



# HOW TO GIVE GREAT PRESENTATIONS



ACT I

# INTRODUCTION



- >> COURSE OVERVIEW
- >> ABOUT ME
- >> WHAT I'VE LEARNED
- >> JOSHUA TREE EPIPHANY
- >> DISCUSSION QUESTION

# ACT I/V INTRODUCTION



## COURSE OVERVIEW

ABOUT ME

WHAT I'VE LEARNED

JOSHUA TREE EPIPHANY

ROADMAP

DISCUSSION QUESTION



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1

Prepare presentations using the P.O.W.E.R.F.U.L. method

2

Tell stories effectively by following a simple pattern and formula

3

Design slides that enhance professionalism and make you look awesome.

4

Improve delivery techniques to show confidence and poise.

# ACT I/V INTRODUCTION



COURSE OVERVIEW

**ABOUT ME**

WHAT I'VE LEARNED

JOSHUA TREE EPIPHANY

ROADMAP

DISCUSSION QUESTION



## STUDENTS

Present work to clients  
Give persuasive arguments  
Detail research findings  
Showcase work



## MANAGERS/LEADERS

Share sales reports  
Motivate employees  
Present new policies  
Train team members  
Inspire people to perform



## PERSONAL SETTINGS

Teach courses  
Prepare talks

# ACT I/V INTRODUCTION



COURSE OVERVIEW

ABOUT ME

WHAT I'VE LEARNED

JOSHUA TREE EPIPHANY

ROADMAP

DISCUSSION QUESTION

1

**90% Don't like to speak.**

2

**Most people are capable, but about 25% have high anxieties.**

3

**Many people struggle to give good presentations.**

4

**Good presentations happen when presenters practice and are aware.**

# ACT I/V INTRODUCTION



COURSE OVERVIEW  
ABOUT ME  
WHAT I'VE LEARNED  
**JOSHUA TREE EPIPHANY**  
ROADMAP  
DISCUSSION QUESTION



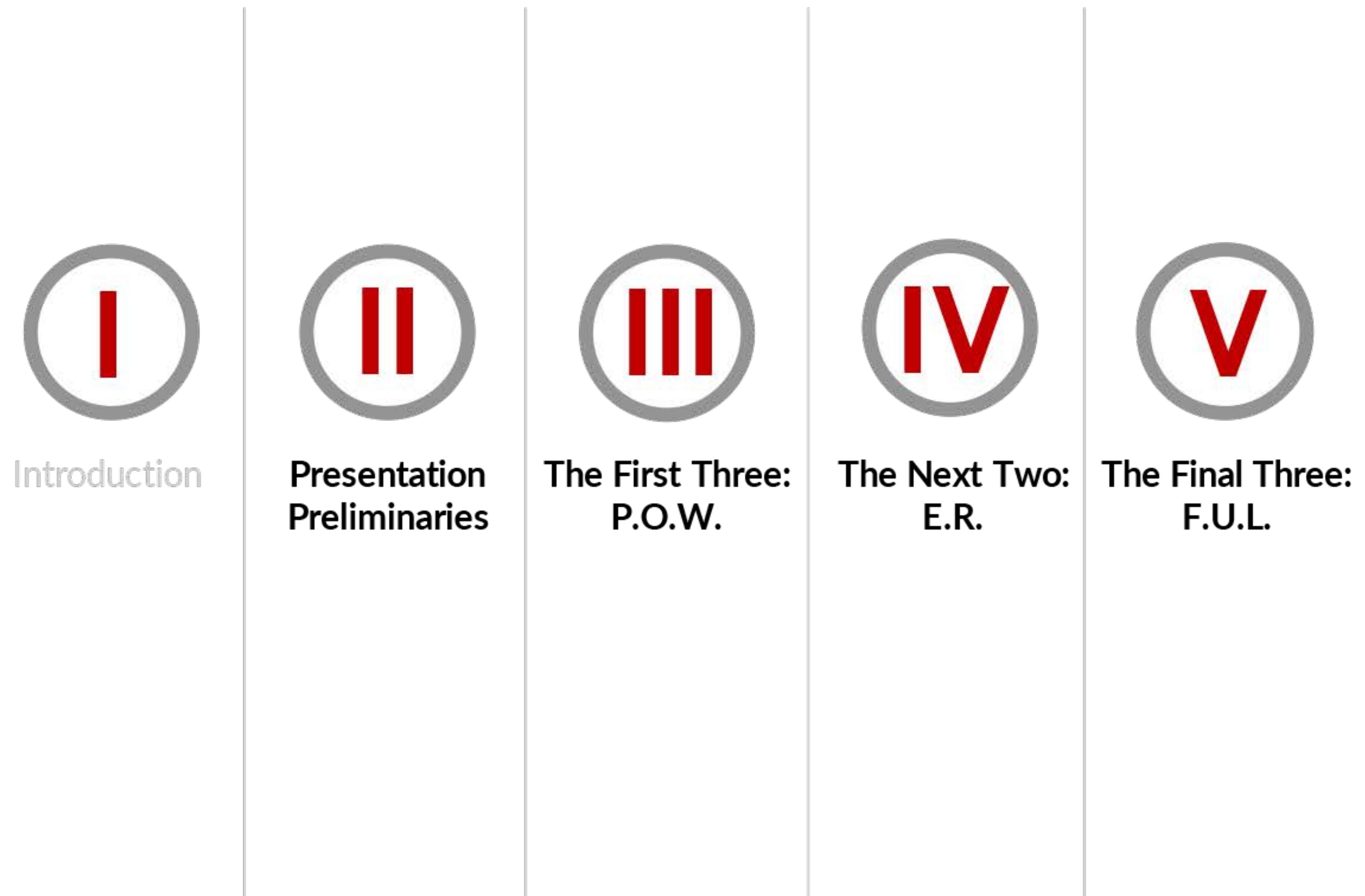
Once you can name something, you're conscious of it. You have power over it. You're in control.

Robin Williams, *Non-Designer's Design Book*

# ACT I/V INTRODUCTION



COURSE OVERVIEW  
ABOUT ME  
WHAT I'VE LEARNED  
JOSHUA TREE EPIPHANY  
**ROADMAP**  
DISCUSSION QUESTION



## ACT I/V INTRODUCTION



COURSE OVERVIEW

ABOUT ME

WHAT I'VE LEARNED

JOSHUA TREE EPIPHANY

ROADMAP

DISCUSSION QUESTION

# QUESTION

Take a moment and think about some of the greatest presentations or speeches you've witnessed. What made them memorable? Why were they so good?

Write your thoughts in the discussion area.

ACT II

# PRESENTATION PRELIMINARIES



- >> KNOW THE TYPES
- >> APPLY THE APPROACH
- >> COMBAT YOUR FEARS
- >> CONTROL THE STRUCTURE

# ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES  
APPLY THE APPROACH  
COMBAT YOUR FEARS  
CONTROL THE STRUCTURE**

# FOUR TYPES



**INFORMATIVE**



**DEMONSTRATIVE**



**PERSUASIVE**



**MOTIVATIONAL**

# ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES**  
**APPLY THE APPROACH**  
**COMBAT YOUR FEARS**  
**CONTROL THE STRUCTURE**



# INFORMATIVE

## WHAT IT IS

An informative speech provides information to an audience. The goal isn't to persuade or motivate, but simply to report on research or information that the presenter gathered.

## WHEN TO USE IT

Report on sales numbers, happenings, and events  
Present research findings

## ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES**  
**APPLY THE APPROACH**  
**COMBAT YOUR FEARS**  
**CONTROL THE STRUCTURE**



# DEMONSTRATIVE

## WHAT IT IS

As the name implies, demonstrative presentation show audiences *how to do something* by demonstrating the actual technique.

## WHEN TO USE IT

Safety trainings  
Cooking demonstrations  
Technology tutorials  
Whenever you need to physically show an audience how to use or do something.

## ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES**  
**APPLY THE APPROACH**  
**COMBAT YOUR FEARS**  
**CONTROL THE STRUCTURE**



# PERSUASIVE

## WHAT IT IS

A persuasive presentation provides sound reasoning that encourages people to either act in a new way or think about something differently. Persuasive presentations persuade people to change their perspective and/or encourage them to do something they may not have otherwise.

## WHEN TO USE IT

Present a new policy that employees may not like  
Request funding or permission  
Propose or pitch a new idea, product, or process  
Launch a new goal or target

## ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES**  
**APPLY THE APPROACH**  
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**CONTROL THE STRUCTURE**



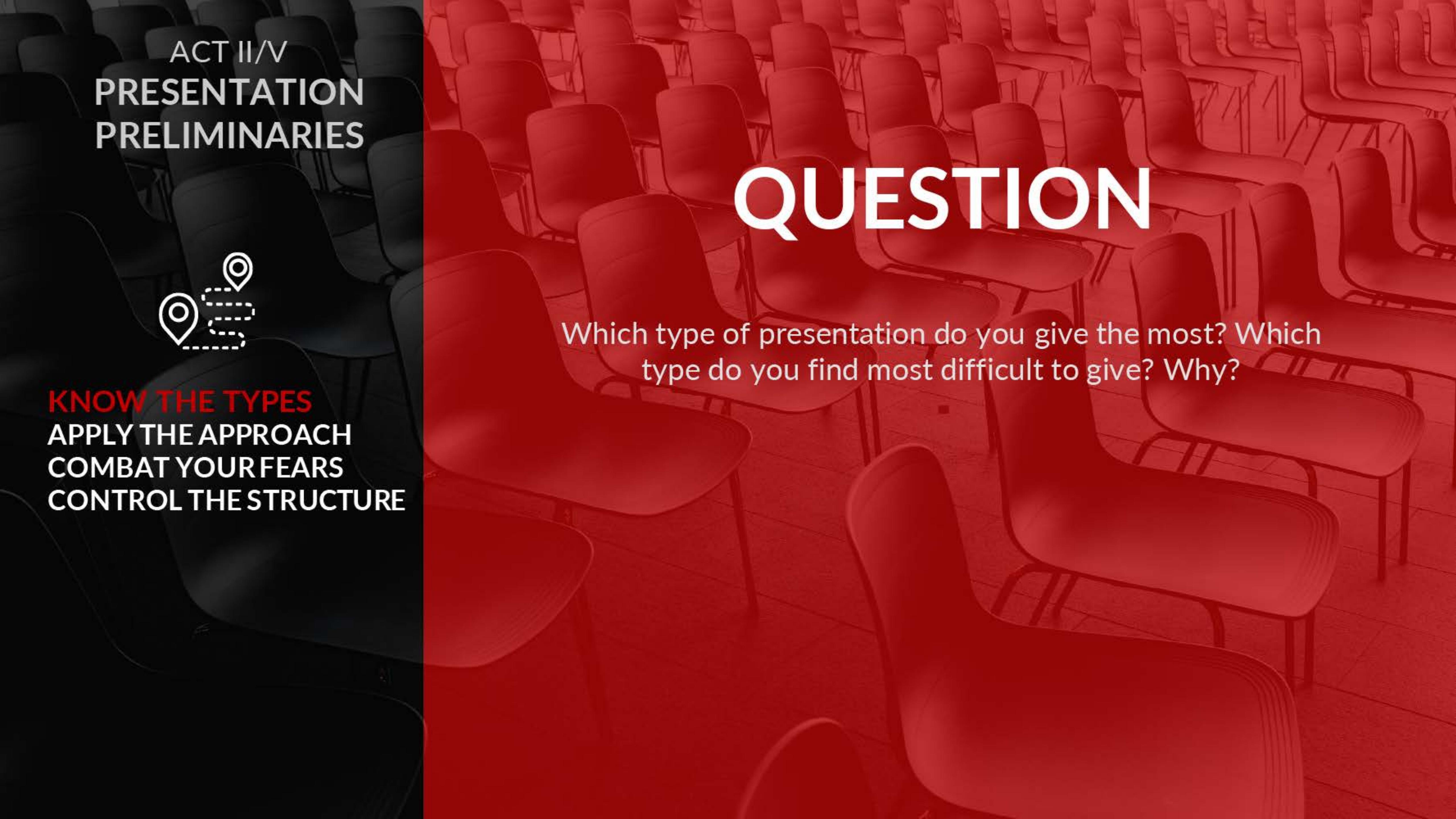
# MOTIVATIONAL

## WHAT IT IS

A motivational speech goes beyond a persuasive speech by motivating people to look at the bigger picture. Motivational speeches encourage people to strive for more, to do better, and to improve themselves personally and professionally.

## WHEN TO USE IT

Corporate retreats  
Annual goals meetings  
When attitudes and outcomes become lackluster



## ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES**  
**APPLY THE APPROACH**  
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**CONTROL THE STRUCTURE**

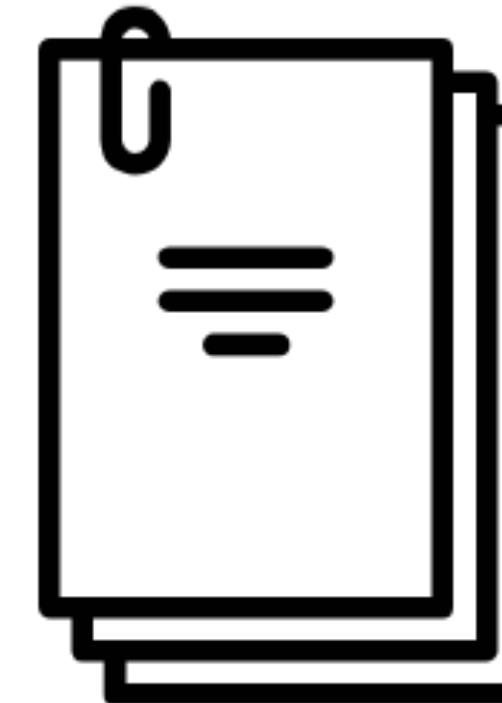
# QUESTION

Which type of presentation do you give the most? Which type do you find most difficult to give? Why?

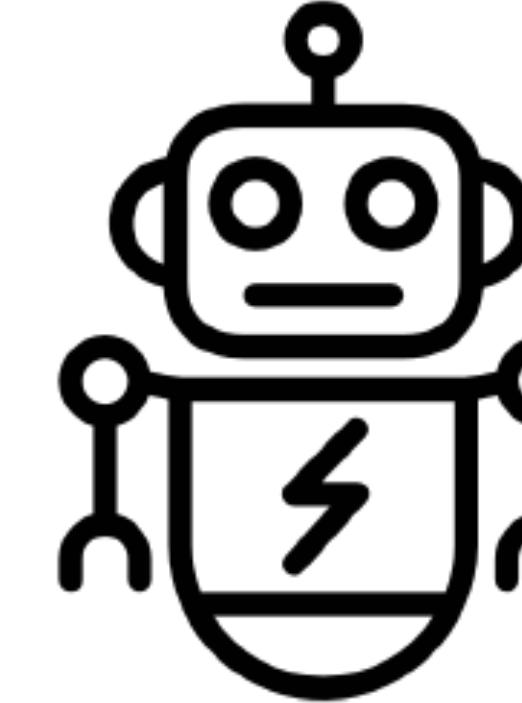
ACT II/V  
PRESENTATION  
PRELIMINARIES

KNOW THE TYPES  
**APPLY THE APPROACH**  
COMBAT YOUR FEARS  
CONTROL THE STRUCTURE

# FOUR APPROACHES



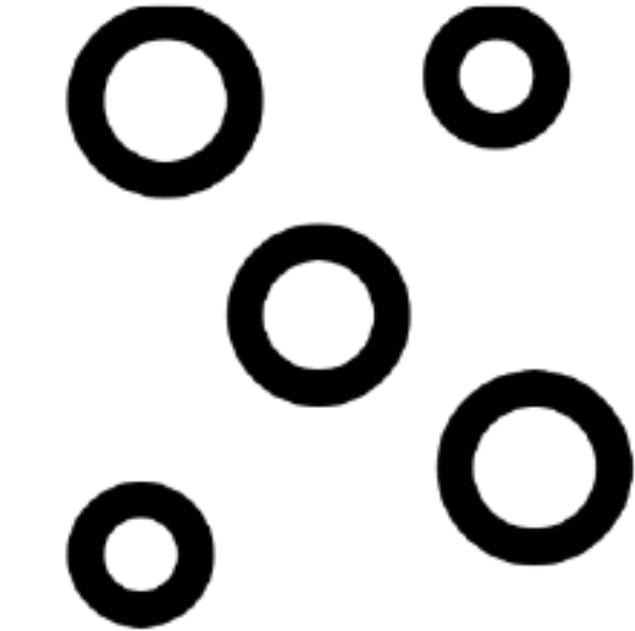
SCRIPTED



MEMORIZED



EXTEMPO  
RANEOUS

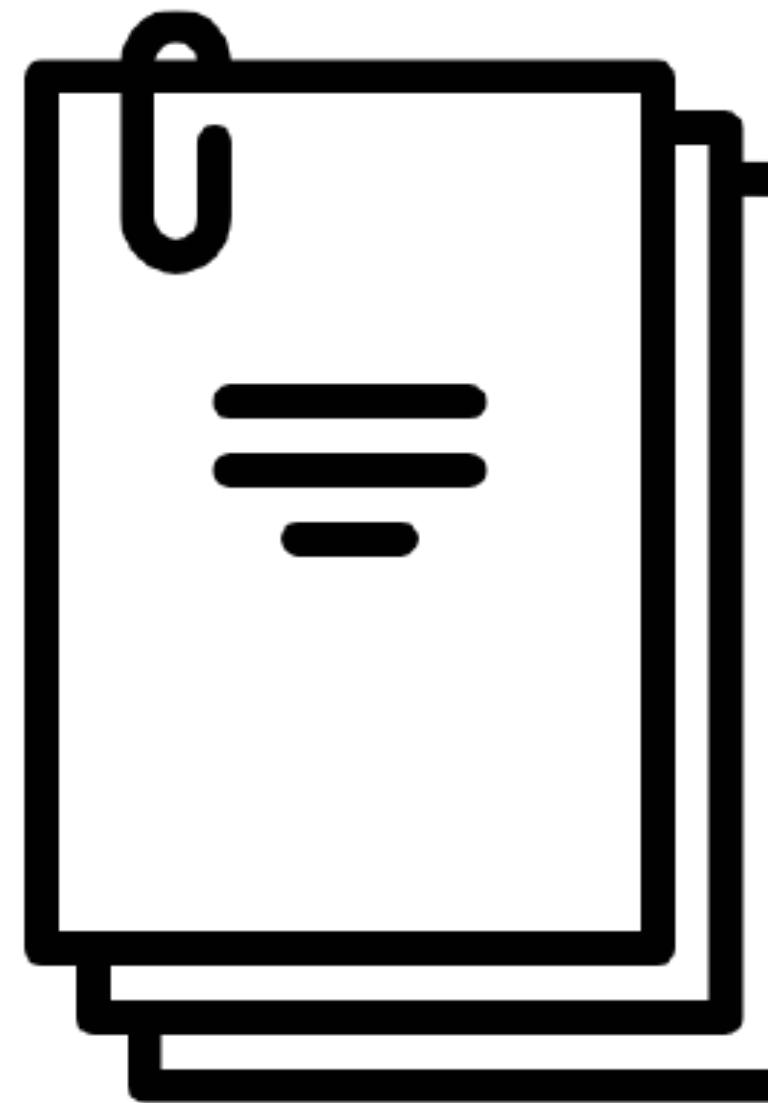


IMPROMPTU

# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
**APPLY THE APPROACH**  
COMBAT YOUR FEARS  
CONTROL THE STRUCTURE



## SCRIPTED

### WHAT IT IS

Scripted speeches are written in their entirety and are typically read verbatim (or close to verbatim) from a podium using a printed copy, a teleprompter, or a mobile device.

### BENEFITS

- Easy to stay organized
- You can say what you want
- Easy to time
- Requires little rehearsing
- Can make you appear intelligent

### DRAWBACKS

- Can be difficult to engage with audience
- Eye contact is limited
- Can sound boring and static

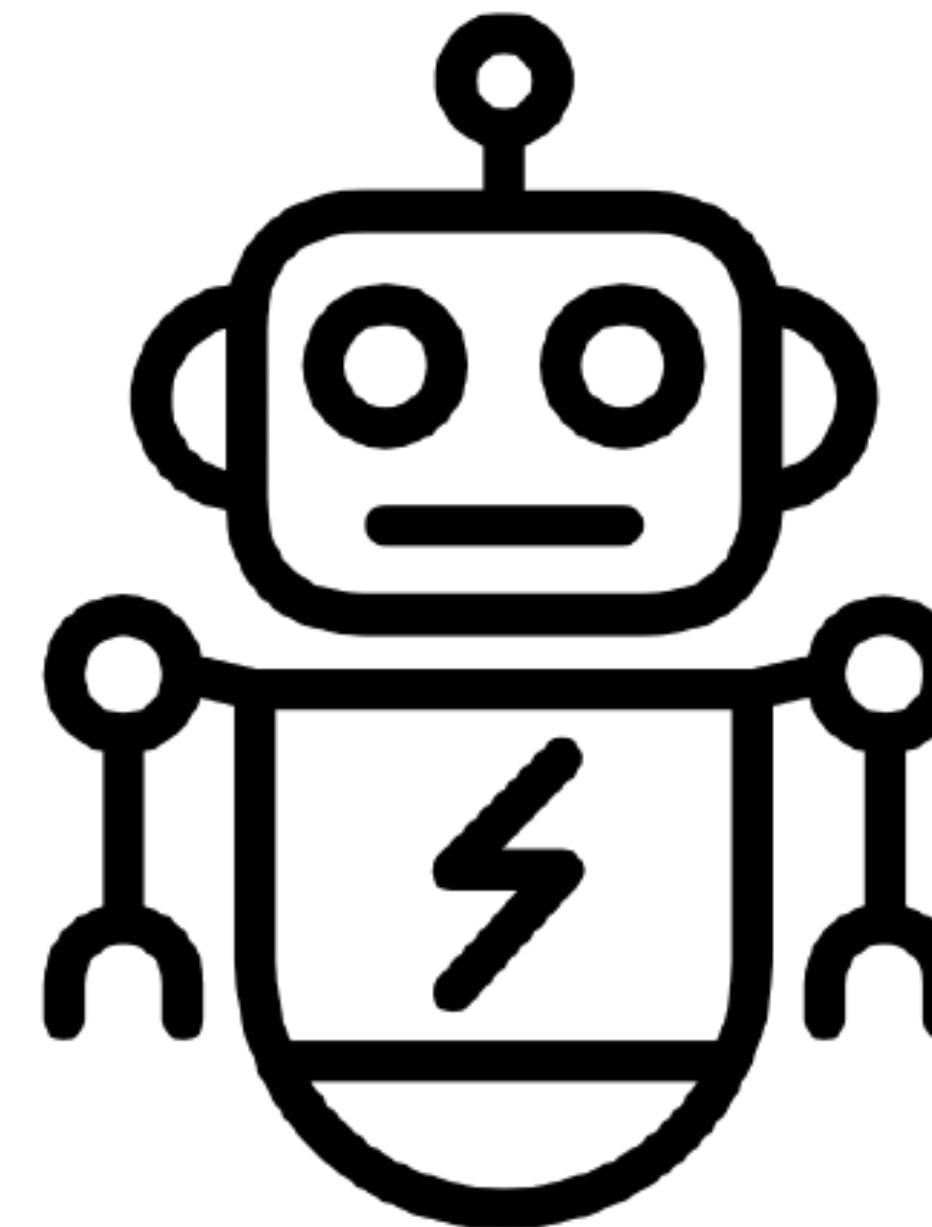
### WHEN TO USE IT

- When exact wording and structure matters
- When you have little time to rehearse
- When making political statements
- When presenting to potentially hostile crowds
- When you don't feel comfortable with your material

# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
**APPLY THE APPROACH**  
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CONTROL THE STRUCTURE



## MEMORIZED

### WHAT IT IS

Memorized speeches are speeches that have been written out entirely, but that you have memorized word-for-word and give without notes or scripts.

### BENEFITS

- If done well, shows preparation
- Can make for strong calls to action
- Easier to make eye contact than with a scripted speech but maintains exact wording

### DRAWBACKS

- Rehearsal time can take very long
- High potential for forgetting and freezing
- Can sound robotic and very nervous

### WHEN TO USE IT

- Rarely
- If you need exact wording but you don't have a podium to stand behind or read
- If your presentation is really short
- Typically, you can just memorize small parts of your presentation, like a short story, a joke, or a call to action

# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
**APPLY THE APPROACH**  
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CONTROL THE STRUCTURE



## EXTEMPOREANOUS

### WHAT IT IS

Extemporaneous speeches are well-rehearsed but are not written in their entirety and are not memorized. Notes may be occasionally referenced, but the speaker generally follows a clear and organized outline but does not read the speech.

### BENEFITS

- If done well, shows preparation and professionalism
- Best approach for engaging audiences and making eye contact
- Easier to adapt if something goes wrong
- Feels more natural than scripted and memorized speeches
- It's organized and structured but not robotic

### DRAWBACKS

- Requires a good deal of rehearsing

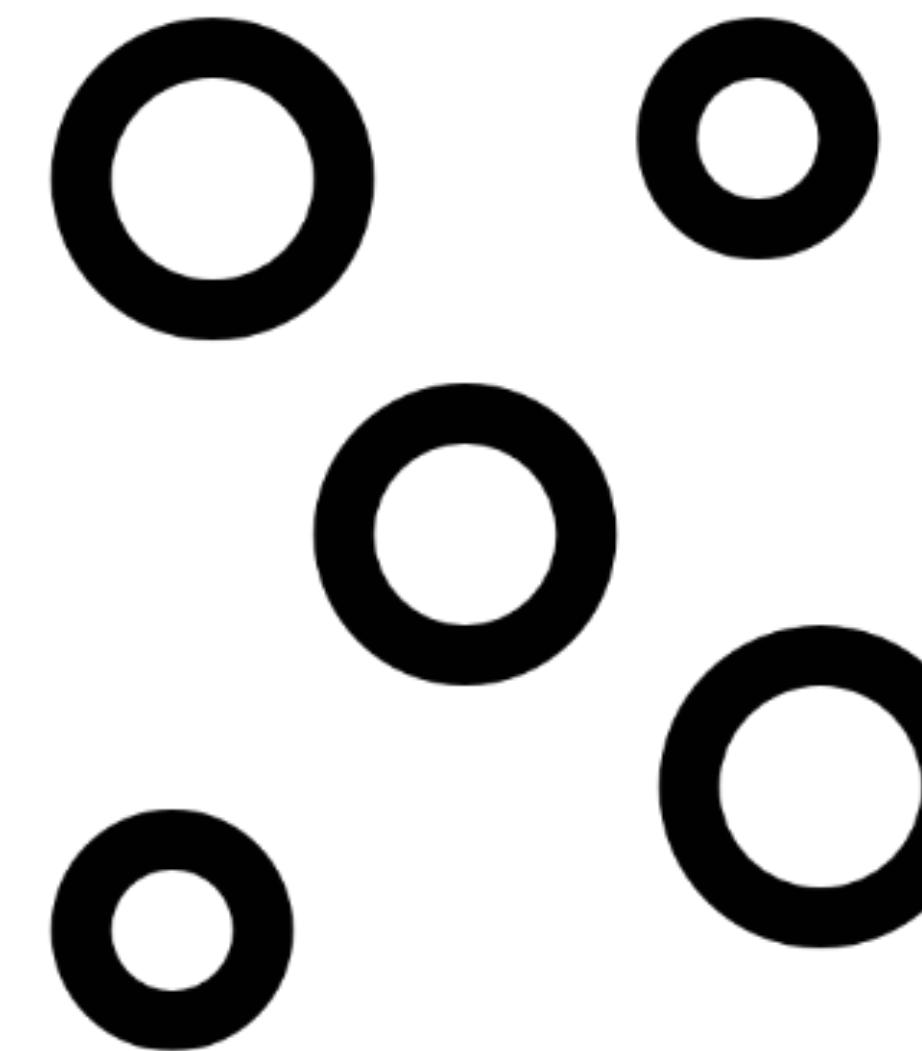
### WHEN TO USE IT

- Most often (this is the best speech type for most business and professional settings)
- When engagement with your audience is important
- When exact wording isn't necessary
- When you feel confident about your material

# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
**APPLY THE APPROACH**  
COMBAT YOUR FEARS  
CONTROL THE STRUCTURE



## IMPROMPTU

### WHAT IT IS

Impromptu presentations are speeches that have not been written out or rehearsed, but rather are given without notice or preparation.

### BENEFITS

With the right personality, this can be easiest to engage with audience  
Doesn't require any preparation

### DRAWBACKS

Can be very easy to get off track  
Difficult to stay organized and stay to an allotted time  
Most important messages can be easily lost if the speech doesn't make a concerted flow and progression of ideas  
Can feel disorganized and make you look unprofessional

### WHEN TO USE IT

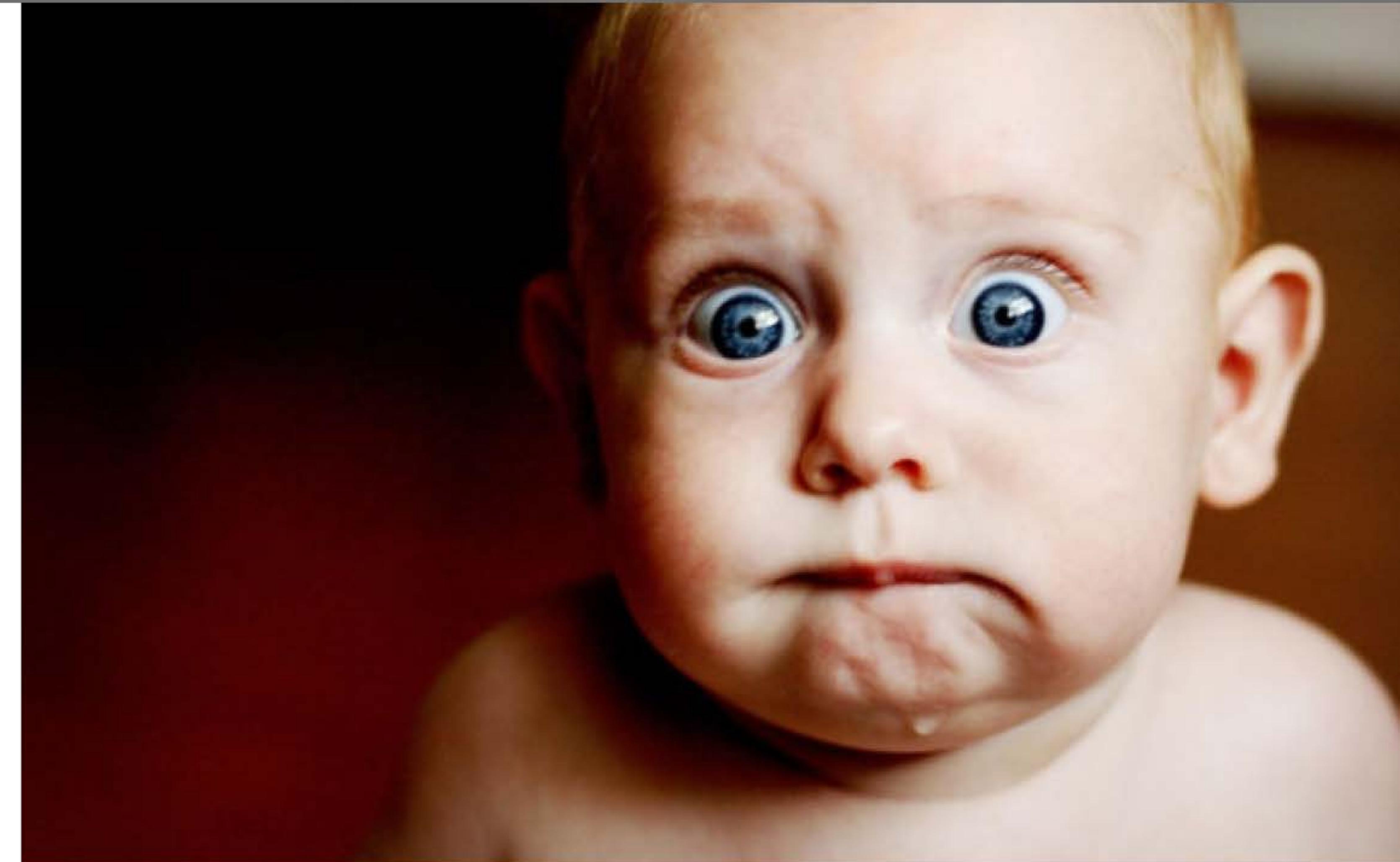
When you have no time to prepare  
When you understand the material at a very high level  
When you feel confident about the material and the setting

ACT II/V  
PRESENTATION  
PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
**COMBAT YOUR FEARS**  
CONTROL THE STRUCTURE

# COMBAT YOUR FEARS



# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
**COMBAT YOUR FEARS**  
CONTROL THE STRUCTURE

ACT II/V

## WHAT FEARS DO

↑  
Scale of Seriousness  
↓

Shake voice  
Speed speech  
Sweat  
Stutter and fumble words  
Develop a nervous tick  
Look at screen and notes  
Freeze and forget  
Apologize frequently  
Get angry or frustrated  
Cry  
Freak out  
Storm out of the room

## MOST COMMON WAYS TO COMBAT FEAR

Practice  
Meditate or do breathing exercises  
Take deep breaths before and during  
Lightly exercise  
Drink warm water (not soda)  
Check the room before presenting  
Talk to audience members before  
you start  
Do power poses  
Keep posture firm (fake 'til you  
become—Amy Cuddy)  
Embrace flaws and mistakes; don't  
apologize

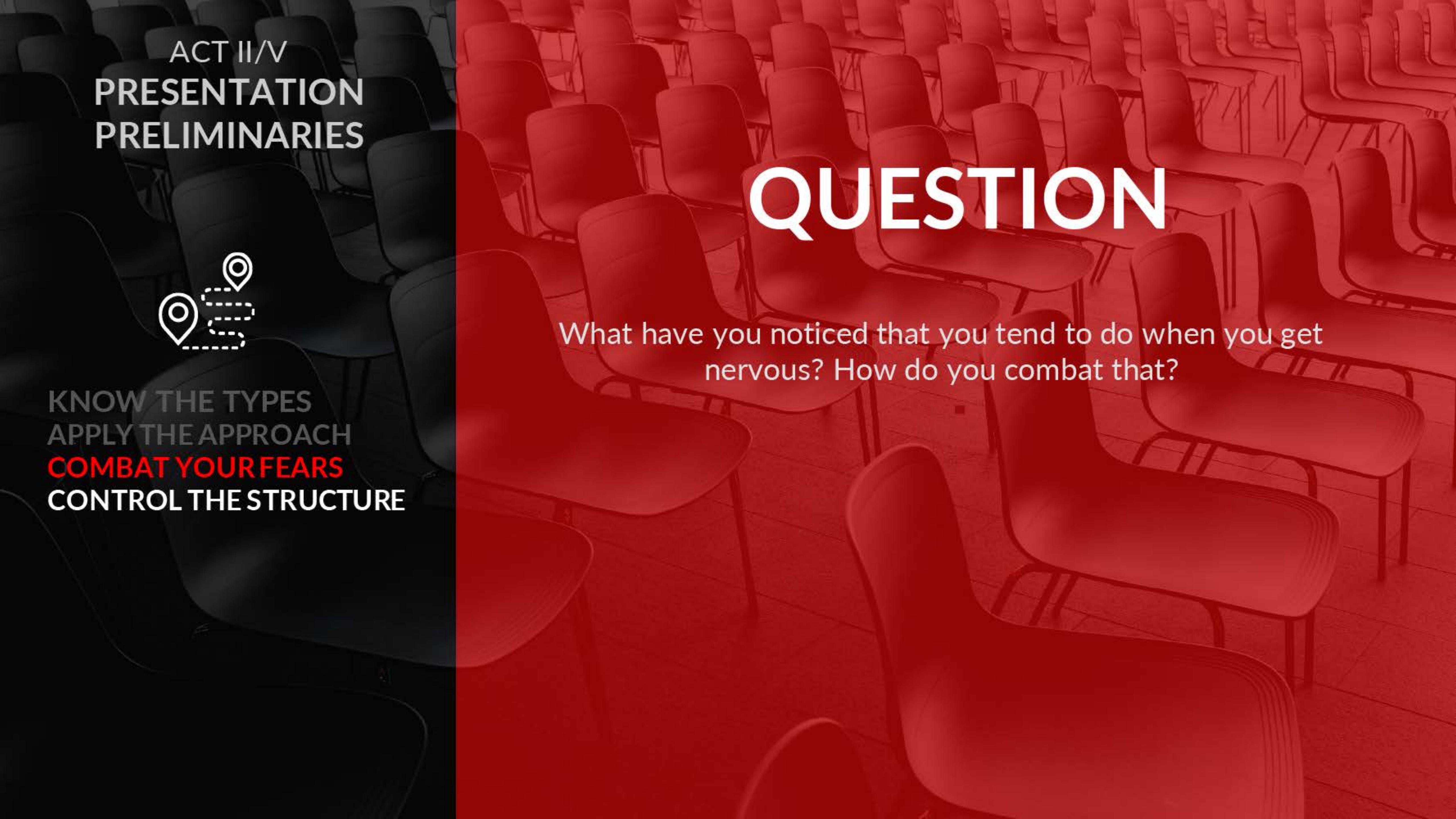
# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
**COMBAT YOUR FEARS**  
CONTROL THE STRUCTURE

In almost every case the fear [of public speaking] has nothing to do with the speaker's ability to talk clearly and fluidly or even to feel comfortable in front of a group. It's usually connected to some other fear or past wound, like a parent's disapproval, worry that colleagues will think you aren't polished enough, or concern that you don't have encyclopedic knowledge about your topic. Sometimes, says Praeger, the fear stems from the fact that you don't like your job, but haven't yet grappled with that issue.

—Jane Praeger, media and presentation coach



## ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
**COMBAT YOUR FEARS**  
CONTROL THE STRUCTURE

# QUESTION

What have you noticed that you tend to do when you get nervous? How do you combat that?



## ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
COMBAT YOUR FEARS  
**CONTROL THE STRUCTURE**

# CONTROL STRUCTURE

# ACT II/V PRESENTATION PRELIMINARIES



**KNOW THE TYPES  
APPLY THE APPROACH  
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## THE FIVE CANONS OF RHETORIC

### AN OVERVIEW OF RHETORIC'S ARTISTIC CORNERSTONES

The five canons of rhetoric make reference to the art of communication, or the developmental process of taking a good idea and turning it into an effective presentation that your audience will get on board with.

#### DELIVERY | PRONUNCIATIO

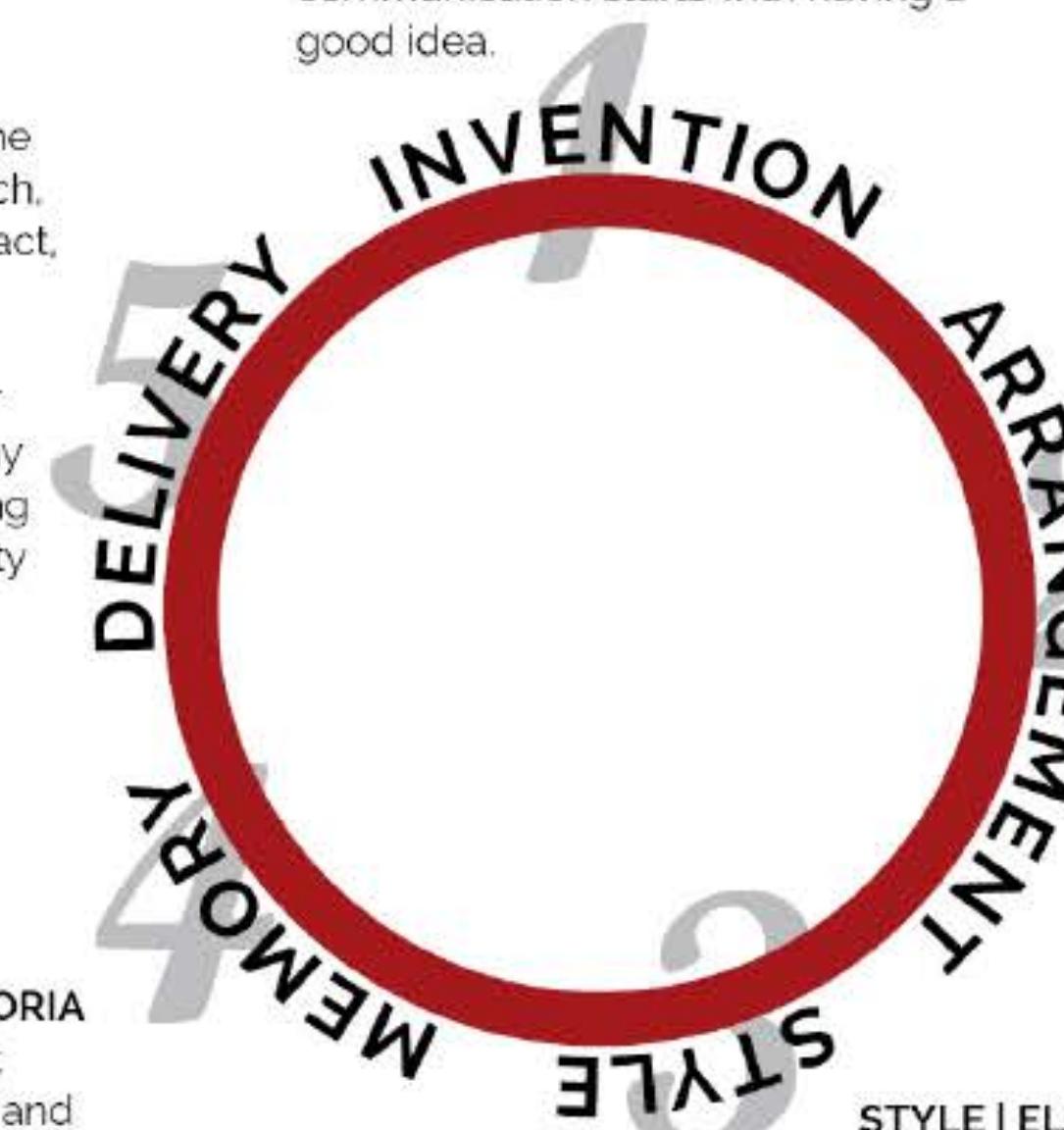
Delivery refers to how you actually present the message. If it's a speech, we're talking eye contact, posture, rate of voice, articulation, the way you dress, etc. In other communications, it may be the paper something is printed on, the quality of the printing, the professionalism, etc.

#### MEMORY | MEMORIA

Memory is about your knowledge and understanding of the content. The more you know, the more you research, the more you learn and understand, the better your presentation will be.

#### INVENTION | INVENTIO

Invention refers to coming up with or "inventing" an idea. Any good communication starts with having a good idea.



#### ARRANGEMENT | DISPOSITIO

Arrangement is all about the organization. Once you have a good idea, you determine what order it needs to go in to be most effective. Arrange words, paragraphs, images, page layouts, and so forth to make your message clear.

#### STYLE | ELOCUTIO

Style refers to choices you make to impact a reader or listener. Consider word choice, tone, pace, visualization, and other emotion-evoking style options.

[TheVisualCommunicationGuy.com](http://TheVisualCommunicationGuy.com)

# ACT II/V PRESENTATION PRELIMINARIES

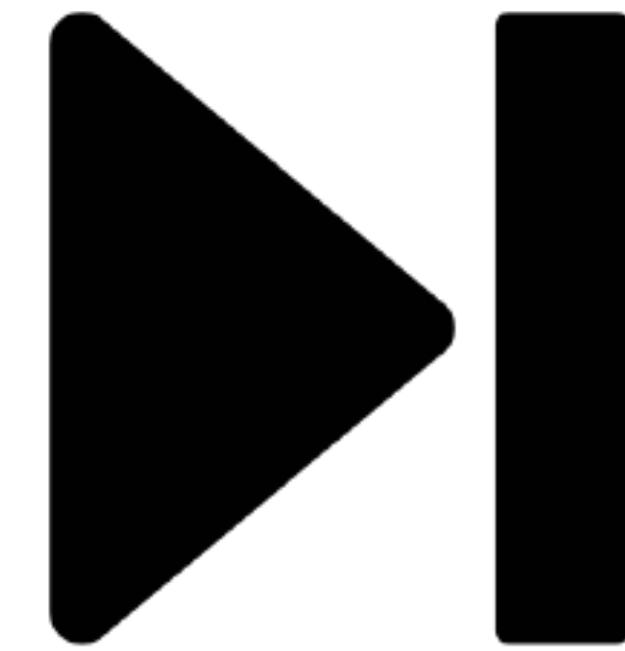
KNOW THE TYPES  
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COMBAT YOUR FEARS  
**CONTROL THE STRUCTURE**



BEGINNING



MIDDLE



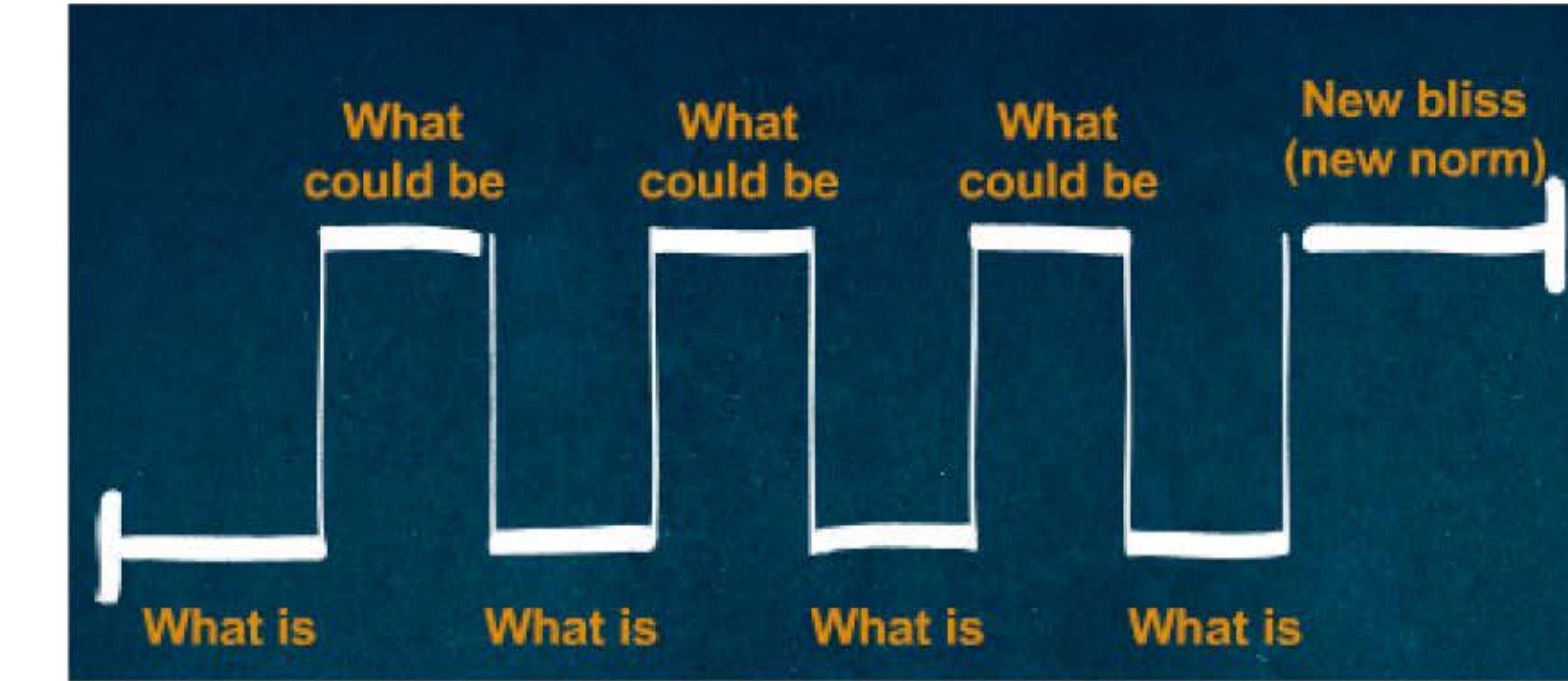
END

Introduction > Transitions > Signposts > Conclusion

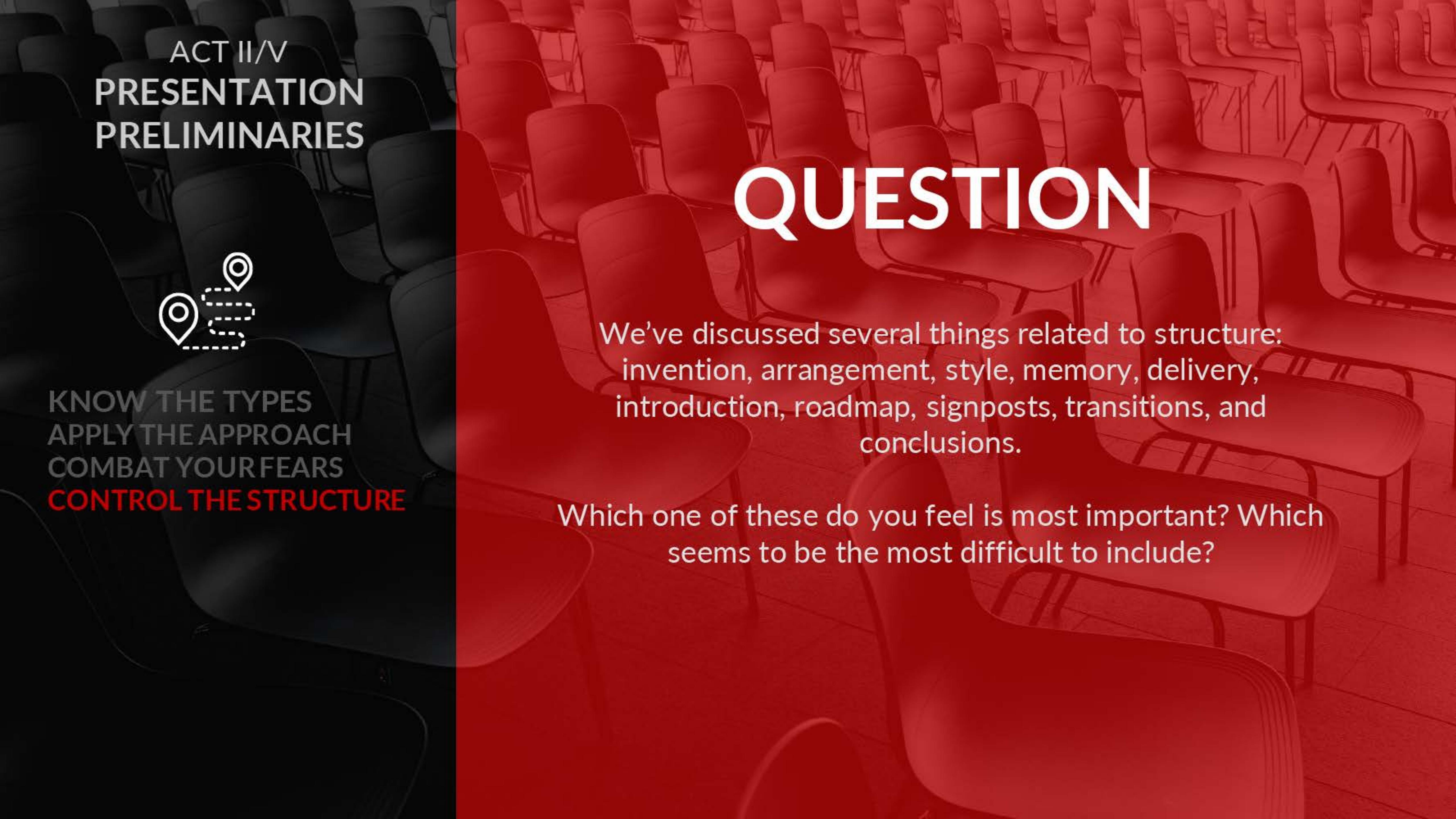
# ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
COMBAT YOUR FEARS  
**CONTROL THE STRUCTURE**



—Nancy Duarte, “The Secret Structure of Great Talks”



## ACT II/V PRESENTATION PRELIMINARIES



KNOW THE TYPES  
APPLY THE APPROACH  
COMBAT YOUR FEARS  
**CONTROL THE STRUCTURE**

# QUESTION

We've discussed several things related to structure:  
invention, arrangement, style, memory, delivery,  
introduction, roadmap, signposts, transitions, and  
conclusions.

Which one of these do you feel is most important? Which  
seems to be the most difficult to include?

ACT III

# P.O.W.E.R.F.U.L. PRESENTATIONS

## The First Three: POW



- >> PREPARE FOR YOUR AUDIENCE
- >> OPEN WITH VIGOR
- >> WEAVE IN THE STORIES



ACT III/V  
THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
OPEN WITH VIGOR  
WEAVE IN THE STORIES

# PREPARE FOR AUDIENCE



ACT III/V

## THE FIRST THREE: P.O.W.



**PREPARE FOR  
AUDIENCE**  
**OPEN WITH VIGOR**  
**WEAVE IN THE STORIES**

# **PREPARE FOR AUDIENCE**

## **WHO ARE THEY?**

What is your relationship with them? How diverse is the audience? Do they know and understand you and where you're coming from? What will they be wearing?

## **WHAT DO THEY EXPECT?**

Do they want to be informed? Educated? Entertained? Impressed? Should you be in professional attire or is casual okay?

## **WHY ARE THEY HERE?**

Are they there because they have to be or because they want to be? How important is the content of the presentation to them?

## **WHAT DO THEY KNOW?**

Does everyone in your audience know the depth of what you'll be talking about? Do they understand jargon and acronyms? Will you have to explain and define terms and processes?



## ACT III/V THE FIRST THREE: P.O.W.

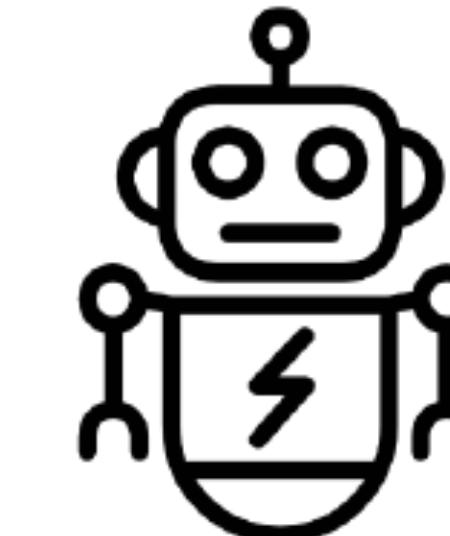


**PREPARE FOR  
AUDIENCE**  
**OPEN WITH VIGOR**  
**WEAVE IN THE STORIES**



Informative | Demonstrative | Persuasive | Motivational

# PREPARE FOR AUDIENCE



Scripted | Memorized | Extemporaneous | Impromptu



PREPARE FOR  
AUDIENCE  
**OPEN WITH VIGOR**  
WEAVE IN THE STORIES

# OPEN WITH VIGOR



ACT III/V

## THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
**OPEN WITH VIGOR**  
WEAVE IN THE STORIES

## Top 10 Ways to Grab an Audience's Attention

- ✓ TELL A STORY
- ✓ USE IMPRESSIVE STATISTICS
- ✓ SAY SOMETHING PROVOCATIVE
- ✓ TELL A RELEVANT JOKE
- ✓ DEVELOP AN IMAGINATIVE SCENARIO
- ✓ PULL OUT AN OBJECT
- ✓ DO A DEMONSTRATION
- ✓ SHARE A PERSONAL ANECDOTE
- ✓ GIVE A QUOTE
- ✓ ASK A QUESTION

ACT III/V

## THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
**OPEN WITH VIGOR**  
WEAVE IN THE STORIES

# OPEN WITH VIGOR

Give them a Roadmap



Tell them what you're going to tell them. Then tell them. Then tell them what you told them.

ACT III/V

THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
OPEN WITH VIGOR  
**WEAVE IN THE STORIES**

# WEAVE IN THE STORIES



ACT III/V

## THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
OPEN WITH VIGOR  
**WEAVE IN THE STORIES**

# WEAVE IN THE STORIES

Consider Frequency

7

**One every 7 Minutes**  
(Or at least referred to)

- ✓ RELEVANT
- ✓ CLEAR NARRATIVE STRUCTURE
- ✓ BUILD TOWARDS MAIN POINT
- ✓ ENHANCED WITH AN IMAGE

ACT III/V

THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
OPEN WITH VIGOR  
**WEAVE IN THE STORIES**

# WEAVE IN THE STORIES

Follow Narrative Structure

## Five Components

- ✓ CHARACTER(S)
- ✓ SETTING
- ✓ PLOT
- ✓ CONFLICT
- ✓ RESOLUTION

## Story Structure

### ACT I

Set up the story, introduction the characters, relationships, and the main character's unfulfilled desire.

### ACT II

Present the conflict. Describe obstacles or issues that prevent the character from reaching their desire.

### ACT III

Resolve the conflict in some capacity, letting the audience know what the result was.

ACT III/V

## THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
OPEN WITH VIGOR  
WEAVE IN THE STORIES

# EXERCISE

In 1985, mechanical engineer Roger Boisjoly was working for Morton-Thiokol, the manufacturer of the solid rocket boosters for the Space Shuttle program. He had been conducting research on O-rings and determined that if a space shuttle were to launch in cold weather, it could harden the rubber enough to potentially fail, thus causing a catastrophic disaster.

He sent several memos to his managers over the next year, but was apparently ignored. When NASA announced the launch was to be on January 28, 1986, Boisjoly tried to stop the flight. Temperatures were predicted to be -1 C (30 F) overnight, which Boisjoly predicted would be too cold for the rubber o-rings and that they would fail upon launch. Morton-Thiokol discussed the matter and determined to notify NASA to postpone the launch.

NASA officials strongly questioned the recommendations and pressured Morton-Thiokol to reverse the recommendation. Morton-Thiokol management held a meeting where they deliberately did not invite the engineers, including Boisjoly. The management team then decided to advise NASA that their data was inconclusive; when NASA asked if there were objections, none was given.

NASA decided to launch the mission which, as you most likely know, ended in NASA's worst disaster, killing all seven crew members.

ACT III/V

## THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE

OPEN WITH VIGOR  
**WEAVE IN THE STORIES**

# EXERCISE

It was at the annual county fair, and farmers from far and near had come to exhibit their harvest and to engage hired hands for the next year. One prosperous farmer came across a husky lad and asked: "What can you do?"

The answer: "I can sleep when the wind blows."

With such an answer the farmer turned and started to walk away, perturbed at the impudence of the man. But he turned again and asked: What did you say?" "I can sleep when the wind blows." "Well," said the desperate farmer, "I don't know what that means, but I'm going to hire you anyway."

Winter came, followed by the usual spring, and the new hired hand didn't show any particular signs of extra work, but filled the duties of his callin as most others would have done. And then one night in early summer the farmer noticed a strong wind rising. He dashed to the hired hand's quarters to arouse him to see that all the stock was properly cared for. There he found the hired hand asleep. He was about to awaken him, when he remembered the boy's strange statement. He went to his barns and there found all his animals in their places, and the doors and windows securely locked. He found the haystack had been crisscrossed with heavy wires, anticipating such a night, and that it would weatherthe storm.

Then the farmer knew what his hired man meant when he gave as his only qualification, "I can sleep when the wind blows."

# ACT III/V THE FIRST THREE: P.O.W.



PREPARE FOR  
AUDIENCE  
OPEN WITH VIGOR  
WEAVE IN THE STORIES

# EXERCISE

Fill Out a Template

## PURPOSE

What is your reason for telling this story? How does it relate to your broader message?

## AUDIENCE

Can your audience relate to this story? Would they even care?

## TAKEAWAYS

## CHARACTER(S)

SETTING

PLOT

CONFLICT

RESOLUTION

## Style and Tone

How will you tell this story? With energy? Humor? Seriousness?

ACT IV

# P.O.W.E.R.F.U.L. PRESENTATIONS

## The Next Two: E.R.



- >> EXPRESS WITH VISUALS
- >> RELATE WITH DELIVERY

## ACT IV/V THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# QUESTION

What's wrong with this PowerPoint slide?

### Propositional Density

In design, propositional density is calculated by dividing the number of deep propositions (ideologies, cultural references, and so forth) by the number of surface propositions (like color, typography, and shapes). If, after dividing the two, you come up with a number larger than one, your design will have a high propositional density. The higher the density, the more effective your design is likely to become.

ACT IV/V  
THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

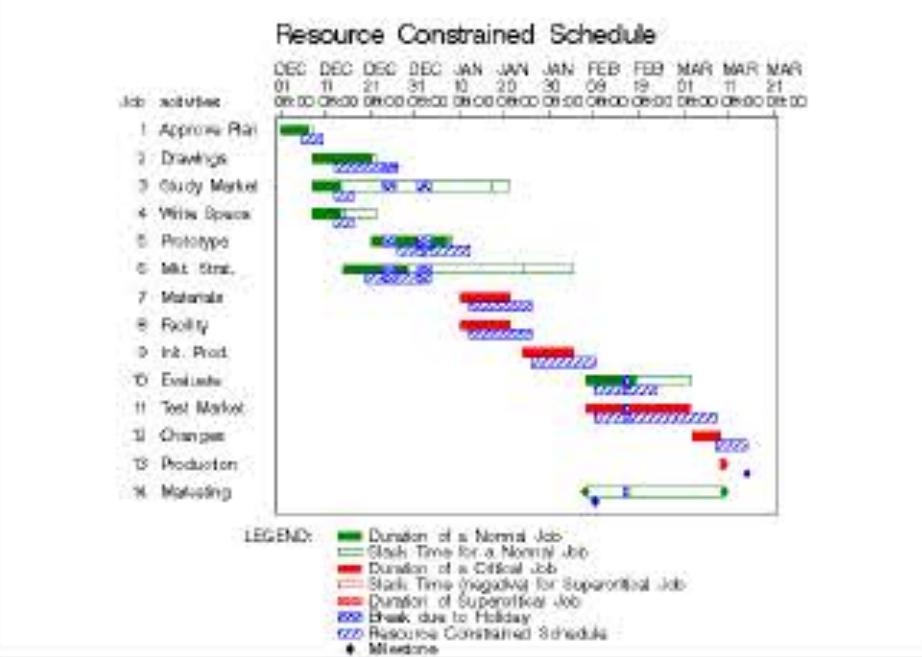
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## Production Schedule



ACT IV/V  
THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

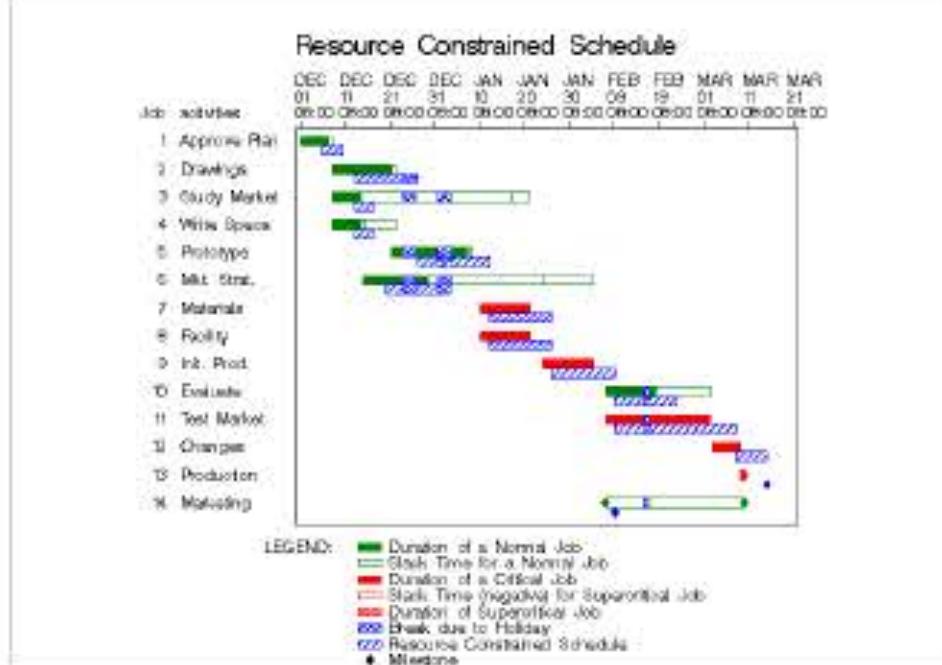
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## Production Schedule



## Value of Organic Foods

- Fewer pesticides and heavy metals
- More healthy fats
- No Antibiotics or synthetic hormones
- More antioxidants (at least, in some cases)



# ACT IV/V THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

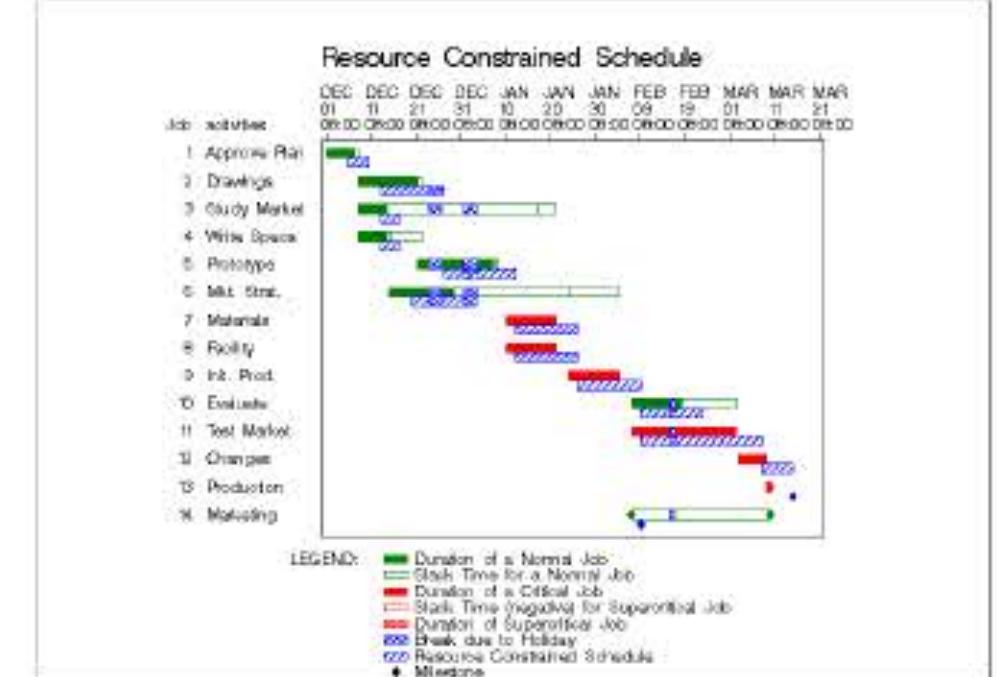
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What's wrong with this PowerPoint slide?

## Propositional Density

In design, propositional density is calculated by dividing the number of deep propositions (ideologies, cultural references, and so forth) by the number of surface propositions (like color, typography, and shapes). If, after dividing the two, you come up with a number larger than one, your design will have a high propositional density. The higher the density, the more effective your design is likely to become.

## Production Schedule



## Value of Organic Foods

- Fewer pesticides and heavy metals
- More healthy fats
- No Antibiotics or synthetic hormones
- More antioxidants (at least, in some cases)



## 40 Ways to Screw Up a PowerPoint slide



ACT IV/V  
THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# QUESTION

What are your greatest pet peeves about PowerPoint slides?



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# EXPRESS WITH VISUALS

The Brain on Visuals

- ✓ Recall **2,500 pictures with 90% accuracy** (**63%** a year later)
- ✓ If you only have words and text, people will remember **10%**
- ✓ If you add a picture, **65%!**

ACT IV/V  
THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# EXPRESS WITH VISUALS

DESIGN QUICK TRICKS



**EXPRESS WITH VISUALS  
RELATE WITH DELIVERY**

# EXPRESS WITH VISUALS

## DESIGN QUICK TRICK #1

If room is well lit, black text on white backgrounds works best.

If room is very dark, black backgrounds can work well.

**In general, simple, plain backgrounds are better than colored and designed backgrounds.**

ACT IV/V  
THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# EXPRESS WITH VISUALS

## DESIGN QUICK TRICK #2

USE THE BLEEDS  
Make Pictures big

Make pictures run  
off the edge



ACT IV/V  
THE NEXT TWO: E.R.



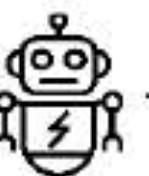
EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# EXPRESS WITH VISUALS

## DESIGN QUICK TRICK #3

### REPEAT DESIGN ELEMENTS

- Repeat fonts
- Repeat colors
- Repeat sizes
- Repeat icons
- Repeat layouts
- Repeat throughout entire slide deck



See the robot and the line? Repeat those elements on every slide for consistency and visual appeal.

ACT IV/V  
THE NEXT TWO: E.R.



EXPRESS WITH VISUALS  
RELATE WITH DELIVERY

# EXPRESS WITH VISUALS

## DESIGN QUICK TRICK #4

### FONTS TO AVOID. ALWAYS.

Comic Sans  
Papyrus  
Curlz MT  
*Edwardian Script*  
Calibri

### FONTS TO CONSIDER

Century Gothic  
Raleway  
Simple, modern fonts

Fonts can make a huge difference in the professionalism of a slide deck. Pay close attention to font choice.



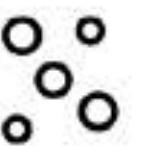
**EXPRESS WITH VISUALS**  
**RELATE WITH DELIVERY**

# EXPRESS WITH VISUALS

## DESIGN QUICK TRICK #5

### INCLUDE A FOOTER

- Use some kind of icon or logo
- Include things like name of presentation, name of presenter, and date if applicable
- Include slide number



John Smith | Affiliate Marketing Made Simple | August 9, 2017

17/36



EXPRESS WITH VISUALS  
**RELATE WITH DELIVERY**

# RELATE WITH DELIVERY

## DO

- ✓ Make eye contact
- ✓ Smile often
- ✓ Move naturally
- ✓ Speak loudly
- ✓ Intonate your voice
- ✓ Keep good posture

## DON'T

- ✓ Look at notes, screen, or elsewhere
- ✓ Appear bored or uninterested
- ✓ Have awkward nervous ticks
- ✓ Speak softly or mumble
- ✓ Sound robotic, choppy, or monotone
- ✓ Slouch, lean, or sway

ACT IV

# P.O.W.E.R.F.U.L. PRESENTATIONS

## The Final Three: F.U.L.



- >> EXPRESS WITH VISUALS
- >> RELATE WITH DELIVERY

ACT V/V  
THE FINAL THREE: F.U.L.

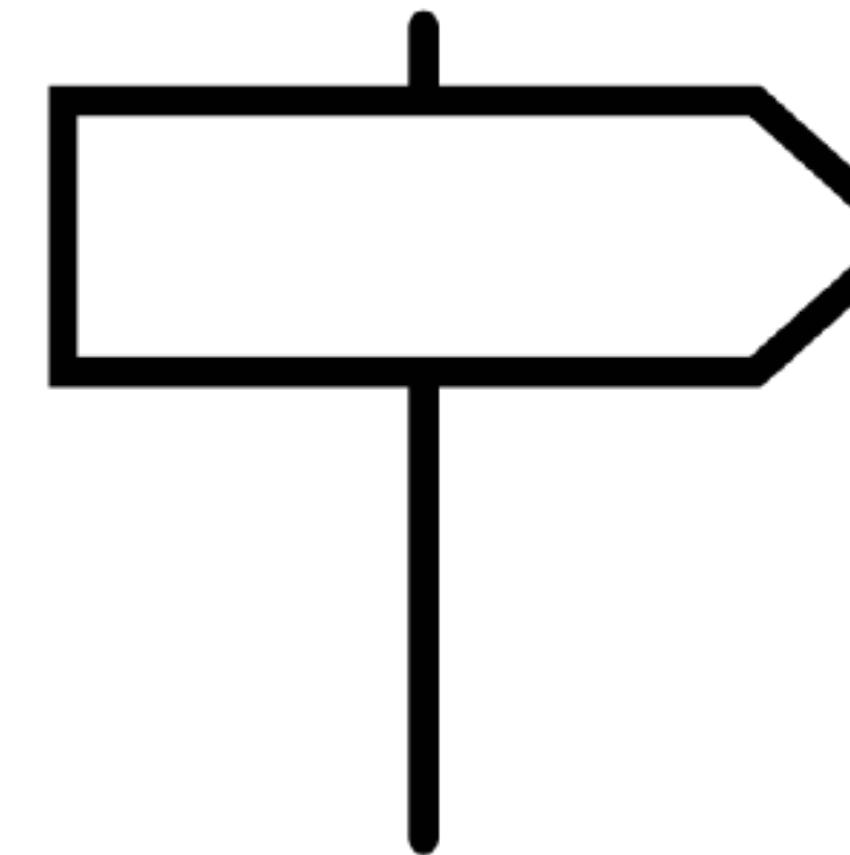


FRAME THE CONTENT  
UNIFY THE MESSAGE  
LEAVE WITH A PUNCH

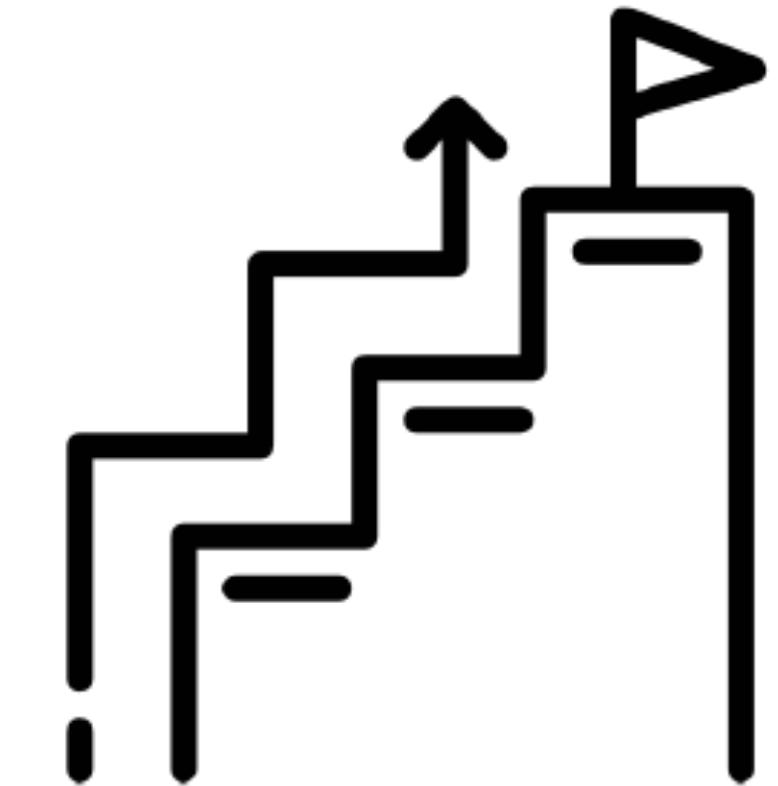
# FRAME THE CONTENT



PROVIDE A ROADMAP  
(And stay on course)



GIVE 'EM SIGN POSTS  
(Remind them where you are)

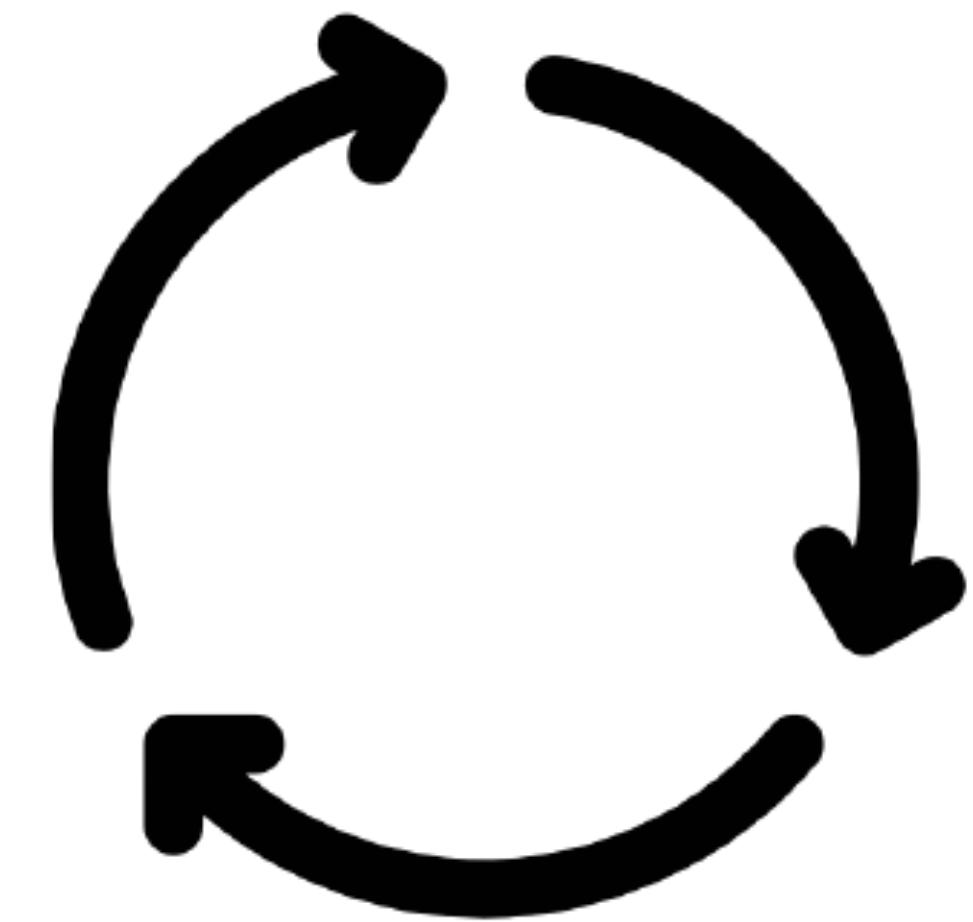


BUILD TOWARDS FINISH  
(Always progress forward)

ACT V/V  
THE FINAL THREE: F.U.L.

FRAME THE CONTENT  
**UNIFY THE MESSAGE**  
LEAVE WITH A PUNCH

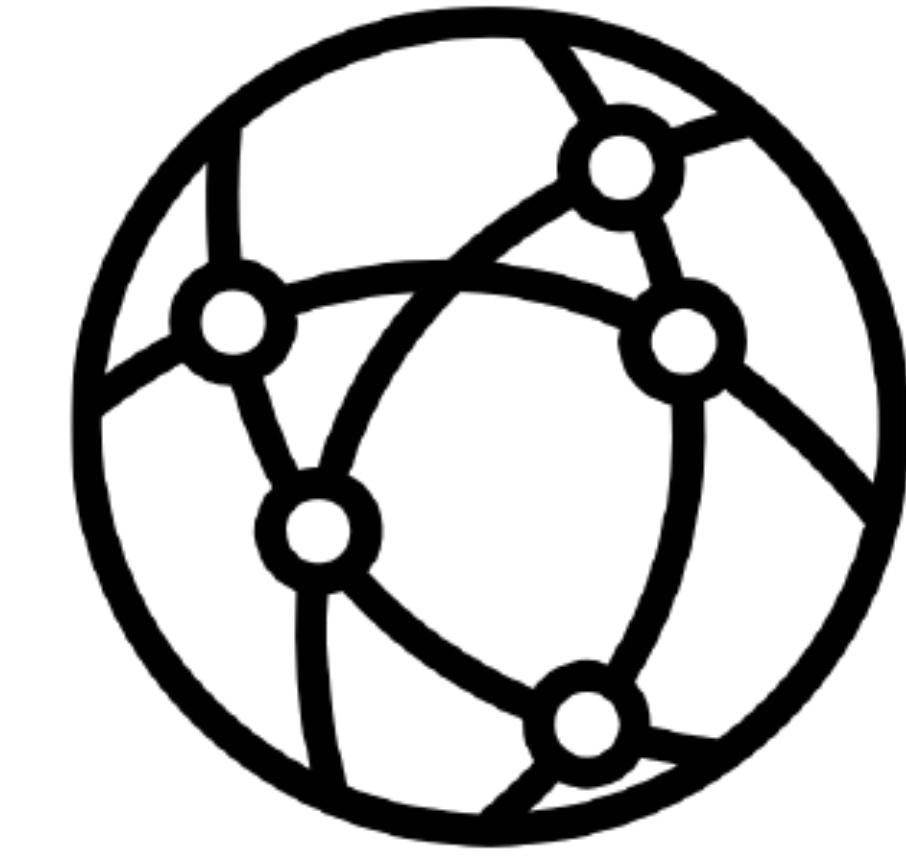
# UNIFY THE MESSAGE



**BRING THE BEGINNING  
BACK**  
(Come full circle)



**SUMMARIZE KEY POINTS**  
(Remind them what you said)



**CONNECT THE DOTS**  
(Tie it all together)

# ACT V/V THE FINAL THREE: F.U.L.



FRAME THE CONTENT  
UNIFY THE MESSAGE  
**LEAVE WITH A PUNCH**

# LEAVE WITH A PUNCH

## **CALL 'EM TO ACTION**

If appropriate, give your audience something to do. It may be as broad as changing the world or as specific as changing their toothbrush. But make it clear and make it count.

## **MAKE A CONTRAST**

"We can do \_\_\_\_\_ or we can do \_\_\_\_\_ ; which will you decide?"

## **TELL ANOTHER [SHORT] STORY**

Give an anecdote that puts emphasis on the message. Make it short, but make it powerful.

## **GIVE A GOOD QUOTE**

Find a quote that is relevant, credible, and awesome. Leave your audience with something to ponder and post on their fridge.

# REVIEW



>> Quick Summary

## CONCLUSION

# REVIEW



# KNOW THE TYPES



INFORMATIVE



DEMONSTRATIVE



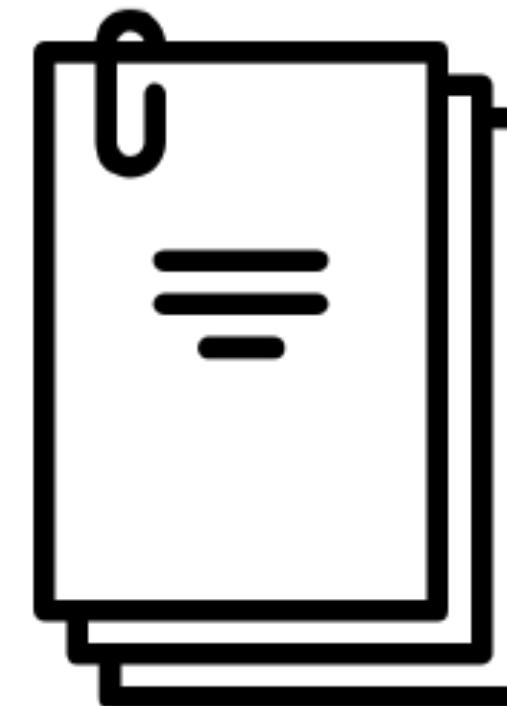
PERSUASIVE



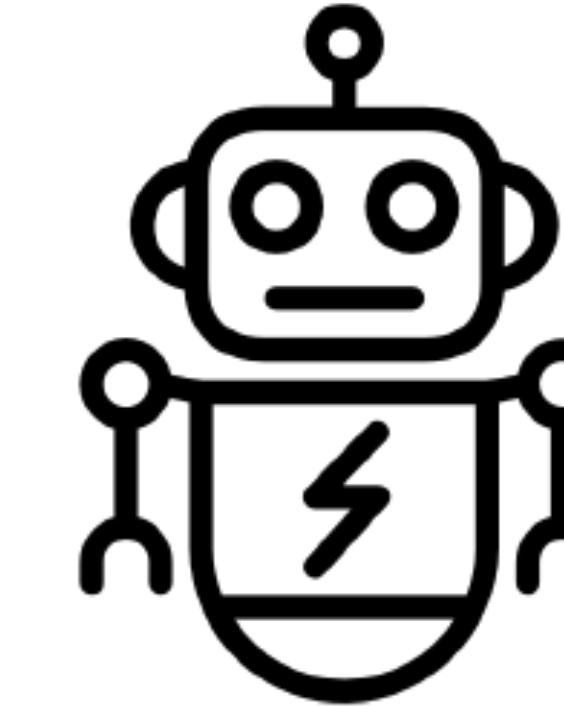
MOTIVATIONAL

REVIEW

# USE BEST APPROACH



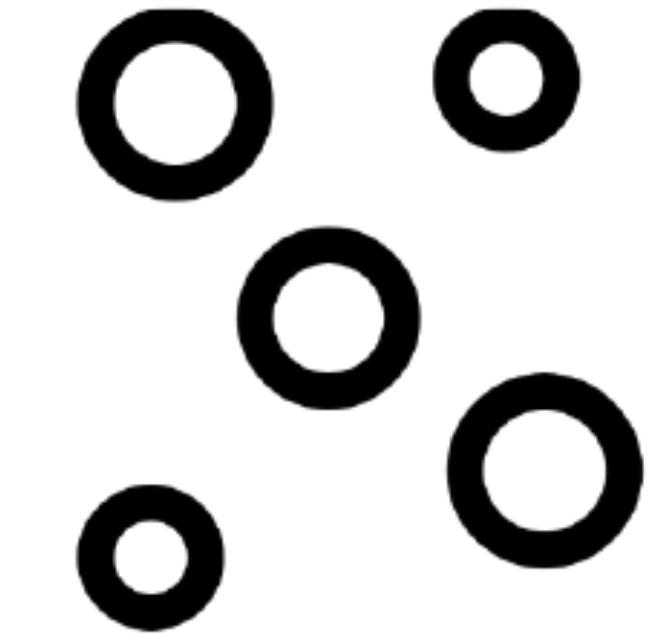
SCRIPTED



MEMORIZED



EXTEMPORANEOUS



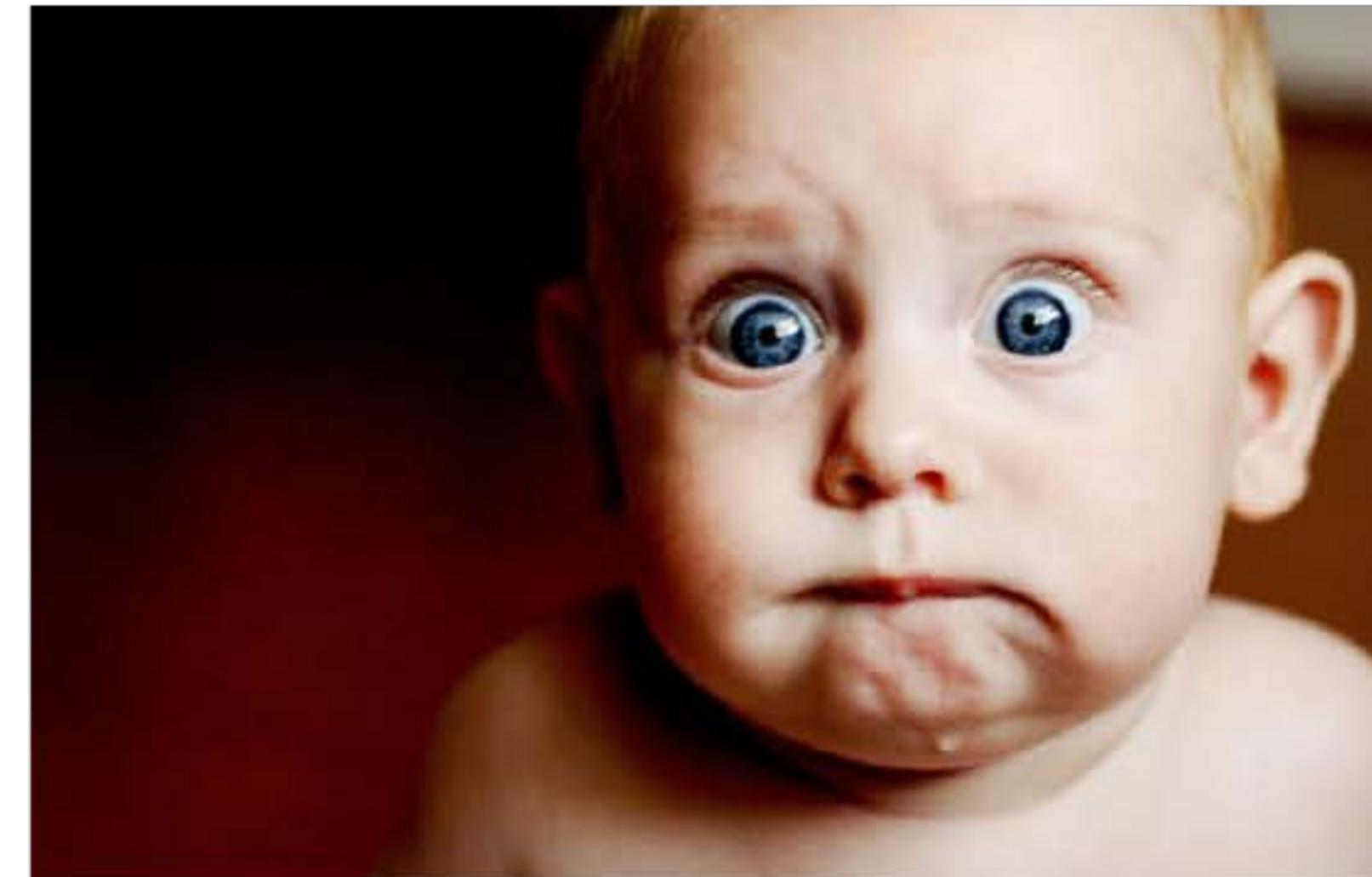
IMPROMPTU

## CONCLUSION

# REVIEW



# COMBAT FEARS



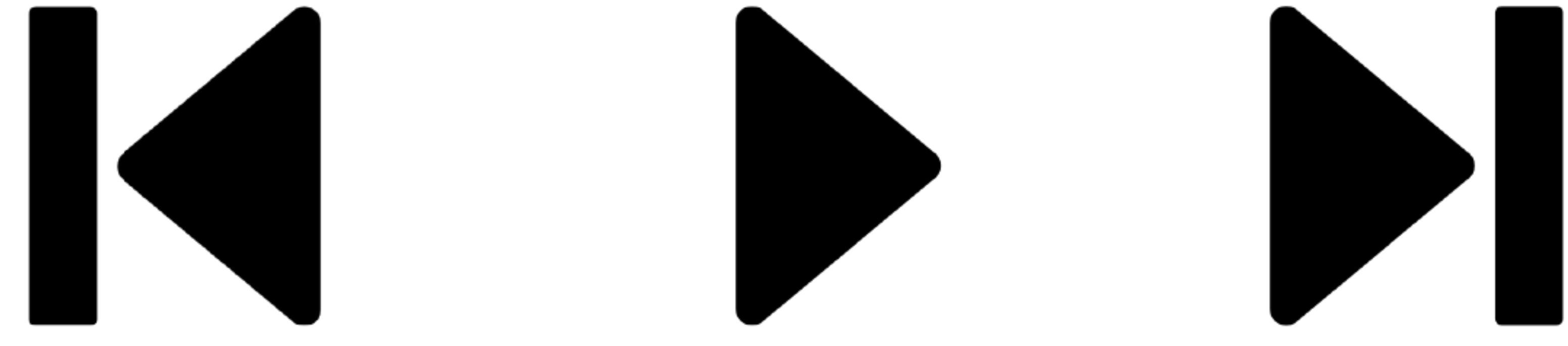
## MOST COMMON WAYS TO COMBAT FEAR

- Practice
- Meditate or do breathing exercises
- Take deep breaths before and during
- Lightly exercise
- Drink warm water (not soda)
- Check the room before presenting
- Talk to audience members before you start
- Do power poses
- Keep posture firm (fake 'til you become—Amy Cuddy)
- Embrace flaws and mistakes; don't apologize

# CONTROL STRUCTURE



REVIEW



BEGINNING

MIDDLE

END

Introduction > Transitions > Signposts > Conclusion



# MAKE IT

# P.O.W.E.R.F.U.L.

Prepare for Your Audience

Open with Vigor

Weave in the Stories

Express with Visuals

Relate with Delivery

Frame the Content

Unify the Message

Leave with a Punch



## CONCLUSION



“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”

-Dale Carnegie

# QUESTIONS OR THOUGHTS?

THANKS FOR JOINING TODAY!



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