

# Easy PowerPoint for Speakers

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Another  
Boring  
PowerPoint  
Presentation?



# The Boring Agenda Slide

- Plan your presentation
- Discover 3 easy design principles
  - ✓ Less is More
  - ✓ Go Big
  - ✓ Focus Attention



# Plan

"Failing to plan  
is planning to fail"

Start with  
Why

Start with

Why

Does your

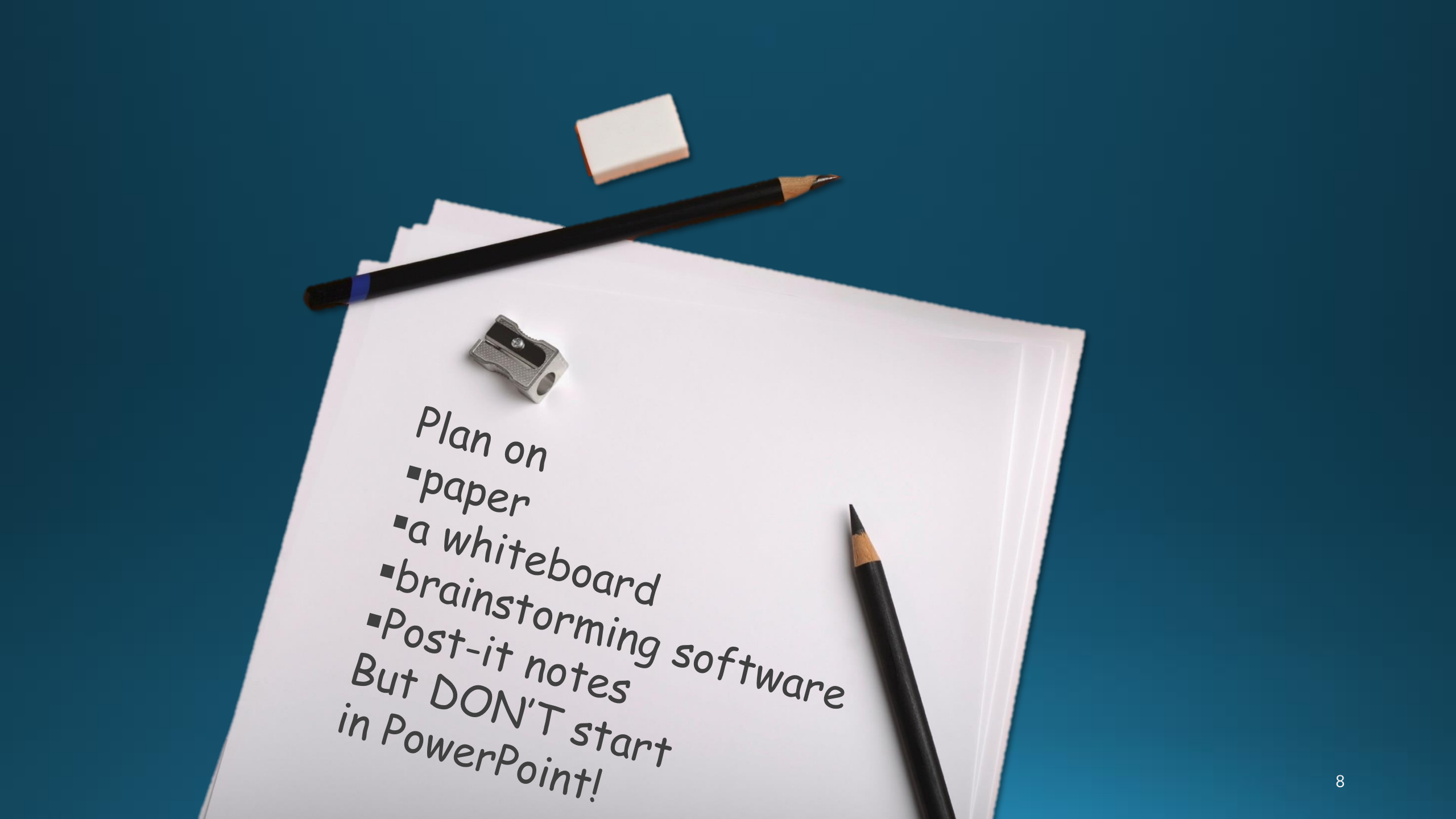
Audience

care?

After

Why

*Then* plan



Plan on

- paper
- a whiteboard
- brainstorming software
- Post-it notes

But DON'T start  
in PowerPoint!

INTRO  
• BENEFITS  
• Credibility  
• Offers

PLAN 

WHY? 

  
= presentation quality

STAY ON TARGET 

PLAN ON PAPER 

DESIGN 

4 EZ PRINCIPLES

BIG PICTURES 

RULE OF THIRDS 

CONTRAST 

LESS IS MORE <sup>④</sup>

GIVING DATA MEANING  
BIGGEST PROBLEM: TOO MUCH LEFT

BONUS Have Fun! 

TIPS TRICKS 

CONSISTENCY  
• THEMES  
• FONT PAINTER

SECTIONUS   
+ SLIDES SORTED

PICTURES TOWARD CENTER 

REMOVE BACKGROUND 

MAKING TEXT POP 

AUDIO + VIDEO 

AVOID MISTAKES

too small TEXT

POOR FONT CHOICES  
pick 2

Spelling errors errors

CHEESY TRANSITIONS + ANIMATIONS 

PRACTICE PRACTICE PRACTICE

DELIVER 

CHECKLIST 

PLAN B  
PLAN C  
PLAN D

PRINT OUT SLIDES FOR YOU not audience

HAND OUTS key info

Keep Lights ON 

SHOW then Tell (audience doesn't see visual)

Number SLIDES "Go TO" SLIDE or section

HIDE SLIDE B or W

CLOSE

Resources 

Q&A (IF TIME)

OFFER + CONTACT

Zen Resonance Lynda.com Dummies



Designer

"Simple is  
almost always best"

# 6 X 6 Rule

# The 6 X 6 Rule

- No more than 6 bullets per slide
- No more than 6 words per bullet
- Don't wrap points past one line
- Fade-in bullets one at a time
- This rule is better than wall-o-text.
- Ugh. BORING. TMI. Do you like?

# 3 Easy Design Principles





# EXAMPLE 1:

What is the #1 problem?





# EXAMPLE 2:

Experience the #2 problem

# Virtual Presenter Basic Competencies



1. Presenter's Audio is easily heard and understood
2. No distracting background noises (dogs, children, construction) or microphone feedback
3. Presenter knows how to mute and unmute self
4. Presenter's video background is free from distractions and is professional in appearance
5. Presenter's face is easily seen against the background, and positioned so that it is centered and the dominant feature on the screen
6. Presenter's face is well-lit
7. Presenter knows how to turn video on and off
8. Presenter makes eye contact by looking into the camera when speaking. Camera is level with eyes.
9. Presenter knows how to use chat
10. Presenter knows how to share his or her screen
11. Presenter is dressed appropriately for the audience
12. Presenter can rejoin a meeting within 60 seconds of leaving the meeting

## Problem #2:

People don't listen well when they are reading



*A little better . . . Bullet points one at a time*

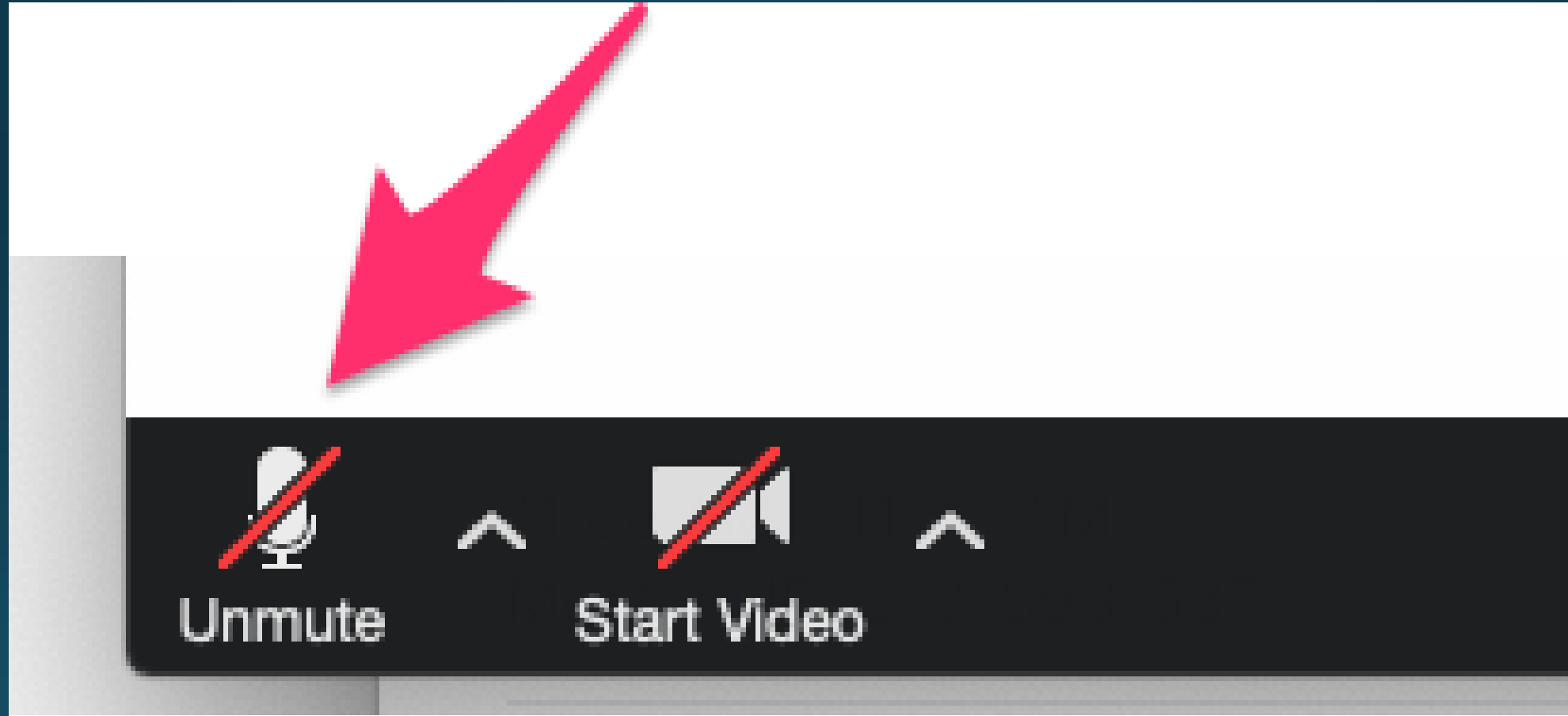


# Virtual Presenter Basic Competencies

1. Presenter's Audio is easily heard and understood
2. No distracting background noises (dogs, children, construction) or microphone feedback

*Much Better . . . A picture*

# #3 Mute & Unmute



Make Information **Visual**

BEFORE—BULLETED LIST

# Start with 3 Ps

- **Pep—Get attention**
- **Promise—State benefit**
- **Path— Preview points**

# BULLETED LIST—CONVERT TO “SMART ART”

File Home Insert Draw Design Transitions Animations Slide Show Review View Help Shape Format

Paste New Slide

Clipboard Slides

Corbel (Body) 44

B I U S ab AV

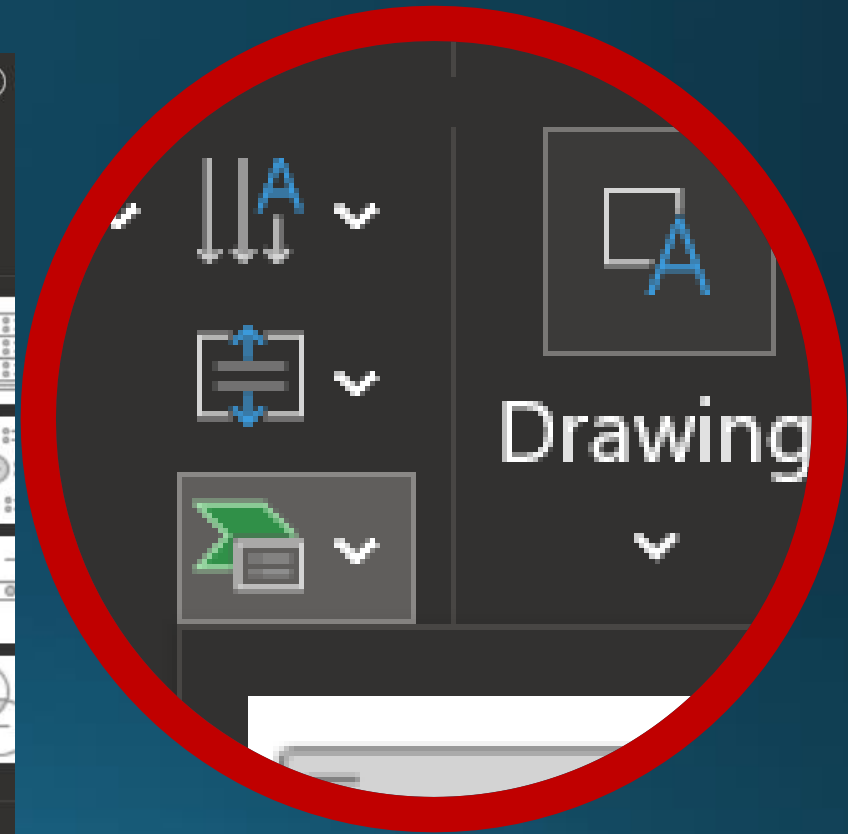
Font Paragraph

Convert to SmartArt

Start with 3 Ps

- Pep—Get attention
- Promise—State...
- Path— Preview...

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AFTER—SMART ART

# Start with 3 Ps



**Pep**

**Get  
attention**

**Promise**

**State  
benefit**

**Path**

**Preview  
points**

# EXAMPLE #3: Comparison

# Weekly Food Consumption

## U.S.A.

- Revis family
- North Carolina, U.S.A.
- \$341.98/week
- Spaghetti, potatoes, sesame chicken

## Chad

- Aboubakar family
- Breidjing Camp, Chad
- \$1.23/week
- Soup with fresh sheep meat

From the book "Hungry Planet"

Or . . .

A picture  
is worth \_\_\_\_\_.







# Empowerment





# Empowerment







# Big Picture → Details

Techniques to guide the audience's attention

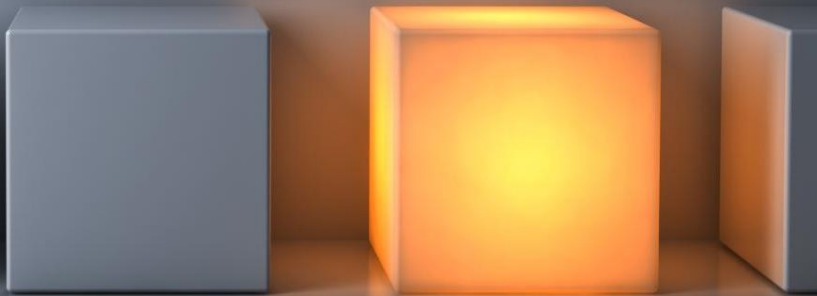


# 5 Ways to Focus Attention

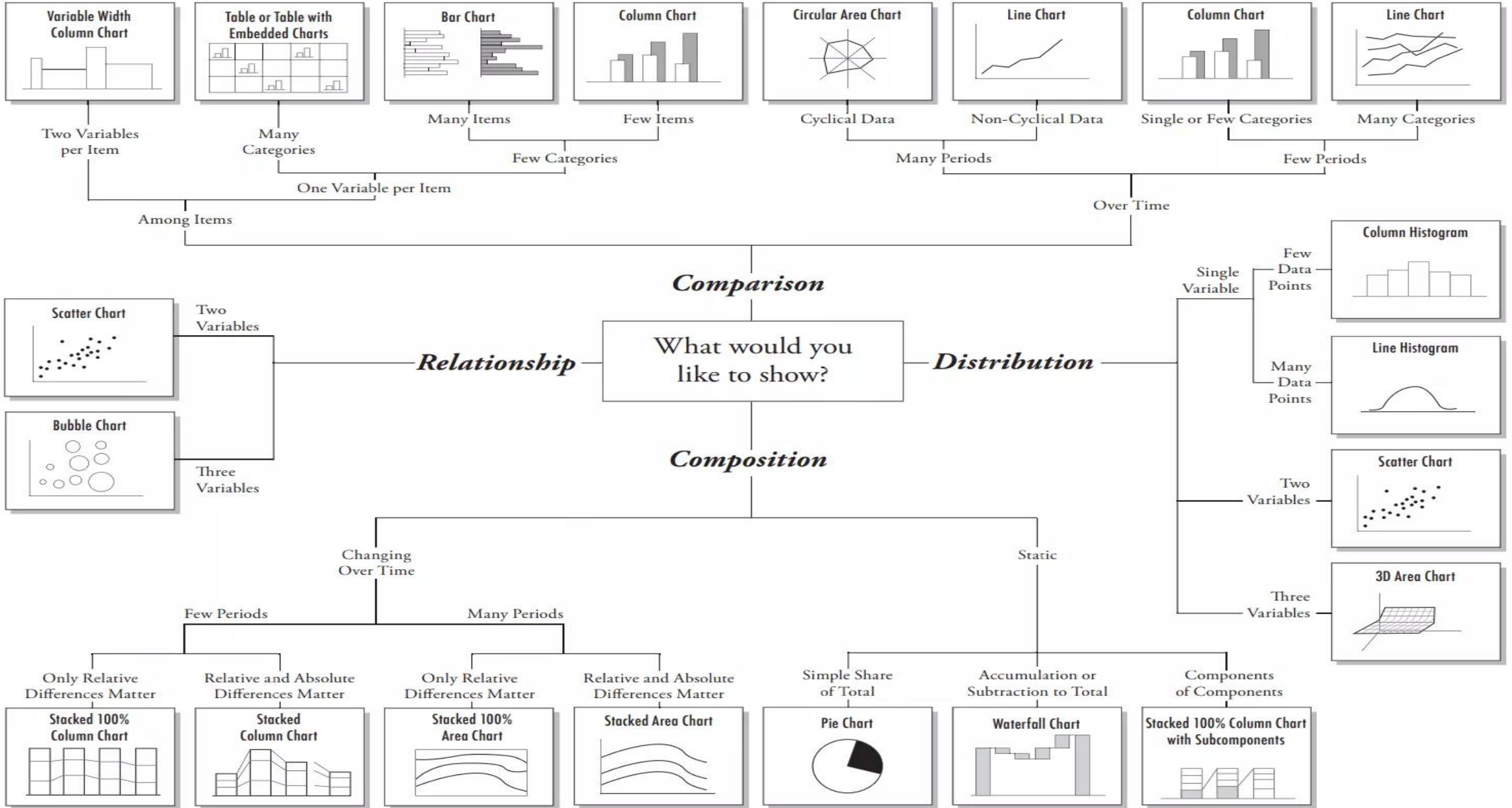
1. Circles/boxes
2. Transparent Shapes
3. Reveals
4. Morph Transition
5. Light Boxes

# 5 Ways to Focus Attention

1. Circles/boxes
2. Transparent Shapes
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# Chart Suggestions—A Thought-Starter



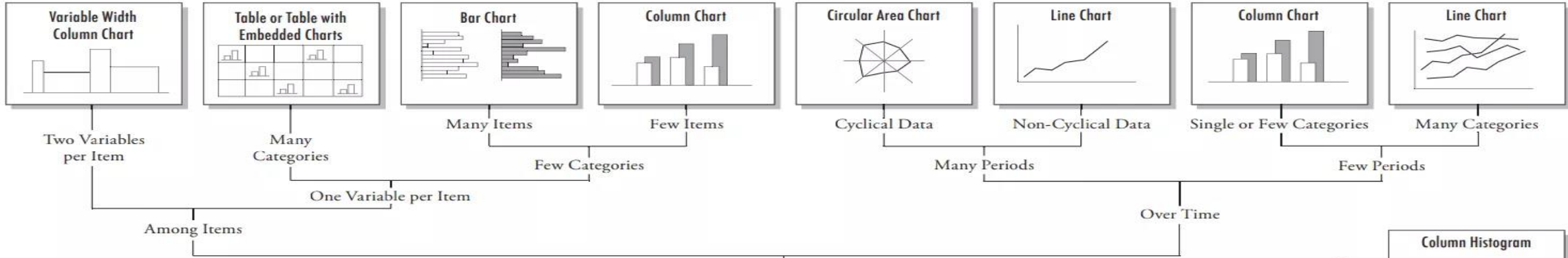
# Chart Suggestions—A Thought-Starter



Up next . . .  
1. Circles/boxes

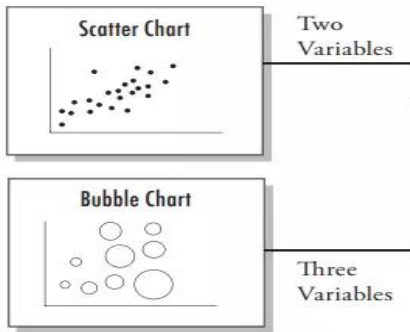


# Chart Suggestions—A Thought-Starter



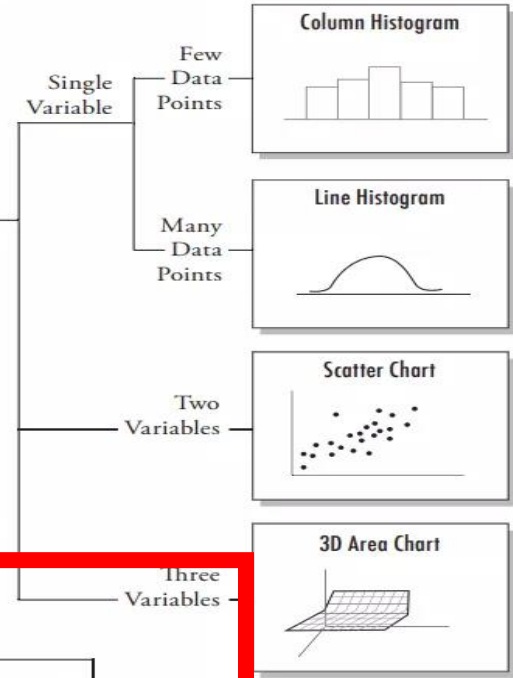
**Comparison**

What would you like to show?



**Relationship**

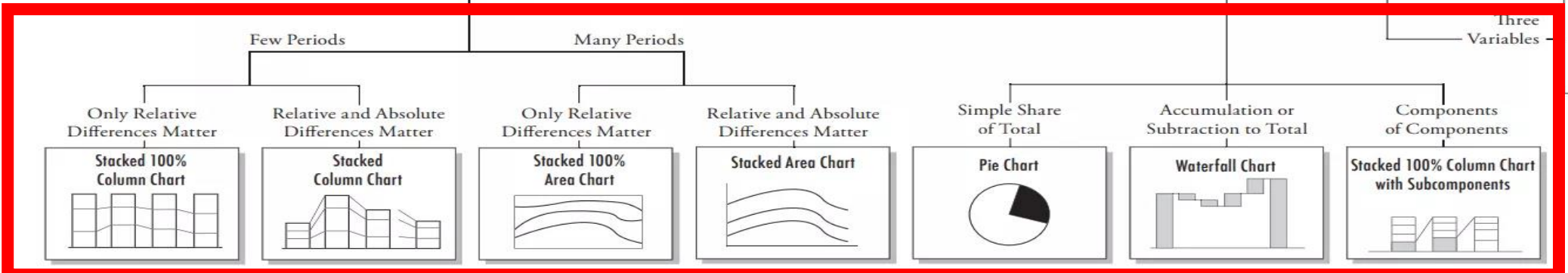
**Distribution**



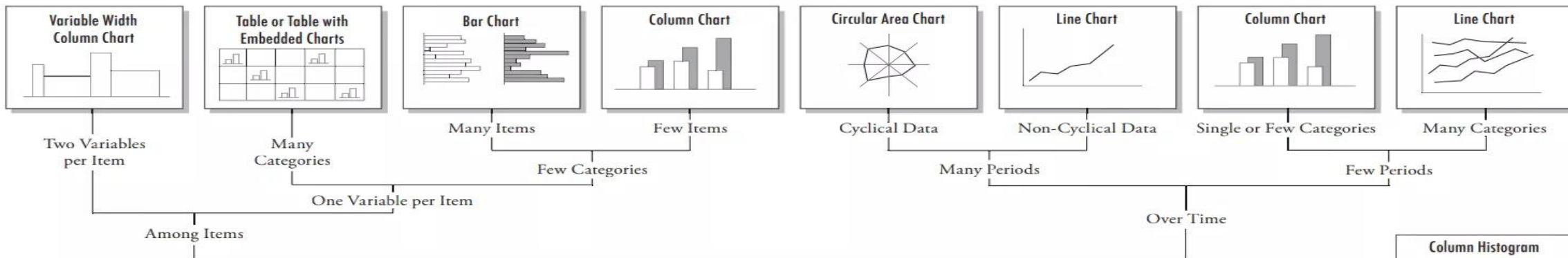
**Composition**

Changing Over Time

Static



# Chart Suggestions—A Thought-Starter

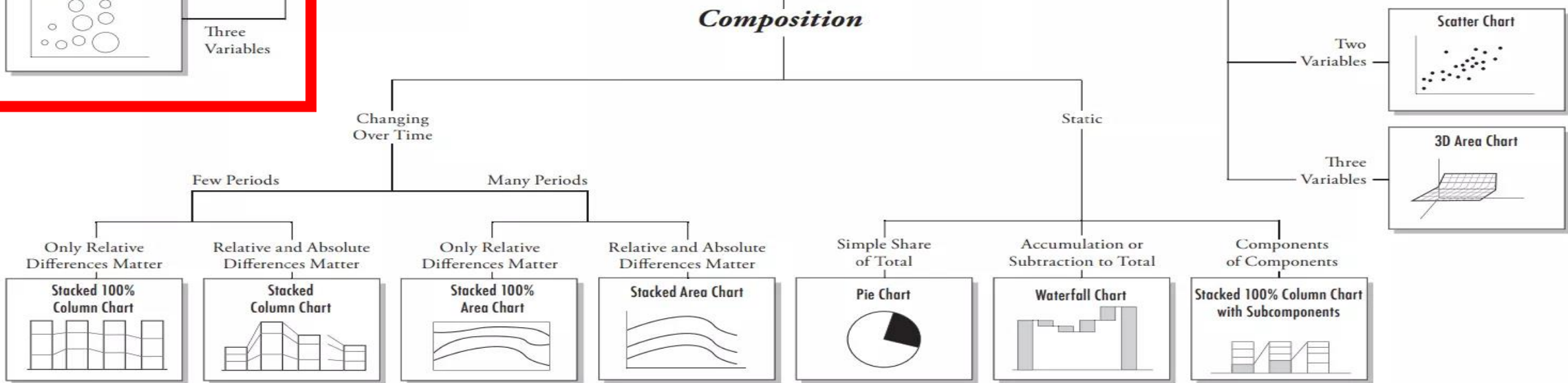


**Relationship**

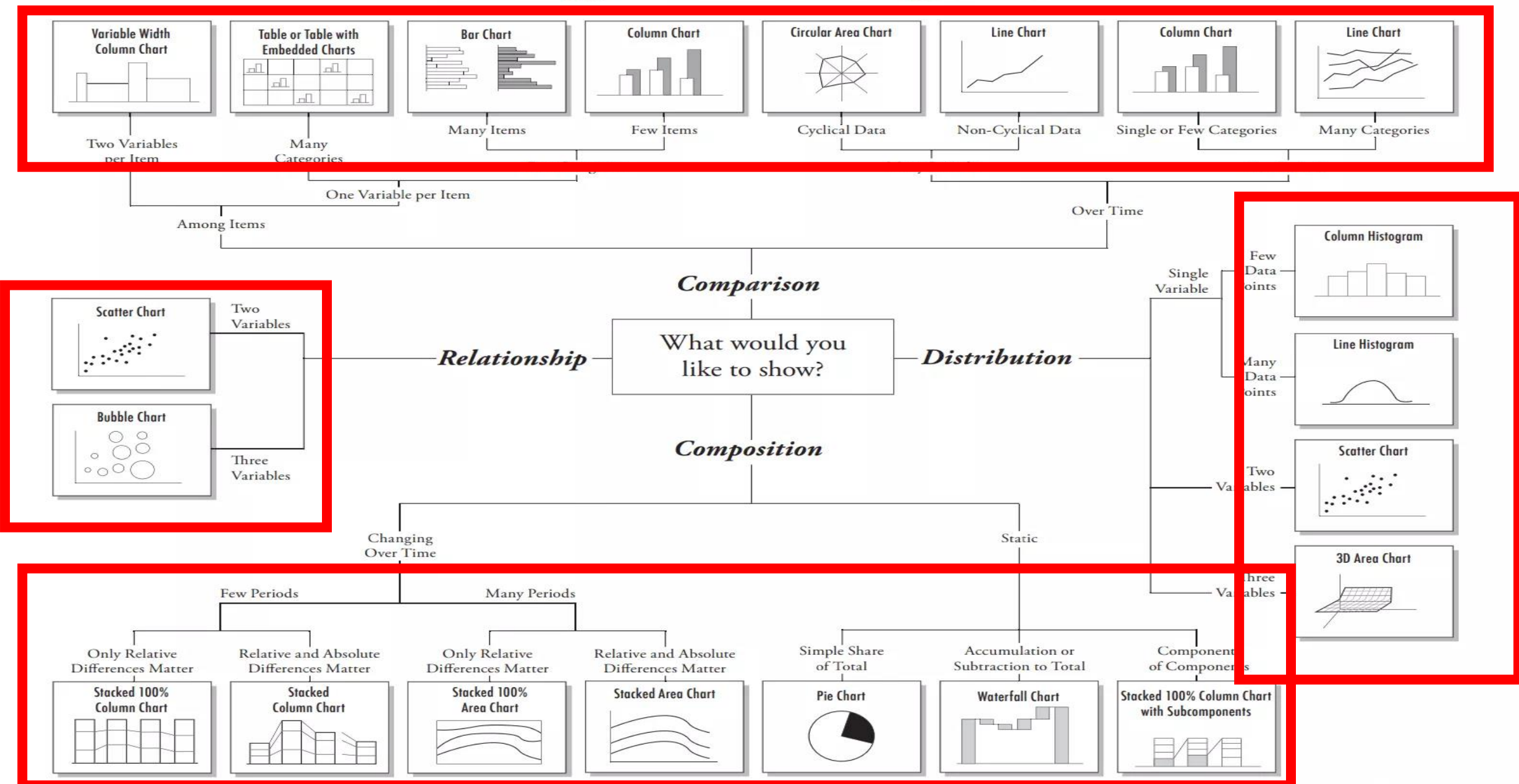
- Two Variables: Scatter Chart
- Three Variables: Bubble Chart

**Comparison**

What would you like to show?



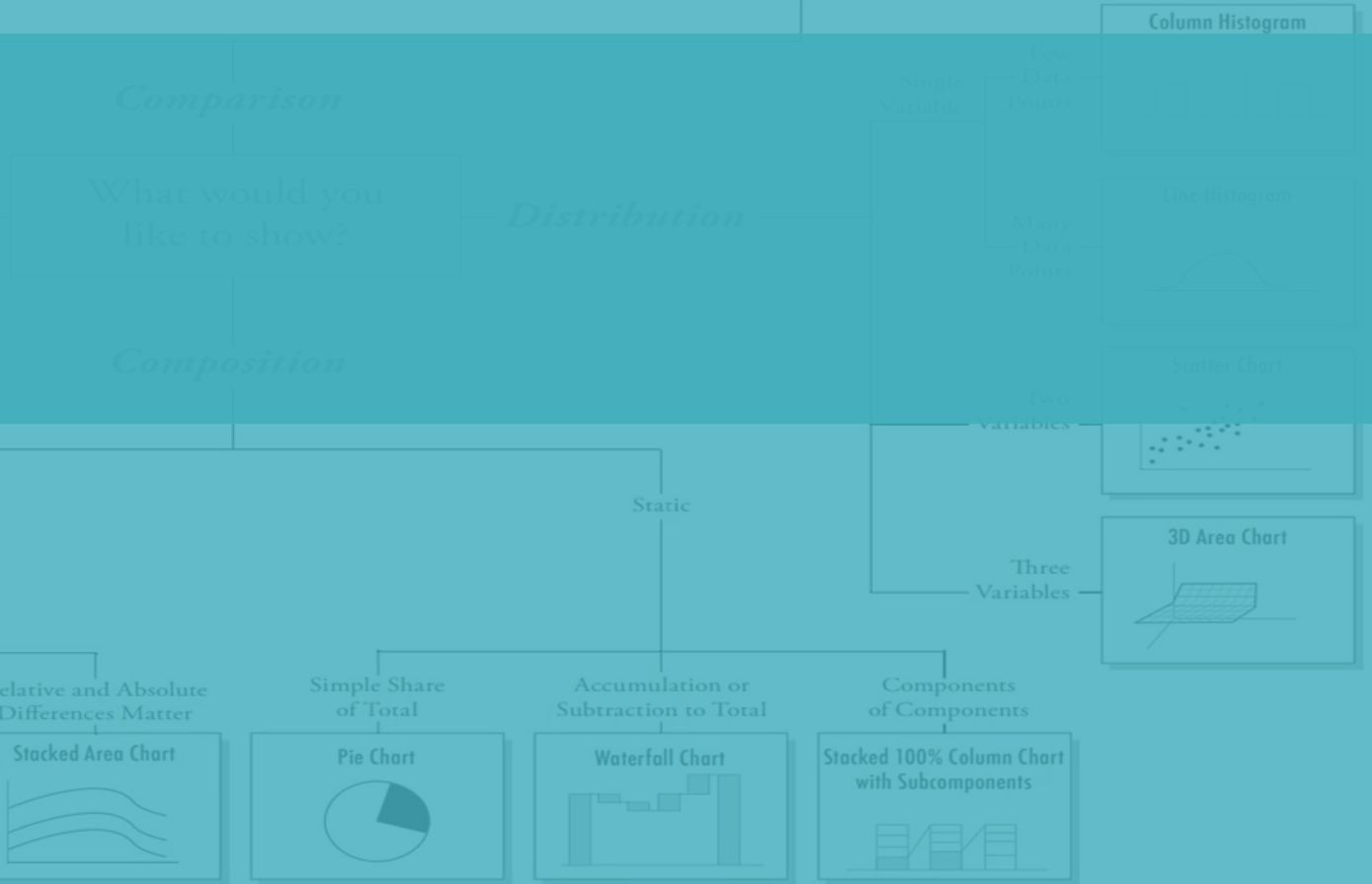
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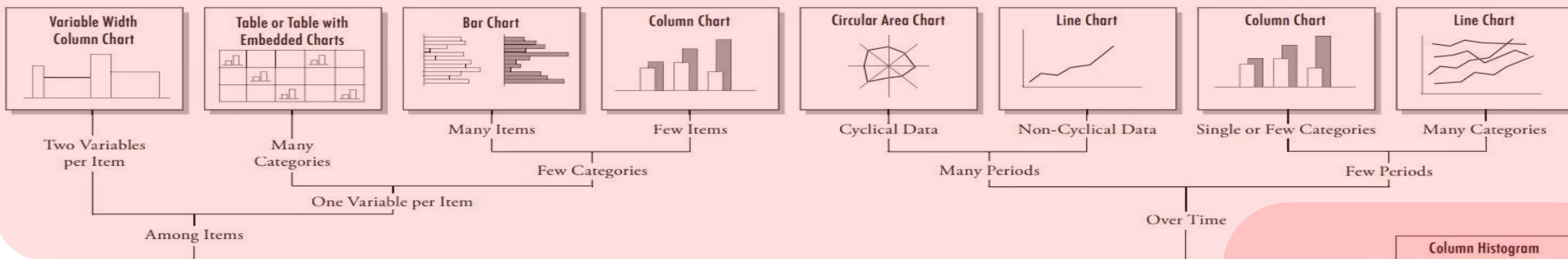
# Chart Suggestions—A Thought-Starter



Up next . . .  
2. Transparent shapes

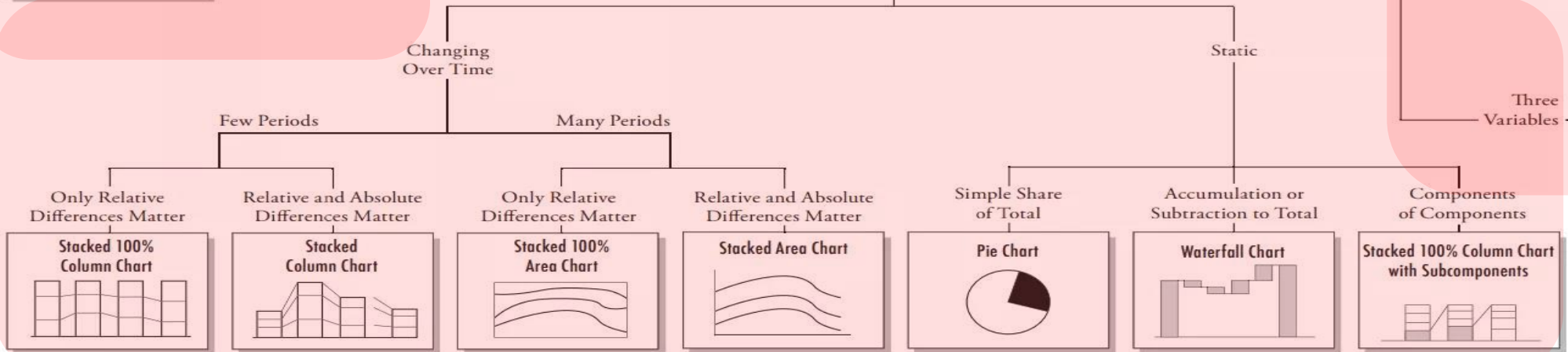
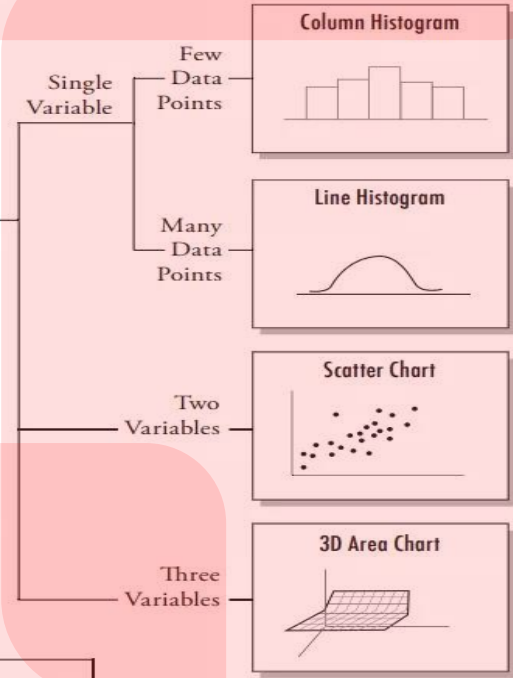
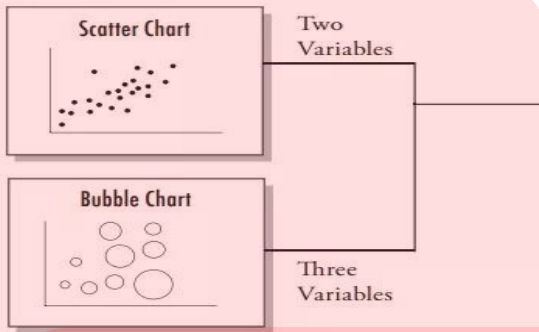


# Chart Suggestions—A Thought-Starter



**Comparison**

What would you like to show?



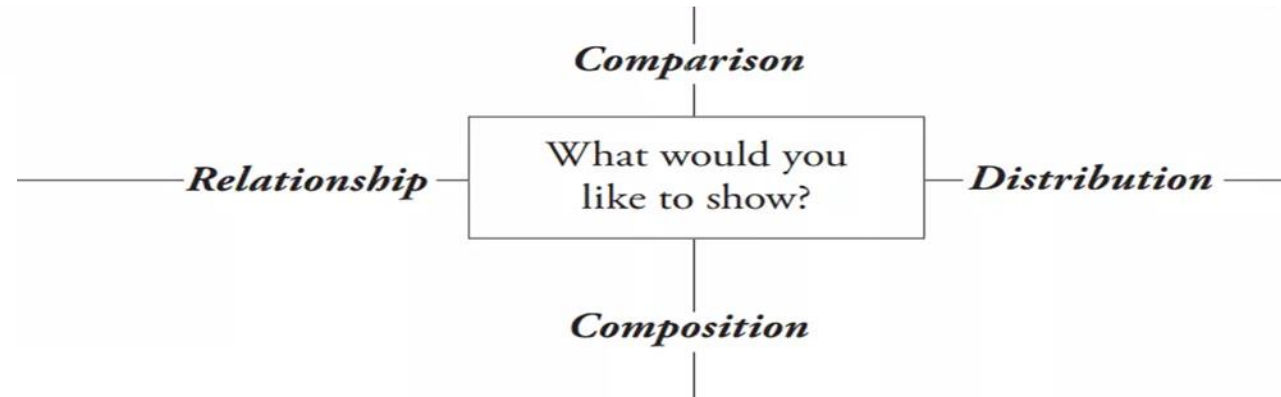
# Chart Suggestions—A Thought-Starter



Up next . . .  
3. Reveals



# Ways to Show Data with Charts



# Chart Suggestions—A Thought-Starter

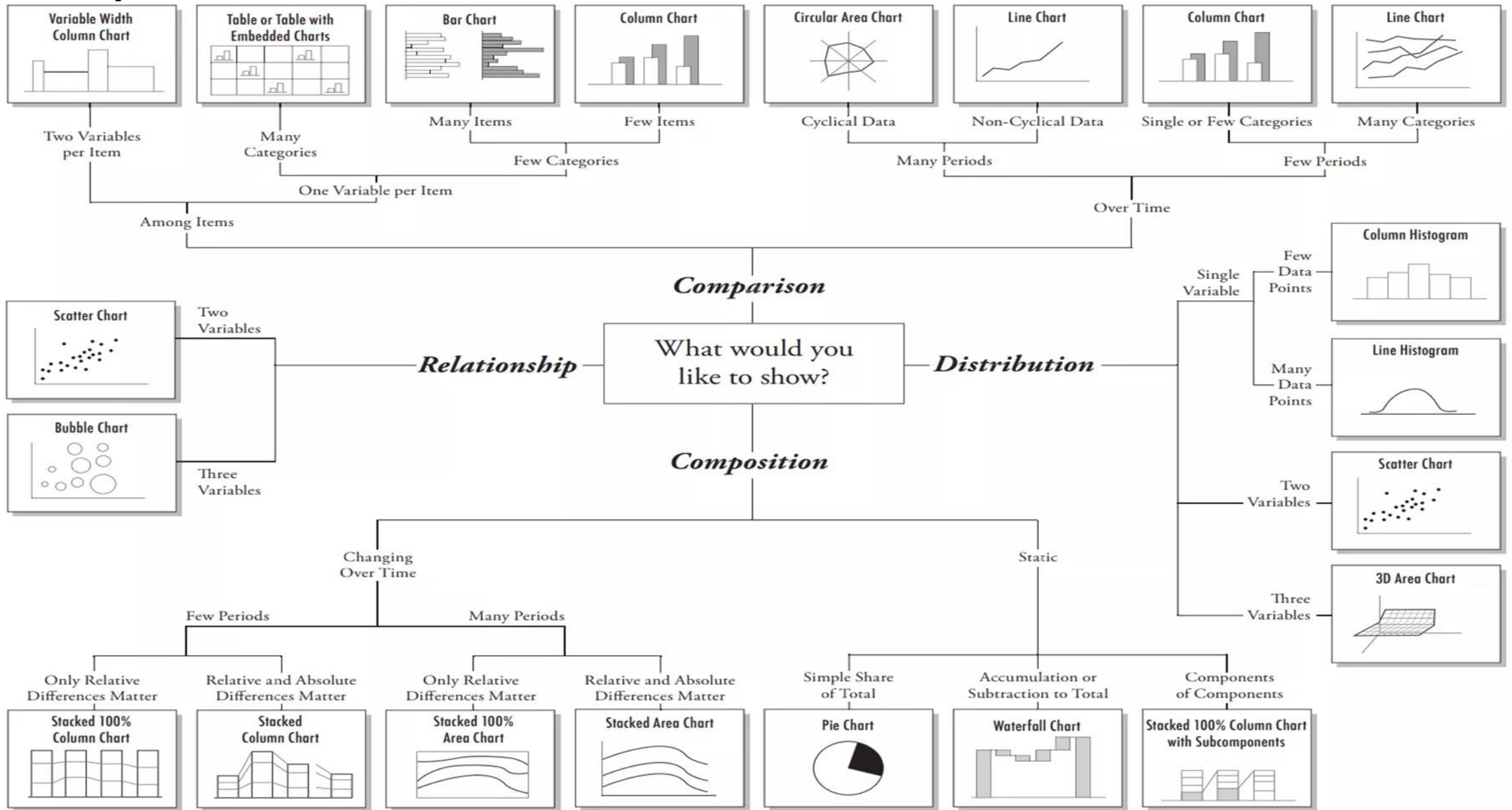


Up next . . .

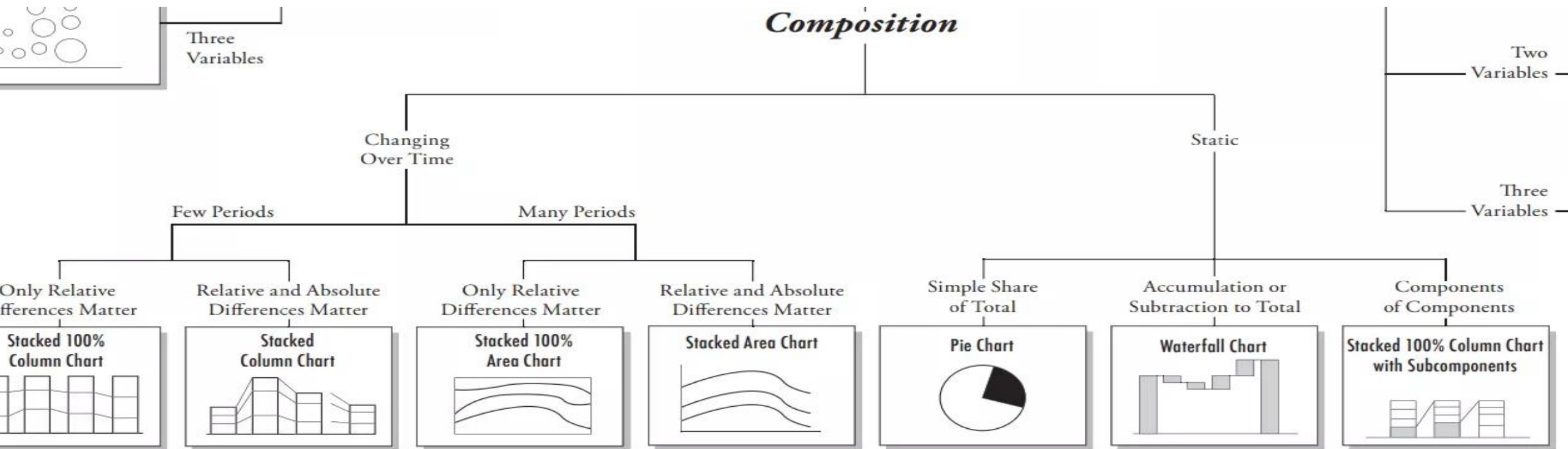
## 4. Morph Transition



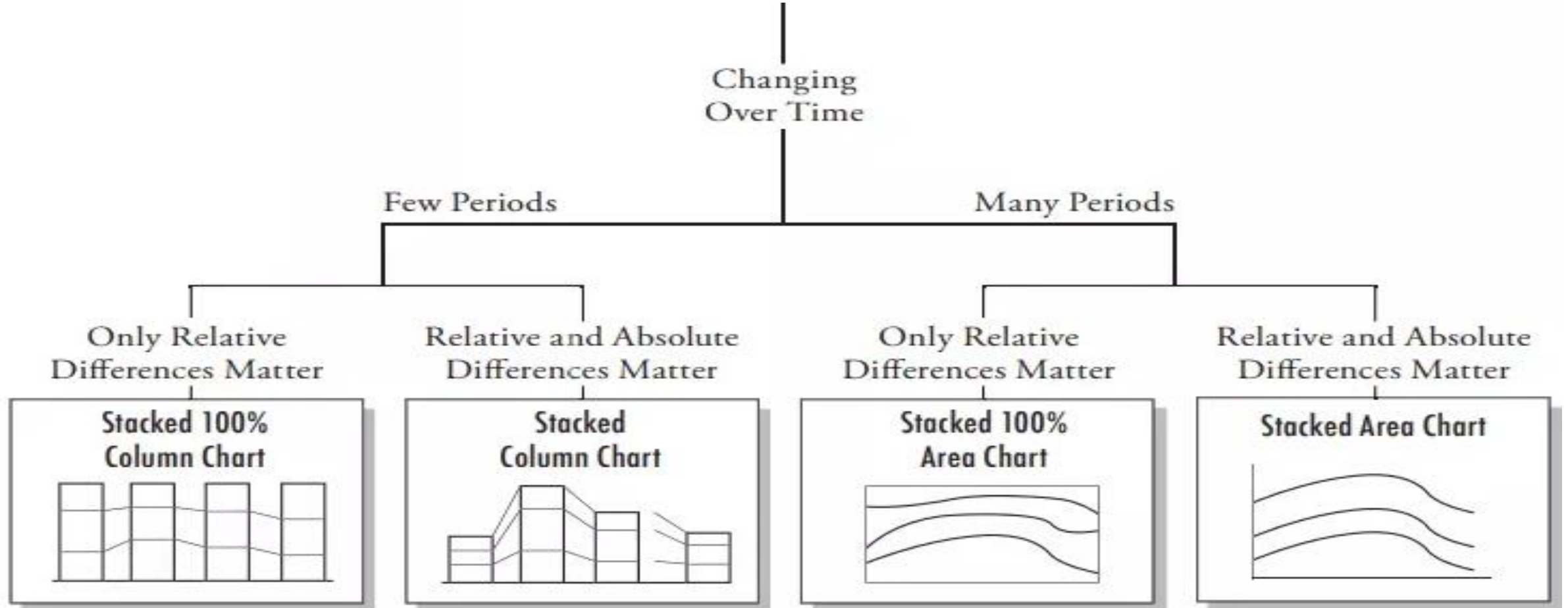
# Ways to Show Data with Charts



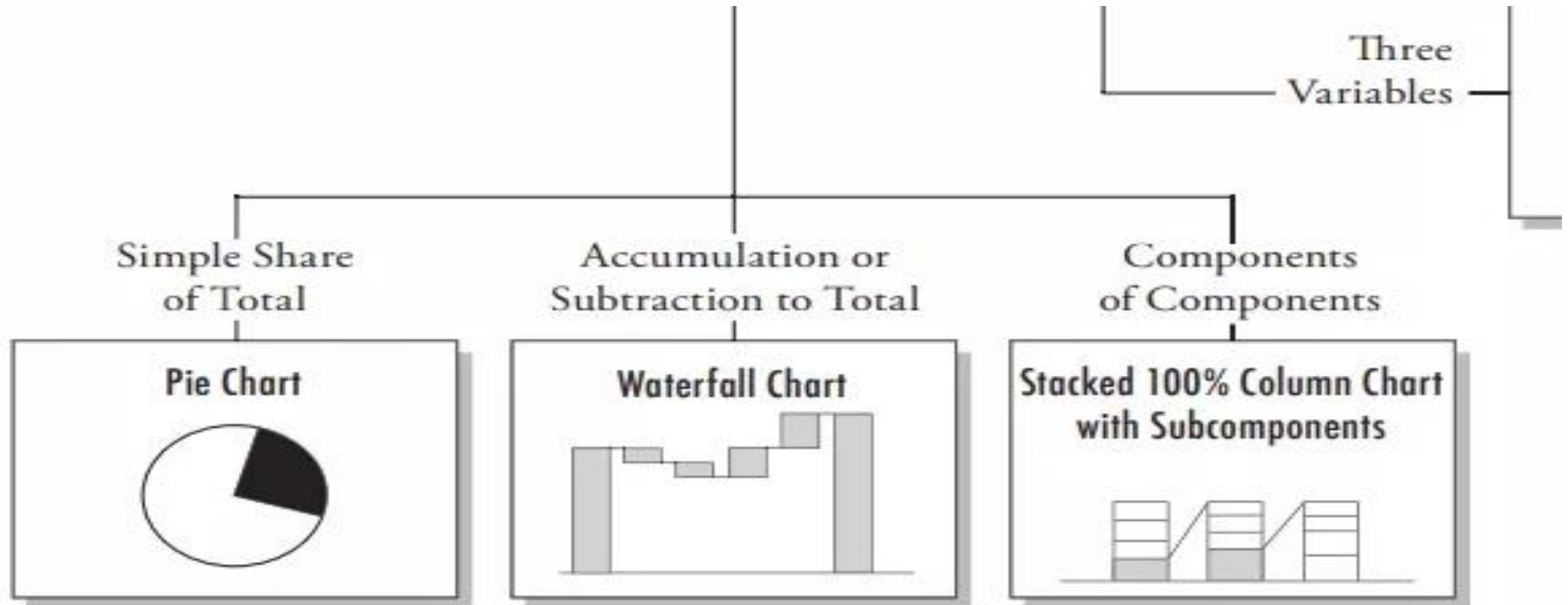
# Ways to Show Data with Charts



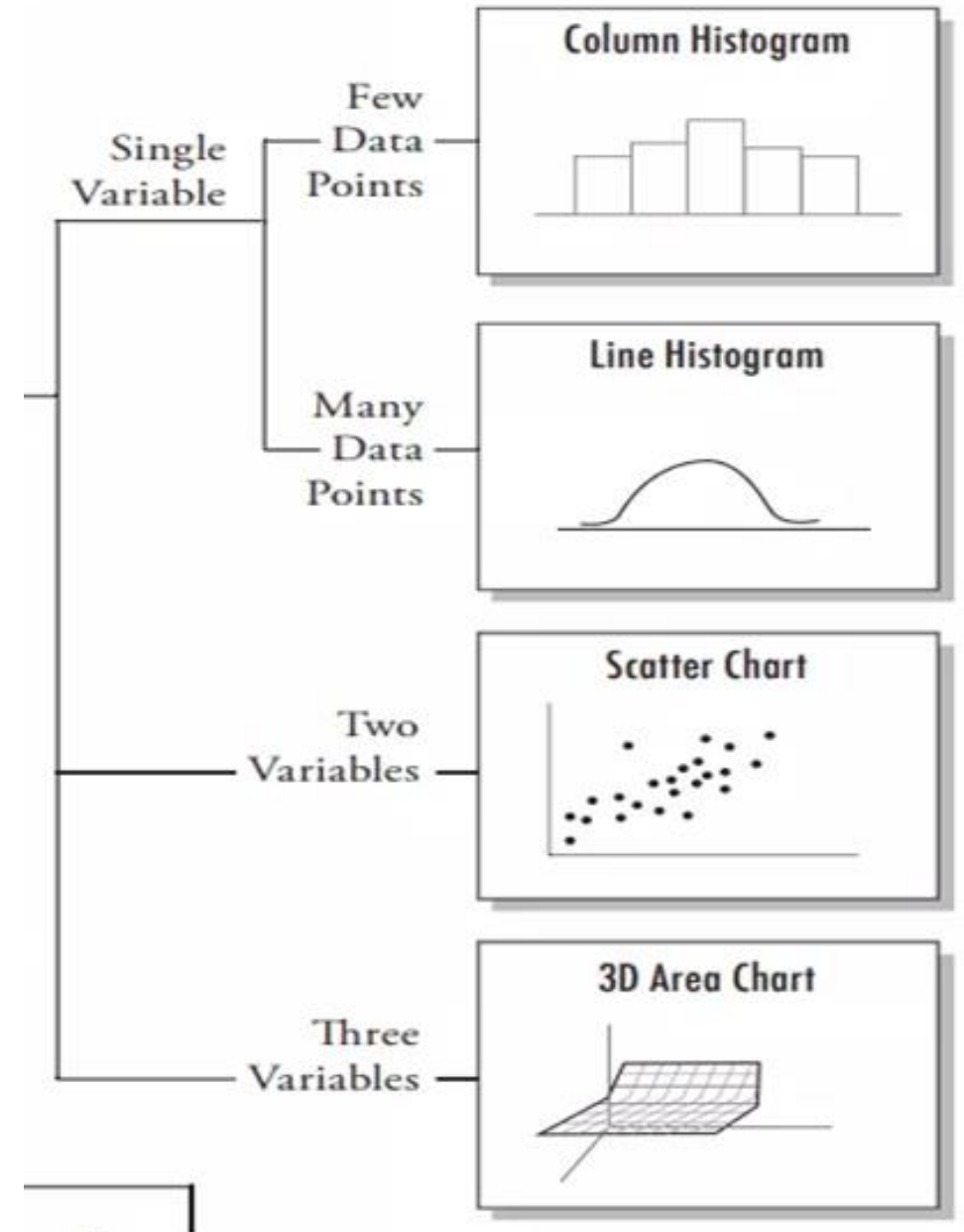
# Ways to Show Data with Charts



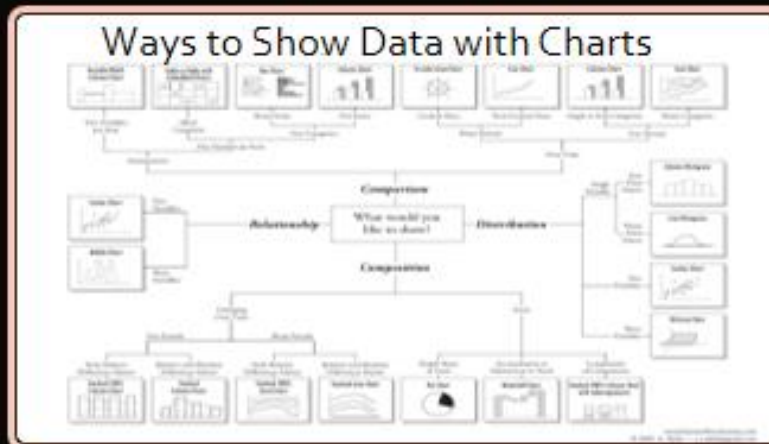
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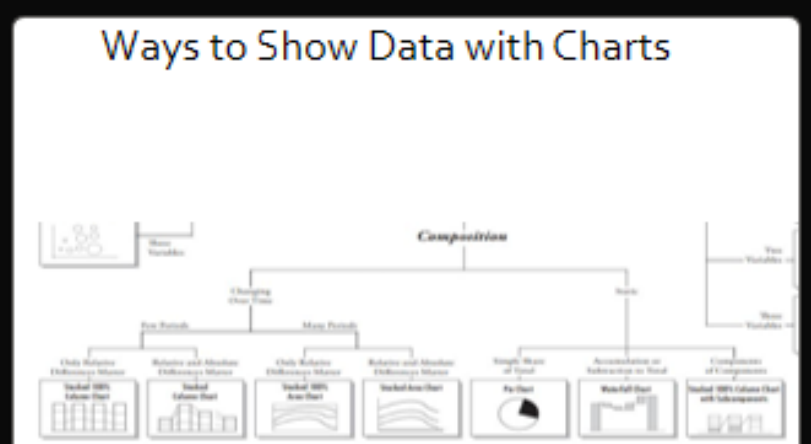
# Ways to Show Data with Charts



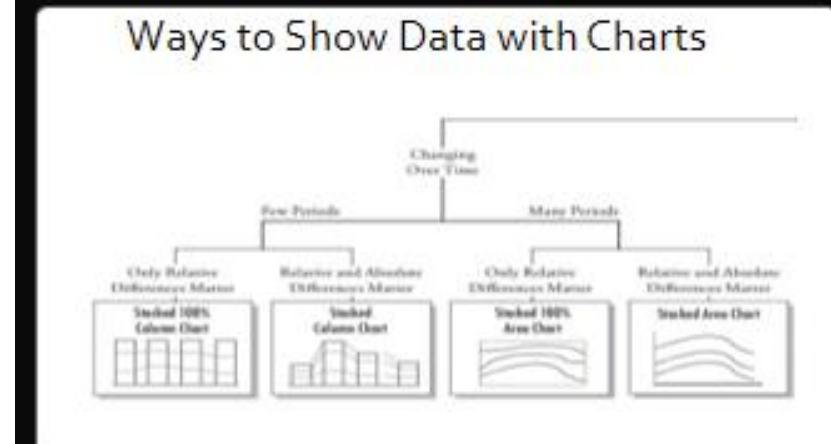
# Morph Transition



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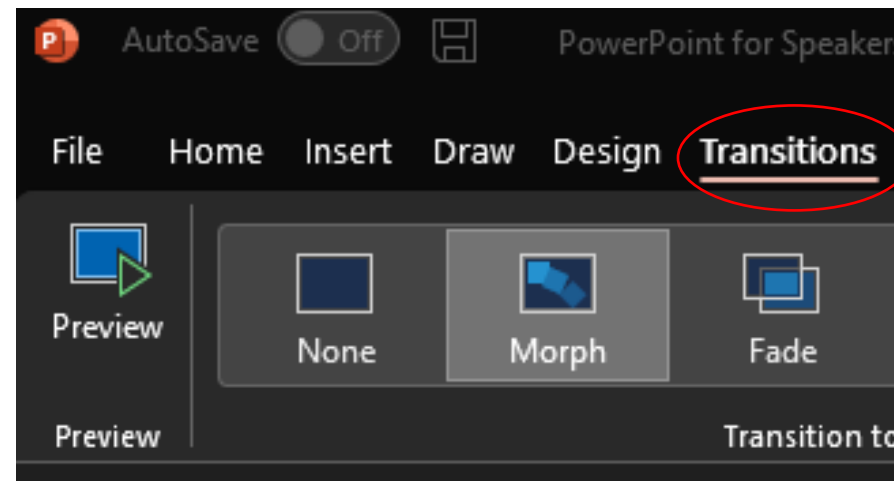


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Duplicate slide  
Crop and/or move things  
Apply the Morph transition



Repeat

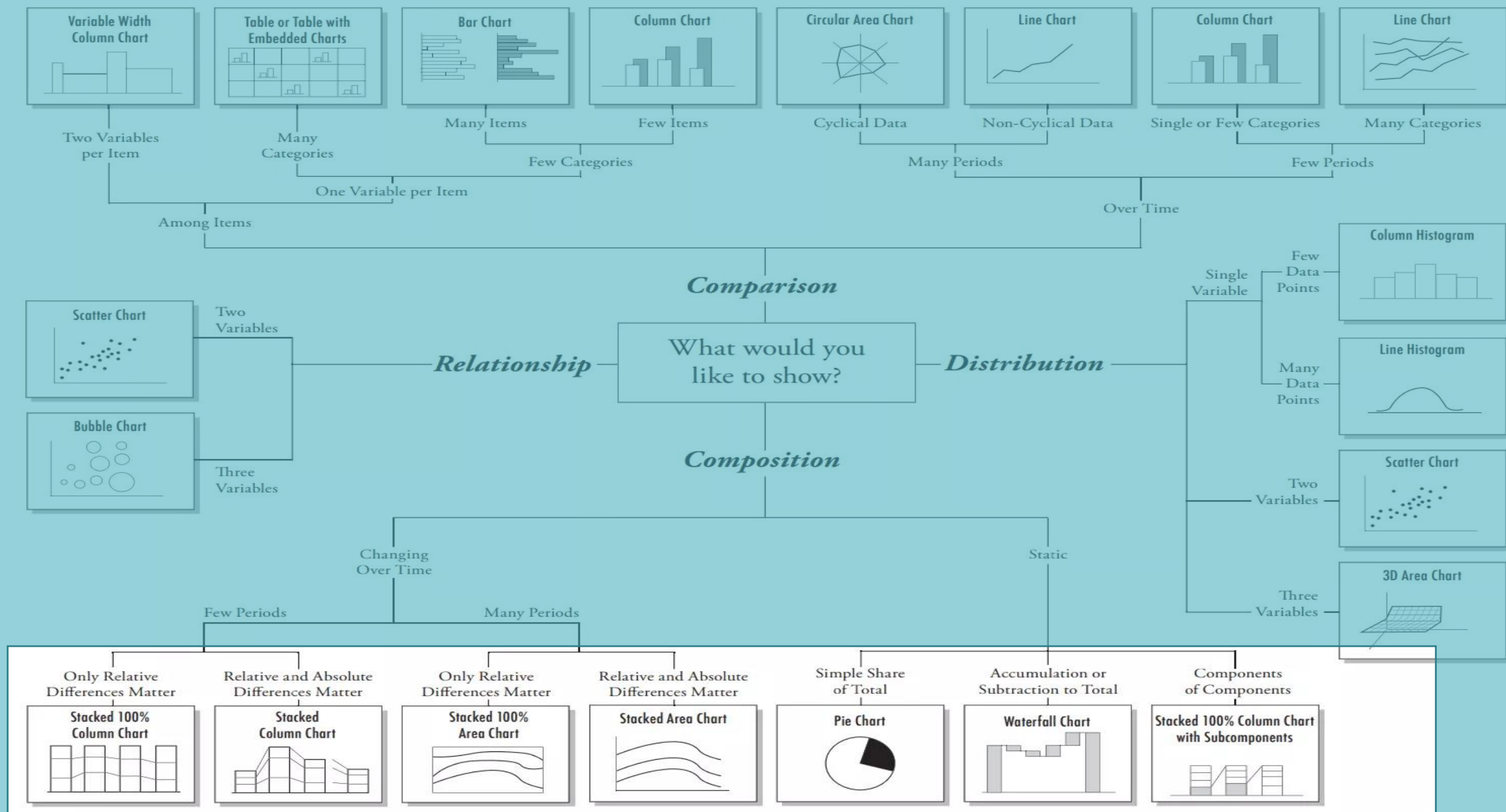
# Chart Suggestions—A Thought-Starter



Up next . . .  
**5. Light Box**



# Chart Suggestions—A Thought-Starter







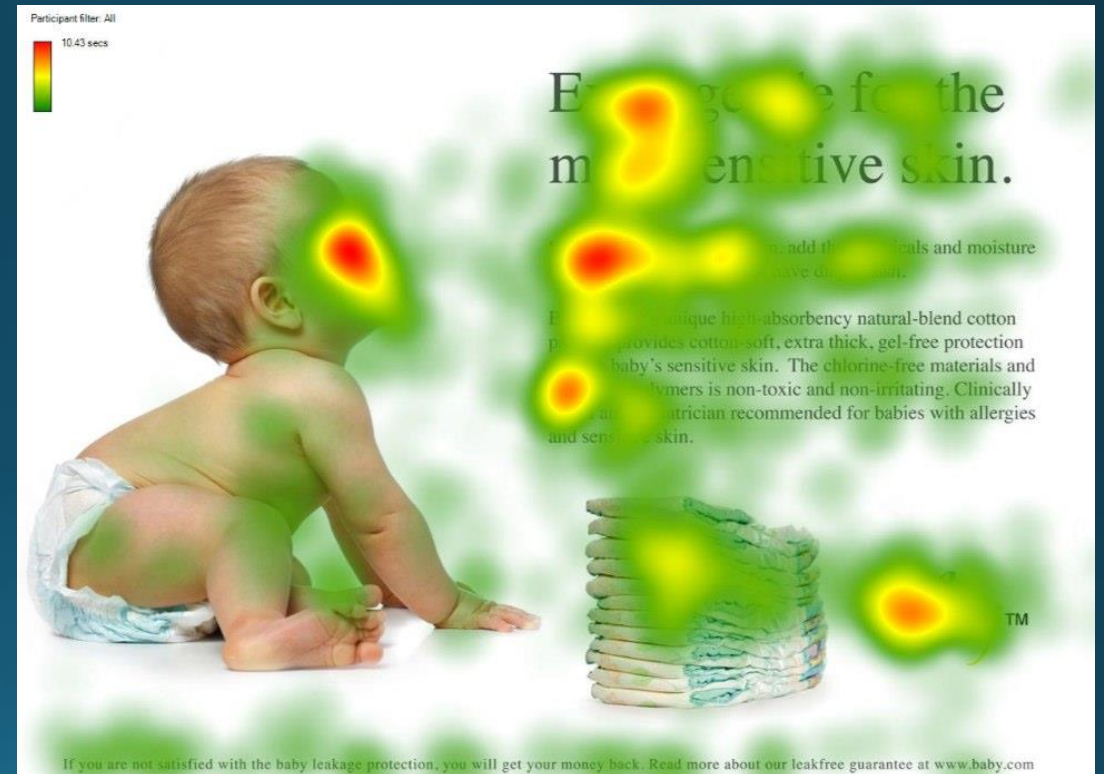
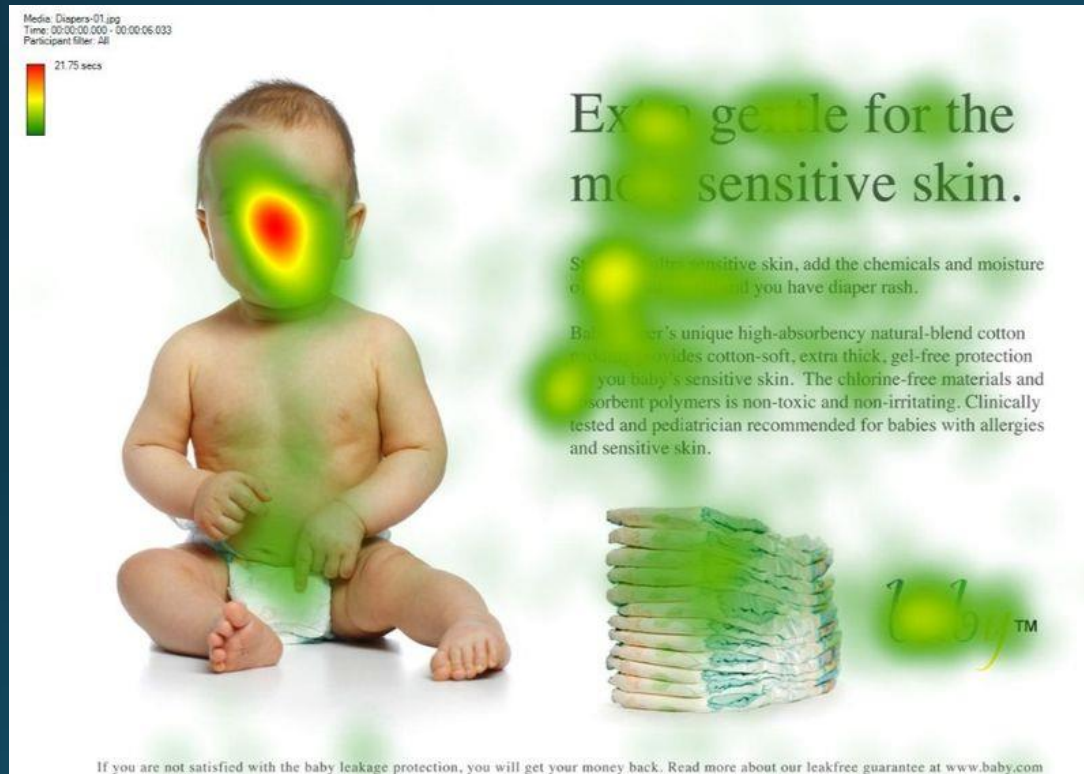
# Big Picture → Details

Techniques to guide the audience's attention

Picture

Placement

# What does this eye-tracking study tell you?



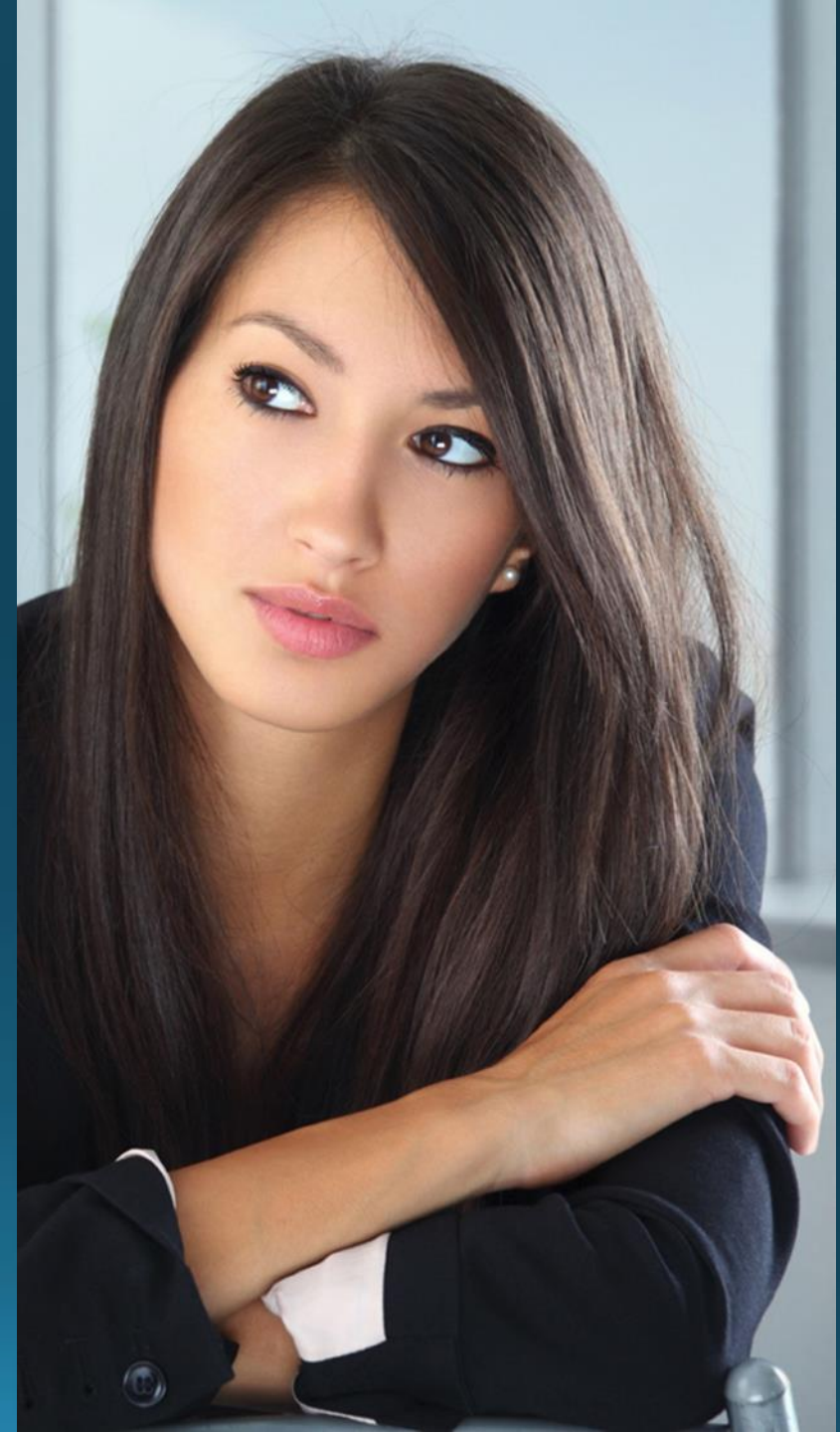
Eye-tracking study by James Breeze at [ObjectiveEyeTracking.com](http://ObjectiveEyeTracking.com)



“A person starts dying  
when they stop dreaming”  
-Brian Williams

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