

Participant's Handout – November 2011

Slide 1



Welcome to this overview of our 4-part Power Presenter webinar series!

Slide 2



30+ years as an instructor has trained me to make the complex . . . simple.

Over 15 of those years developing customized applications has trained me in needs assessment, gap evaluation, problem solving and finding out what people want and need.

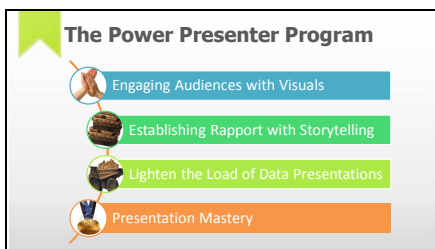
Slide 3



We are providers of communication and development services, so that individuals and organizations achieve their true aspirations.

[word “cloud” compliments of www.wordle.net]

Slide 4



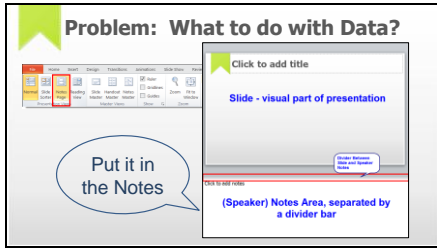
Our Power Presenter program teaches the 4 essential tools to creating powerful and effective presentations.

This presentation is an overview of those courses.

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Slide 6

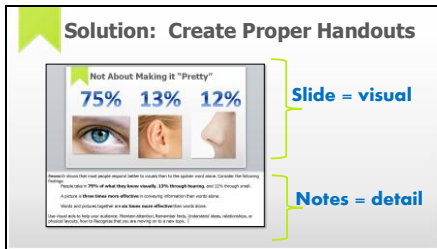


Handouts – huge stumbling blocks for many presenters.

Good presentations use visual imagery **to engage the audience.**

Extra data and details in the **Notes.**

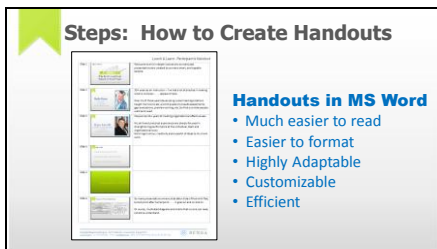
Slide 7



Send presentation to MS Word – create an attractive and detail-filled handout.

Satisfies the need for complex numbers, formulas, addresses every level of detail can be provided in the handout, NOT on the slide.

Slide 8



Steps in PowerPoint 2010:

1. Click **File** (in PPT 2007, click the Office Orb to list the File commands)
2. Choose **Save & Send**
3. Click **Create Handouts** from the bottom of the list.
4. Click the "Create Handouts" icon in the right column.

PPT 2003 – Click File and choose Send, then choose Send to Microsoft Office Word.

The entire presentation is converted to a 3 column table. Use MS Word editing to make formatting changes.

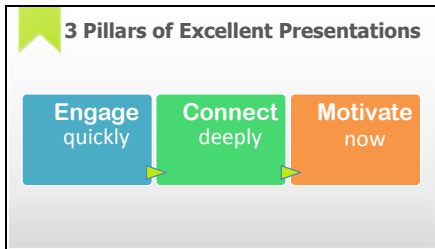
Suggested changes to Word document:

- Change Margins to Narrow (½ inch for top, bottom, left and right)
- Reduce Header and Footer margins to .3
- Make column 1 (with the slides) more narrow, also reduce the space between columns 1 and 2 and 3
- Make column 3 (with the notes) as wide as possible.
- Reduce the space **between** the slides – it is too wide, try to fit 4 slides per page

Slide 9



Slide 10



Slide 11

A slide titled "Why So Many Bad Presentations?" containing text about flexible cords and cables, and a complex flowchart diagram titled "Lighting Representation".

Text filled slides, bullet point after bullet point.
Or worse, illustrated diagrams and charts that no-one can read, let alone understand.

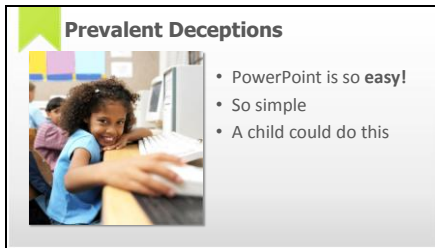
Slide
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Wrong Place - the PowerPoint opening slide

Basically writing your script – great for you, not so great for your audience.

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Many misconceptions on using PowerPoint to create a presentation.

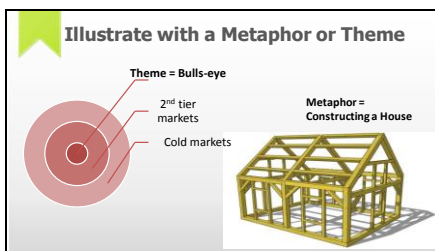
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To deliver a key message takes planning and organizing:

- Flowchart
- Storyboard
- Logical flow
- Milestones
- Structure

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Structure = the road map to your presentation. Organize ideas so the flow is logical and makes your key message unmistakable.

Spatial Structure - Concentric Circles (like a target) example:

if used to show the market for a product:
inner most circle (the bull's eye), those customers most likely to be interested
outer circles represent other markets that are larger, more diffuse, harder to reach
makes it easy to grasp, follow and recall

You can use simple metaphors – e.g. **Constructing a House**

- foundation = platform product or service
- supporting beams = organization and partners
- wires & pipes = the technology
- glass, brick and mortar (externals) = marketing and branding

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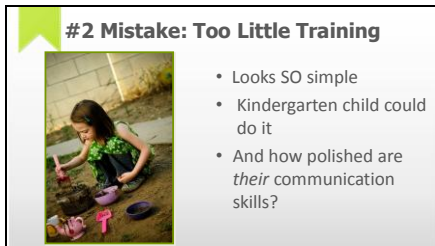


Structures are used everywhere – everything is **organized**. E.g. Classical music, *sonata* has clear **beginning, middle and end**.

Before & After - makeovers, renovations, transitional changes

What is Now and What Could Be - MLK speech is most famous examples, excellent to create visionary, show ideals and aspire for challenging goals.

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Yes – and they too read their scripts.
Do you want results? You are selling
You are persuading
You are influencing
This takes time and thought AND A PROCESS.

Slide 18




Present your ideas convincingly,

Discuss difference of opinion in an open-conversation, and

recognize other people's style of communication and be able to adapt yours so there is less resistance to your ideas – **these are all key factors in business success**. Essential skills actually.

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#3 Mistake: Too Much Text



Most people dismiss the **Visual Value**.
Visual Processing – use **two** channels to access the brain

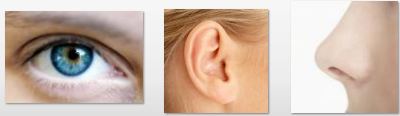
Data does not sell. People buy on emotion, their 'gut' feel and use data to substantiate the decision.

Data only talks to one half of the brain – the logical (left brain) - Visuals talk to the right side of the brain.

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Visuals: **Not** About Making it "Pretty"

75% **13%** **12%**



Research shows most people respond better to visuals than to the spoken word alone. Consider the following findings:

People take in 75% of what they know visually, 13% through hearing, and 12% through rest of senses like smell, touch etc.

A picture is **three times more effective** in conveying information than words alone.


Words and pictures together are **six times more effective** than words alone.

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Slide 22

Your Brain & PowerPoint's REAL Job



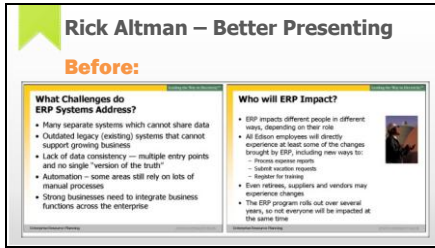
- Connect audience's **right-brain** (emotions, feelings, intuition) that is **watching**
- With their **left-brain** (logic, rational, thinking) that is **listening** to you.
- That is why it **has to be visual**.

PowerPoint's REAL job – to connect the images you are seeing with the audio you are hearing to create a rich and fully engaging experience.

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Text heavy, far too many bullets, small visual is more of an after-thought, doesn't really add anything.

Rick Altman: <http://www.betterppt.com/about>

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Visuals dominate, not text, and reinforce message.

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Numerous issues with this slid

- Poorly-chosen and poorly-placed photo of Capitol building.
- Title isn't really a title — it's more like a heading for the entire deck.
- All caps and underlines are amateurish
- Sentences when there really should only be brief points.

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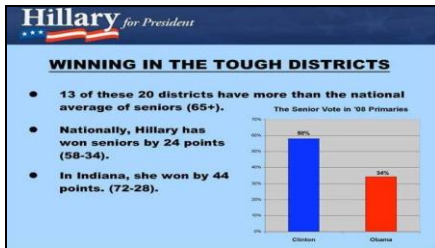
Winning the Tough Districts

How Hillary Clinton can help build a bigger Democratic majority

Improvements:

- Photos are almost always better than graphics.
- Sub-title offers purpose of message and reason to continue.

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Hillary for President

WINNING IN THE TOUGH DISTRICTS

- 13 of these 20 districts have more than the national average of seniors (65+).
- Nationally, Hillary has won seniors by 24 points (58-34).
- In Indiana, she won by 44 points. (72-28).

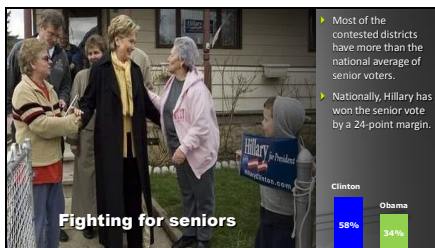
The Senior Vote in '08 Primaries

Candidate	Percentage
Clinton	58%
Obama	34%

Problems with this slide:

- Once again, no real title
- Chart has too much “noise” with lines, Y values and be careful with “red”, color blindness issues
- Audience has to read the slide to understand – they need to listening, not reading
- Drab, uninspiring layout

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Fighting for seniors

- ▶ Most of the contested districts have more than the national average of senior voters.
- ▶ Nationally, Hillary has won the senior vote by a 24-point margin.

Candidate	Percentage
Clinton	58%
Obama	34%

Improvements:

- Visual now supports and conveys the message
- Charts immediately tells the story, no need to read

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Engage Your Audience with Visuals

- Outline – visual map
- Minimal text
- Key message
- Reinforce concepts

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Stories Motivate and Inspire



- Create access to emotions
- Visuals can reinforce tone, mood of the story create better buy-in

Stories are an incredible source of inspiration and motivation.

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The Story of the Greek Fisherman



Using a Story Example:

Imagine implementing a Wellness Program at Work, or addressing issues of burnout and excessive overtime.

[story]

<http://www.the-happy-manager.com/motivational-stories.html>

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Sources for Inspirational Stories



- What is Your Key Message?
- Is there a Challenge to Overcome?
- Can you Use a Personal Story?

Key Messages – look in newspapers, periodicals – look for the theme or similarity to your message

Challenges – look to history and historical stories, to the past to see where it's been successfully overcome

Stories where you or close ones to you have overcome challenges can be especially powerful.

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Childhood Stories = Rich Sources




The Ant & The Grasshopper The Lion & The Mouse

Aesop's Fables teach complex ideas:

- Sow now and reap the benefits later.
- Generosity yields unexpected benefits
- Consider other childhood stories, Dr. Seuss, action heroes – even the Transformers.
- Movies, TV shows and other sources of 'pop culture'.

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Practise Connecting through Stories



- Deliver a message easily
- Make it memorable
- Complex can be simple
- Start collecting stories . . .

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Lighten the Load of Data Presentations

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Details belong in Handouts



Put your details in your handout where people can read it, better yet - can refer to it later.

However – **this requires a different process when creating a presentation.**

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Charts need to tell a story

... in a simplistic, easy to understand manner.

- ▶ Use **Tables** or quickly redraw a data heavy chart – draw your own boxes.
- ▶ Use **Arrows** (sparingly) to point out the focal spot.
- ▶ Summarize – what **story** are the numbers telling.
- ▶ **Round up** numbers – it makes charts more legible.
- ▶ Be sure to highlight, illustrate and tell - what's the **main point**?
- ▶ SHOW LESS – not more . . .

Slide after slide of data charts – deadly!
Often visually busy, hard to read from a distance and usually, key point or message is buried beneath a multitude of numbers, lines, dots and other confusing elements.

Worse if cut and pasted from Excel

Too small to read, audience is frustrated

Too much information, so – what's the point?

Too much clutter, looks messy, unprofessional

Bottom line: Audience either can't see or can't make sense of what they are seeing.

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(Figures in \$M)	2011/12		2010/11		Comments
	Operating	Resourcing	Operating	Resourcing	
Land and Food Systems	-	18.6	-	18.4	Revised Capital Transition
Applied Science	-	36.2	0.6	35.4	
Arts	0.3	103.7	1.2	103.7	Open Centre transition
Biotech	0.4	36.2	0.7	35.4	
Business	-	18.6	0.1	18.6	
Education	-	39.9	0.5	39.2	
Forestry	-	18.6	-	18.6	
CFPS	-	9.9	0.3	9.8	
Health Disciplines	-	1.7	-	1.7	
Law	5.0	10.4	0.2	10.4	SPR funding for new building
Medicine	1.8	119.5	6.2	111.1	SPR funding for student grants, \$4.4M conversion of one-time funding into recurring, plus additional funding for SDO and OPI manager
Pharmacy	2.3	9.0	3.3	7.5	\$1.3M recurring funding for targeted growth
Science	0.3	88.5	1.0	78.1	Revised base-line savings
Graduate Studies	0.1	3.0	-	2.5	Green College and St. John's College
Strategic Hiring Fund	-	1.3	-	-	
Soft-landing Reserve	3.0	-	-	-	
Other	(1.2)	8.7	-	5.8	
Total Faculty Allocations	12.0	582.8	14.0	491.6	

For example – typical chart of Operation Revenues

Why show BOTH sets of data for this year AND last year

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(Figures in \$M)	2011/12	
	Operating	Resourcing
Land and Food Systems	-	18.6
Applied Science	-	36.2
Arts	0.3	103.7
Biotech	0.4	36.2
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Science	0.3	88.5
Graduate Studies	0.1	3.0
Strategic Hiring Fund	-	1.3
Soft-landing Reserve	3.0	-
Other	(1.2)	8.7
Total Faculty Allocations	12.0	582.8

Show the part you are going to talk about – audience can focus.

Crop out the rest and EXPAND what is left. Fill the screen.

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(Figures in \$M)	2011/12		2010/11		Comments
	Operating	Resourcing	Operating	Resourcing	
Land and Food Systems	-	18.6	-	18.4	Revised Capital Transition
Applied Science	-	36.2	0.6	35.4	
Arts	0.3	103.7	1.2	103.7	Open Centre transition
Biotech	0.4	36.2	0.7	35.4	
Business	-	18.6	0.1	18.6	
Education	-	39.9	0.5	39.2	
Forestry	-	18.6	-	18.6	
CFPS	-	9.9	0.3	9.8	
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Strategic Hiring Fund	-	1.3	-	-	
Soft-landing Reserve	3.0	-	-	-	
Other	(1.2)	8.7	-	5.8	
Total Faculty Allocations	12.0	582.8	14.0	491.6	

THEN ADD the additional data – little by little.

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Seth Godin: Marketing Master

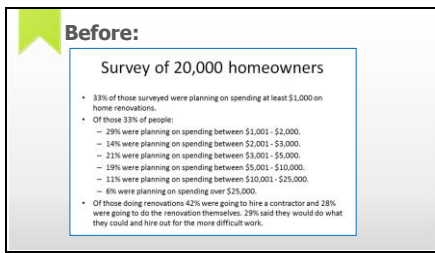
How do you make a marketing plan? It's not about the product, it's about the customer. It's not about the price, it's about the value. It's not about the competition, it's about the customer's needs. It's not about the product, it's about the customer. It's not about the price, it's about the value. It's not about the competition, it's about the customer's needs.

http://sethgodin.typepad.com/seths_blog/2007/08/how-to-make-a-p.html

Seth Godin:

http://sethgodin.typepad.com/seths_blog/2007/08/how-to-make-a-p.html

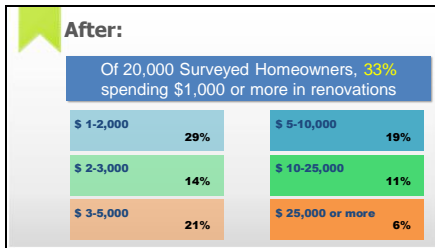
Slide
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Exaple:

Want to show recent statistics on what people are spending on home renovations. Went to Internet, found a great chart. **Don't replicate chart into PowerPoint – simplify the story.**

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Boxes are your best friend! Contain and organize information so people can 'get it' in a glance.

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Create Context so the audience can better relate to your data. Personalize it, make it tell a story.

www.numberquotes.com website – type in a number and find numerous examples for that number.

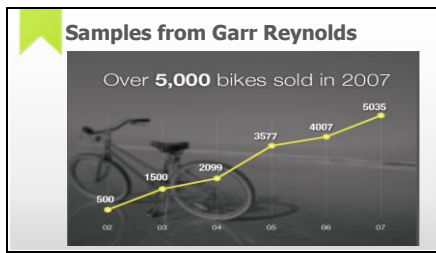
Slide
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Garr Reynolds is a marketing professional and student of Zen and Zen arts. Also the former Manager of Worldwide User Group Relations at **Apple Computer**, in California. Lives in Japan and teaches Marketing at local University - travels the world talking about all things presentation.

2 fantastic websites: www.garrreynolds.com and www.presentationzen.com

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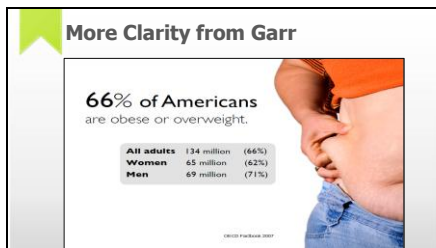


Author of one of the most widely respected books on presentation design, **Presentation Zen**.

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Slide
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As they say, a picture is worth a thousand words. Make your point unmistakable.

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-
- Summary: Data-Heavy Presentations
- ▶ Data doesn't sell, find the story – show the why
 - ▶ Less is better – show portions, snapshots
 - ▶ Avoid copying Excel Charts – too much noise
 - ▶ Use boxes, rectangles – organize the story line
 - ▶ Break it down – then add it together
 - ▶ K.I.S.S (keep it **seriously** simple)

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Slide
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Slide
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Slide
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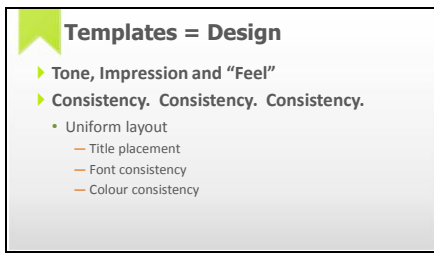


Design is essential. It is what makes “stuff” work.

The four legs of a chair are designed that way to support the chair and it works. Bad design doesn't support the **workability** of the item.

Design in PowerPoint is used to highlight, reinforce and call attention to your key message.

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Templates = Design

- ▶ Tone, Impression and “Feel”
- ▶ Consistency. Consistency. Consistency.
- Uniform layout
 - Title placement
 - Font consistency
 - Colour consistency

Why use a template –they save time and create professionalism.

Best Reason for using Template – Making Global Changes

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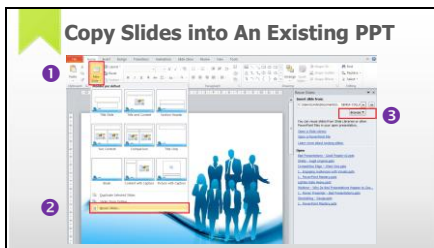
Places to Find FREE Templates

-  www.freepptfiles.com
-  www.webdesignerdepot.com/2009/02/50-free-rusted-metal-texture-backgrounds
-  www.presentationpro.com/powerpoint-templates-25-financial-accounting.aspx
-  www.brainybetty.com

Places to Find Free Templates:

- www.freepptfiles.com
- www.webdesignerdepot.com
 - Gorgeous textures - www.webdesignerdepot.com/2009/02/50-free-rusted-metal-texture-backgrounds
- www.presentationpro.com/powerpoint-templates-25-financial-accounting.aspx
- www.brainybetty.com

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Copy Slides into An Existing PPT

The screenshots above show PowerPoint 2010.

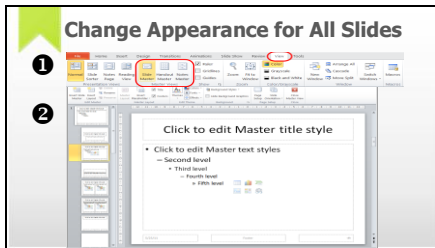
PowerPoint 2007 Instructions:

1. Open the presentation files **with the design**.
2. Click the **Insert tab on the Ribbon** and then click the **Add Slide button and choose Reuse Slides**. The Reuse Slides task pane appears on the right side of the screen.
3. Click the **Open a PowerPoint File link** in the Reuse Slides task pane. The Browse dialog box opens.
4. Navigate to **your presentation** (the one that you want to copy the slides from) and then click Open. All the slides from your presentation will be displayed in the Reuse Slides task pane.
5. At the bottom of the Reuse Slides task pane, **make sure** the “Keep Source Formatting check box” is **not** checked. We don’t want the formatting to be copied over, only the text and images. That is the whole point of this exercise is to “pour” your contents into a new file (the interesting new template) and have all the content **adapt** to the new environment.
6. Select all the slides – just click once on each slide

and it will copy it over.

7. All the material will automatically re-format itself to the new layout **except** for items that were manually formatted. To remove manual formatting, highlight the material and hold down **CTRL** and press **the Spacebar**. This “strips” all formatting.

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Use the **View** tab to display the **Slide Master Views**.

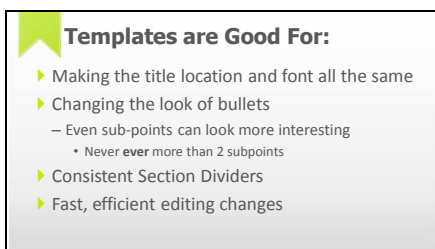
- **Slide Master** is used for all presentation display slides. Be sure to choose the type of **Layout first**, then go and edit the Slide Master for that specific layout.
- Handout Master – used to format the handouts that are available through the Print options in PowerPoint.
- Notes Master – formats the Note area underneath the display slide.

Make all formatting changes on the Slide Master and then click '**Close Master View**'.

Recommended Formatting Changes to Bullet Lists:

- **Please** - never use more than 3 levels of bullets, delete the Fourth and Fifth level bulleting options
- Make sure the first bullet is large, viewable, color-coordinated with your design theme and interesting.
- Use Symbols and the **Font Webdings** to insert symbols such as these: ▶ ● ✓ ⓘ ? ☆ † or explore the symbols in the font **Wingdings** or in the Math Symbols sets.

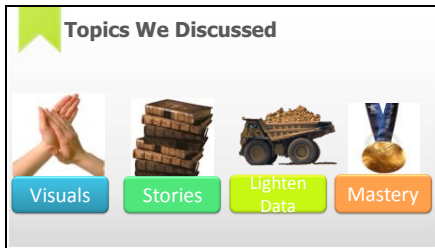
**Slide
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Slide
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Slide
65



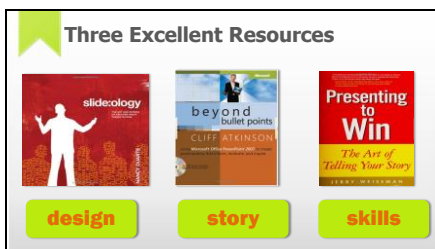
Use Visuals: as the highest “input” channel of your audience, visuals can deliver and reinforce your message in a powerful way.

Storytelling: can deliver complex messages in a persuasive and memorable manner and can strongly influence your audience.

Lighten Data Delivery: so the audience can hear the story behind the numbers and easily conceptualize the point you are working to establish.

Attain PowerPoint Mastery: by delving into templates - simplify your life and shorten the time to produce effective presentations.

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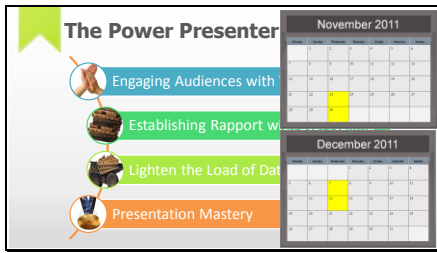
Slide
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Go to our site www.senga.ca click on **Events** to see all upcoming seminar dates and to register.

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Coming up in November:

Wed, Nov 23rd @ 9:00 - Engaging Audiences with Visuals

Wed, Nov 30th @ 9:00 - Establishing Rapport with Storytelling

Wed, Dec 7th @ 9:00 - Lighten the Load of Data Presentations

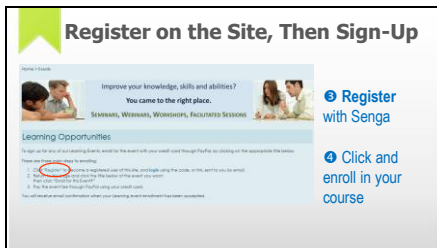
Wed, Dec 14th @ 9:00 – Presentation Mastery (pre requisite)

Additional classes offered in January – check the website.

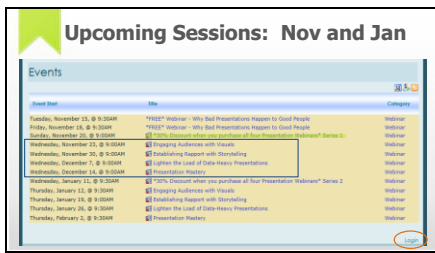
Slide
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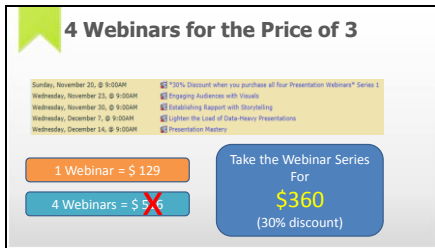
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Slide
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Slide
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You can also attend a **full day hands-on workshop for \$389.00**

Workshops take place at Senga's spacious boardroom overlooking Granville Island
Laptops must be supplied and/or shared by participants – majority of class is writing and discussion.

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For any questions or to discuss any of this information with me, please call:

Linda Gross
Senior Communications & Learning Consultant
Senga Consulting Group Inc.
Office: 604.909.3840
Email: linda@senga.ca