Presentation Matters

Whether you are in your classroom in front of students or presenting at a faculty meeting in front of your peers, no one wants their presentation to suck. We have all been there, and suffered through them. Here are 5 quick tips to avoid horrible presentations, hopefully to to help you assess your own presentations and help transform them into a presentation you can be proud of!

Tip #1

No More than 6 words on a slide EVER!

 Your power point is not the presentation, you are. The focus needs to be on you, and you are the star. Shine On!

Tip #2

No Cheesy Images! Use professional Stock photos and images

 The images set a tone. You want to reach your audience, evoke emotion. Cheesy photos aren’t memorable. Be Memorable!

Tip #4

Sound is ok, (just a little) but not stock, built-in sounds.

 Instead, rip sounds and music from CDs and leverage the Proustian effect this can have. If people start bouncing up and down to the Grateful Dead, you’ve kept them from falling asleep, and you’ve reminded them that this isn’t a typical presentation.

Tip #3

No Dissolves, spins or transitions, EVER!

 Can you remember the last presentation you had with animations? Are they the story or are you? You shouldn’t need glitter and dazzle, your message is enough

Tip #5

Don’t hand print-outs of your slides!

 They don’t work without you there. 75-85% of the presentation information should come from your mouth. Embed that what you are saying is important, and to do that, these hand-outs won’t work without the FULL EXPERIENCE! Be AWESOME!

Negative Space: Not every inch needs to be busy, use negative space to your advantage!

Facial Impact: When using people, face them towards the information, eyes will follow faces on screen.

Balance: Use empty space to achieve balance. Strong images need symmetry. Asymmetrical=Dynamic

Rule of Thirds: Uses the Golden Ratio grid (tic tac toe) the intersections are “Power Points” best places for information and important points.

**S.U.C.C.E.Ss Strategy**

***Simplicity****: if everything is important, nothing is. CORE?*

***Unexpectedness****: surprise people, it will get/keep interest.*

***Concreteness****: Natural Speech and real examples. Think of proverbs (kills 2 birds, to the moon and back)*

**Stories**

*-Know the material, practice*

*- Don’t let Tech get you down, have a plan*

*- Stand Front and Center, conversational yet in control*

*- Real anecdotes, poignant and relevant*

***Authenticity is Key.***

**S.U.C.C.E.Ss Strategy cont.**

***Credibility****: Data not inherently helpful. Context + Meaning matter.*

***Emotions****: make connections with people, put ideas in human terms*

***Stories****: we are hardwired to hear/respond to stories. We R attracted to story arcs, use it.*

**Signal: Noise**

*Relevant v. irrelevant info*

*Visual Distinctiveness as subtle as possible but still be clear and effective.*

*You can’t read text and listen at the same time. Text sparsely on slides.*

**Amplification thru Simplification**

*How much on your slide is necessary?*

 *Understatement is key, but so are great visuals*

*No Clip Art, it looks cheap, and doesn’t add to anything*

***Photos give IMPACT***

**Simplicity is:**

*Clarity*

*Directness*

*Subtlety*

*Essentialness*

*Minimalism*

***Design is not Decoration***

**Avoid the Sideument**

*Devalues the presenter by making your point without you.*

***Slides + Verbal= Greatness***

*Handout given after will tell more of the story, or where to get it.*

**3 Part Presentation**

*Slides*-what your audience will see

*Notes*: Only you will see

*Handout*: To be taken away

**FOCUS**

*What is the Core Point/Idea?*

*Why should your audience care?*

*Why does it matter?*

*(more than just it is on a test)*

**3 Tenets of Good Presenting**

***Restraint in Preparation***

***Simplicity in Design***

***Naturalness in Delivery***

**Wisdom from Presentation Zen**