The Ultimate Global PowerPoint Study

How companies work with PowerPoint

empower

nielsen

How to use PowerPoint more efficiently and strengthen your business

B2B study by the Nielsen Company and empower®

PowerPoint is omnipresent in today's working world. Whenever people want to inform and exchange information with each other, Microsoft's presentation software plays a key role. Regardless of the industry context, department, or topic, PowerPoint is at home in almost every office and a part of most meetings. When teams increasingly work together over long distances, slides and presentations have become even more important for communication. However, for all its strengths, PowerPoint also takes up a lot of time and can weaken productivity.

At empower®, our mission is to empower people around the world to work more easily, consistently, and efficiently with Office - so they can be their best and win back time for what really drives them.

To find out the biggest time wasters in PowerPoint and how to eliminate them, we commissioned market research specialist Nielsen to conduct a comprehensive PowerPoint study. Central questions focused on how people work with PowerPoint, how they create presentations, and to what extent.

At the same time, the study examined central questions of corporate design: Presentations per se have a strong external impact. This is reinforced when employees send slides to external parties. So, the importance of design and uniformity in PowerPoint should not be underestimated: presentations can strengthen or undermine a brand. The study provides surprising insights into compliance with corporate design and how to ensure brand-compliant communication better and more easily.

The study's design

Respondents:
1,102 employees who work at least 50% of their working time on computers

Companies:
At least 50 employees, headquarters in Germany and USA

Methodology:
Online survey

Survey period:
May 2020

Industry focus:

- Automotive
- Consulting Services
- Consumer Goods
- Energy
- Finances
- Industry
- IT
- Pharma/Chemistry
- Logistics

Results at a glance

Need for optimization in productivity and corporate design

PowerPoint is a powerful, comprehensive, and largely intuitive tool, which is why the majority of companies around the world use it - and to a considerable extent. A typical corporate employee spends 7 hours per week using PowerPoint - almost a full workday. He or she creates about 3 presentations per week or 12 presentations per month. It is important to use PowerPoint as efficiently as possible.

Formatting is the biggest time waster

The most time-consuming tasks are creating and formatting charts; searching for templates, images, and icons; and converting old presentations into a new design - because many presentations are based on existing content. On average, 37% of the total working time with PowerPoint is spent on formatting. 2.6 hours per week are lost to adjusting colors, setting fonts correctly, etc.

7
hours
per week in PowerPoint

37%
wasted on
formatting

53%
corporate-design
compliance

47% of presentations are not brand compliant

The survey provides an alarming finding regarding design compliance: almost half of all presentations do not follow the company's design guidelines. That translates to 68 presentations per year per employee that do not comply with corporate design. That is a major loss for brand communication.

Targeted, easy solutions

These PowerPoint problems are universal and have negative consequences for almost every company. Companies should address them in a targeted manner. Easily implementable solutions include:

Templates, presentations, and elements should reside in a **central storage location,** so all employees enjoy direct access to up-to-date and design-compliant content and design elements.
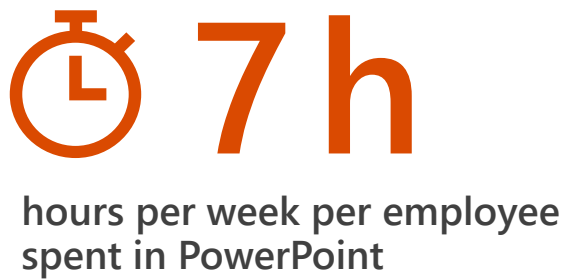
Employees should have **tools** that make it easier to format presentations and create charts and diagrams more quickly.
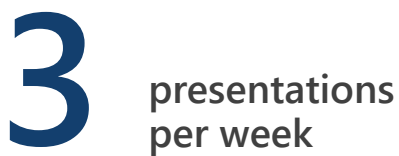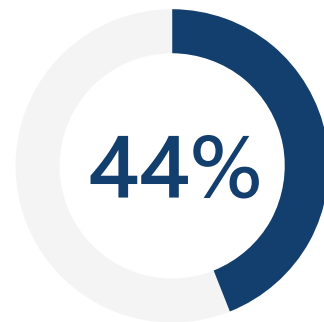
Corporate design rules should integrate directly into PowerPoint so people can find them when they need them.

Automation tools can make a decisive contribution. If automation takes these points into account, PowerPoint productivity can increase by 22%. For example: A company with 1,000 employees can save about 38,253 hours per year (out of a total of about 173,880 hours per year that they work in PowerPoint).

Employees who work with PowerPoint

54%

🕐 **7h**

hours per week per employee
spent in PowerPoint

Need for training

44%

3 presentations
per week

12 presentations
per month

PowerPoint expertise

6%
Beginner

48%
Intermediate

45%
Experts

37%

of working time with PowerPoint is spent on formatting

47%

of presentations are not brand compliant

External sharing of presentations

57%

Regularly

21%

Rarely

22%

Never

The three biggest time wasters in PowerPoint

Creating and formatting charts

Searching for templates, images, and icons

Transferring old presentations into a new design

PowerPoint usage

Whether presenting concepts, products, or reports; whether in an internal or external setting; whether on-site or remote, PowerPoint is almost always present.

54%
of corporate employees work with PowerPoint

Usage of 54%

PowerPoint is not only relevant for most industries, it is also used in most departments. Across all companies and tasks, more than half of all office employees use PowerPoint at work.
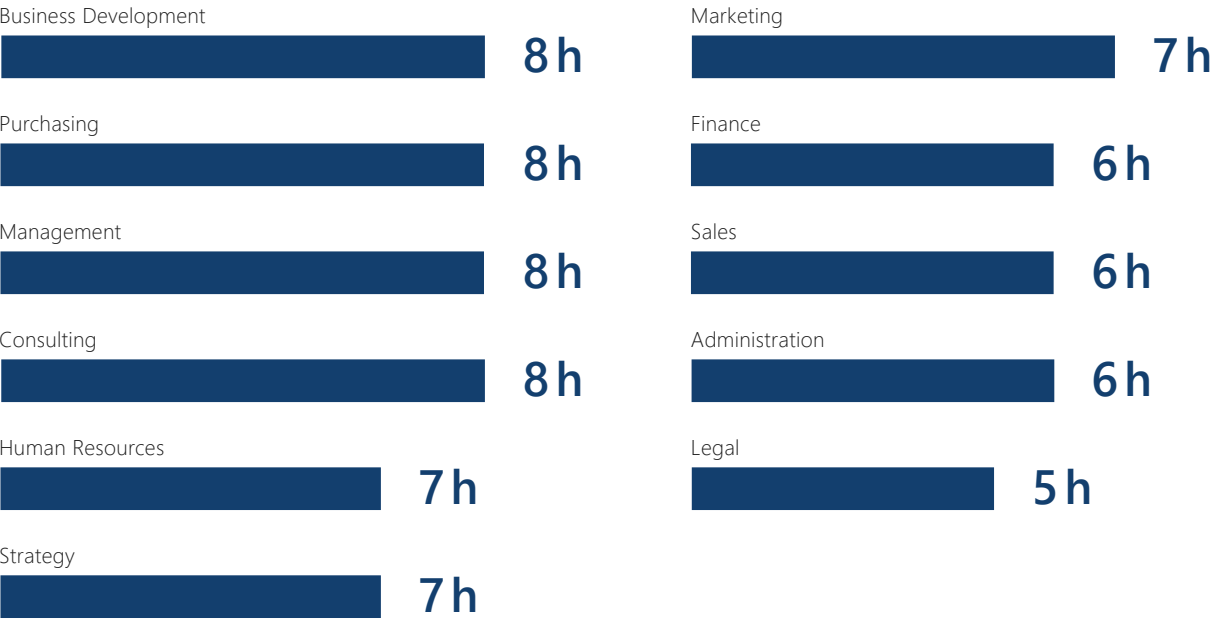
Average working time per position per week

6 h
Employee

8 h
Manager

9 h
Director

7 hours in PowerPoint per week

On average, employees spend almost a full working day with PowerPoint every week. There are differences between departments: Business Development, Purchasing, Management, and Consulting departments spend the most time on PowerPoint with 8 hours, followed by Human Resources, Strategy, and Marketing with 7 hours. Sales, Finance, and Administration spend on average 6 hours per week, and Legal 5 hours.

Average working time per department per week

Business Development
8 h

Purchasing
8 h

Management
8 h

Consulting
8 h

Human Resources
7 h

Strategy
7 h

Marketing
7 h

Finance
6 h

Sales
6 h

Administration
6 h

Legal
5 h

Working with PowerPoint

Employees spend a considerable amount of their working time in PowerPoint, both actively creating presentations, and as an "audience" in meetings.

PowerPoint in meetings

People spend more than one working day per week - a full 9 hours - in meetings with Power-Point, whether actively as a presenter or as a listener.

9 h

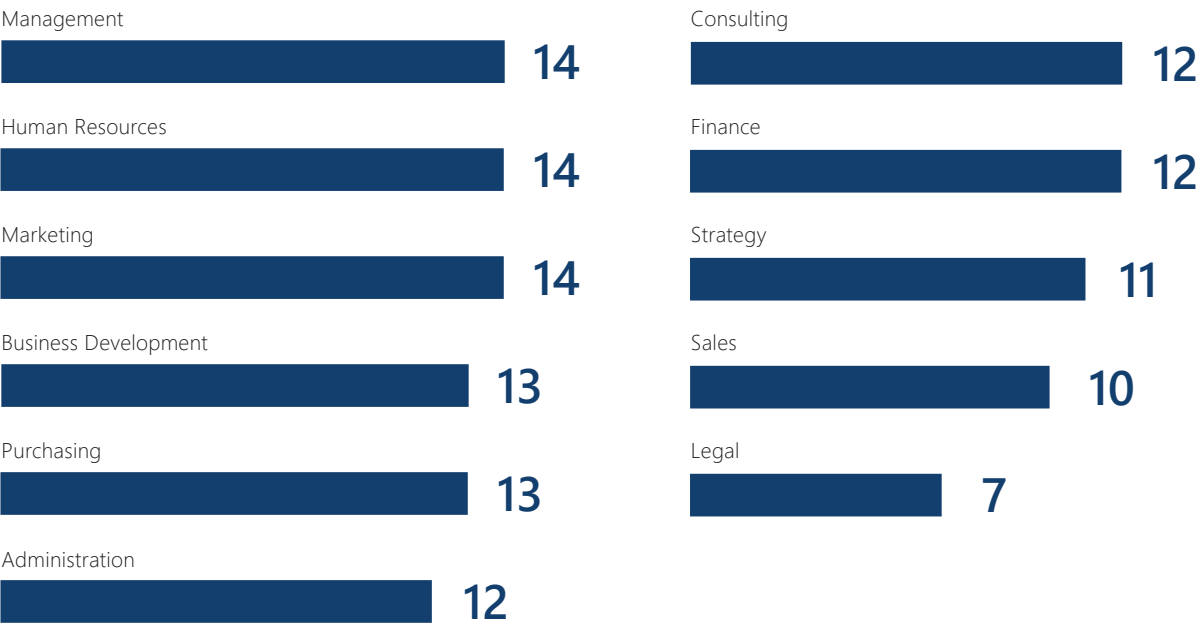a week is spent in meetings with PowerPoint presentations

Presentations created per position per month

8
Employee

16
Manager

17
Director

PowerPoint volume

The number of presentations that employees create is also considerable: on average, an employee creates 12 presentations per month. The number depends strongly on position and department. Power-Point is particularly relevant at a higher level: directors create the most presentations with 17 presentations. Among departments, Management, Human Resources, and Marketing come first with 14 presentations per month.

Created presentations per department per month

Management	14
Human Resources	14
Marketing	14
Business Development	13
Purchasing	13
Administration	12

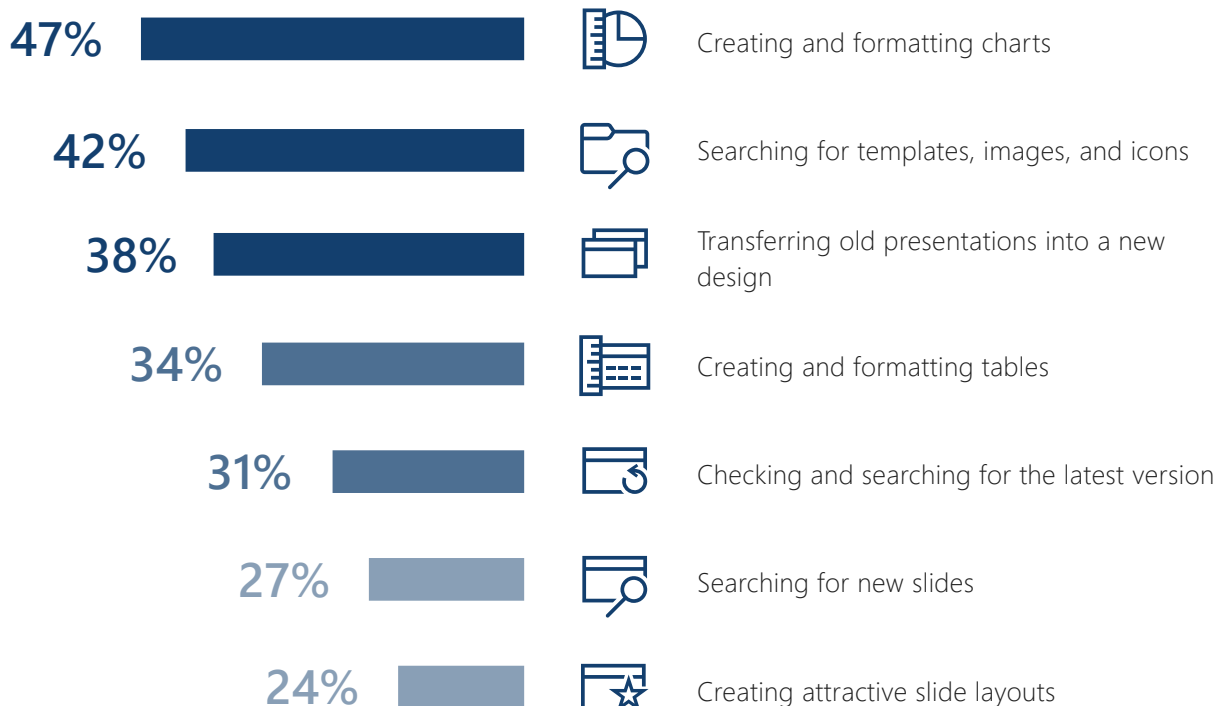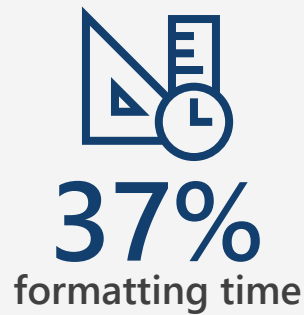| Consulting | 12 |
Finance	12
Strategy	11
Sales	10
Legal	7

The most important time wasters

Designing and building a presentation is a complex task and takes up a lot of time. In addition to formatting, content creation needs careful attention.

Productivity's biggest enemies

PowerPoint confronts its users with a number of time wasters. The most important ones are creating and formatting charts and diagrams; searching for templates, images, and icons; and updating old presentations into a new design.

The biggest time wasters in PowerPoint

47%	Creating and formatting charts
42%	Searching for templates, images, and icons
38%	Transferring old presentations into a new design
34%	Creating and formatting tables
31%	Checking and searching for the latest version
27%	Searching for new slides
24%	Creating attractive slide layouts

37%
formatting time

Employees spend 37% of working time on formatting,
equivalent to almost 3 hours a week.

Formatting charts: particularly inefficient

On average, 37% of the time spent working with PowerPoint is wasted on creating charts, diagrams, tables, and slide design. That's equivalent to 2.6 hours per week for every employee in the company.

Creation of presentations

56%
based on existing templates

2%
other

39%
based on existing presentations

3%
from agencies or back offices

Building on existing content

The majority of presentations are not created from scratch: 39% are based on an existing presentation, 56% on templates. Employees spend a lot of time searching for the right version of a slide and converting existing content to a new design.

PowerPoint and the external image of the company

Usually, employees create PowerPoint presentations in order to present them to other people, whether internally or externally. The external representation of the company's brand has a huge impact. The quality of the corporate design can increase or decrease brand value.

Strong visibility

It is particularly important to remember that 57% of employees regularly share presentations with external parties, which remain with and can be forwarded by other companies. This means that more than half of all presentations have a direct impact on external perception.

57%
regularly share documents externally

21%
rarely share documents externally

**22%**
never share documents externally

Corporate design is an important factor

Employees are well aware of the importance of design guidelines: almost all respondents (96%) consider compliance with corporate design important, more than half (62%) consider it very important. It is also remarkable that 86% of those surveyed are familiar with corporate design rules.

Awareness of corporate design guidelines

Perceived relevance of corporate design

86%

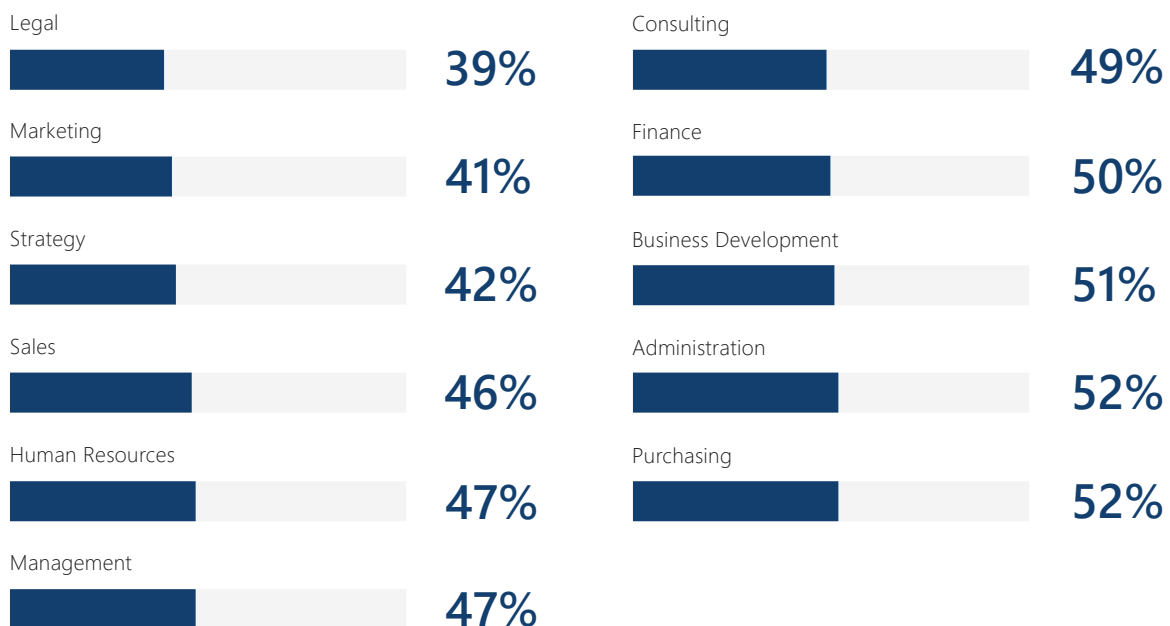**96%** indicate that corporate design is important or even very important to them

47%
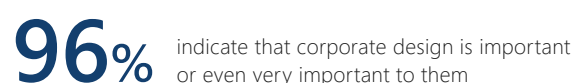
**of presentations
do not comply with
corporate design**

Need for action on uniformity

Considering employees' awareness of corporate design, it is surprising there are still large gaps in the compliance: 47% of all presentations, i.e. almost half, do not comply. Legal, Marketing, and Strategy teams do best with about 40% of their presentations. As for Sales, 46% of the presentations do not conform to brand guidelines. Purchasing, Administration, and Business Development show the poorest compliance rates with over 50% of presentations that are not brand compliant.

Presentations per department that are not brand compliant

Legal
39%

Marketing
41%

Strategy
42%

Sales
46%

Human Resources
47%

Management
47%

Consulting
49%

Finance
50%

Business Development
51%

Administration
52%

Purchasing
52%

Desire for more know-how and automation

Another interesting finding of the study is that employees would like to use Power-Point even better and more efficiently. They need both training opportunities and automation processes that make recurring tasks easier for them.

6%
Beginners

48%
Intermediate

45%
Experts
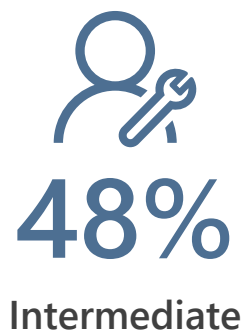
Need for training

People generally view their company's expertise in PowerPoint positively. At 48%, almost half of all respondents who use PowerPoint consider their knowledge to be advanced, another 45% consider themselves to be experts and only a small proportion are beginners. Nevertheless, they want further training: 44% of PowerPoint users express a desire for training in PowerPoint.

44%
need additional training

Need for automation

34%
Very high

53%
High

2%
No need

11%
Low
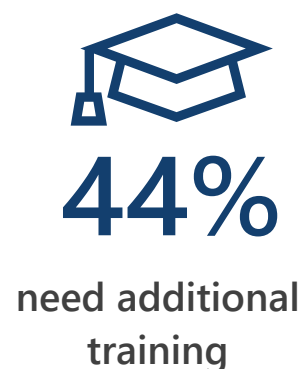
More automation needed

In addition, many employees recognize that there many processes involved in working with PowerPoint that need to be done over and over again and could be automated. 87% of Power-Point users rate the need for automation tools as high, 34% of these users rate it as very high.
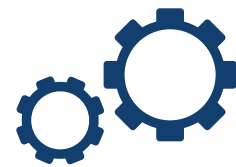
98%
need automation

Results and solutions

In summary, the big PowerPoint study makes one thing clear: PowerPoint is an integral part of the everyday work of the vast majority of corporate employees, but its use across all industries and departments is not optimal. There is a need for action in two main areas:

- Compliance with corporate design of presentations often fail
- Formatting tasks are the biggest time wasters

Charts and diagrams play a central role here. Creating them is often very complex and their design often does not comply with guidelines. Many presentations are created based on existing content, so people must check the content to ensure it is up-to-date. Often, they have to update it to a new design.

empower® slides and charts supports you in counteracting these problems. Because our mission is "Be your best at work", empower® ensures that your employees can work more easily and efficiently. They create presentations faster while quality increases.

As an alternative to costly and time-consuming training in native PowerPoint functionality, empower® integrates seamlessly with PowerPoint and makes it more intuitive and user-friendly:

easy

A company-wide library makes all up-to-date slides, charts, images, and icons available within PowerPoint itself.

efficient

With numerous productivity tools, automation, and template libraries, empower® saves at least 22% of time working in Office.

brand compliant

Improve compliance with design guidelines by more than 50% by integrating the company's style guide directly into PowerPoint, along with design checks that verify compliance.

What our customers say about working with empower®

We asked customers in different industries that had between 500 to more than 50,000 employees representing 200,000 users about their experience with empower®.

Our customers, without exception, agree that empower® helps them improve performance by enabling them to create presentations faster, to have more time for content development, and to convince with more professional presentations.

More compliance with corporate design

25%
Many presentations (>50-75%) are more brand compliant thanks to empower®.

27%
Some presentations (>25-50%) are more brand compliant thanks to empower®.

49%
Almost all presentations are more brand compliant thanks to empower® (>75-100%).

Increased productivity

27%
10-20% time saving when using empower®.

73%
20-30% time saving when using empower®.

+50%
more brand compliance

+22%
increased productivity

empower