



Powerful Presentation Techniques




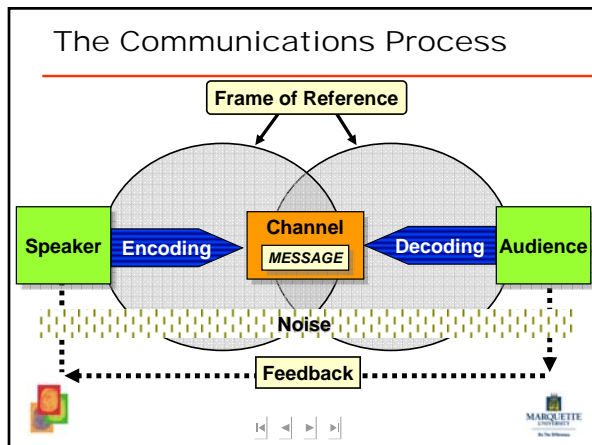


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Agenda - 10/13/06

1. Review
2. Distinct Memories
3. Speech Anxiety
4. Visual Aids
5. Room Set-up
6. PowerPoint Introduction




Presentation Model

Source: Jerry Weissman, Presenting to Win, 2003




Outlining Flow

- Alphabetical
- Argument/Fallacy
- Case Study
- Chronological Order
- Contrast/Compare
- Features/Benefits




Outlining Flow

- Form/Function
- Issues/Action
- Modular
- Numerical
- Physical Relationship
- Problem/Cause/Solution




Outlining Flow

- Matrix
- OREO – Opinion, Research, Example, Opinion
- Parallel Tracks
- Spatial
- Stories




Opening

1. Question
2. Factoid
3. Retrospective/Prospective
4. Anecdote
5. Quotation
6. Familiar Saying





Opening

7. Analogy
8. Surprising Action
9. Startling Statement
10. Personal Experience
11. Humor
12. Visual Aids






Source: Jerry Weissman, Presenting to Win, 2003 and Diane DiResta, Knockout Presentations, 1998






Ending

1. Story
2. Re-cap main points
3. Quote
4. Visual Aid
5. Back to the beginning
6. Music



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Distinct Memories




What do you remember from last week's presentations?

Why?



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Managing Fear





Speech Anxiety




	MENTAL	PHYSICAL
Before	Worry Concentration Lacking Procrastination	Butterflies
During	Negative Thoughts Worry About Audience Helplessness	Perspiration Blushing Trembling
After	Embarrassment Inability to listen to feedback	Exhaustion Mentally Drained

Speech Anxiety

Causes




- Lack of preparation
- Lack of experience
- Pessimism
- Negative self-talk
- Unrealistic goals
- Misperceive audience

Speech Anxiety

Solutions

- Be prepared
- Gain experience
- Positive self-talk
- Don't Procrastinate
- Visualize
- Practice

Speech Anxiety


Solutions

- Control your breathing
- Drink water
- Stretch
- Watch food
- Test equipment






Speech Anxiety



My presentation is called "How To Overcome Your Fear of Public Speaking." You Can't. The End!

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Information & Visual Design

Less is more...
Mies van der Rohe

I see and I remember.
Chinese Proverb


Visual Aids

1. Selecting media
2. Design Elements
 - a. Text
 - b. Pictorial
 - c. Numeric
 - d. Relational
 - e. Color
3. Handouts



Effective Visual Aids


- Accurate
- Colorful
- Graphic
- Horizontal
- K.I.L.L. (large & legible)
- K.I.S.S. (short & simple)
- Relevant



"Knockout Presentations", Diane DiResta, Chandler House, 1998

Text Guidelines - Avoid



- Abbreviations
- Excessive text
- Multi-levels of sub-bullets
- Dashes as bullets
- Sentences
- Word clutter
- Word wrap



Text Guidelines - *Avoid*

Example 1 – Excessive Text
Difficult to Read




Example 2 – Excessive Text
Message Lost



Text Guidelines

Use




- One concept per slide
- Parallel word construction
- Spell check
- 4 X 4 or 6 x 6 rule



Text Guidelines

Look




- Font consistency
- Type face
- Type styles
- Point size
- Case



Text Guidelines

Position



- Justification - usually left
- Spacing
 - Leading (line spacing)
 - Word Spacing
 - Kerning (letter spacing)
- Alignment





Pictorial

Clip Art & Photography

- Do not over-use
- Do not steal
- Do not use too much animation
- Use where appropriate



Example – Overuse of Clip Art





Pictorial

Illustrations



- Use where appropriate
- Can be essential component

Example – Effective Use of Illustrations



Resources




- Clipart
<http://www.clipart.com/en/index>
- Cartoonbank
<http://www.cartoonbank.com>
- Digital Juice
<http://www.digitaljuice.com>
- iStockPhoto
<http://www.istockphoto.com/>
- Microsoft ClipArt
<http://office.microsoft.com/clipart/default.aspx>
- PhotosToGo
<http://www.photostogo.com/default.asp>

Pictorial

Graphic Elements

- Rules
- Boxes
- Borders & Frames
- Blank space (60 – 70%)


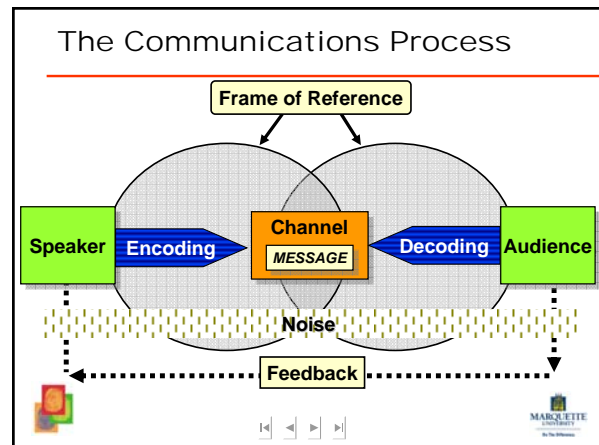




Pictorial

Slide Animations

- Use where appropriate
- Manage timing
- Beware of disconnect oral to animation
- Don't overuse

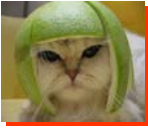


Example – Animations

Pictorial – Audio and Video Clips

Audio and Video Clips

- Dynamic addition
- Be relevant
- PPT doesn't always support







Numeric Information

Charts

- **Pie** – proportional relationships
- **Bar** – relationships between data
 - Clustered
 - Vertical
 - Horizontal
 - Paired Horizontal
 - Stacked




Example

Numeric Information

Charts



- **Line** – trends
- **Area** – filled in line charts
- **Scattergrams**
- **Pictograms**



Relational Information



Charts

- **Flow** – linear flow or decision points
- **Organizational** – people relations
- **Diagrams**



Color

- **Signals association or differentiation**
- **Shows hierarchy**
- **Choice**
 - **Red** and **orange** – high energy/emotion
 - **Green, blue, brown** – mellower
 - **Yellow** – optimistic, but hard to read
 - **Grey** – neutral
 - **Black** – power
 - Limit number of colors – four maximum



Visual

One element dominates



- **Title**
- **Message**
- **Art**



Theme – *Master Template*

Use sharp contrast




- Light text, dark background
- Dark text, light background



Design Principle



Sequence

- Eye moves left to right
- Then top to bottom in Z pattern

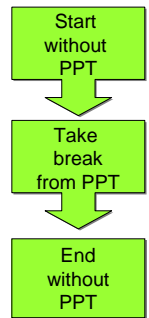




Other Tips




- Keep your eyes on the audience
- Don't read!
- Don't over use slides
- Try to generate discussion
- Consider props where appropriate




Electronic Media




PPT Corporate Identity Standards




PPT Corporate Identity Standards






PPT Corporate Identity Standards

PPT Corporate Identity Standards








Presentation Samples





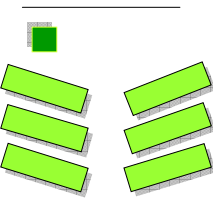
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Room Set-up Style

- Theater
- Classroom
- Conference
- Chevron
- Team



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Technology Frames the Message

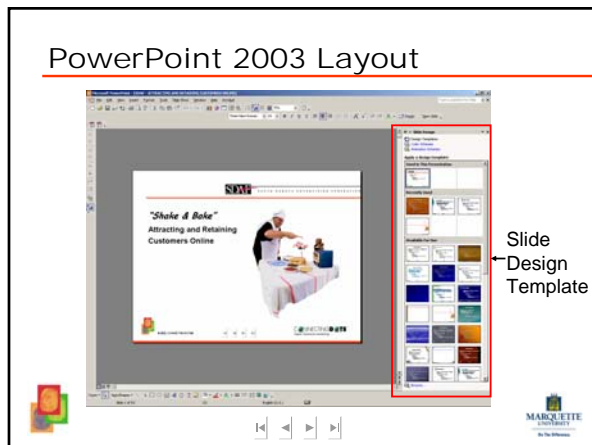
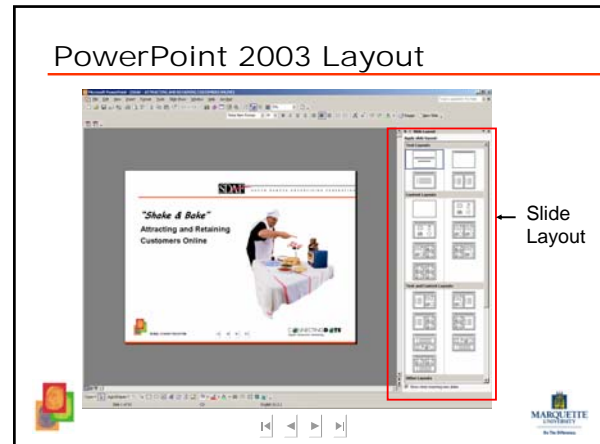
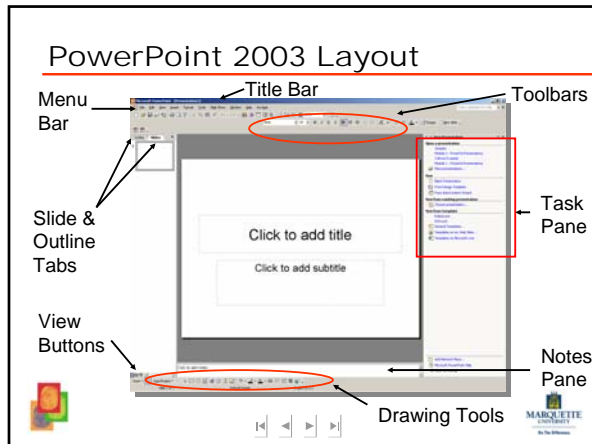
“In today's PowerPoint world, no business meeting is complete without a slide show. It's a case of technology dictating the way people present information”.

Thomas Weber, WSJ, 11/20/00



“I need someone well versed in the art of torture—do you know PowerPoint?”





Assignments

Reading

- “Power Corrupts, PowerPoint Corrupts Absolutely”, Edward Tufte, Wired, 9/2003
<http://www.wired.com/wired/archive/11.09/ppt2.html>
- “Stop Your Presentation before it Kills Again”, Creating Passionate Users Blog, 6/05
http://headrush.typepad.com/creating_passionate_users/2005/06/kill_your_prese.html
- “It’s the story, stupid. Don’t let presentation software keep you from getting your story across”, Doc Searls, 8/16/98
<http://www.searls.com/present.html>

Assignments

Exercises

- PowerPoint Exercises – Chapters 5 – 9
Step by Step Microsoft PowerPoint 2003, Microsoft, 2004