The Presentation School

Creating Great Presentations
Reference deck
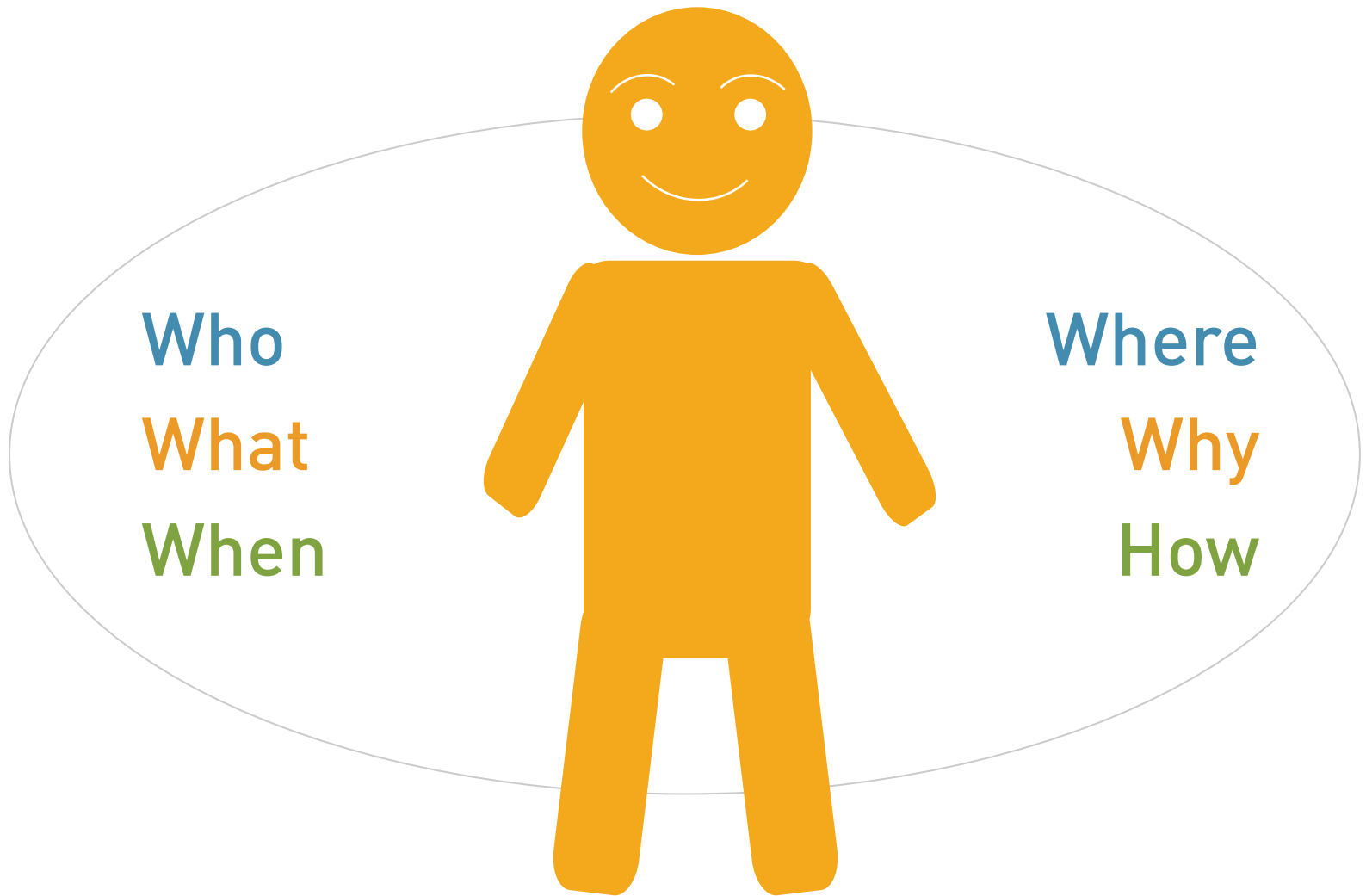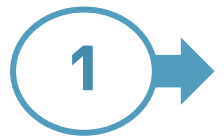<write/speak/code>

Friday, June 21, 2013

@Marden928   about.me/marden928

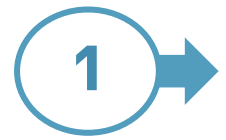# Ideal process

1 → **Audience Analysis**

2 → **Messages & goal setting**

3 → **Build storyline**

4 → **Design/ Create Presentation materials**

5 **Rehearse & Deliver**

Audience Checklist

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Who
What
When

Where
Why
How

Put it all together:
Audience Analysis

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Stakeholder & their role	Their goals	Your goals	Background notes	Strategy

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Concepts

Keyword

Concepts

Concepts

Keyword

Concepts

Concepts

Core Topic

Concepts

Keyword

Concepts

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Keyword

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Concepts

Figuring out your messages: Post-its
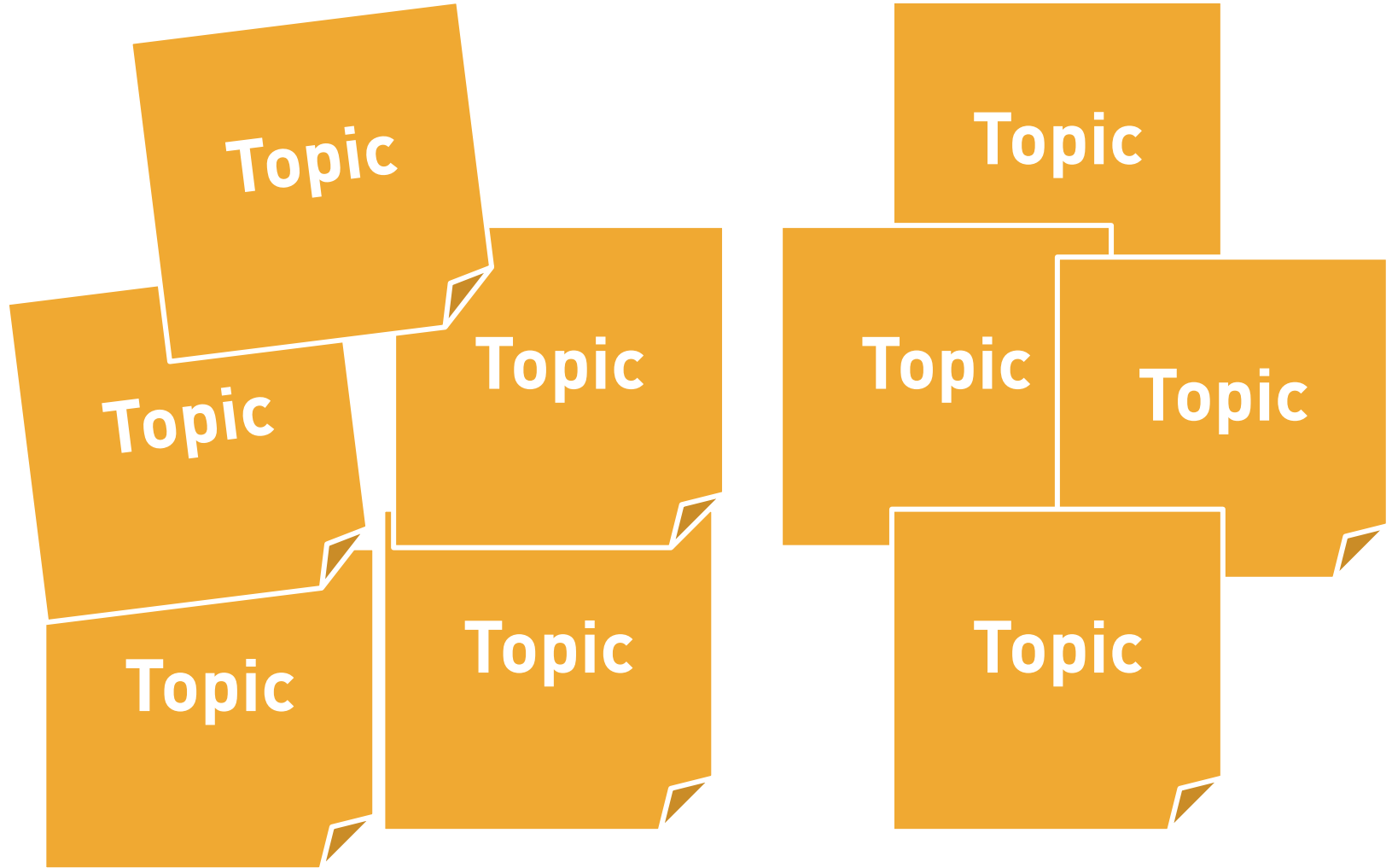
Difference between synthesis and summary

Summary

I have lost my keys and passport and am behind on my tax return
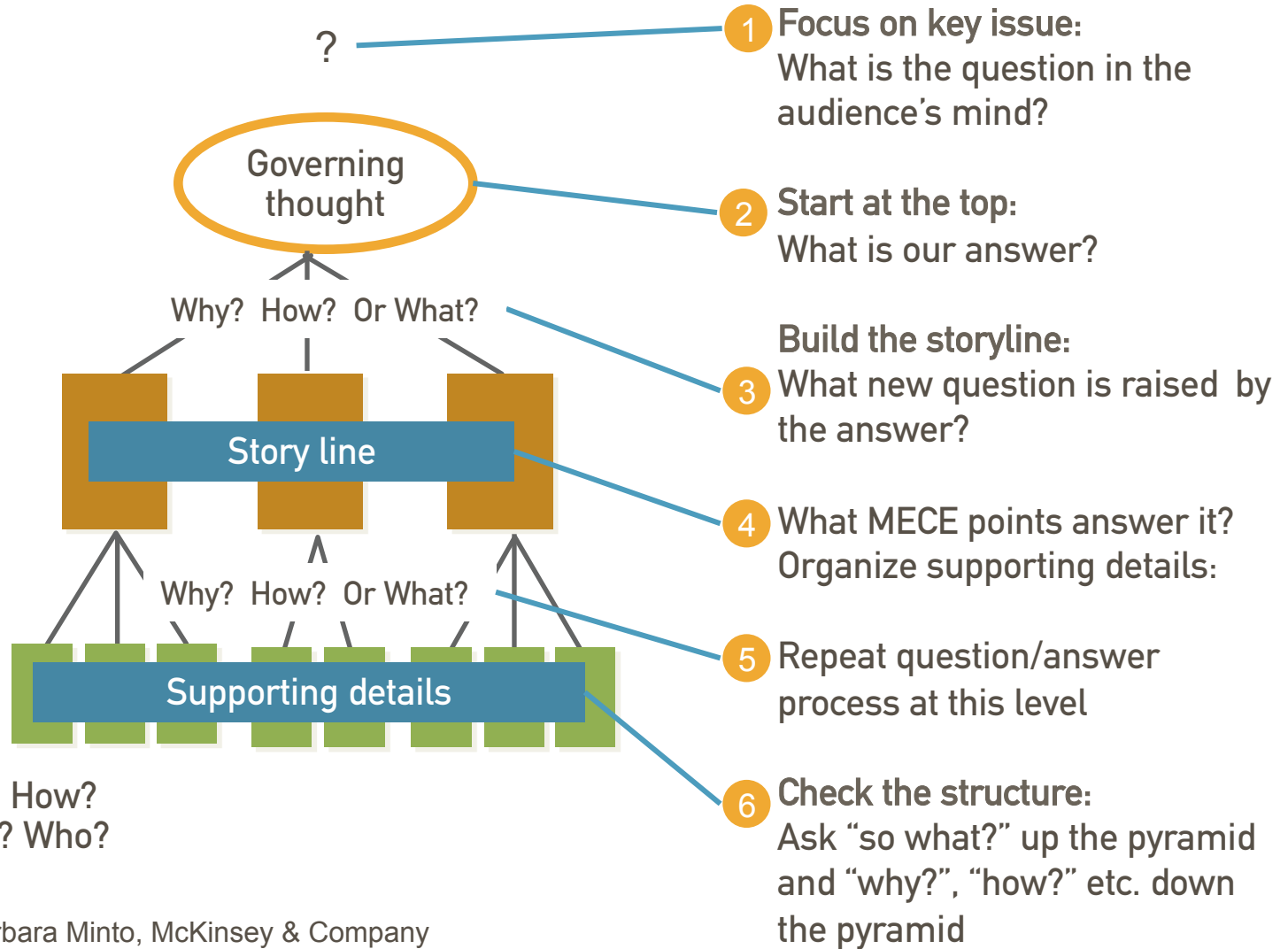
Synthesis

I need help getting organized!

Facts

- I have mislaid my keys
- My passport is not where I thought it was
- I am 2 months behind on my tax return

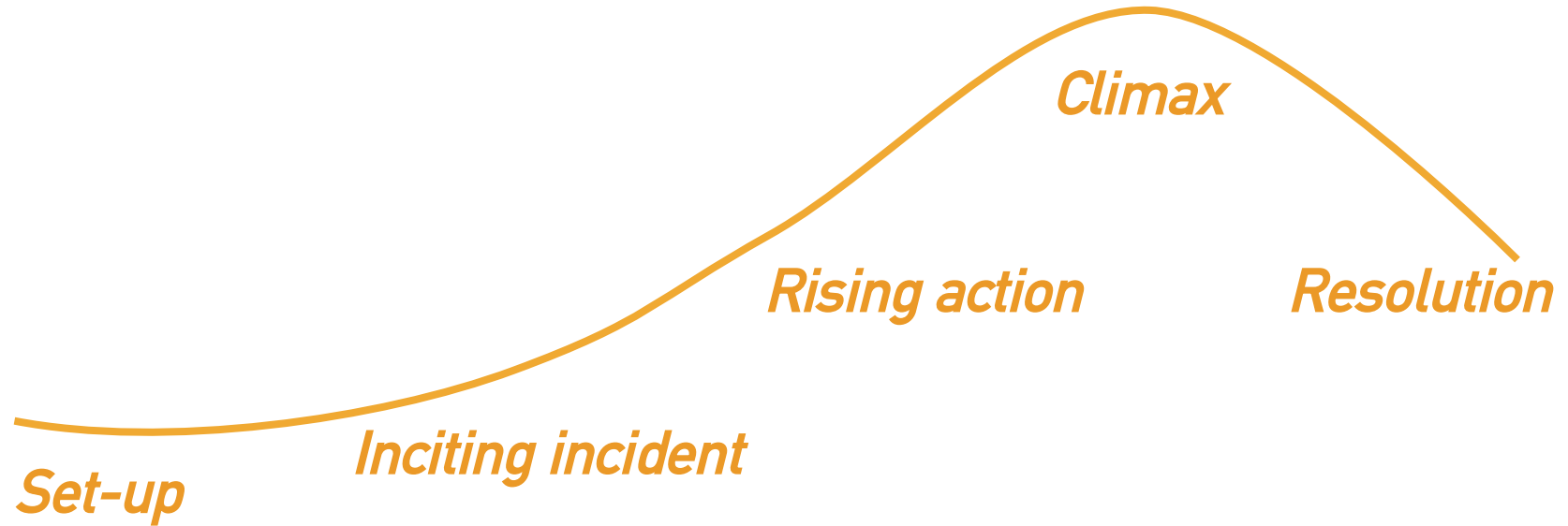# Building a Pyramid of Statements

So what?

?

Governing thought

Why? How? Or What?

Story line

Why? How? Or What?

Supporting details

Why? How?
What? Who?

1. **Focus on key issue:** What is the question in the audience's mind?

2. **Start at the top:** What is our answer?

3. **Build the storyline:** What new question is raised by the answer?

4. What MECE points answer it? **Organize supporting details:**

5. Repeat question/answer process at this level

6. **Check the structure:** Ask "so what?" up the pyramid and "why?", "how?" etc. down the pyramid

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3

8

Stories have structure

Climax

Rising action

Resolution

Inciting incident

Set-up

- Critical information for the world you're creating

- Catalyst to cause climax

- Rule of 3's: 3 scenes, events, plot thickens

- This is where the story is headed towards
- Most significant

- What are the take-aways? Lessons?

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Message is king

Should dictate your design choices

Design choices should never be contradictory

Design should enhance, not overpower messages

Anatomy of the a good chart – Title

Majors can be helpful for charts

Scales need to be included

Category 2

30

35 Category 1

35

Category 3

Subcategory 1

25

Subcategory 2

10
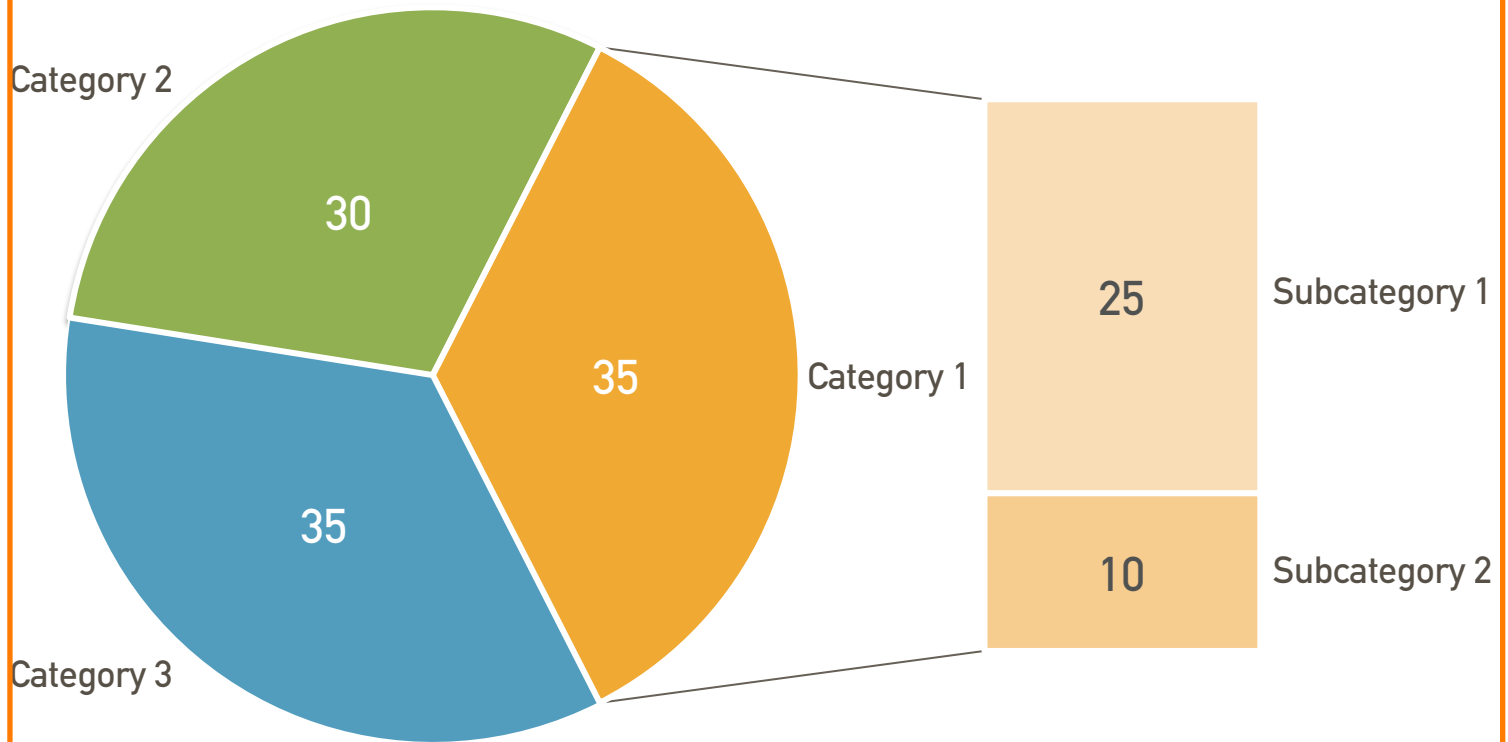
SOURCE: This is where the source goes
NOTE: Only use these sparingly to avoid clutter on the page

Color selection can be strategic

4 ➡

Bright red — *Exciting, energizing, dynamic, powerful, aggressive*

Mauve — *Soft, subdued, sentimental, quiet*

Terracotta — *Earthy, warm, wholesome, welcoming*

Orange — *Fun, whimsical, happy, glowing, vital, energizing, loud, friendly*

Bright yellow — *Enlightening, cheerful, friendly, luminous*

Golden yellow — *Flowers, autumn, rich, comforting, sun baked, sun-like, warm*

Brown — *Rooted, wholesome, masculine, secure*

Purple — *Expensive, regal, classic, powerful, creative*

Light blue — *Calm, quiet, peaceful, cool, clean*

Bright blue — *Electric, vibrant, happy, dramatic*

Navy — *Credible, authoritative, classic, traditional, professional, conservative*

Dark green — *Trustworthy, restful, traditional, money*

Bright green — *Fresh, lively, spring, outdoorsy*

White — *Pure, clean, innocent, lightweight, airy*

Black — *Powerful, elegant, bold, basic, classic, expensive, sober, prestigious*

Grey — *Professional, practical, corporate, timeless, mature, solid*

SOURCE: PANTONE"s Guide for Communicating with Color

Don't forget to edit!

- ✓ Spelling
- ✓ Color consistency
- ✓ Image consistency
- ✓ Credibility points (source notes, etc.)
- ✓ What can you speak to instead?
- ✓ Are you giving away the whole she-bang?

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Getting it down – which software?

Software	Benefits
PowerPoint	Most universal, should be your default unless you hear otherwise, *Runs on Macs and PCs*
Keynote	Best when speaking with more advertising/designer type crowds, *Only runs on Macs*
Prezi	Requires a central metaphor. Good if you want a presentation that is cinematic, *Runs online or on a Mac or PC*
SlideRocket	Can share online, good for when you don't have PPT *Runs online*

Execution resources

Issue	Site
General	www.ThePresentationSchool.com
Color choices	Kuler.adobe.com
Inspiration	www.SlideShare.com
Templates	www.duarteshop.com/diagrams.html