

Marquette University
PPT – POWERFUL PRESENTATION TECHNIQUES
Fall 2006

Textbooks: **Making Presentations,**
 Tim Hindle, DK Publishing, 1998
 Step by Step Microsoft PowerPoint 2003, Microsoft Press, 2004

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 Lecturer

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Course Description:

This mini-course helps you learn how to develop and deliver high-powered and targeted presentations through a well-planned and organized process and through the use of the tools available in PowerPoint. The course will provide a basic framework for developing and delivering effective business presentations. As part of this framework, you will learn tips for preparing the presentation, overcoming personal obstacles to public speaking, rehearsing and delivering the presentation and interacting with the audience. Workshop time will be devoted to learning how to create effective presentations using Microsoft PowerPoint 2003 including the use of templates, the presentation master and slide master; development of figures, charts and diagrams; inserting information into their presentations; sharing their presentation with others for review and delivering their presentations online or in person. You will be expected to develop and deliver a presentation that will be evaluated by me and your peers for the quality of the delivery and presentation material.

Objectives:

This course is designed to help you become a more proficient business communicator using well tested techniques and tools. Attending this class will give you a base of knowledge for use not only in your other MBA courses but also in your professional work environments today and tomorrow.

Upon successful completion of this course, you should:

- Understand basic theories of communication
- Understand the steps for developing an effective presentation
- Learn techniques to overcome presentation anxiety
- Learn tips and techniques for effective visual support to your presentations
- Learn how best to use PowerPoint

Teaching techniques/course requirements:

1. Lecture
2. Class Participation
3. Video Clips
4. Assigned Supplementary Readings
5. PowerPoint Assignments
6. Development and delivery of two presentations (1 extemporaneous, 1 prepared).
7. 1 exam
8. Slides will be posted on my website at <http://www.connectingdots.com/Marquette/PowerfulPresentations.html> for the duration of the course following the lectures.
9. Read PPT – Powerful Presentation Techniques Blog – <http://www.connectingdots.typepad.com/ppt/>

Powerful Presentation Techniques

Evaluation Criteria:

Students will develop a 5 minute presentation to be delivered during the final session. They will be evaluated on the organization of their presentation topic, their use of PowerPoint features and their presentation delivery. The assessment will include a combination of peer and instructor review. There will also be an exam on the material covered in the sessions.

| | |
|---------------------|-----|
| Class Participation | 25% |
| Exam | 25% |
| Presentations | 50% |

Exam

Exam will contain questions from lectures, assigned readings and the textbooks. The exam will be composed of true/false, multiple choice and short answer questions. No make-up exams.

Attendance

Attendance and participation are required.

Presentation Evaluation

You will be evaluated on your final presentations by your peers and me. The criteria that will be utilized in evaluation are the following:

1. Organization
2. Use of Presentation Techniques
3. Delivery
4. Visual Aids

Grading Scale

Course grades will be based on the following standard:

| | | |
|-------------|-----------|----|
| Average of: | 94 – 100% | A |
| | 88 – 93% | AB |
| | 83 – 87% | B |
| | 78 – 82% | BC |
| | 73 – 77% | C |
| | <72% | F |

Communication

Please include PPT in subject line of any e-mails.

SCHEDULE

Date

Topic

10/6/06
Session 1

Effective Presentations

- Introduction
 - Course Requirement
 - Great Presenters
 - Communications Theory
 - Presentation Development – Planning, Preparing, Presenting, Evaluating
 - Mini-presentation – *Story Telling - Why in your current career?*
 - Speech Anxiety
-

Assignments

Bring in sample presentations to share with the class.

Readings:

Making Presentations, Tim Hindle

“7 Aspects of Dynamic Presentations”, Lenny Laskowski, Presentation-Pointers.com
<http://www.presentation-pointers.com/showarticle.asp?articleid=84>

“Presentation Skills for Emergent Managers”, Gerard Blair
<http://www.see.ed.ac.uk/~gerard/Management/art1.html>

“Now That We Have Your Complete Attention, Fast Company, Feb/March 1997
<http://www.fastcompany.com/magazine/07/124present.html>

PowerPoint Exercises:

Step by Step Microsoft PowerPoint 2003, Microsoft Press, 2004, Chapters 1 – 4

10/13/06
Session 2

Visualizing your story

- Visual Aid Selection
 - Figures
 - Copywriting
 - Color
 - Examples – Good and Bad
 - Introduction to PowerPoint – Do’s and Don’ts
-

Assignments

Readings:

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>

Review:

PowerPoint Guidelines & Identity Standards – Johns Hopkins Bloomberg School of

Powerful Presentation Techniques

Public Health

<http://www.jhsph.edu/identity/commonCommunications/pptPresentations.shtml>

Watch:

“PowerPoint: Don’t Go Hollywood”

<http://www.maniactive.com/powerpoint-hollywood.htm>

PowerPoint Exercises:

Step by Step Microsoft PowerPoint 2003, Microsoft Press, 2004, Chapters 5 – 9

**10/20/06
Session 3**

Avoiding Death by PowerPoint

- Overview of PowerPoint 2003
 - Creating Presentations
 - Slides – Copy, Text, Charts
 - Handouts
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Assignments

PowerPoint Exercises:

Step by Step Microsoft PowerPoint 2003, Microsoft Press, 2004, Chapters 10 – 14
Quick Reference

Prepare 3 - 5 minute presentation on a topic of your choice that showcases your understanding of the presentation concepts you have learned in this course and demonstrates an understanding of how to effectively utilize PowerPoint.

**10/27/03
Session 4**

You’ve got the Power to Make Your Point!!

- Summary of Key Points on Effective Presentations
- Quiz – Powerful Presentations
- Presentations

Thanks for participating!

I look forward to an exciting session where each of us learns from one another and where you come away from the course with increased knowledge about the world of business presentations skills.

Please let me know if there is anything that I can do to make the course more enjoyable.