How to Avoid Death by PPT

Is the _______ so clear that we understand why?

Is the _______ so good it engages my eye?

Does the _______ evoke just what you want it to do?

Does the _______ help start you and carry you through?

Is the _______ so simple, creates harmony?

Does it all work together to help us agree? _________
Our minds don’t remember text in bullet points. After 3 things our memory slips, disappoints.

**Purpose**

It’s all about relationships

Be sure that you know that your Purpose is clear

Art

Does the art evoke just what you want it to do?

Layout

Layout’s the white space, the balance and more

Color

Color’s not seen in its separate parts. You see it together, like music in art.

Evaluate

Does it all work together to help us agree?
I listen to how you think and comprehend. It motivates and tells a story that's clear.

Think of a Purpose and Concept that's clear. You Show them Art, Color, and Layout that steers viewers to what will be felt as sincere. And Ask to Evaluate what they did hear.

ART dramatically makes your idea come alive.

Color is like music that's heard with our eyes

Just keep it simple!

Is the purpose so clear that we understand why? Is the concept so good it engages my eye? Does the art evoke just what you want it to do? Does the layout help start you and carry you through? Is the color so simple, creates harmony? And does it all work together to help us agree?

We must live in relationships, and we must try To use what our hearts and our brains and our hands Can create so our story we'll all understand.
If your PowerPoint kills with it’s bullet point pain, Then this is a way to bring life back again.
Our minds don’t remember text in bullet points. After 3 things our memory slips, disappoints.

But tell a p|Story, just like we are friends
I listen to how you think and comprehend. ‘Cause a p|Story tells you what you want to hear. It motivates and tells a story that’s clear.

Be sure that you know that your **Purpose** is clear
It is why your p|Story will be treasured as dear.
Make it simple, even though your p|Story may be
As complex as neuro-brain-physics would be. No matter how complex, no matter how boring, Your purpose is why others won’t be ignoring The problem you want them to see, and that they Will want to act different, in just the right way.

**Purpose**

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**Brain Rule**

EXPLORATION | We are powerful and natural explorers

*Brain Rules from John Medina | www.brainrules.net*

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**Purpose**

- What is the purpose of my talk?
- What’s the story here?
- What is my core/central point?
- What do I want them to do?

**Think about these modifiers**

- How much time do I have?
- What is the venue like?
- What time of the day?
- Who is the audience?
- What’s their background?
- What do they expect of me?
- Why was I asked to speak?
- What visual medium is most appropriate for this particular situation and audience?

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**Seven Questions to Knowing Your Audience**

1. **What are they like?**
   - Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.

2. **Why are they here?**
   - What do they think they’re going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.

3. **What keeps them up at night?**
   - Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.

4. **How can you solve their problem?**
   - What’s in it for the audience? How are you going to make their lives better?

5. **What do you want them to do?**
   - Answer the question "so what?"—and make sure there’s clear action for your audience to take.

6. **How can you best reach them?**
   - People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.

7. **How might they resist?**
   - What will keep them from adopting your message and carrying out your call to action?

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**1. Start with the end in mind**
**2. Know your audience as well as possible**
**3. Content, content, content**
**4. Keep it simple**
**5. Outlining your content**
**6. Have a sound, clear structure**
**7. Dakara nani? (so what?)**
**8. Can you pass the "elevator test"?**
**9. The art of story telling**
**10. Confidence — How to get it**

GarrReynolds.com
Concept

ATTENTION | We don’t pay attention to boring things.

Think about

The blueprint to Purpose is Concept. And your Path to the right one is stepping on four. The first step is making ideas, so Explore. Consider whatever may come through your door. You might doodle, or write words, whatever – do more And whatever you do helps to make ideas galore. Don’t judge them, each one is important. Explore Many different ideas, you will want more than four. Don’t settle for preconceived notions. Ignore That the only way there is one path. Do not Score! Keep your judgment on hold. There is always an OR That is waiting to spring from your mind. Except for The time that your mind is stuck tight in a drawer. No ideas. It is gone. Inspiration won’t pour. No matter, we all sometimes will fight that stuck war. Ideas are asleep, and our mind wants to snore. Go backwards and forwards, provoke what is stored In the cracks of your mind. It will come. Stuck no more.

Step 2 is Create. It is time to transform The ideas you explored and poured out in a storm. Disjointed ideas come together to form Many different shapes. It is time to perform.

Step 3 is the judgment time - Evaluate. Now is the time to consider what’s great. The ideas that were foolish, and just didn’t rate Can be thrown in the trash. But they helped you create.

You pick the best one. Look it over, debate if its right for the Purpose that up front you state. The best one is clear. It has the right trait To communicate something you want to relate.

Now you’ve got the idea! Step 4 is Advocate That the one that you’ve got is the best one. It’ great! Proceed with excitement. It’s time to create The art that will fulfill the Purpose you state.
### How to avoid death by PowerPoint

#### Act I: Set up the story

<table>
<thead>
<tr>
<th>The setting</th>
<th>Right after lunch, and you can’t keep your eyes open</th>
</tr>
</thead>
<tbody>
<tr>
<td>The protagonist</td>
<td>Dr. Seuss knew how to keep us engaged</td>
</tr>
</tbody>
</table>

#### Act II: Develop the action

<table>
<thead>
<tr>
<th>5-Minute Column:</th>
<th>15-Minute Column:</th>
<th>45-Minute Column:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think of a Purpose and Concept that’s clear.</td>
<td>Purpose is clear</td>
<td>Make it simple</td>
</tr>
<tr>
<td></td>
<td>Concept</td>
<td>Know your audience</td>
</tr>
<tr>
<td>Show</td>
<td>Art, Colors, and Layout</td>
<td>Art make the concept come alive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Realistic (photo)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Symbolic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Text</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Theory</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Physical/Psychological</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contrast/Balance</td>
</tr>
<tr>
<td>Ask to Evaluate what they did hear.</td>
<td>Evaluate</td>
<td>Does it achieve the purpose?</td>
</tr>
<tr>
<td>Turning point</td>
<td>Does it all work together to help us agree?</td>
<td></td>
</tr>
</tbody>
</table>

#### Act III: Frame the resolution

| The crisis | PowerPoint can be deadly, |
| The solution | But if you avoid the death traps |
| The climax | By following your heart, your brain, and your hands |
| The resolution | You’ll tell a story we all understand |

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From Beyond Bullet Points | Atkinson  www.beyondbulletpoints.com

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Art

Brain Rule
VISION | Vision trumps all other senses

Think about
• Font style
  – San Serif for screens
  – At least 24 - 30 point, and only 2 styles per slide
  – CAPS are hard to read. Use Upper and lower case.
• Text
  – One thought or idea per slide
  – Phrases not sentences.
    (Should all start with either nouns or verbs)
  – Minimalism!!
  – 6 X 6 Rule
    (if necessary, use a handout for complex information)
  – Sequential? Use numbers.
  – Ideas? Use bullets.
• Graphics
  – Adds to comprehension, so make them relevant
  – Ask yourself: “Why am I adding this picture?”
  – Avoid too many models (You want to have a ‘memorable presentation, right?)

The goal of the ART is to dramatically make
The concept breathe in, and the viewer partake
In a P|Story that helps them discover that they
Are a part of the story. And they agree, yes, okay.

(Now art is not something that everyone feels
They can make, so they hide and make excuses and squeals.
But often our brains replace icons instead
of the creative stuff that we contain in our head.)
But many create, go on-line, look around.
There is clip art and photos and more that abound.
Your judgment is now what you need and must choose
From the millions of choices that you will peruse.

Consider the Line, Shape and Texture of each
Consider the audience you want to reach.
Be it graphic, symbolic, realistic or text.
You want it to fit with your purpose, so next …
Does the art evoke just what you want it to do?
Does it reinforce concept, and give viewers the clue
That will help them remember and help them to take
The actions that make this world be better, be great?
Chairs & Graphs

<table>
<thead>
<tr>
<th>S.</th>
<th>Q.</th>
<th>V.</th>
<th>I.</th>
</tr>
</thead>
<tbody>
<tr>
<td>which framework</td>
<td>simple</td>
<td>quality</td>
<td>vision</td>
</tr>
<tr>
<td>elaborate</td>
<td>quantity</td>
<td>execution</td>
<td>comparison</td>
</tr>
<tr>
<td>change</td>
<td>as-is</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **Who/what?** (portrait)
   - ![Diagram](image1)
   - ![Diagram](image2)
   - ![Diagram](image3)
   - ![Diagram](image4)
   - ![Diagram](image5)
   - ![Diagram](image6)

2. **How much?** (chart)
   - ![Diagram](image7)
   - ![Diagram](image8)
   - ![Diagram](image9)
   - ![Diagram](image10)
   - ![Diagram](image11)
   - ![Diagram](image12)

3. **Where?** (map)
   - ![Diagram](image13)
   - ![Diagram](image14)
   - ![Diagram](image15)
   - ![Diagram](image16)
   - ![Diagram](image17)
   - ![Diagram](image18)

4. **When?** (timeline)
   - ![Diagram](image19)
   - ![Diagram](image20)
   - ![Diagram](image21)
   - ![Diagram](image22)
   - ![Diagram](image23)
   - ![Diagram](image24)

5. **How?** (flowchart)
   - ![Diagram](image25)
   - ![Diagram](image26)
   - ![Diagram](image27)
   - ![Diagram](image28)
   - ![Diagram](image29)
   - ![Diagram](image30)

6. **Why?** (plot)
   - ![Diagram](image31)
   - ![Diagram](image32)
   - ![Diagram](image33)
   - ![Diagram](image34)
   - ![Diagram](image35)
   - ![Diagram](image36)
**Layout**

**Brain Rule**

🌟 STRESS | Stressed brains don’t learn the same way.

Think about

- **Clean and uncluttered**
  - White space – use it!
- **6 X 6 rule = 6 words/line 6 lines/slide**
- **Animation**
  - Use sparingly and meaningfully. Ask yourself, “Does using animation enhance the message?”
  - Don’t annoy the viewer.
- **Good rules for Builds**
  - Wipe right for text
  - Zooms work well for photos and images
  - Arrows going down? Use wipe from the top
  - Slide transitions are OK as long as they are consistently used

A p|Story starts with an Entrance, because **Our eye looks at one place to start. It just does!**

The Flow of the placement of parts that together help guide us along like the quill of a feather.

Design is the white space, the balance and more. **It considers relationships, rhythms and your thoughts and ideas that will fill in the space.**

That our purpose intended to help you embrace.

Consider consistency, visual clues, **That help guide the viewer to carefully choose**

What to look at, what order? The font and the flow are important to make it effective, you know.

Original idea from slide:ology
Color

Think about

- **Theory**
  - Relationship between colors
  - Keep it **simple**
    - Use a maximum of 3 color groups.

- **Physical**
  - What color is the **object**?
  - What is most **important**?

- **Psychological**
  - Relationship of color to our **feelings**
  - Bright colors – happy, simple (childish)
  - Greyer tones – sophisticated, classic (boring)
  - Each color evokes personal feelings

- **Balance**
  - Relationship of major and **minor**
  - All colors are seen at the same time

- **Contrast**
  - Relationship of **light** to dark
  - Consider color blind issues
  - Avoid red/green together

Color’s like music that’s heard with our eyes
The colors of yellow, green, red, blue will surprise,
They touch deep in our hearts, and they also supplies
The harmony that make art soar to high highs.
To make the most impact, you just keep it simple!
(A smile is enhanced by the simplest dimple.)

Color is not seen in its separate parts.
You see it together, like music in art.
Relationship’s key. Take a look at the chart
That shows how it fits and where you can start.

Contrast and balance and theory together
With emotional links make a wonderful teather
To guide all our choices, and help us do better
At joining our art with our heart and our letters
Evaluate

Think about
• Is the **purpose** so clear that we understand why?
• Is the **concept** so good it engages my eye?
• Does the **art** evoke just what you want it to do?
• Does the **layout** help start you and carry you through?
• Is the **color** so simple, creates harmony?
• Does it all work together to help us agree?

- No spelling errors or sloppy grammar.
- Less is more
  Too many slides are...too many slides!

It’s all about relationships
A p|Story helps us to realize why
We must live in relationships, and we must try
To use what our hearts and our brains and our hands
Can create so our story we’ll all understand.
Make Presentation

Brain Rule

[SLEEP] | Sleep well, think well.

Think about

• Practice
  – Practice with videotape again and again, to build confidence
  – You don’t get a second chance to make a first impression
  – Practice your presentation as if you were delivering your presentation
  – Embrace anxiety, it gives you energy and passion
  – Use your presentation volume when practicing
  – Sit in the most distant chair from the screen & run through slides
  – Practice your entire presentation including the slides
  – Memorization leads to speeding up your delivery
  – Use the key points in your slides as the foundation for conversation
  – The main purpose of your introduction is to build a relationship with the audience

• Partnership
  – Customize the content to fit the needs of the audience
  – Step away from the presentation and engage the audience with an open question
  – Look directly at the asker, nod your head, but step away to engage the whole audience when answering
  – No audience participation = sleep time
  – Glance at the ‘picture’ on the back of the wall
  – Never interrupt an audience member’s question
  – Give the audience a “change of state”
  – Mingle with the audience prior to your presentation
  – Remember, never interrupt and audience member’s question – but with a difficult audience member – ignore (raised hand), set limits, write questions, defer
  – Remember your audience wants you to succeed

• Professionalism/Performance
  – Present from the heart not a canned presentation
  – The components of voice are: breathing; vocal cord vibration and the voice as it resonates out of the mouth
  – Check your Voice Vitality – [www.voicetrainer.com](http://www.voicetrainer.com)
  – Anchor yourself on audience’s left side of the room
  – Be at a 45 degree angle to the audience – rest position
  – Parallel your shoulders to the audience when you are making a critical point – power position
  – Talk to people not to objects
  – Move around including moving closer to your audience
  – Reach out to the audience with palm(s) up
  – “Uhs” and “ands” diminish your authority as a presenter and make you seem unprepared

• Props
  – Use the ‘b’, ‘w,’ or ‘.’ Keys to bring the audience attention back to you
  – If technology fails, don’t panic, remember I know my outline, my material.

In conclusion:

• I did not waste your time
• I knew who you were and why you came
• I was organized
• I was interesting and conversational
• I knew my subject
• I highlighted repeatedly the most important points
• I am finished, I enjoyed making this presentation.

• Use the speaker notes (preprinted)
• Focus on the content and the audience.
• Don’t talk to the screen
• Avoid standing in front of the screen or blocking anyone’s view with the screen of the laptop.

Powerful Presentations – Larry Ferguson FDOT

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Accelerated Learning

Brain Rule

WIRING | Every brain is wired differently.

Integration

Preparation

Activation

Connection

Discovery

ACCELERATED LEARNING

Brainstorming/Discussion
Drawing/Artwork
Games
Graphic Organizers
Humor and Celebration
Manipulatives/Models
Metaphors/Analogies/Similes
Mnemonic Devices
Movement
Music/Rhythm/Rhyme/Rap

Project/Problem-based Instruction
Cooperative Learning
Roleplay/Drama/Charades
Storytelling
Technology
Visualization
Visuals
Work Study/Action Research
Writing/Reflection

Based on Professional Learning Strategies: M. Tate 2006
About our Presenter

Brain Rule

EXERCISE | Exercise boosts brain power

SENSORY INTEGRATION | Stimulate more of the senses

GENDER | Male and female brains are different

Think about
• What did you learn?

• What will you do next?

Frank Broen is President of Teach America. Utilizing the most cost effective tools to deliver direct, effective programs, Teach America specializes in creating media that is used by state and federal agencies for use in training and communicating transportation issues. Formed in 1979, Teach America strives to exceed expectations in every task it undertakes. Teach America works as a partner to create innovative products that help both experienced professionals and interested newcomers understand and apply important concepts. We produce conference proceedings with complete A/V presentations, websites, multimedia programs, handbooks, traditional training, and accelerated learning experiences.