

Stop Talking, Start Teaching

5 Rules for Great Presentations

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Our Goal

To be a **GREAT** communicator



Greatness =
Knowledge + Practice



Why?

Your **skills** are not enough
We all need to **sell**

Our Method

Understand the
5 essential steps
to effective teaching

Our Process

Lecture
Review
Tools
Discuss



1. Make Rules



1. Make Rules

Starting with You



1. Make Rules: For You

Be Early



1. Make Rules: For You

Start on Time



1. Make Rules: For You

You Have Less Than
Five Minutes



1. Make Rules: For You

Never
Equivocate



1. Make Rules: For You

Respect Your
Audience



1. Make Rules: For You

Do the Math

1. Make Rules: For You

**Number of Attendees
x Presentation Time
Opportunity Cost**



1. Make Rules

You'd Better
Be Worth It!



1. Make Rules

And for Them



1. Make Rules

Appreciate
Clarity



1. Make Rules

Define
Expectations



1. Make Rules

No Questions

If you say it, **MEAN IT!**



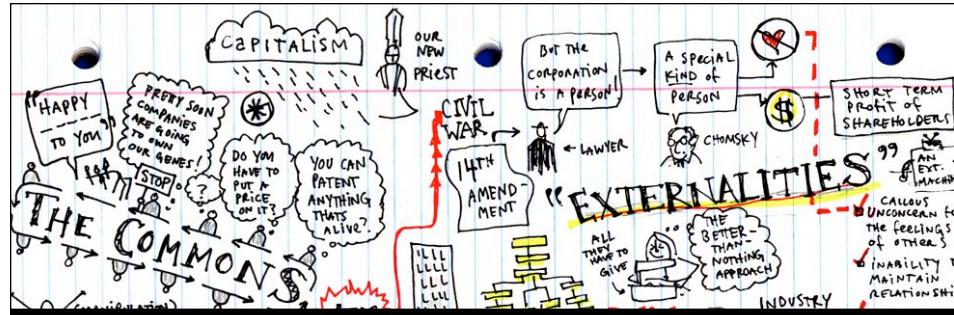
1. Make Rules

No Laptops?



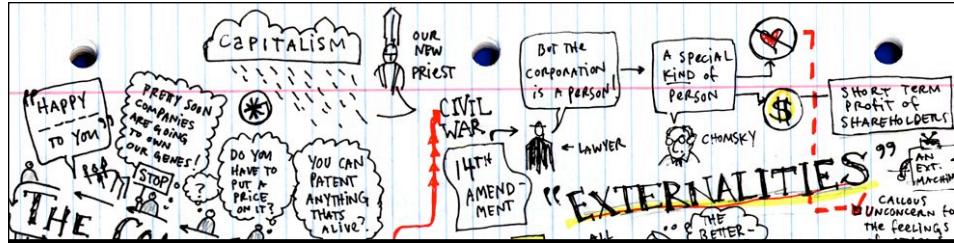
1. Make Rules

Just be Clear



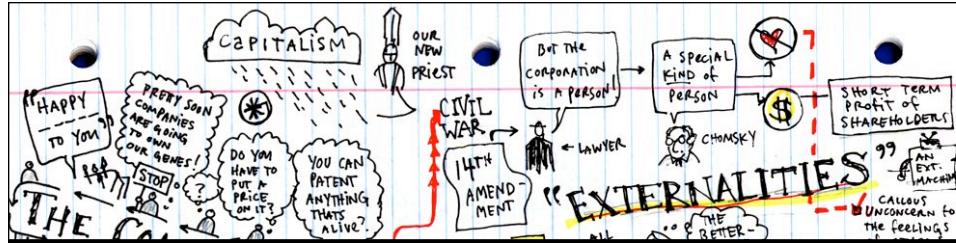
2. Have a Point





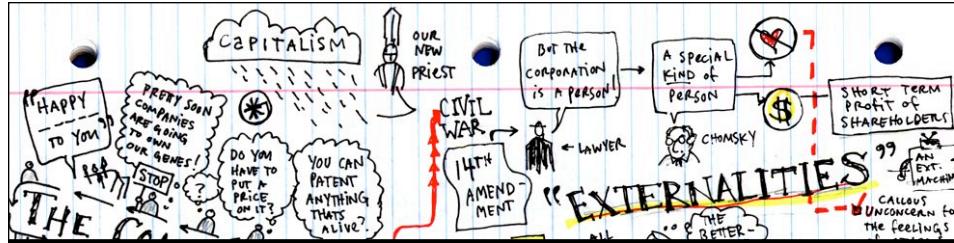
2. Have a Point

“Talk About”



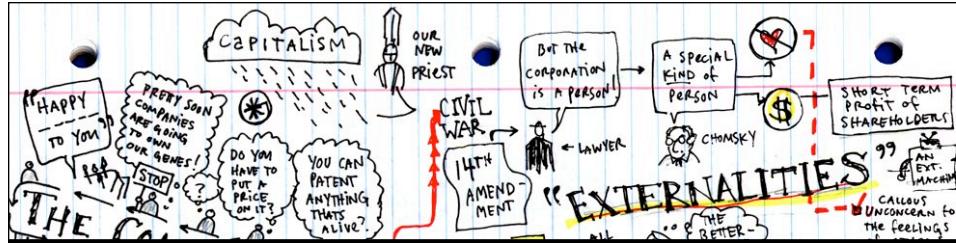
2. Have a Point

It's not about
You!



2. Have a Point

It's about **US!**

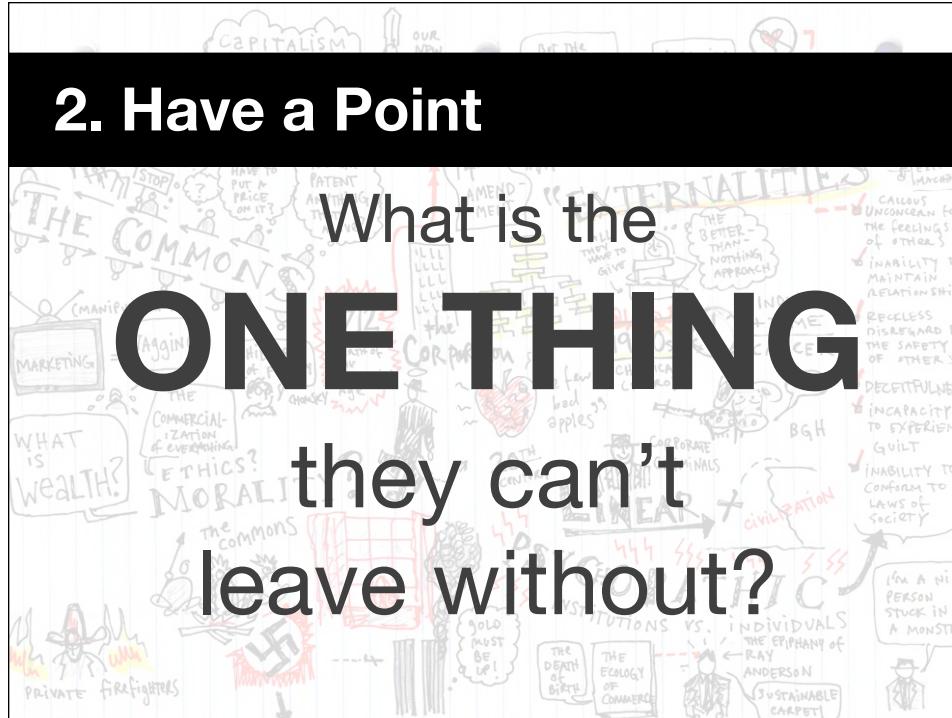


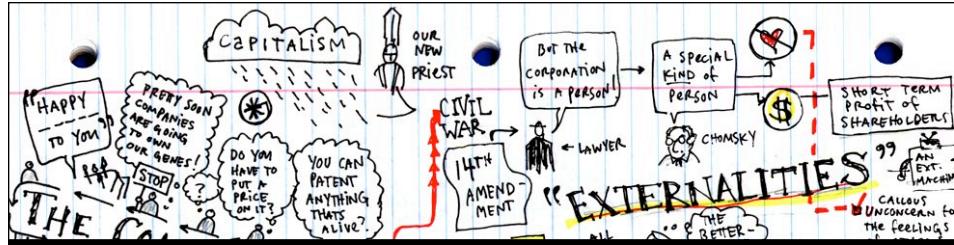
2. Have a Point

Define Success

2. Have a Point

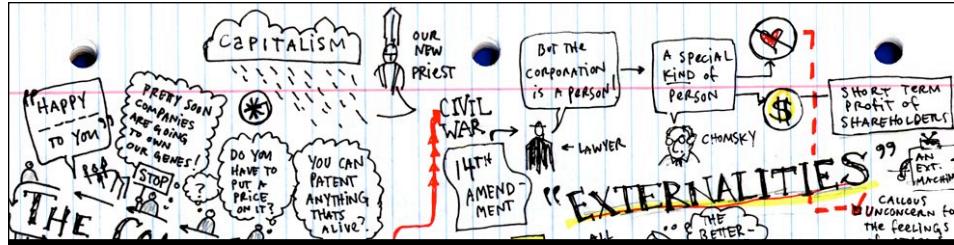
What is the
ONE THING
they can't
leave without?





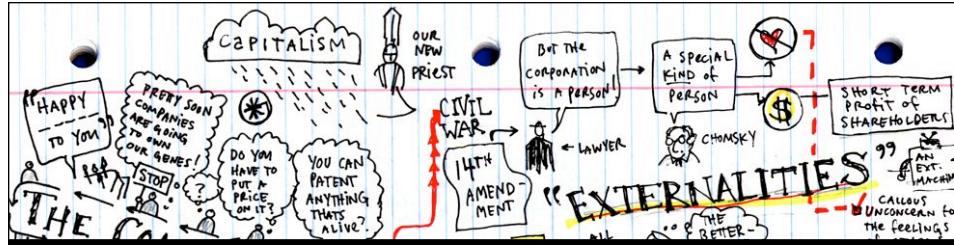
2. Have a Point

If you can't
answer that...



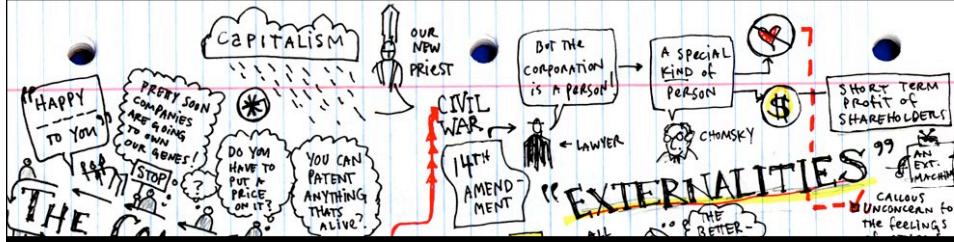
2. Have a Point

Don't Bother!



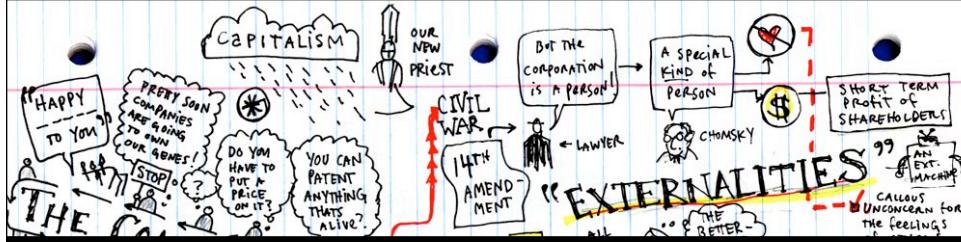
2. Have a Point

Keep yourself
focused by...



2. Have a Point

Having a Structure



2. A Point : Structure

Step 1: Inspire

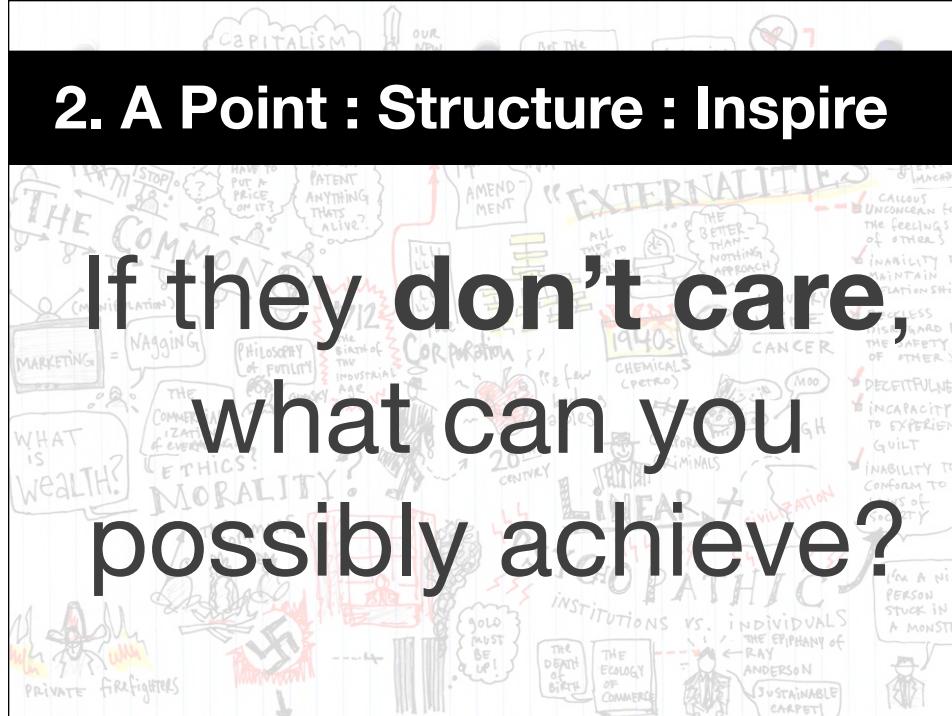
2. A Point : Structure : Inspire

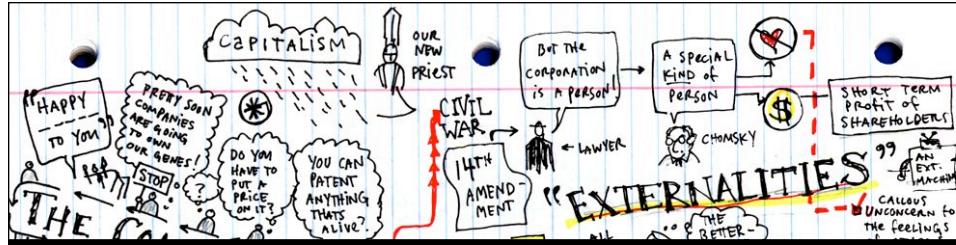
Why should they
CARE?



2. A Point : Structure : Inspire

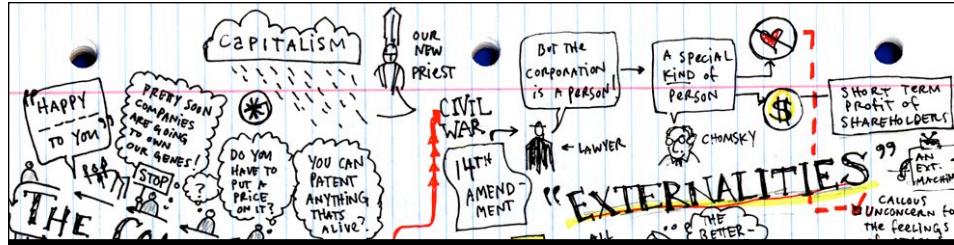
If they don't care,
what can you
possibly achieve?





2. Have a Point : Structure

Step 2: Equip

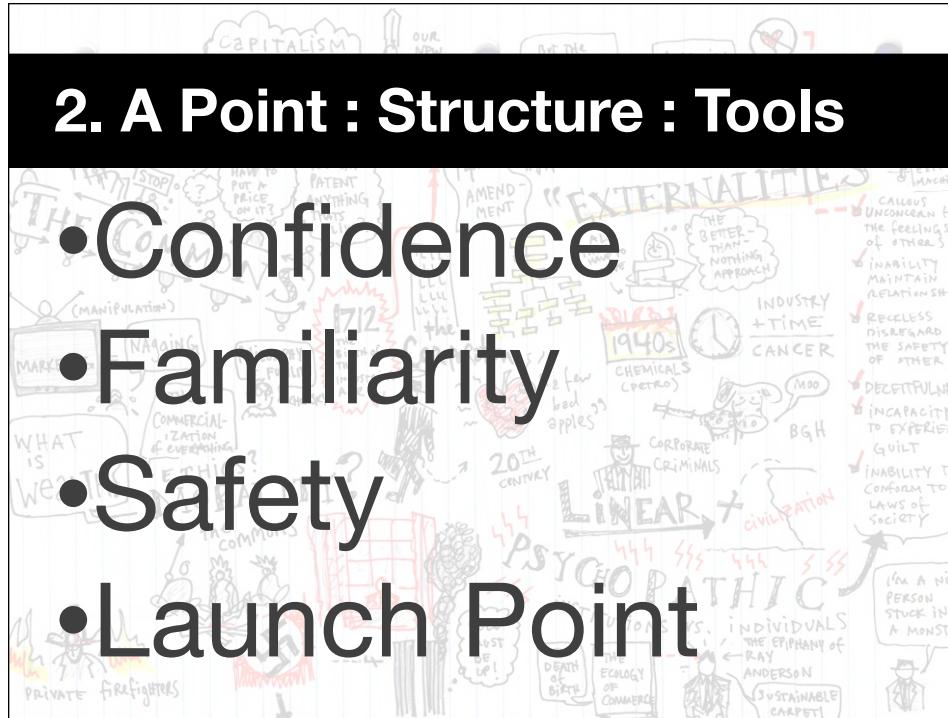


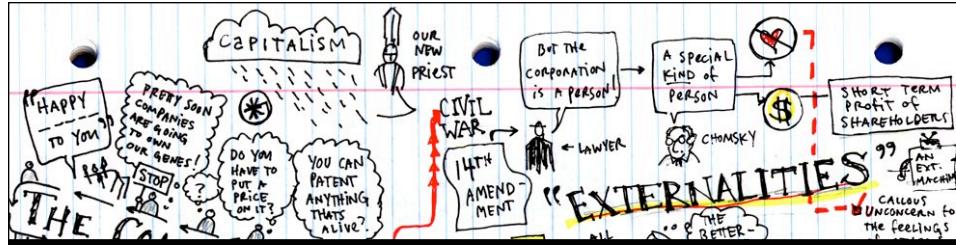
2. A Point : Structure : Equip

They need
TOOLS

2. A Point : Structure : Tools

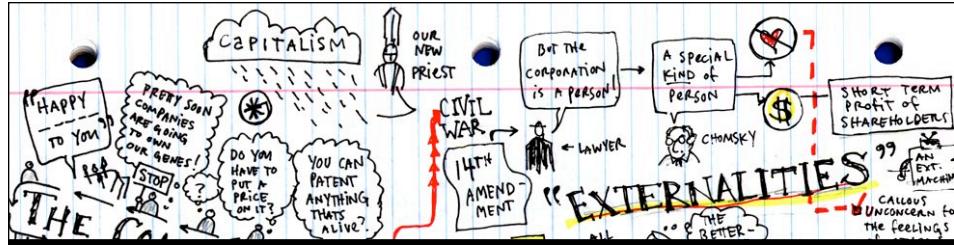
- Confidence
- Familiarity
- Safety
- Launch Point





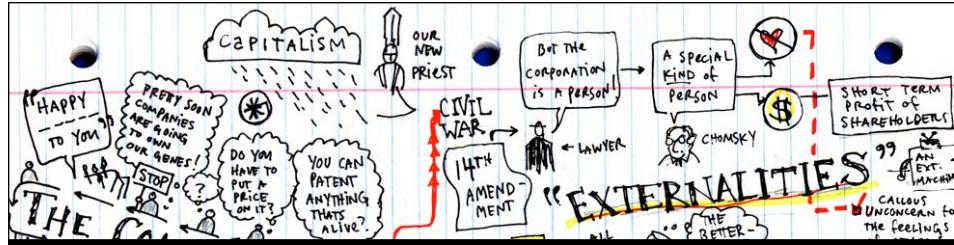
2. Have a Point : Structure

Step 3: Direct



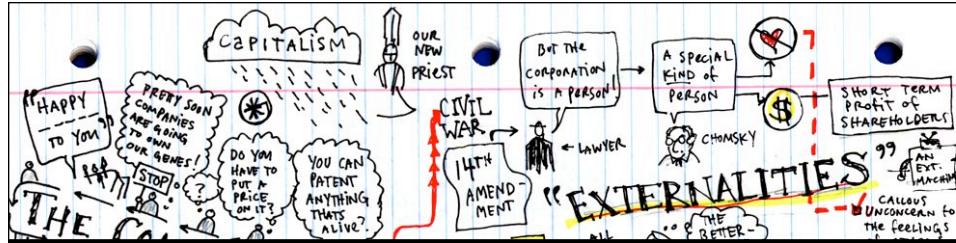
2. A Point : Structure : Direct

What will they DO?



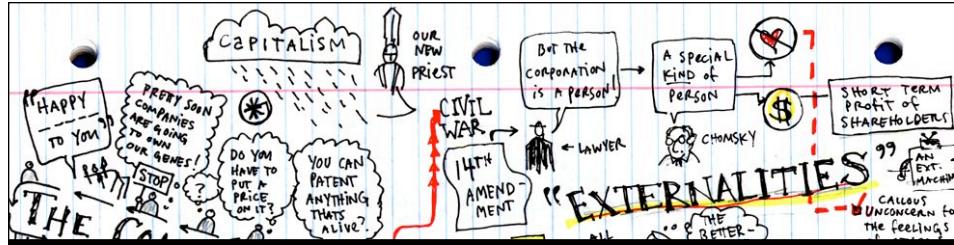
2. A Point : Structure : Direct

What **supports**
will they have?



2. A Point : Structure

Step 4: Measure

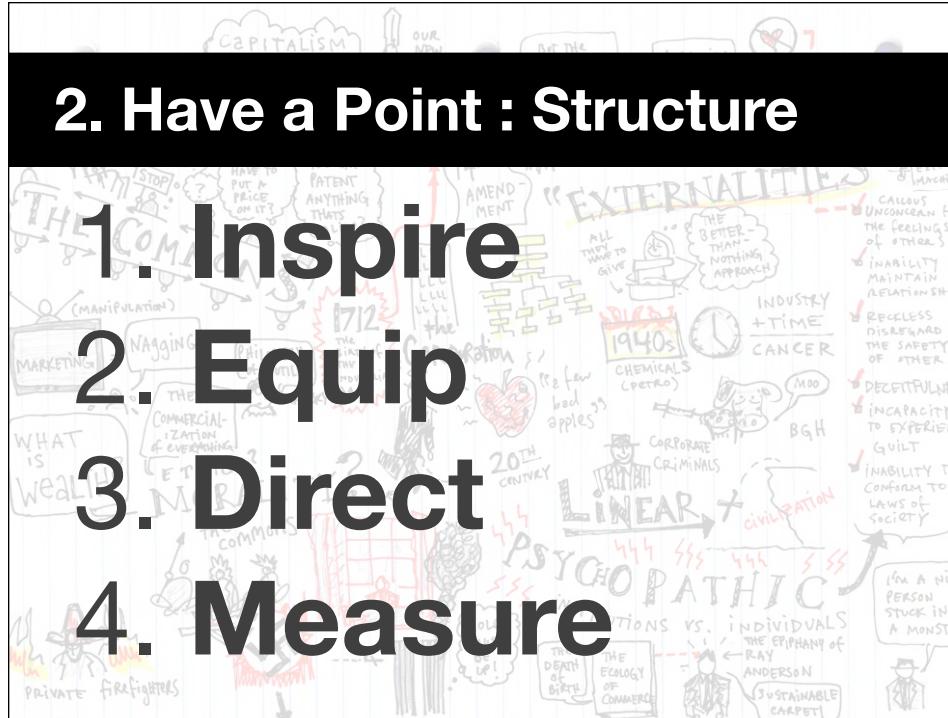


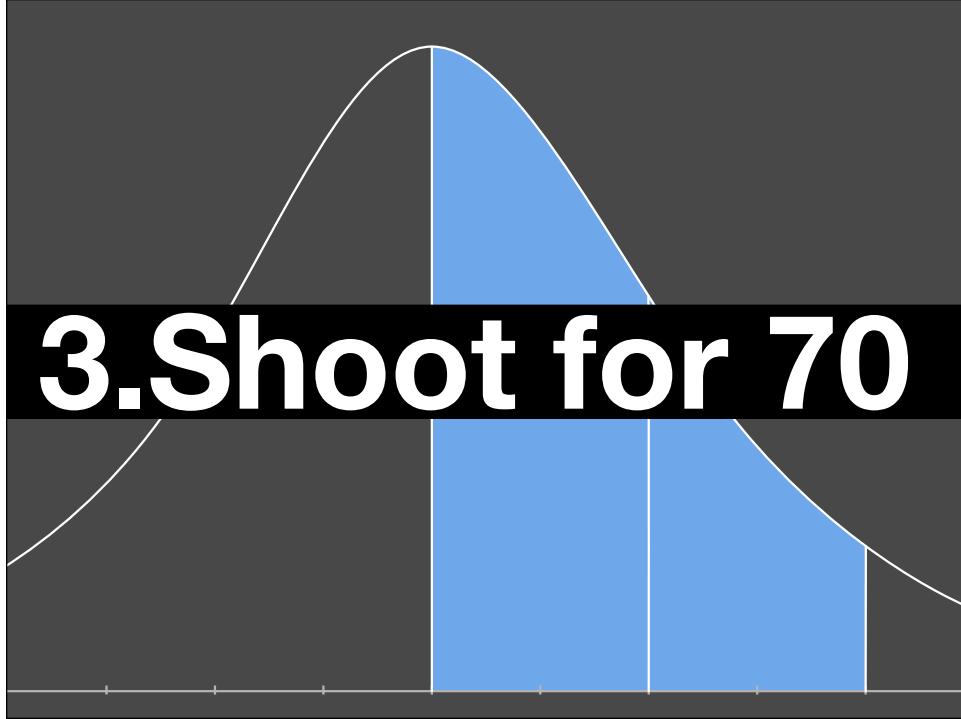
2. Point : Structure : Measure

How will you
know it worked?

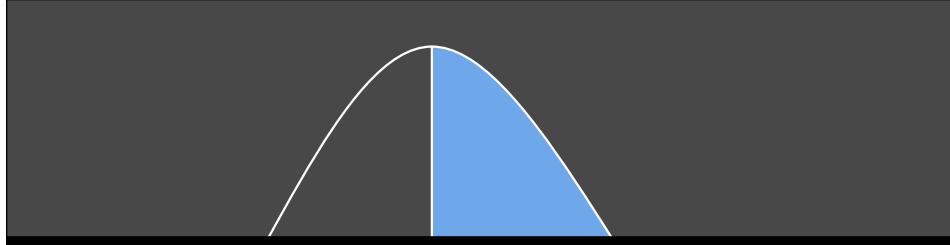
2. Have a Point : Structure

1. Inspire
2. Equip
3. Direct
4. Measure



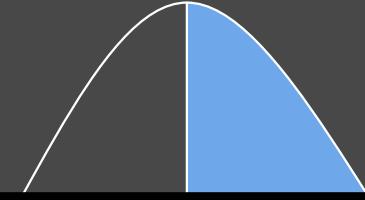


3. Shoot for 70



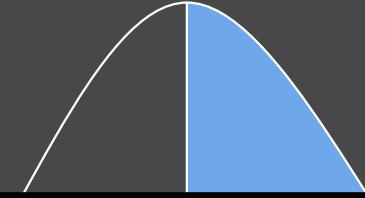
3. Shoot for 70

“I don’t know
my audience.”



3. Shoot for 70

Make it Up!



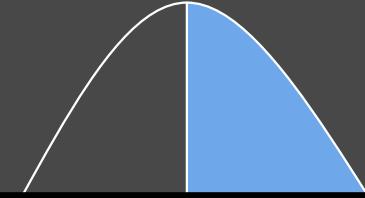
3. Shoot for 70

Script Out
Characters

3. Shoot for 70

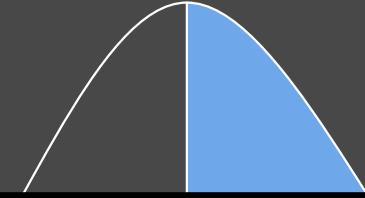
What do each of these people know already?

- The **Newbie**
- The **Average**
- The **Expert**



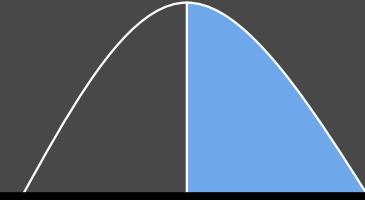
3. Shoot for 70

And what do they
want to know?



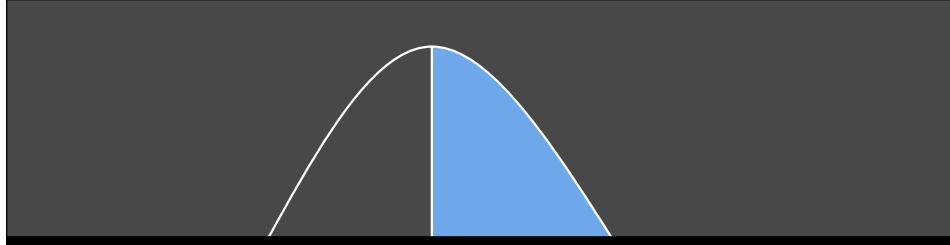
3. Shoot for 70

Newbies



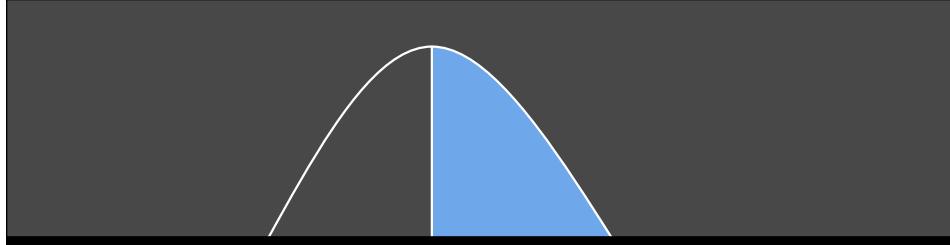
3. Shoot for 70: Newbies

Easily Impressed



3. Shoot for 70: Newbies

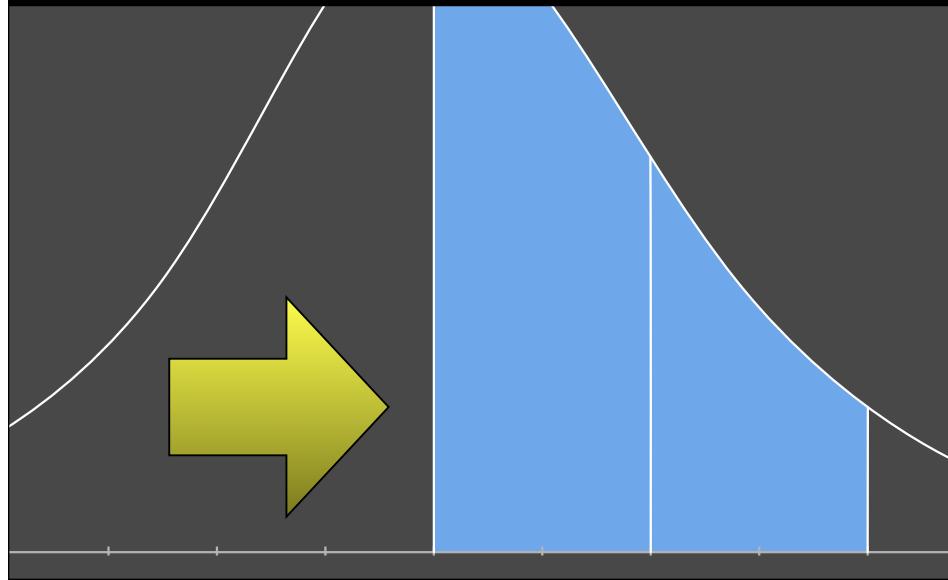
Easily Overwhelmed



3. Shoot for 70: Newbies

Can they **prepare**
ahead of time?

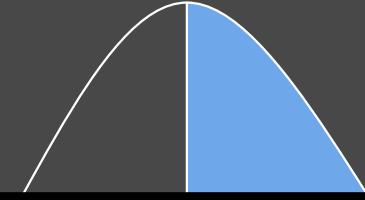
3. Shoot for 70 : Newbies





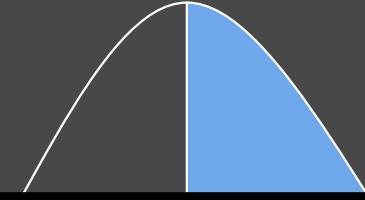
3. Shoot for 70

Average



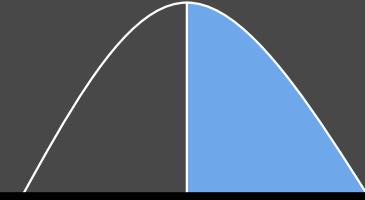
3. Shoot for 70: Average

They know a thing
or two



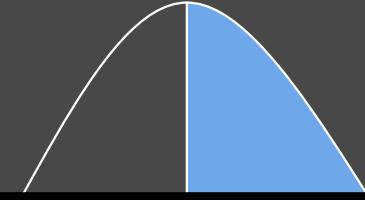
3. Shoot for 70: Average

They are the **weight**
that tips scales



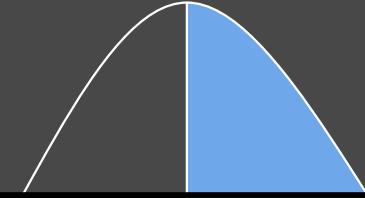
3. Shoot for 70

Experts



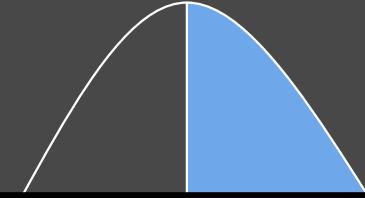
3. Shoot for 70

Many “**experts**”
are really “**jerks**”



3. Shoot for 70

You are **not** the
Internet

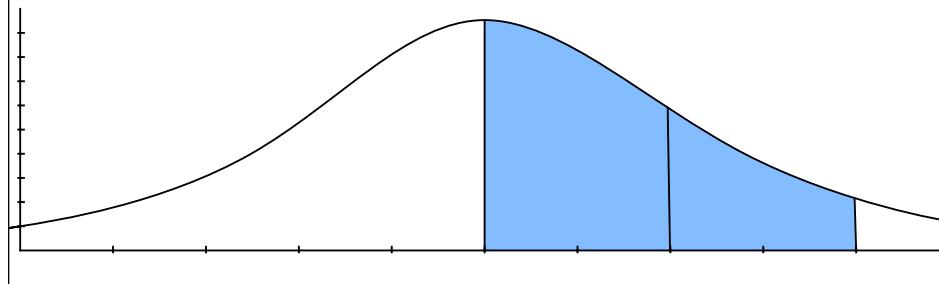


3. Shoot for 70

**Ignore the
experts**

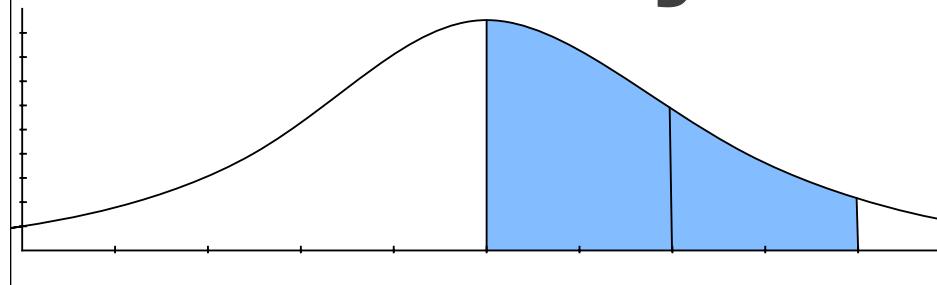
3. Shoot for 70

Aim for 70%,
Hit 50%-90%



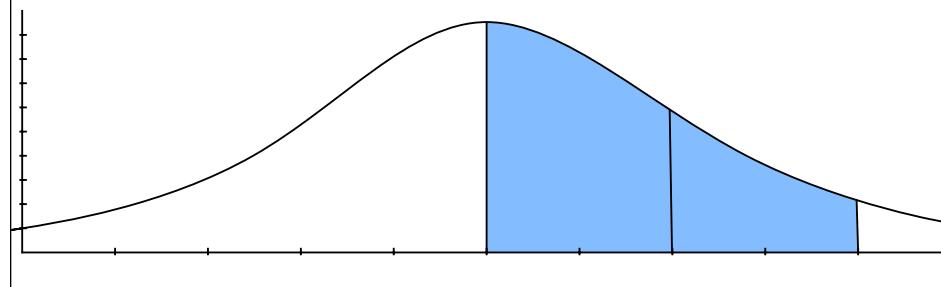
3. Shoot for 70

These are your
community



3. Shoot for 70

Convert them
and you **win**





4. Break Expectations



4. Break Expectations

This can be
done wrong



4. Break Expectations

“Shock” is over



4. Break Expectations

Animations
Don't Count



4. Break Expectations

It's about
content



4. Break Expectations

How can you
be different?



4. Break Expectations

Pre-Survey



4. Break Expectations

Hardcopy
Materials



4. Break Expectations

Interaction



4. Break Expectations

Puzzles, Tasks,
Games



4. Break Expectations

Two Screens
for Live Coding



4. Break Expectations

Movies, Music,
Lights, Sounds

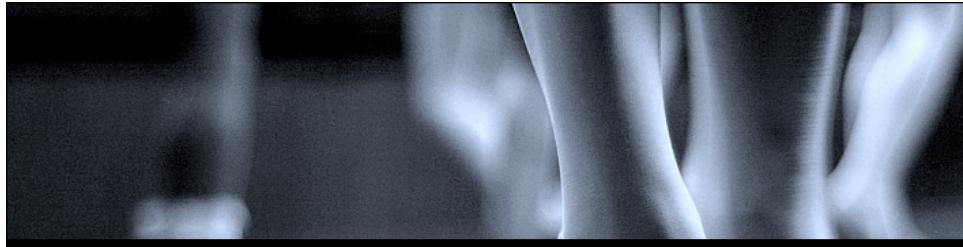


4. Break Expectations

**Enhance the
message, or skip it!**



5. Tell a Story



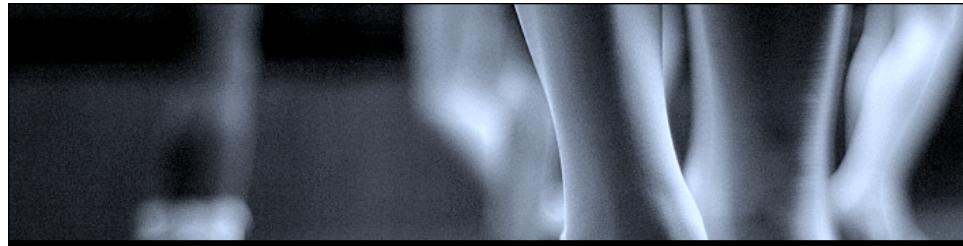
5. Tell a Story

Communicators
tell **stories**



5. Tell a Story

It's not about
the details



5. Tell a Story

Your plan is like
the arc of a story

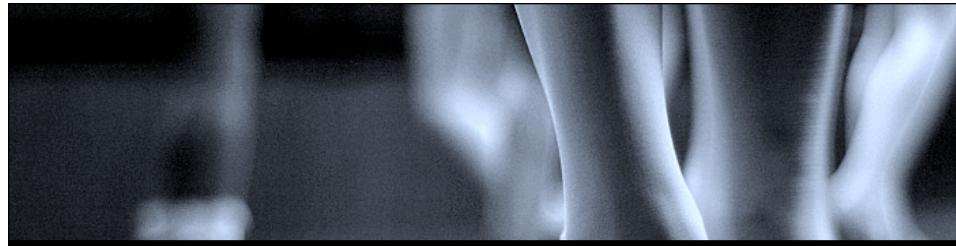
5. Tell a Story

STORIES

- Problem
- Struggle
- Solution
- Conclusion

PRESENTERS

- Inspire
- Equip
- Direct
- Measure

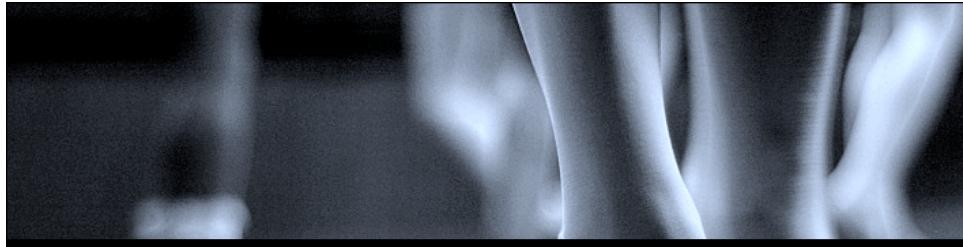


5. Tell a Story

Stories create a
personal connection

5. Tell a Story

Characters
Challenges
Solutions



5. Tell a Story

Perform



5. Tell a Story

You are on
STAGE



5. Tell a Story

And these
people **MATTER**



5. Tell a Story

You are there to
SERVE them

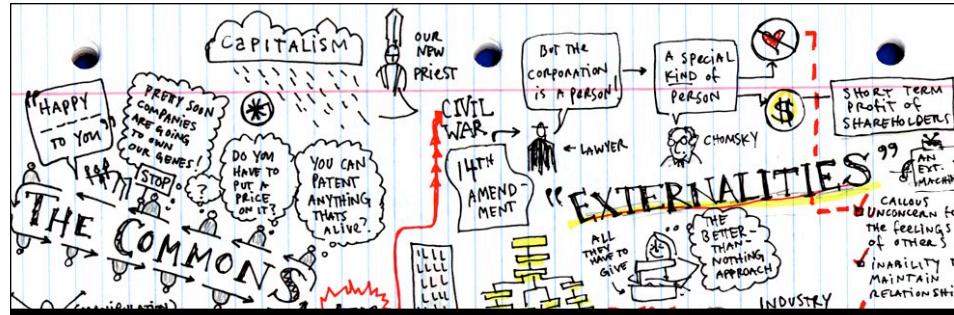


5. Tell a Story

And you
can do it!

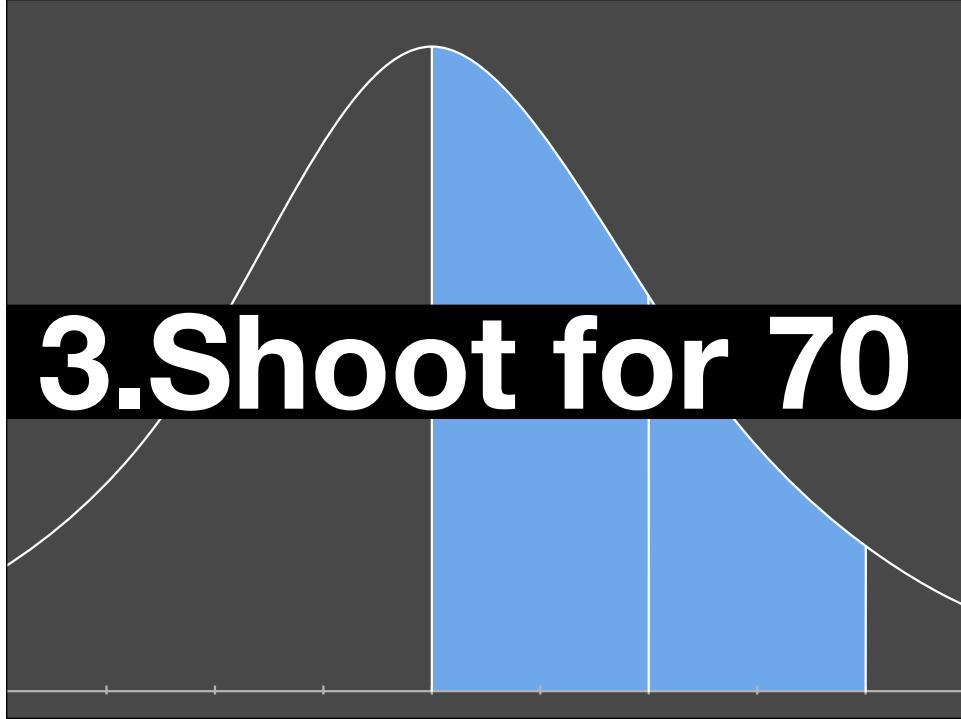


1. Make Rules



2. Have a Point





3. Shoot for 70



4. Break Expectations



5. Tell a Story

Tools

Tools : Software

- **Keynote**

Better Presentation Software

- **Skitch**

Game-changing Screenshots

- **OmniGraffle**

Vector Graphics for Normal People

- **OmniGraphSketcher**

Amazing Graphs when Numbers Don't Matter

- **ScreenFlow**

Easy Screencasting

Tools : Resources

- **Flickr**

Amazing, Creative-Commons Photos

- **iStockPhoto**

When You Can't Find It on Flickr

- **PresentationZen**

Good, Short Articles & Examples

Tools : Everything Else

- **MacMini**

Reliable Dual-screen Display

- **Your Own Projector**

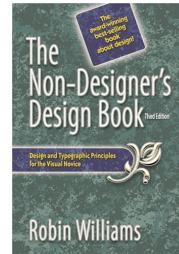
Be Prepared

- **The Non-Designers Design Book**

Vector Graphics for Normal People

- **Color Index 2**

Infinite Color Schemes



Images



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<http://jumpstartlab.com>

Stop Talking, Start Teaching

5 Rules for Great Presentations

github.com/jcasimir/stop-talking

Jeff Casimir / @j3 / jeff@casimircreative.com