercise, and worth it because you have to focus on crafting a story in pictures--rather than filling slides with random text and no structure. You're not eliminating text entirely. You're simply getting your audience to pay attention.

**5. Reset your presentation every ten minutes.**

According to peer-reviewed studies, given a presentation of medium interest (not too boring, not too exciting), people will lose interest after ten minutes. We get bored easily!

Don't worry. There are ways of re-engaging your audience when their interest begins to wane:

* Tell a story that drives home the theme of the presentation.
* Ask questions to get your audience involved.
* Show a product or conduct a demo.
* Invite a second speaker to deliver the next section of the presentation.

**6. Build in wow moments.**

Steve Jobs would often end presentations with "one more thing." The surprise was scripted in advance and well-rehearsed.

Jobs was a showman. His presentations were like performances and, like great shows, they had twists or shockers. I call this the "wow moment." It's what people will remember long after the presentation is over.

It must be unexpected. Bill Gates once unleashed mosquitoes in the auditorium during a TED talk on how malaria is spread, and it's all people talked about for the rest of the conference.

Everyone expected slides from Bill Gates. They didn't expect live insects.

**7. Practice more than ever.**

I teach an annual class of real estate developers in a highly selective executive education course at Harvard University. Those who practice their final presentations stand out. They're less likely to stumble on their words, make stronger eye contact and are more confident.

For really important presentations, rehearse the entire deck from start to finish at least 10 times. I've found that it makes a huge difference. Twenty is even better.

You can have the greatest idea in the world, but if you cannot present your idea in way that captures the imagination, it won't get the visibility it deserves. For entrepreneurs and business leaders, the ability to deliver an awe-inspiring presentation is a competitive advantage.

**Good Topics For Presentations**

There are many instances when you may be required to make a presentation. In school, it is usually used to help you learn how to properly select a topic that you can develop into a full presentation, which is an important skill to have in the future. Choosing the correct topic is the most difficult task about making a presentation. It will guide the direction you take in your discussion so you need to put a lot of thought into selecting the best one.

**Rules For Choosing The Best Topic For Presentation**

* Pick a topic from your areas of interest. It is easy to write about something you have some knowledge about and you understand with little to no effort at all. It will give you the morale you need to research while allowing you to compile a great presentation comfortably.
* The topic should be easy to illustrate. Photographs and other graphics make a presentation easy to understand, not forgetting interesting. This is why your topic needs to be illustratable.

**Secrets To Use When Choosing A Presentation Topic**

* Let what you love doing or even reading guide you. It will simplify everything for you.
* Hobbies, holidays and trips make interesting topics to write about. They are easy to illustrate using photos and other images, which makes your presentation more interesting and easy to follow. Always use simple and easy to understand words so as not to confuse your audience.
* Do a simple research on the topic to see how much information is available. This helps in keeping your presentation objective and knowledge-filled for your listeners or readers.
* The presentation should grab the attention of the reader. This should be at the back of your mind as you are choosing the most suitable topics.

**Examples Of Great Topics**

1. Teenage drug abuse.
2. Effects of the internet on students’ ability to study.
3. The origin of the universe.
4. Should teenage marriages be encouraged or discouraged?
5. Most marketable careers in today’s economy.
6. Is Pluto a planet?
7. Is there life on other planets?
8. Formal vs informal jobs. Which are better?
9. Are ghosts real?
10. Is it right to censor what people post on social media?

Presentations help in boosting one's confidence and help you get rid of stage fear. You should be able to engage the audience and have their attention from the beginning to the end. This can only be made possible by finding the best topic that they can relate with and one that you can present with ease.

**Interesting Presentation Topics**

1. Should marijuana be legalized all over the world?
2. Is reincarnation real?
3. Death penalty: implement it or not?
4. What type of marketing has the best results?
5. Global warming is here: what can be done to reduce its effects?
6. Should immigration laws be banned to allow in immigrants who really need help?
7. Effects of globalization in the world. Are they good or bad?
8. Is fast food the main cause of obesity?
9. Juvenile prisons: should they be done away with?
10. Should paddling be reintroduced to curb indiscipline and improve performance in school?
11. Too much freedom of the press? At which point does it go overboard?
12. The sentence for animal cruelty should be life imprisonment.
13. Are there different love "languages" for different genders?
14. Extensions vs natural hair. Which is better and why?
15. Is there anything like too much plastic surgery?
16. Should men help around with the chores in the home?
17. Is the government directly involved with high inflation rates?
18. Hybrid vs manual cars- which are better?
19. Should sports be made optional in schools?
20. Importance of organ donation after death. Should it be encouraged?
21. Are support groups effective in helping the patients handle their problems?
22. Should surrogate mothers be allowed contact with the children they gave birth to?
23. Is a robot revolution possible in the coming years?
24. 5 technologies that will be obsolete in 20 years
25. How do clocks work?
26. Should gay marriages be abolished worldwide?
27. How best to dispose old and non-functional electronics without affecting the environment.
28. Is technology a blessing or a curse in disguise?
29. Smoking in public places: good or bad?
30. Is herbal medicine more effective in treating diseases?
31. Best water conservation practices
32. Why the world needs to change its view on body standards and goals.
33. How best to eradicate corruption from the world
34. Should prostitutes pay taxes?
35. Best punishment for sexual offenders
36. Are werewolves real?
37. Leaders are born not made
38. Should ObamaCare remain operational?
39. Should GMO be used in an aim to combat food insecurity especially in third world countries?
40. Growth in population: is it a good or bad thing for the world.
41. Should all states recognize common law?
42. Are the paparazzi an essential part of the world or simply privacy invaders.
43. IQ examinations are not a perfect measure of human intelligence.
44. Should education be made completely free in all public institutions?
45. Should polygamy and polyandry be legalized all over the world?
46. Are athletes paid too much money?
47. Are anti-doping laws too strict?
48. All school cafeteria menus should be revised to contain only healthy meals.
49. Are ulcers really caused by stress?
50. Make recycling a must to save the environment.
51. Does home schooling your children make them less socially capable?
52. Should elders above the age of 70 be allowed to drive alone?
53. Shivery is really dead.
54. Rules of dating within the office place.
55. Does meat expose one to diseases?
56. Should a patient be treated without health insurance?
57. Should plastic bags be completely abolished to save the environment?
58. Is makeup a good thing or an evil one?
59. Should education be standardized all over the world?
60. Best practices in food preservation.

**Agriculture Presentation Topics**

1. Environmental impact of agriculture
2. Development and utilization of bio-based fuels
3. How world population growth affects global demand for commodities
4. Americans waste their food
5. Trump’s return to conventional agriculture
6. How GMO labeling works
7. Anti-pollution efforts anyone can put in
8. How is your beef treated before it ends up on your plate
9. How is permaculture different from organic gardening
10. Is there a future for sustainable agriculture?

**Art Presentation Topics**

1. Popular misconceptions about oil paintings
2. Is graffiti an artwork?
3. The art of digital photography
4. World weirdest museums
5. Greatest painters of all time
6. Peculiarities of Orientalism in art
7. Religious aspects of art
8. Impressions from Impressionism
9. Posters and collages: modern art
10. The art of murals

**Architecture Presentation Topics**

1. Modern garden architecture
2. Examples of post-modernist architecture
3. Environmentally friendly architecture
4. Architectural design
5. World’s most impressive pieces of architecture
6. Religious architecture
7. Greatest architects of all time
8. Industrial architecture
9. Best examples of landscape architecture
10. Architectural engineering

**Business Presentation Topics**

1. Pros and cons of family-owned business
2. Business ethics as a key factor in corporate success
3. Evolution of entrepreneurship
4. How does a franchise work
5. Advantages and disadvantages of outsourcing
6. Is freelancing a career?
7. Effective management techniques
8. How to create a healthy workplace environment
9. Importance of the workplace diversity
10. Perks of e-commerce

**Criminal Justice Presentation Topics**

1. Hate crimes in different age groups
2. What you should know about human trafficking
3. How to deal with domestic violence
4. Danger of cybercrime
5. How to prevent crime
6. How prison system works
7. Consequences of wrongful conviction
8. Capital punishment
9. Elder/child abuse
10. Types of juvenile delinquency

**Environment Presentation Topics**

1. How urban ecology works
2. Notion of environmental racism
3. Size and impact of industrial pollution
4. Environmental sustainability
5. Consequences of deforestation
6. What is ecofeminism?
7. Contamination of groundwater
8. Exposure to nuclear waste
9. How bad is air pollution?
10. Management of water resources

**History Presentation Topics**

1. Role of the USA in Vietnam War
2. Constitutional history of the US
3. Rise and fall of the Roman Empire
4. A typical day of an ancient Egyptian
5. Interesting facts from Cleopatra’s biography
6. Ancient Greece and the origins of democracy
7. Historical aspects of Sumerian mythology
8. Famous women in world history
9. Unknown facts about Geronimo
10. Legacy of African-American folklore

**Lifestyle Presentation Topics**

1. Difference between consumption and consumerism
2. Role of social media in our personal life
3. Why are people obsessed with celebrities?
4. Which family values still matter?
5. Drug and alcohol substitutes
6. Social issues of dating violence
7. How efficient is online dating?
8. Spending quality time with your friends
9. Growing up in the same-gender family
10. Does sport equal health?

**Literature Presentation Topics**

1. Haiku: Japanese poetry at its best
2. Stendahl and his two colors of French novel
3. Literary genre of mystery and detective fiction
4. George Orwell and dystopian literature
5. Evolution of the short story genre
6. Kabuki, a traditional Japanese theater
7. Gods in Scandinavian mythology
8. Catharsis and Greek tragedy
9. Peculiarities of medieval drama
10. Origins of science fiction literature

**Psychology Presentation**

1. Archetypal attraction to horror movies
2. Difference between stereotypes, discrimination, and prejudice
3. False memory disorder
4. Gender roles in modern society
5. What is social identity?
6. Cognitive models of decision making
7. Individual differences in reasoning
8. Nature of cognitive dissonance
9. Experimental social psychology
10. Basics of self-reflection

**Science Presentation Topics**

1. What determines body mass index?
2. How harmful is tobacco smoke?
3. Germ theory of disease
4. Sleep deprivation, patterns, and habits
5. Cosmology versus cosmogony
6. Marijuana use, dependence, and abuse
7. What do we know about genes and DNA?
8. Role of biotechnics
9. Greatest women in science
10. Origins of modern calculus

**Sports Presentation Topics**

1. Popular sports superstitions
2. Where do the fastest cars race?
3. Greatest athletes of all times
4. Little known facts about the Olympics
5. Equine therapy for autistic kids
6. History of basketball
7. Famous animal athletes
8. Origins of martial arts
9. Which sports cause most injuries?
10. Traditional sports you never heard of

**Technology Presentation Topics**

1. Evolution of artificial intelligence
2. Ethical hacker: Can hacking be legal?
3. Possibilities of solar energy
4. How a lie detector works
5. Prospects of green technology
6. Ethics of genetic engineering
7. Eco-friendly means of transportation
8. Networked culture of social media
9. Risks of nanotechnology development
10. SpaceX’s interplanetary spaceship

**5 Minute Presentation Topics**

1. Greatest discoveries of the last decade
2. Industrial impact of autonomous cars
3. Governmental control of the Internet
4. iOS versus Android
5. Gender difference in IQ
6. Reasons to stop watching horror movies
7. Busting fast food myths
8. Can an atheist have virtues?
9. Blogging as self-employment
10. Why care about politics?