

# Practically Perfect Professional Policy Presentations

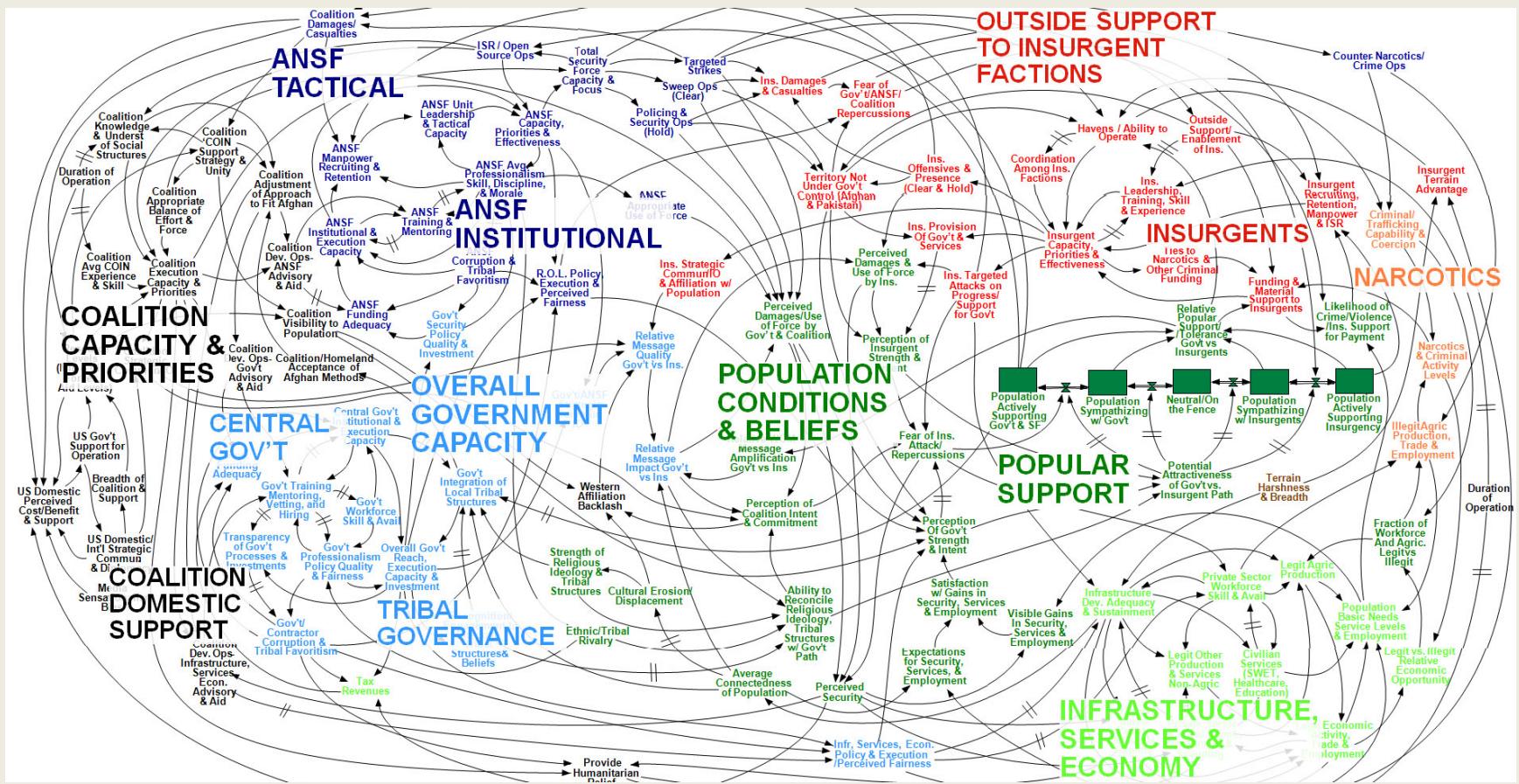
Andrew Heiss  
Sanford School of Public Policy  
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# Walls of Listy Text

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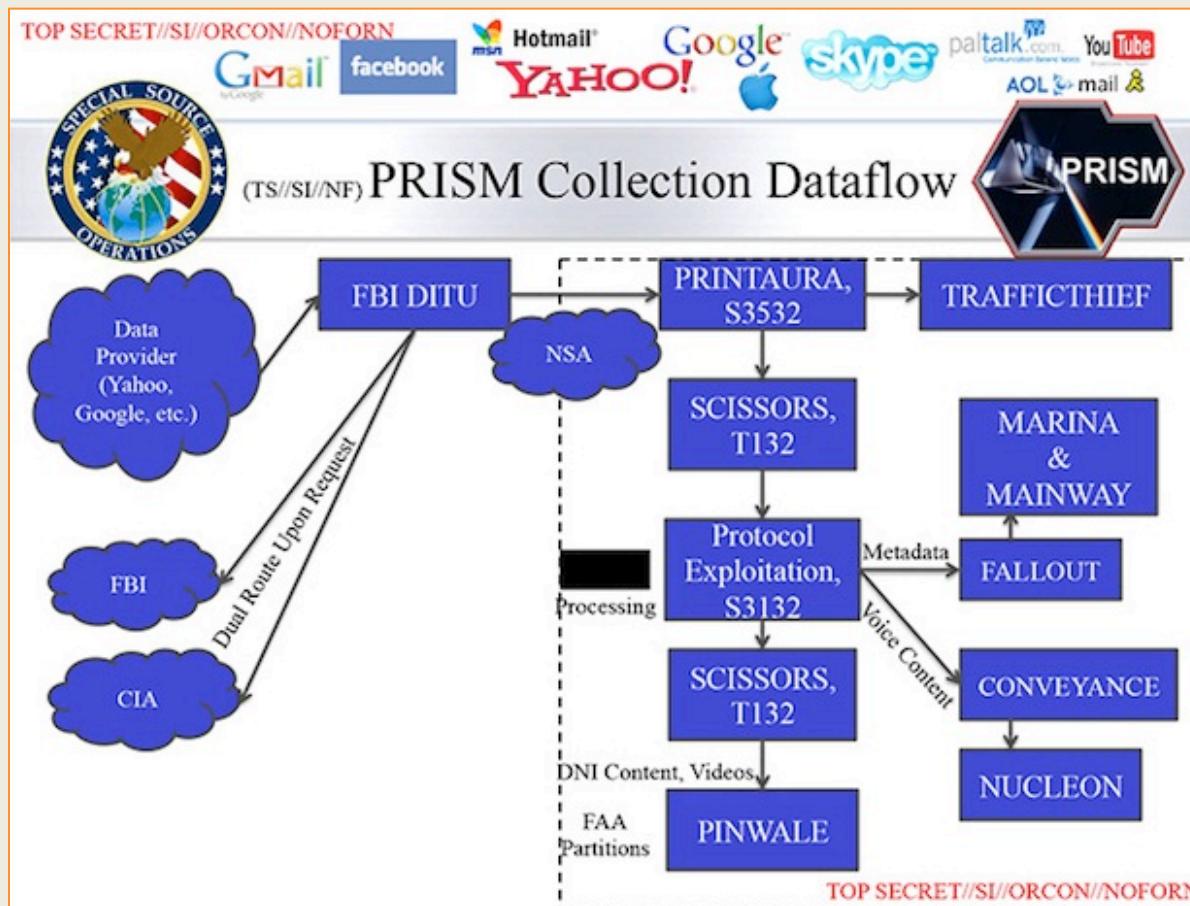
- Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversation?'
  - So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.
- There was nothing so VERY remarkable in that; nor did Alice think it so VERY much out of the way to hear the Rabbit say to itself, 'Oh dear! Oh dear! I shall be late!' (when she thought it over afterwards, it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but when the Rabbit actually TOOK A WATCH OUT OF ITS WAISTCOAT-POCKET, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity, she ran across the field after it, and fortunately was just in time to see it pop down a large rabbit-hole under the hedge.
  - In another moment down went Alice after it, never once considering how in the world she was to get out again.
- The rabbit-hole went straight on like a tunnel for some way, and then dipped suddenly down, so suddenly that Alice had not a moment to think about stopping herself before she found herself falling down a very deep well.

# Incomprehensible Charts



The Conundrum | Message | Media | Messenger

# Domestic Spies too...



The Conundrum | Message | Media | Messenger

# The Conundrum

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Nuance &  
Complication

Comprehension  
& Memorability

# The Three Ms

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Message

Media

Messenger

# Message

# Craft the Message

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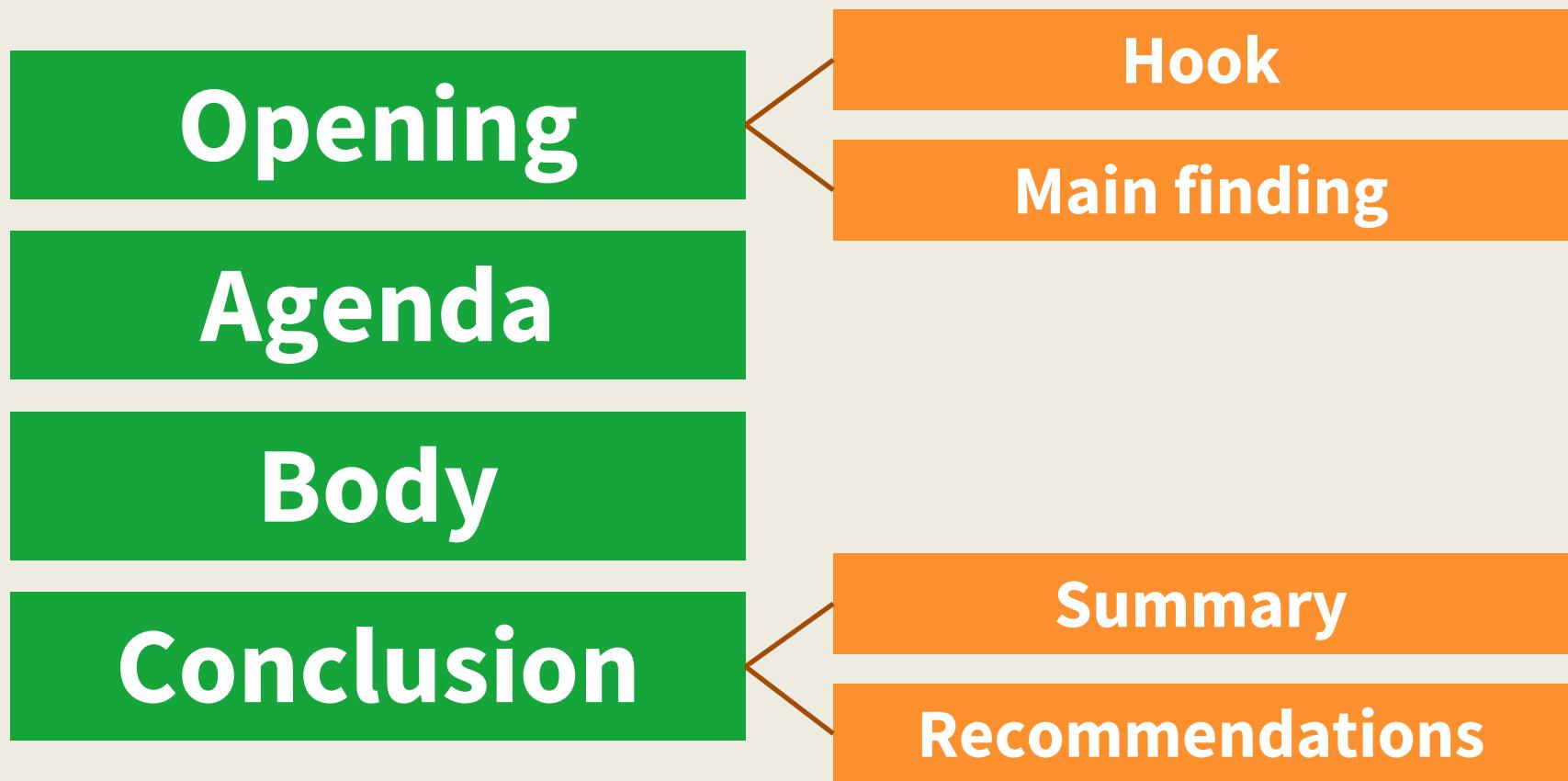
Clear

Valuable

Memorable

# OABC

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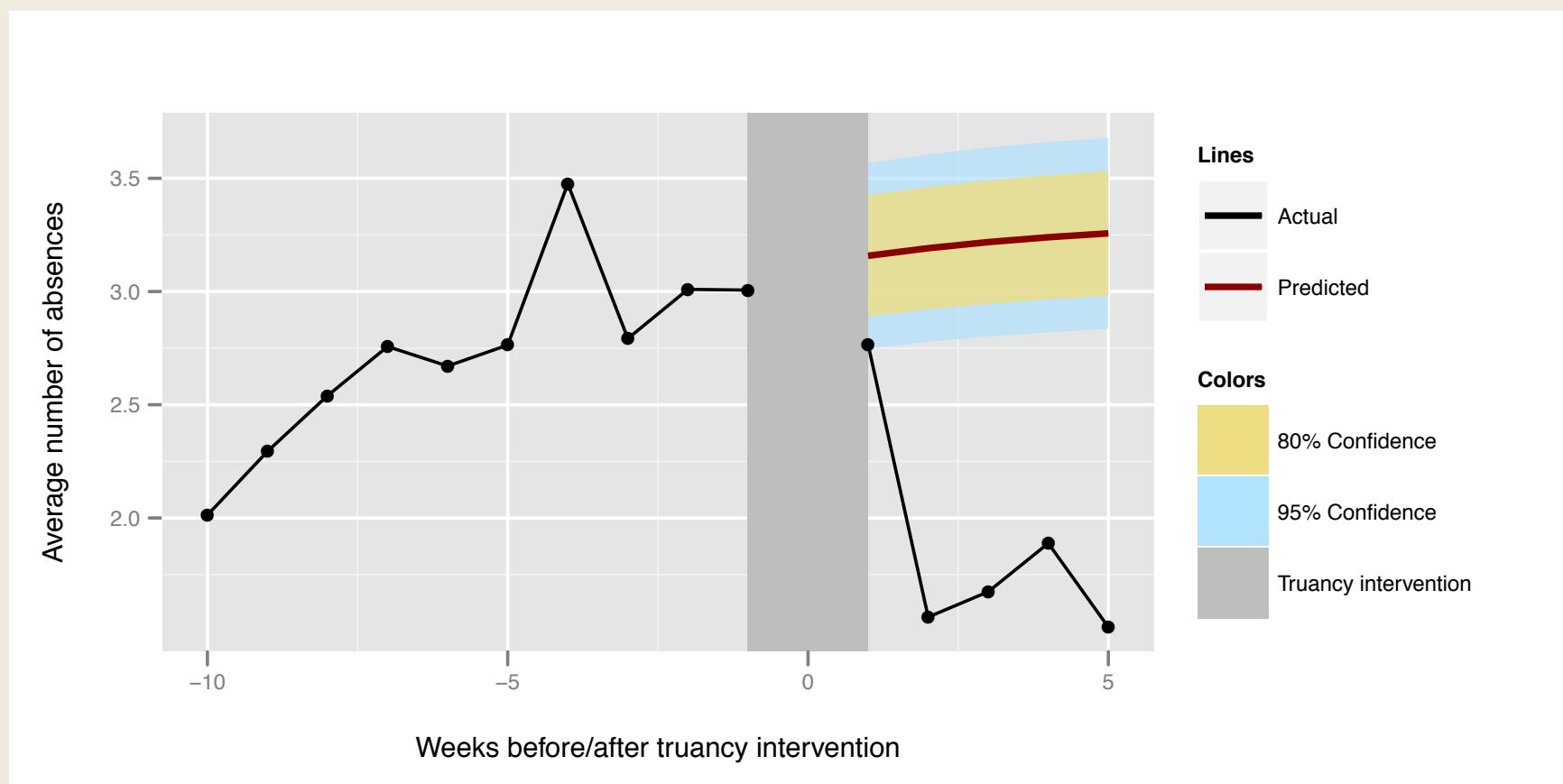


# Too Much Data

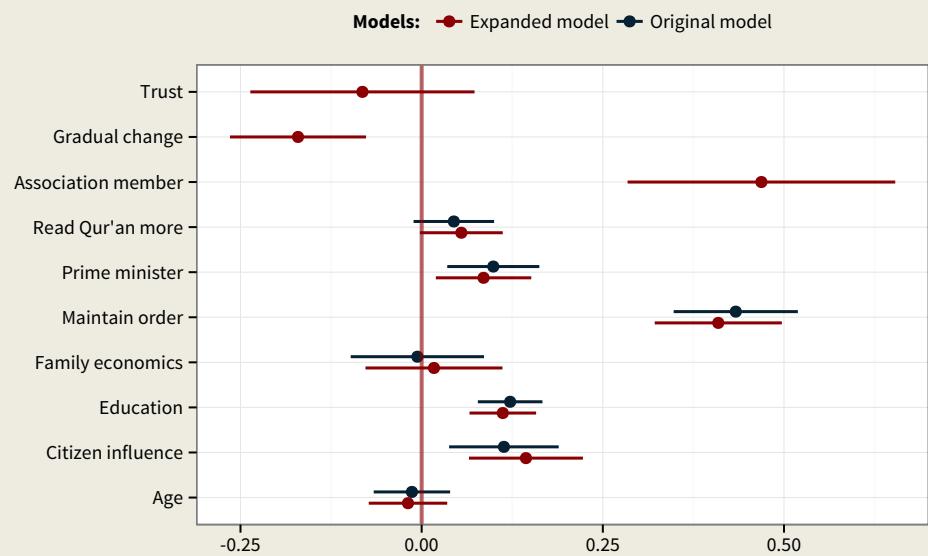
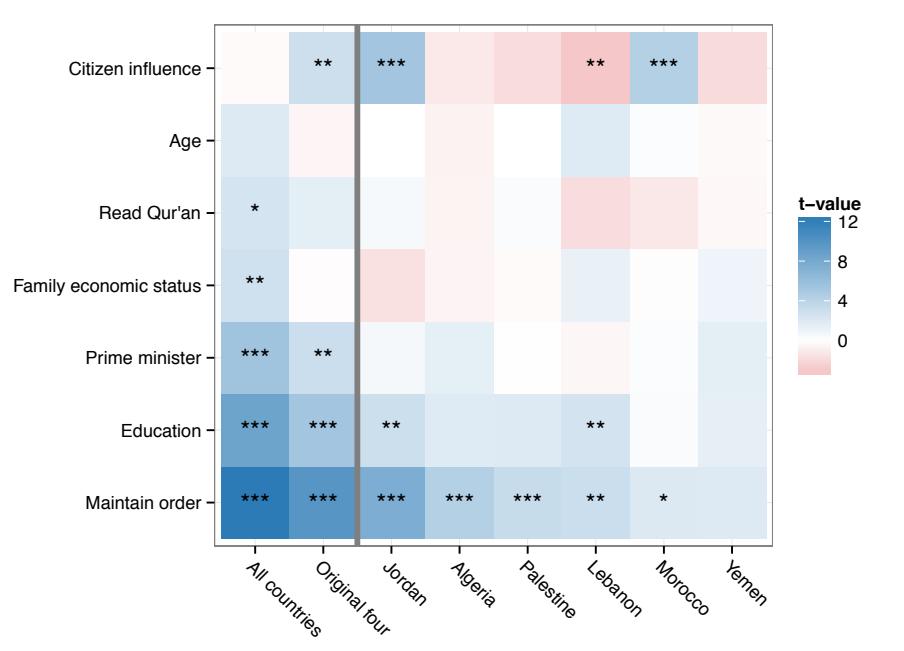
VARIABLES	OLS: Actual Class Size - gktmaths			
	(1) 1	(2) 2	(3) 3	(4) 4
1.gkclasst	7.73** (3.76)	8.93*** (2.38)	9.01*** (2.33)	8.84*** (2.32)
3.gkclasst	-0.40 (3.87)	0.28 (2.18)	0.63 (2.15)	0.42 (2.14)
st_whiteasian			16.82*** (2.38)	16.91*** (2.40)
st_girl			6.53*** (1.12)	6.46*** (1.12)
freelunch			-20.15*** (1.32)	-20.08*** (1.33)
t_whiteasian				-1.01 (3.80)
gktyears				0.42** (0.20)
teacher_MA				-2.20 (2.08)
Constant	483.20*** (2.80)	482.60*** (1.57)	477.63*** (2.37)	475.52*** (4.49)
Observations	5,871	5,871	5,852	5,809
R-squared	0.01	0.01	0.07	0.07
Number of gkschid	79	79	79	79

Robust standard errors in parentheses  
\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

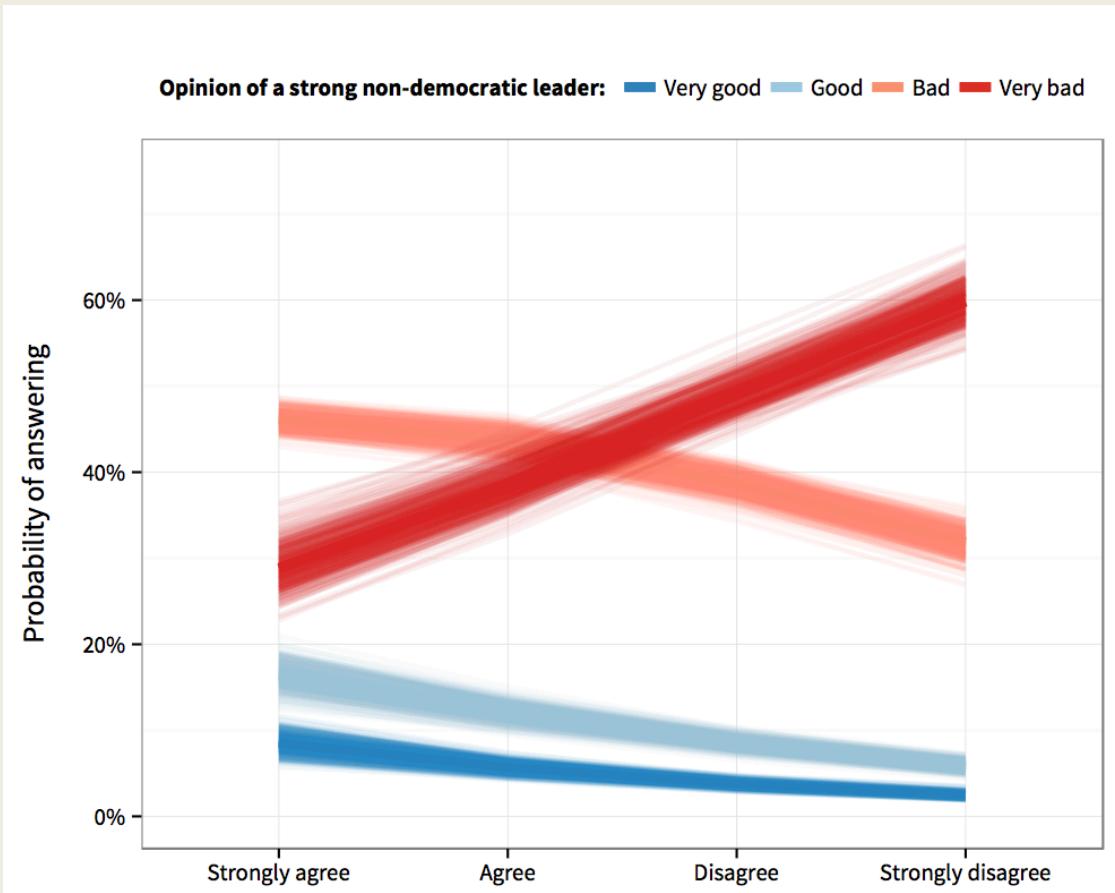
# Better Data Presentation



# Even regressions!



# Even complicated regressions!



# Media

# Don't use crutches

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**PowerPoint is not a script.**

**Don't use it like one.**

**Ever.**

# General Slide Guidelines

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**Short lists**

**Few words**

**Big words**

**Minimal animation**

# Oh CRAP!

---

Contrast

Repetition

Alignment

Proximity

# Contrast

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**“If two items are not exactly  
the same, make them  
different. Really different.”**

**Don’t be a wimp.**

# Contrast: Type

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Serif

**Lore*mm* ipsum dolor sit amet**

Sans Serif

**Lore*mm* ipsum dolor sit amet**

Slab Serif

**Lore*mm* ipsum dolor sit amet**

Script

*Lore*mm* ipsum dolor sit amet*  
*Lore*mm* ipsum dolor sit amet*

Decorative

# Contrast: Color

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<http://kuler.adobe.com>

**James Clifton Thomas**

123 Penny Lane  
Portland, OR 97211  
(888) 555-1212

**PROFILE:**

A multi-talented, hard-working young man, easy to get along with, dependable, and joyful.

**ACCOMPLISHMENTS:**

January 2006-present Web designer and developer, working with a professional team of creatives in Portland.

May 2000-January 2006 Pocket Full of Posies Day Care Center. Changed diapers, taught magic and painting, wiped noses, read books to and danced with babies and toddlers. Also coordinated schedules, hired other teachers, and developed programs for children.

Summer 2006 Updated the best-selling book, *The Non-Designer's Web Book* with my mom (Robin Williams) and John Tollett.

1997-2000 Developed and led a ska band called Lead Veins. Designed the web site and coordinated a national tour.

**EDUCATION:**

2002-2005 Pacific Northwest College of Art, Portland, Oregon: B.A. in Printmaking

1999-2000 Santa Rosa High School, Santa Rosa, California

1997-1998 Santa Fe High School, Santa Fe, New Mexico

1982-1986 Poppy Creek Daycare Center, Santa Rosa, California

**PROFESSIONAL AFFILIATIONS:**

Grand National Monotype Club, Executive Secretary, 2000-2002

Jerks of Invention, Musicians of Portland, President, 1999-present

Local Organization of Children of Robin Williams, 1982-present

**HOBBIES:**

Snowboarding, skateboarding, tap dancing, cooking, magic, music (trumpet, drums, vocals, bass guitar), portrait drawing

References available on request.

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# Repetition

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**“Repeat some aspect  
of the design throughout  
the entire piece.”**

FALL 2004

# Jamba Whirl

DISCOVER MORE

• FRESH SQUEEZED •

## Start The Day

# Delicious!

Bored with breakfast?  
Skipping it altogether?  
Wake up to a new way  
to start your day:

## Jamba Juice!

Jamba is the perfect place to pick up that all-important morning meal. First, our fruit-filled products are overflowing with vital vitamins and minerals to give your body the breakfast boost it needs. Even better, you can grab them on the go—and they taste great, too!

**New Fantastic Functional Smoothies.** Still sleepy? Get Up & Mango™! This new energy smoothie blends brilliant mangos and perky peaches with soymilk, nonfat frozen yogurt and our special Energy Boost™—a potent combination of ginseng ginkgo biloba, and other fatigue-fighting herbs, as well as four energy-essential B vitamins. Get Up & Mango™ will get you moving—and give you plenty of potassium, calcium and vitamins C and A, as well as 15 grams of protein\*.

**Want more protein?** Our Blue Banana Blast™ smoothie is bursting with blueberries and bananas, plus soymilk, nonfat plain yogurt, nonfat frozen yogurt, and Jamba's Protein Boost™. You get 22 grams of protein\*, plus lots of dietary fiber, calcium and vitamin D. Drink up!

**New Yummy Yogurt Blends.** These sweet and creamy creations blend nonfat plain yogurt and soymilk with your favorite fresh fruits and fruit juices. These drinkable yogurts are a good source of protein and an excellent source of calcium and vitamins C and D. Yogurt's "friendly bacteria" helps aid in digestion, too. Choose from Sunrise Strawberry™, Bright Eyed & Blueberry™ and Pick-Me-Up Peach™.

Tomorrow morning, don't let the first meal of the day put you to sleep! Go to Jamba—and give yourself a fresh start!

\* Nutritional information based on Original size smoothie.



Visit [jambajuice.com](http://jambajuice.com) for a complete list of store locations!

• FUEL FACTS •

## Rise and Shine With Breakfast

**Y**our mother was right: You shouldn't skip breakfast.

But eating any old morning meal won't do. To start the day right, you need to feed your body the vitamins and nutrients it craves.

"You don't want to waste calories," explains Suzanne Havala Hobbs, a registered dietitian and member of Jamba's Wellness Advisory Board. "If you load up on empty calories for breakfast, by the end of the day, you're more likely to have missed some important nutrients."

A nutritious breakfast offers a bounty of benefits. For one, you'll have more energy and will probably perform better at work or school. Why? When you wake up in the morning, your body's energy stores are low. After all, you haven't eaten anything in eight to 12 hours. If you don't refuel with breakfast, you'll probably be starved by lunch—and more likely to overeat and make impulsive food choices.

(Continued on back page)

• BEHIND THE BLENDER •

## The Secret To Jamba Smoothies

**E**ver wonder why Jamba smoothies taste so terrific? The secret is in the fruit—and how we pick it.

It starts in the fields. Jamba's suppliers pick produce at the peak of perfection, and within hours, that fruit is "individually quick frozen" to lock in its fresh flavor, juices and nutrients. Soon, it's on its way to Jamba stores, ready to be mixed into one of our splendid smoothies!

Of course, not all fruits are created equal. And when Jamba searches the globe for the best bananas, berries, peaches and more, we're pretty hard to please. We're not only picky about the fruit itself—we insist on a specific variety of strawberry, and each one must adhere to our strict standards for color and flavor—we're also choosy about the people who supply it.

Our suppliers must meet a long list of stringent standards for ensuring quality and food safety. We require vendors to detail all of their quality and safety processes and pass a rigorous third-party audit before we'll even agree to taste-test their fruit. In addition, Jamba officials visit supplier facilities and continue reviewing processes even after a contract is signed. Many of our vendors have been our trusted partners for years.

Why all the fuss? Jamba is committed to providing only the highest quality products to our customers. After all, the better the fruit, the better the smoothie!

## FRESH CROP Opening This Fall!

Rancho Cucamonga, California  
Ft. Lauderdale, Florida  
Charlotte, North Carolina  
Honolulu, Hawaii  
Fifth Avenue, New York  
Orland Park, Illinois

• JAMBATUDE •

## Spreading The Jamba Spirit

**J**amba General Manager Ray Sterling is a big believer in supporting the local community. So when Ray, who manages the Jamba store at 9th and Irving streets in San Francisco, saw that the 2004 AIDS Walk San Francisco fundraising event was approaching, he sprang into action.

Ray volunteered to captain a team of walkers and, with the help of the Jamba's Northern California marketing department, quickly spread the word about the event to all the stores in Northern California. His goal: Raise \$10,000 for AIDS Walk, which benefits the San Francisco AIDS Foundation and other organizations that provide services, support and education to AIDS patients. His enthusiasm turned out to be contagious. On July 18, the day of the walk, he found himself leading a team of more than 40 people, including Jamba team members, customers and friends and family. Two team members donned BananaMan costumes, and the rest of the team sported bright yellow Jamba t-shirts as they walked 6.2 miles through Golden Gate Park. Total money raised: \$16,019.

"I think it's so important to support the local community," Ray explains. "This is a big event in San Francisco, and the money goes to help people and children right here. I felt it was essential for Jamba to be a part of it."

The AIDS Walk isn't the only community project Ray has been involved with since joining Jamba two-and-a-half years ago. He also works with a local chapter of The Arc, an organization that helps people with developmental disabilities. Through The Arc, Ray has hired several people with disabilities to work for him at Jamba. For his efforts, he was recognized as an "Employer of the Year" last year by the San Francisco Mayor's Committee for Employment of Persons with Disabilities.

"Ray exemplifies everything that Jamba stands for," says Gail DiSantis, a Jamba District Manager for San Francisco and Ray's boss. "He's friendly, fun and energetic, and when it comes to helping the community, he doesn't just talk. He's a doer."



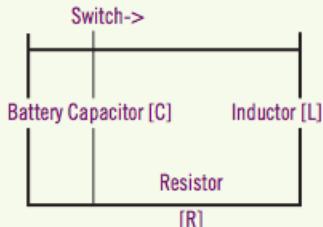
# Alignment

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**“Every item should have a visual connection with something else on the page.”**

### Example 6: Value of a resistor in an electrical circuit.

Find the value of a resistor in an electrical circuit which will dissipate the charge to 1 percent of its original value within one twentieth of a second after the switch is closed.

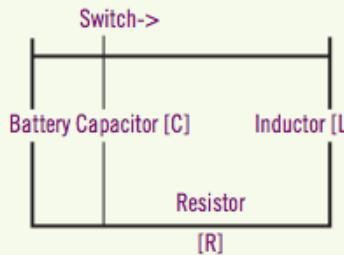


q0=	9	volts
q(t)=	0.09	volts
t=	0.05	seconds
L=	8	henrys
C=	0.0001	farads
R=	300	ohms
q(t)=	0.253889	

1/[L*C_]	1250
[R_/(2*L)]^2	351.5625
SQRT(B15-B16)	29.973947
COS(T*B17)	0.07203653
-R_*T/(2*L)	-0.9375
Q0+EXP (B 19)	3.52445064

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# Proximity

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**“Group related  
items together.”**

**Ralph Roister Doister**

(717) 555-1212

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# **Mermaid Tavern**

916 Bread Street

London, NM

# **Mermaid Tavern**

**Ralph Roister Doister**

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# Review

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## Your Attitude is Your Life

Lessons from  
raising three children  
as a single mom

Robin Williams  
October 9

## Your Attitude is Your Life ▾

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## Your Attitude is Your Life

Lessons from  
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Contrast

Repetition

Alignment

Proximity

# Messenger

# The best presenters...

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Knowledgeable

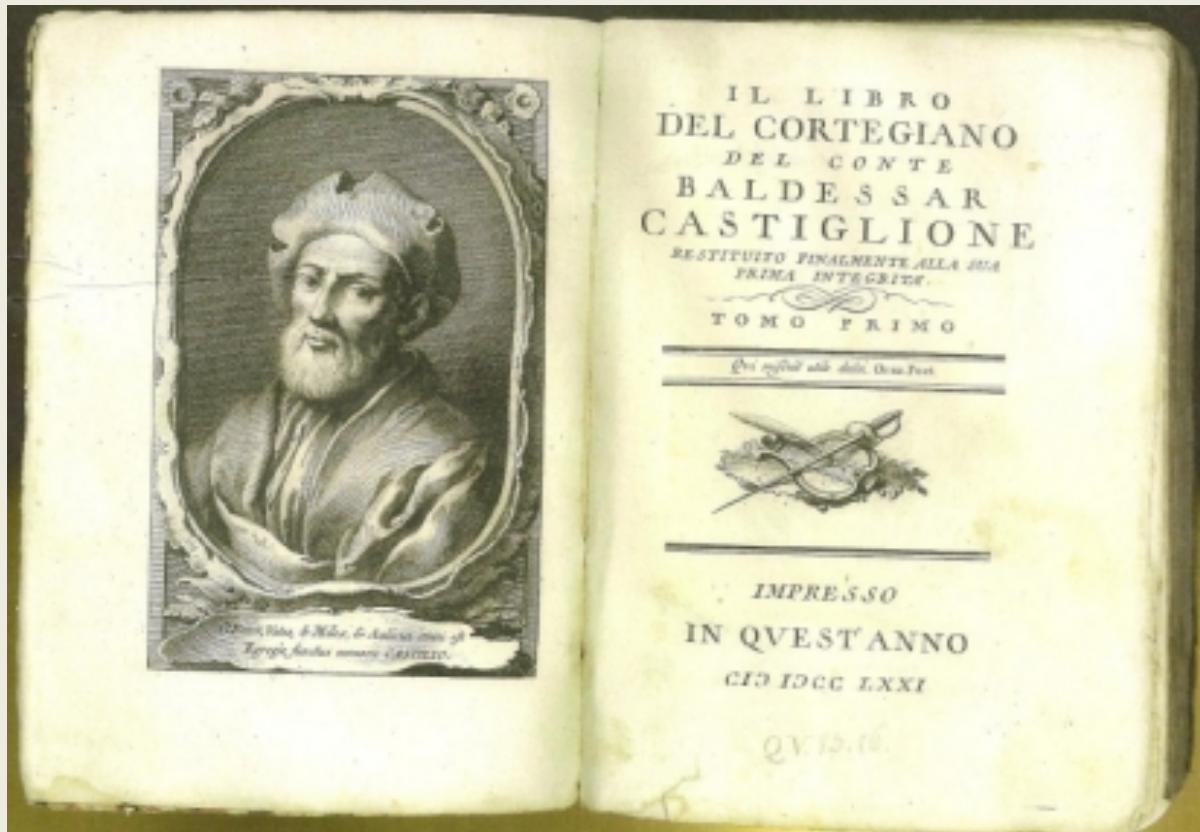
Likeable

Genuine

Aurea mediocritas

# The Italian Renaissance and PowerPoint

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# Nonverbal Magic

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Eyes

Standing

Time

Transitions

Don't Panic

# Makes Perfect

---

Rehearse

Get feedback

Test equipment

# Smooth Tricks

---

**Jump to slide**

**Blank screen**

**Presenter view**

# Conclusion

# Policy Presentations are Hard

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Nuance &  
Complication

Comprehension  
& Memorability

# Only You Can Prevent Death by PowerPoint

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Message

OABC

Media

CRAP

Messenger

mean(Au)

Go forth and make  
beautiful  
presentations