03/21: Creating and Giving Presentations

Creating and Giving Presentations

- Creating
  - Organizing
  - Writing
  - Formatting
- Giving

Caveats

- Many Variations
  - Opinions
  - Situations
  - Audiences
  - Presenters
  - Etc...
- Seek Lots of Advice
- Hard to Generalize
- Always Exceptions to Every “Rule”
- Do what works for you.

Canonical Organization

- Title
- Introduction
- Contents
  - Section 1
  - Section 2
  ...
  - Section N
- Conclusion

Force yourself to be organized.

Your presentation should have
  - a beginning
  - an ending, and
  - flow.

Introduction

- The Point
  - What’s the point?
  - What’s the purpose?
  - What’s the “take away”?
- The Plan
  - Go Over Presentation
    - Contents
    - Organization
  - Solicit Audience Questions About Plan

Assume that your audience will only remember exactly one thing.

What do you want it to be?
The Capstone Experience

Contents

• Plan For 5 – 10 Minutes Total Attention
• Plan on 1 – 2 Minutes Per Slide
• Create Continuous Flow
  • From Start to Finish
  • Avoid Forward References
• Keep Audience On Track
  • Use Contents Flow Mechanism
  • Where are we?
    o What’s done?
    o What’s left?

Conclusion

• Review
  • The Point
  • The Purpose
  • The “Take Away”s
• Solicit
  • Comments
  • Reactions
  • Questions
  • Suggestions
  • Action Items
  • Etc.

First Pass

• Create “Random” Slides (to Avoid Writer’s Block)
  • Any Order
  • Title, With No Bullets
  • Bullets, With No Title
  • Ideas Slides(s)
  • Notes to Self
    o Fix Me
    o Insert Illustration/Picture/Graph Here
    o Say Something About…
    o Etc.
  • Edit, Prune & Organize Slides
  • Create Contents & Divider Slides
  • Refine

Creating and Giving Presentations

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Assume that your audience will only remember exactly one thing. What do you want it to be?

Know Your Audience

• Technical
• Non-Technical
• Business
• Marketing / Sales
• Customers
• Management
• Investors
• Etc…

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Know Your Time Limit

- Time Per Slide
  - Variable
  - Plan On 1 – 2 Minutes Per Slide
- Allow Time for Questions
  - Manage During Talk
  - Allocate At End
- Respect Time Limit
  - Do Not Go Over or Under
  - Over is bad.
  - Slightly under is good.
- Practice

Less is more.

- Less
  - Slides
  - Bullet Points Per Slide
  - Words Per Bullet Point
- Chose Carefully
  - Slides
  - Bullet Points
  - Words
- Prune Continually
- Exception
  - Presentation is Reference Document
  - May Need to Include Details

“Pictures”

- Worth 1,000 of Words
  - Photos
  - Videos
  - Illustrations
  - Diagrams
  - Graphs
  - Charts
  - Clip Art
  - But Keep Simple

Clip Art Warning

Can Be Too...

- Distracting
- Much
- Trivial
- Goofy
- Ugly

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Bullet Points

- Less is more.
  - Less Points Per Slide
  - Less Words Per Point
- Two or More
  - At Each Level
  - Avoid Single Point
  - Avoid
  - Single Point
Consistent Case

- Sentence case
  - First word uppercase
  - Other words lowercase
  - lower case
    - all words lowercase
    - no punctuation
- Title Case
  - All Words Uppercase
  - No Punctuation

Inconsistent Styles

- Some people use all kinds of styles in a presentation and on a given slide.
  - Annoying
    - style guide.
    - Use of sentence Fragments Okay.
    - important point
    - Important Point
    - Both Title Case and sentence case mixed.
  - This slide makes the speaker look careless.

Readability

- Unreadable
  - Sentence case
    - First word uppercase
    - Other words lowercase
    - lower case
    - all words lowercase
    - no punctuation
  - Title Case
    - All Words Uppercase
    - No Punctuation

Directions to Spartan Stadium

- US 96 West
- US 127 North
- Exit Trowbridge
- Left on Harrison
- Right on Shaw Lane
- Stadium on Left

“I know you can’t see this map but...”

Class Diagram

“I know you can’t read this but...”

Really Important Quote

“...In the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature’s God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation...”

“I know you can’t read this whole thing but...”
The first thing you should do is ask yourself "What's the point?"
Not Overdone
While a picture may be worth a thousand words, too many pictures
Overuse
Readable
Do not put too much information on any one slide. Fewer bullet
Points is better than many. Use a few words as possible per bullet. Sentence Fragments are okay.
Chose fonts that are the appropriate sizes. If a font is too small, it
May be unreadable. If a font is to large, it may be annoying.
While a picture may be worth a thousand words, too many pictures
or too much clip art can be distracting. And, avoid the use of goofy
looking clip art.

Avoid

Emphasis

• Use One of...
  ▫ Boldface
  ▫ Italics
  ▫ Underline

Do Not Over Use
Avoid

• ALL CAPS IS FROM TYPEWRITER DAYS
  ▫ BOLDFACE AND ALL CAPS AND UNDERLINE
  ▫ Lots of Exclamation Points!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Color

• Good if
  ▫ "Right" Colors
    o Readable
    o Coordinates
  ▫ Not Overdone
• Bad If
  ▫ "Wrong" Colors
    o Not Readable
  o Clashes
  o Overuse of color can be very annoying.
  o Color Varies by Media (LCD, Projector, Paper, Etc.)
  o Test
  o In Advance
  o In Actual Usage (Projecting, Printing, Etc...)

Transitions and Animations

• Transitions
  ▫ From Slide to Slide
  ▫ Simple Better
  ▫ Be Consistent
  ▫ Animations
  ▫ Bullets Within a Slide
  ▫ Simple Better
  ▫ Use Only If Necessary
  ▫ NB: Take Time

Avoid

Clip Art Warning

Can Be Too...
  ▫ Distracting
  ▫ Much
  ▫ Trivial
  ▫ Groovy
  ▫ Ugly

Really Important Quote

"Here, in the course of human events, it becomes necessary..."
Animated Bullet Points

- Take Time
- To Reveal
- Must Advance and Wait
- For Each Bullet Point Animated
- May Keep Looking at Slide
- To Know When To Press Button
- May Accidently Go to Next Slide

Don’t Use Animations

- If
- You’re
- Not
- Really
- Going
- To
- Use
- Them

Remember… Animations use up precious time.

Spelling and Grammar

- Mistaeks
  - Easy Too Do
  - Far To Common
  - Unexceptable
  - Make Uoy Look Bad
- Use
  - Spell Checker
  - Grammar Checker
  - Multiple Other People
  - Corporate Editor

Corporate Resources

- Standards
  - Style Guide
  - Presentation Templates
  - Graphics
- People
  - Writers
  - Graphic Designers
  - Editors

Creating and Giving Presentations

✓ Creating
✓ Organizing
✓ Writing
✓ Formatting
➢ Giving

Managing Equipment

- No Excuses
- Check Everything In Advance
  - Projector / Projection / Laptop Connection
  - Sound
  - Network Connections
  - Wireless Presentation Devices
  - Etc...
- Make Checklist of Things To
  - Bring
    o Cables
    o Power Brick
    o Batteries
    o Presentation on USB Stick
    o Etc...
  - Do
    o Plug Laptop to Power Outlet
    o Connect to Network / Register MAC Address
    o Etc...
Managing Yourself

• Look Appropriate
  ▪ Dress
  ▪ Hygiene

• Eliminate Nervous Habit "Temptations"
  ▪ Empty Pockets
    o Change
    o Keys
  ▪ Spit Out Gum
  ▪ Etc...

• Be Careful With Wireless Controller

Managing Questions

• Strategic

• Can Make or Break a Presentation (Why?)
  ▪ Often
    o Not Considered in Advance
    o Not Managed

Managing Questions

• Anticipate Questions &/Or Comments
  ▪ Solicit From Reviewers/Practice Audience
  ▪ Particularly Hard and/or Dreaded Ones
  ▪ Formulate Answers In Advance

• Audience May...
  ▪ Be Confused
  ▪ Be Hostile
  ▪ Disagree
  ▪ Want More Details
  ▪ Make Good Observation
  ▪ Etc.

Managing Questions

• Say During Introduction When Okay to Ask
  ▪ During?
  ▪ Preferably at End?
  ▪ But Only if You’re In Position to Do So

• What if you don’t understand the question?
  ▪ Because
    o Didn’t Hear
    o Couldn’t Parse Accent
    o Don’t Understand the Question
  ▪ Politely Ask Questioner to Repeat

Managing Yourself

• Watch Your Language
  ▪ Grammar
    o “Him and I are working on that.”
    o “I ain’t sure about that.”
  ▪ Offensive
    ▪ Regional or Cultural Ism’s or Idiomatic Expressions
    ▪ Politically Incorrect and/or Insensitive
      o Use of “He” and “She”
      o Use of “Girl” and “Gal” and “Guy” and “You Guys” and...
      o Terms Like "Secretary" or “Janitor” or ...
      o Etc...

• Avoid Dry Mouth
  ▪ Bring Bottle(s) of Water (But Be Careful)
  ▪ Suck on Cough Drop (But Only If Not Annoying)
  ▪ Apply Vaseline to Teeth and Gums 😊
Managing Questions

- Good to Repeat Question
  - Others Hear It
  - Gives Speaker Chance to Think
- Good to Say
  - “That’s a great question.”
  - “That’s a great idea.”
  - Etc....
- Okay to Say...
  - “I’m sorry I didn’t quite hear that. Can you repeat it?”
  - “I’ll get to that later in the presentation.”
  - “I’m sorry I’m not sure what you’re asking.”
  - “Why don’t we talk off-line later.”
  - Etc....

Managing Time

- Practice Timing
- Be Aware
  - When and Where You Are
  - Adjust Dynamically
- Don’t Look Directly At Time
  - Clock or Watch
  - Put a Clock/Timer Somewhere
- Never Have to Ask
  - “What time is it?”
  - “How much time do I have left?”

Managing the (Big) Screen

Do Not...
- Read From Screen
- Stand (Permanently) in Front of Screen
- Turn Your Back to Audience
- Point Up at Screen Overhead
- Point at Laptop
- Whip Around Laser Pointer

Managing Your Slides

- Slides
  - Merely Aid To Presentation
  - Not a Transcript
- Glance at Laptop Screen
- Talk “About” Slide
- Three “Don’t”s
  - Don’t Read Slides to Audience
  - Don’t Recite Slides to Audience
  - Don’t Ask Audience to Read Slides
- Better Miss a Point Than Bore an Audience
- Use PowerPoint Presenter View

Use PowerPoint Presenter View

- Presentation on Projector
- Presentation View on Laptop
  - Current Slide
  - Notes (Zoomable)
  - Slide # of #
  - Timer
  - Clock
  - Drawing Tools

PowerPoint Presenter View

A few years ago, the CEO of Chrysler came to speak at the freshmen and senior seminar. She sent two people to MSU the day before her talk with her laptop just to test it out in the room where she was presenting. One person was an employee; the other was a Director. Once the laptop was tested and deemed to be working correctly, it was shut down and not used (to preserve its status) until the next day.
Managing Your Audience

• Don’t Hand Out Slides In Advance
• Look at Audience
  • Don’t Look At...
    o Ceiling
    o Floor
    o Screen
  • If Necessary, Look at Back Wall
• “Read” Your Audience
  • Faces
  • Body Language
• Solicit Questions/Reactions

Practice

• With An Audience
  • Yourself (Videotape)
  • Critical Friends
• As “Real” As Possible
  • Equipment
  • Room
  • Clothing
  • Lighting
  • Timing
  • Time of Day (For Lighting)
  • Audience
  • Questions
  • Etc...

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Comments?
Questions?
Suggestions?

Hyperlinks in PowerPoint

• Can Link to
  • Existing File or Web Page
  • Place In This Document
• Inserting a Hyperlink
  • Highlight Text
  • Right Mouse Click
  • Select “Hyperlink...”
• Returning
  • Automatically From Existing File or Web Page
  • Via Another Hyperlink From Place In This Document