Prepping Effective PowerPoints

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When are PowerPoints at their worst?
When are PowerPoints at their...best?
Agenda:
- Narrative
- Content
- Design (form)
- Delivery
1) When narrative fails

...or, The worst Slide in History”
Introduction

U.S. as World's Telecommunications Backbone

- Much of the world's communications flow through the U.S.
- A target's phone call, e-mail or chat will take the **cheapest path**, not the **physically most direct** path – you can't always predict the path.
- Your target's communications could easily be flowing into and through the U.S.

International Internet Regional Bandwidth Capacity in 2011

Source: Telegeography Research
Cardinal Sins

- Unclear Content
- Useless Graphics
- Amorphous Focus
How can we monitor everything?

Most of the world's communications are flowing through the U.S.

So is your targets' data.
The best slides tell a story.
...make stories that matter

- Stakes, So What?
- Pull in Audience
- Discernible Arc
2) Content
**Presentation Shape**

**Question, Frame, Drama**
- Draw in the audience.
- Make them want to listen.

**One Slide Per Big Idea**
- Don’t overload.
- Keep the narrative moving.

**Conclude**
- Answer the question.
- Recap.
- Build in time for questions.
A paragraph of text should be no more than a few lines long. Avoid reading long blocks of text off of the slide.

- Bullets should be brief
- Respect the audience
- Ease of MEMORY
- Generally 3 mis/slide
Drive home points with TEXT-ONLY interruption slides.
Motion helps
But it takes practice
Images and charts demand attention.
3) Aesthetics
The Frame

Keep focus on the center

Contact info /website

Marker of Affiliation
Fonts

- Use only one or **two**
- No Cambria or Times
- Limited Serifs
- Size 30+

**Color** and caps should be used only to maximize VISIBILITY
Minimal Animations

- The Reveal
- Reordering, Re-arranging
- Use Exit Animations to leave important text on Screen

Animations that vary slightly can, similarly, HIGHLIGHT a point.
Animation Crash Course

Order

Effect Options

Timing
Avoid “The Star Wipe”
Full Screen Image

- Don’t shift anything
- Arrange image to back
- Text overlay (image unifies)
Shifting Image Layer
Questions so far?
4) Delivery
Practice:

- Time your slides
- Mirror
- Rehearse function
- Video record
- Get an audience
Using Presenter View

Narratives that Matter

- Stakes

Click to add meeting notes
Delivery Tips

- Slow Down
- Water/Pen/Paper
- Engage audience
- Humor can work
Follow-Up

- Send slides
- Compress
- Link to Google Drive
Questions?