

Sample slides

Here are a few before/after slides

Garr Reynolds

Number of bikes sold (2002-2007)



before

Over **5,000** bikes sold in 2007

500

1,500

2,009

3,577

4,007

5,035

'02

'03

'04

'05

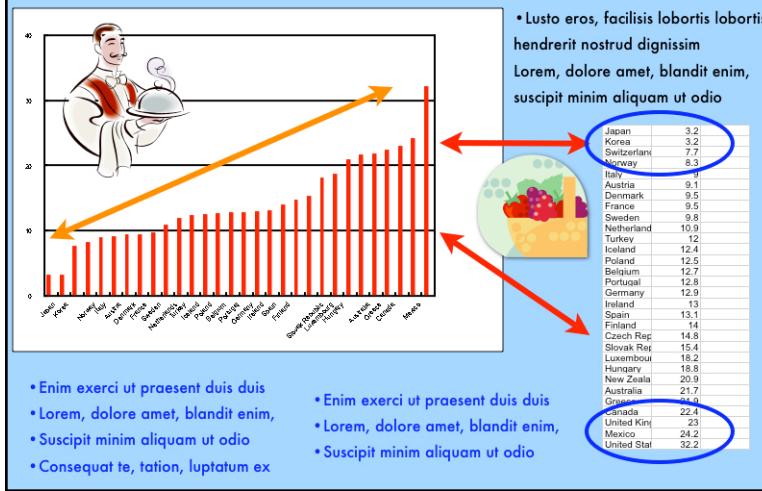
'06

'07

after

Obesity among OCED nations

Percentage of population aged 15 and above with a BMI greater than 30 (2004)



before

after

3.2% of Japanese are “Obese”

Japan 3.2%



France 9.5%



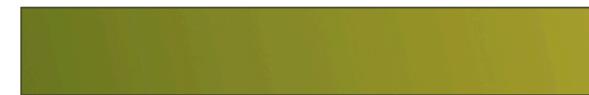
Canada 22.4%



Mexico 24.2%

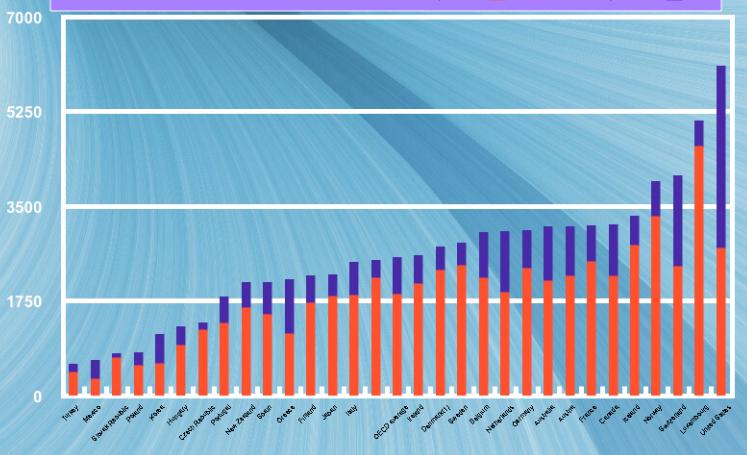


USA 32.2%



OECD Factbook 2007

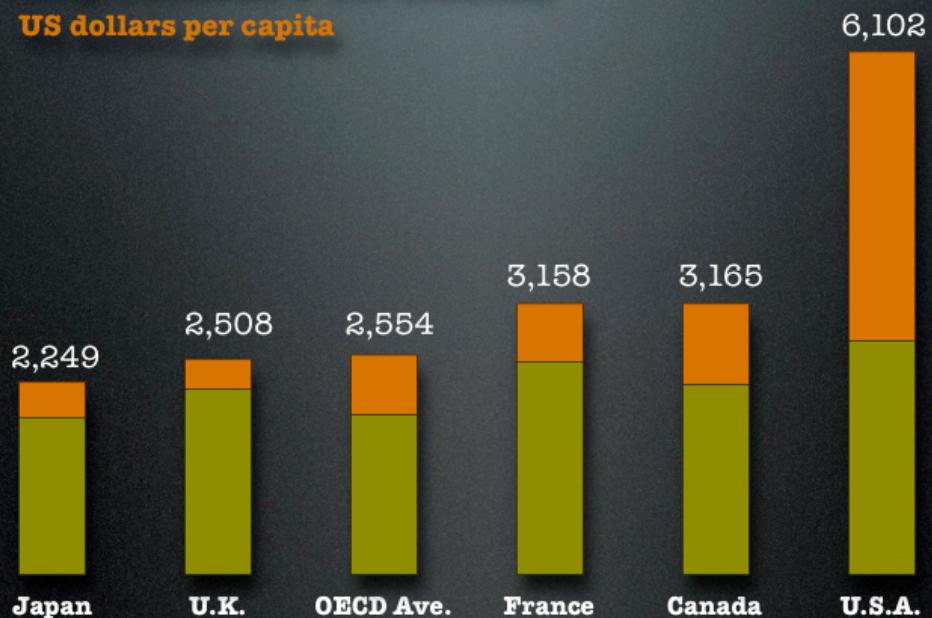
Public and private expenditure on health



before

Total public and private expenditure on health

US dollars per capita



after

before

President John F. Kennedy's Inaugural Address January 20, 1961

- “Ask not what your country can do for you...”
- “Ask what you can do for your country...”



Other speeches

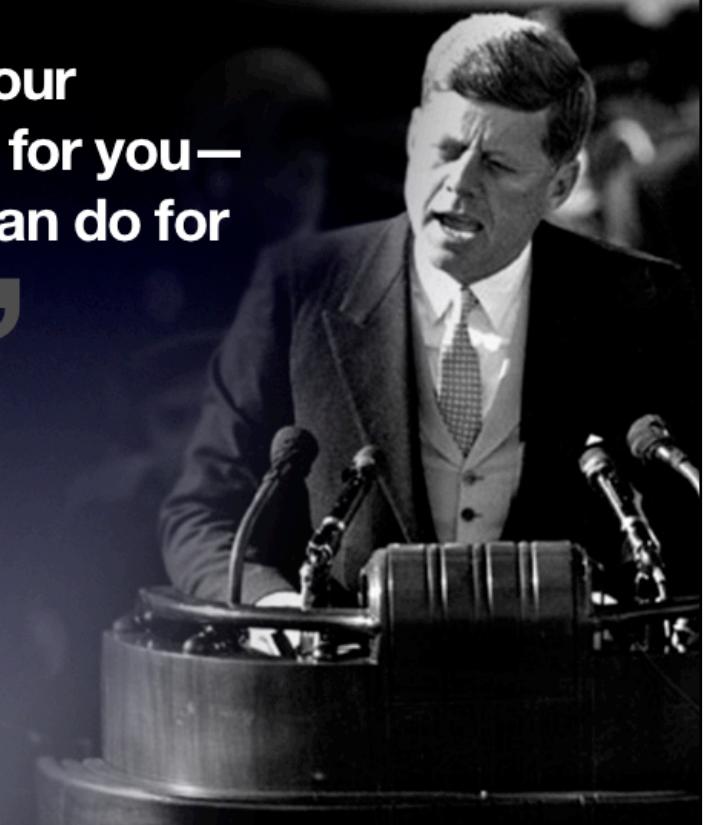
November 17, 2007

Ideas on Presenting

Page 25

after

**“Ask not what your
country can do for you—
ask what you can do for
your country.”**



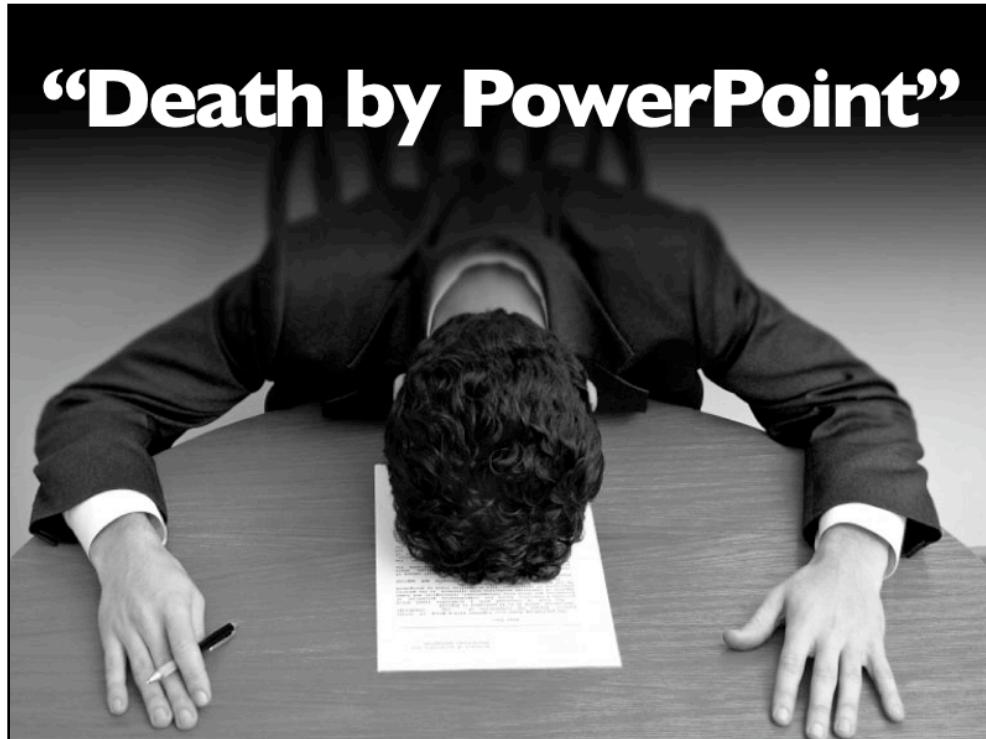
before

The effectiveness of presenting to bullets

- People can't read and listen effectively at the same time.
- Audiences report that the presenter reading slides is the thing they hate most.
- Presenting to lists of bullets will put people to sleep (at best).
- Avoid 'death by powerpoint'

after

"Death by PowerPoint"



after

The sound of one room napping



Advertising in the USA

- First: a little history
- Does sex in advertising still work?
- Is this exploitation? Does it matter?
- What are the costs?
- Can you think of examples?

AdWorld 2008

The Future of Advertising

3-7-08, 'pa

before

Sex in advertising
Does it still sell?



after

before

Public speaking is like jazz

- » The art of dialog.
- » The art of conversation.
- » Rehearsal is important, but you need to embrace improvisation.
- » It's about being in the moment, right here, right now.
- » It's about content, it's about the message -- but also it's about making a connection.

7

after

**“I always think of
public speaking
as being a bit
like jazz...”**

– Sir Ken Robinson

Random sample slides

These slides are from several different presentations and will not be very meaningful without narration. Yet they are pretty good examples of combining text and images in slides that complement a live talk.

presentationzen

TOKYO

Garr Reynolds





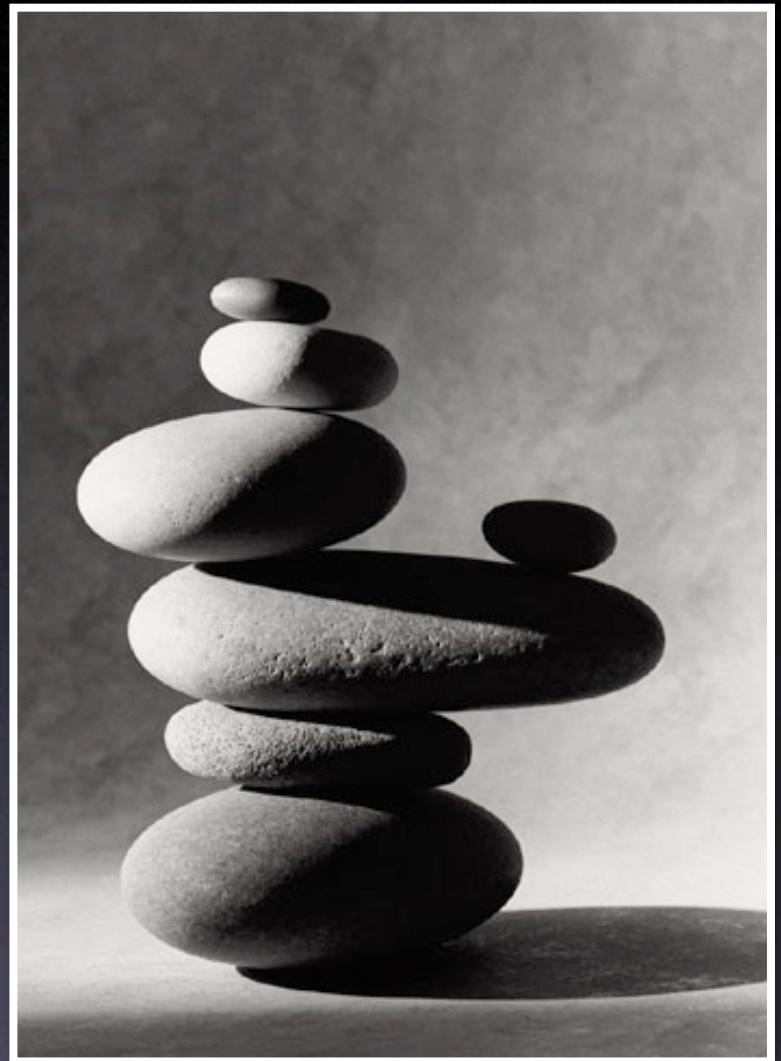
presentationzen

STANFORD

Garr Reynolds

“Simplicity means the achievement of maximum effect with minimum means.”

— Dr. Koichi Kawana



A photograph of a person jogging from the side, wearing a red long-sleeved shirt and dark shorts. They are running through tall, dry grass in a hilly, arid landscape under a clear blue sky.

Less than 33%
of U.S. adults are at
a “healthy weight.”

66% of Americans
are obese or overweight.

| | | |
|-------------------|-------------|-------|
| All adults | 134 million | (66%) |
| Women | 65 million | (62%) |
| Men | 69 million | (71%) |



Presentation Zen

How to plan, design and deliver
presentations like a pro

Garr Reynolds

“Ted Selker, a professor at MIT, reckons obsessive web browsing can cause attention spans to drop to as little as nine seconds — equivalent to a goldfish.”

BBC (2002)



A close-up photograph of a shark swimming in blue water. The shark's body is dark grey on top, transitioning to white on the bottom, a characteristic pattern known as countershading. Its mouth is slightly open, showing its teeth, and its eye is clearly visible. The background is a blurred blue, suggesting depth and movement.

Blogs are like sharks



“You can play a
shoestring if
you’re sincere.”

—John Coltrane

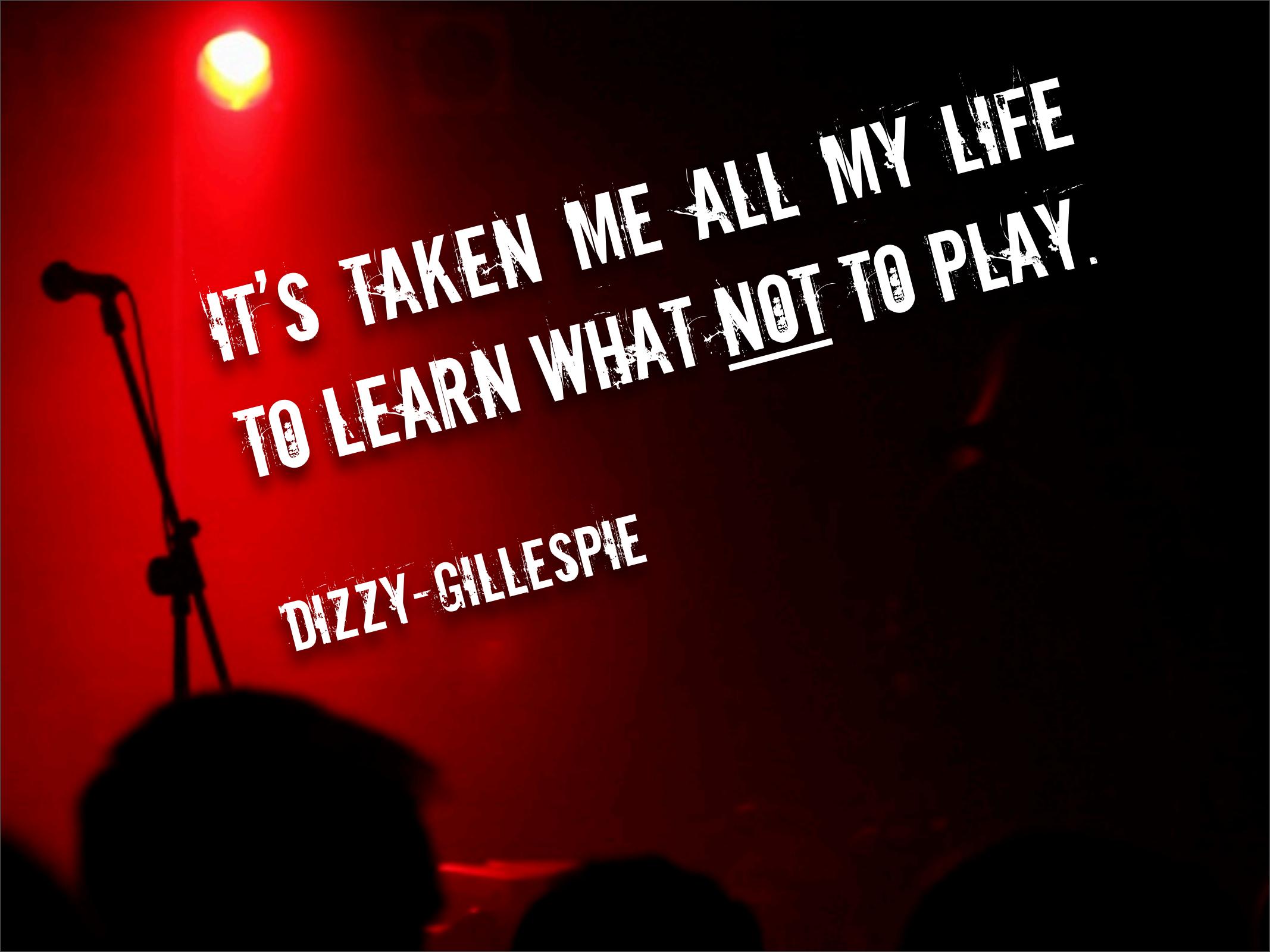
“Master your instrument.
Master the music. And then
forget all that bullshit
and just play.”

—Charlie-Parker

“It's taken me all my
life to learn what
not to play.”

— Dizzy-Gillespie



A dark red stage background with a bright yellow light at the top left. A microphone stand is visible on the left. The text is overlaid on this background.

IT'S TAKEN ME ALL MY LIFE
TO LEARN WHAT NOT TO PLAY.

DIZZY-GILLESPIE

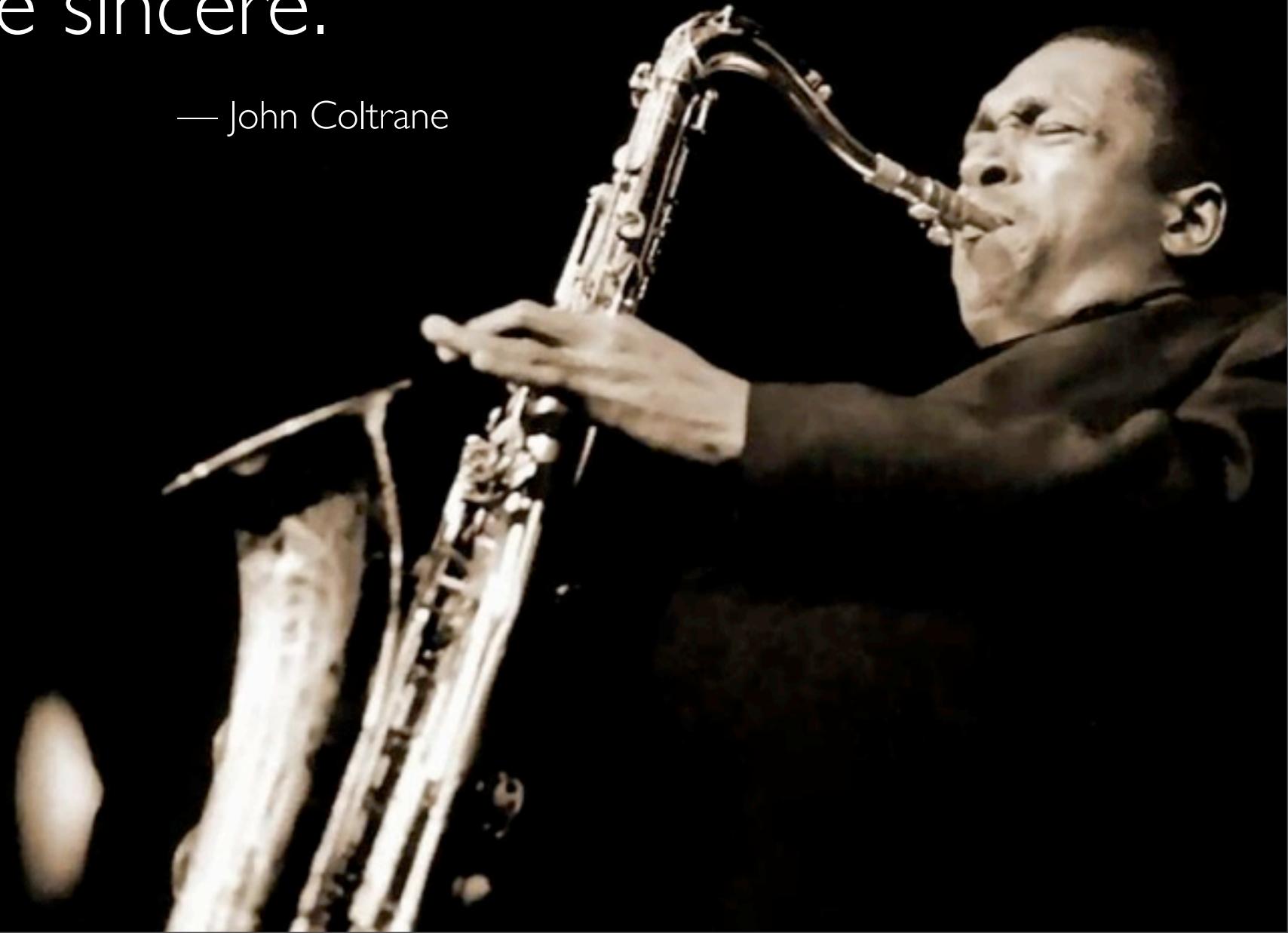
“Making the simple complicated is commonplace;
making the complicated awesomely simple,
that's creativity.”

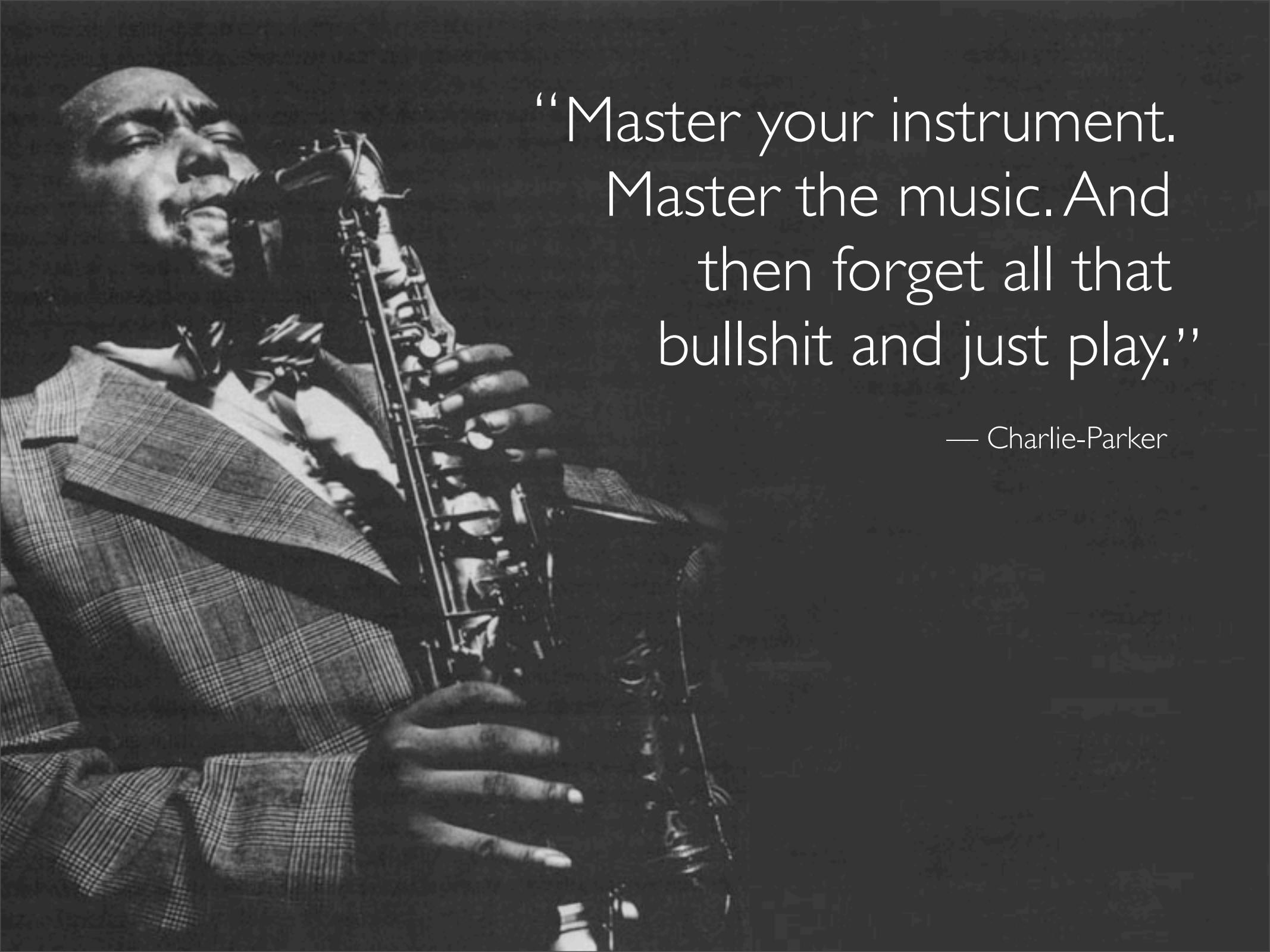
— Charles Mingus



“You can play a shoestring if you’re sincere.”

— John Coltrane



A black and white photograph of Charlie Parker, a jazz saxophonist, captured in the middle of a performance. He is shown from the chest up, wearing a plaid shirt. His eyes are closed, and his head is tilted back as he plays his saxophone. The lighting is dramatic, highlighting his face and the instrument.

“Master your instrument.
Master the music. And
then forget all that
bullshit and just play.”

— Charlie-Parker

Start strong

始めにインパクト

Make a connection

コネクションを作る

Keep the lights on

照明はつけたままで



Keep it Short



Pecha Kucha

ペチャクチャ

20 × 20 6:40



72%

of part time workers are
women



Choosing to have fewer children

1.29

Birth rate (2004)



Fertility rate in Japan?

A photograph of a family of three sitting on a light-colored sofa. On the left, a woman with dark hair is smiling towards the right. In the center, a young girl with dark hair tied back is facing away from the camera. On the right, a man with dark hair is also looking towards the left. A white rectangular box with a slight shadow is positioned in front of the woman, containing the text "1.29".

1.29

Exposition

Conflict & Climax

Resolution

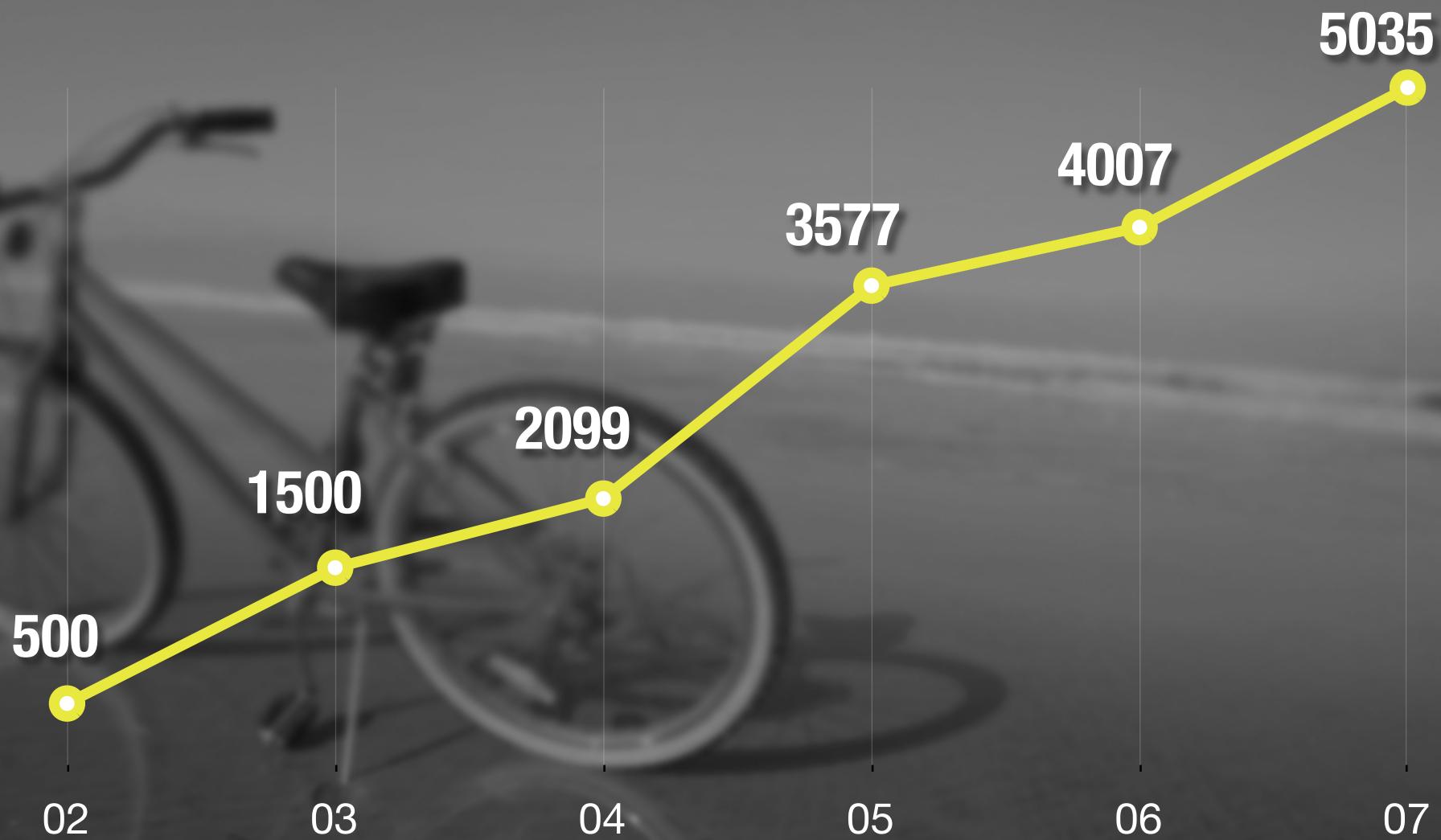
Story



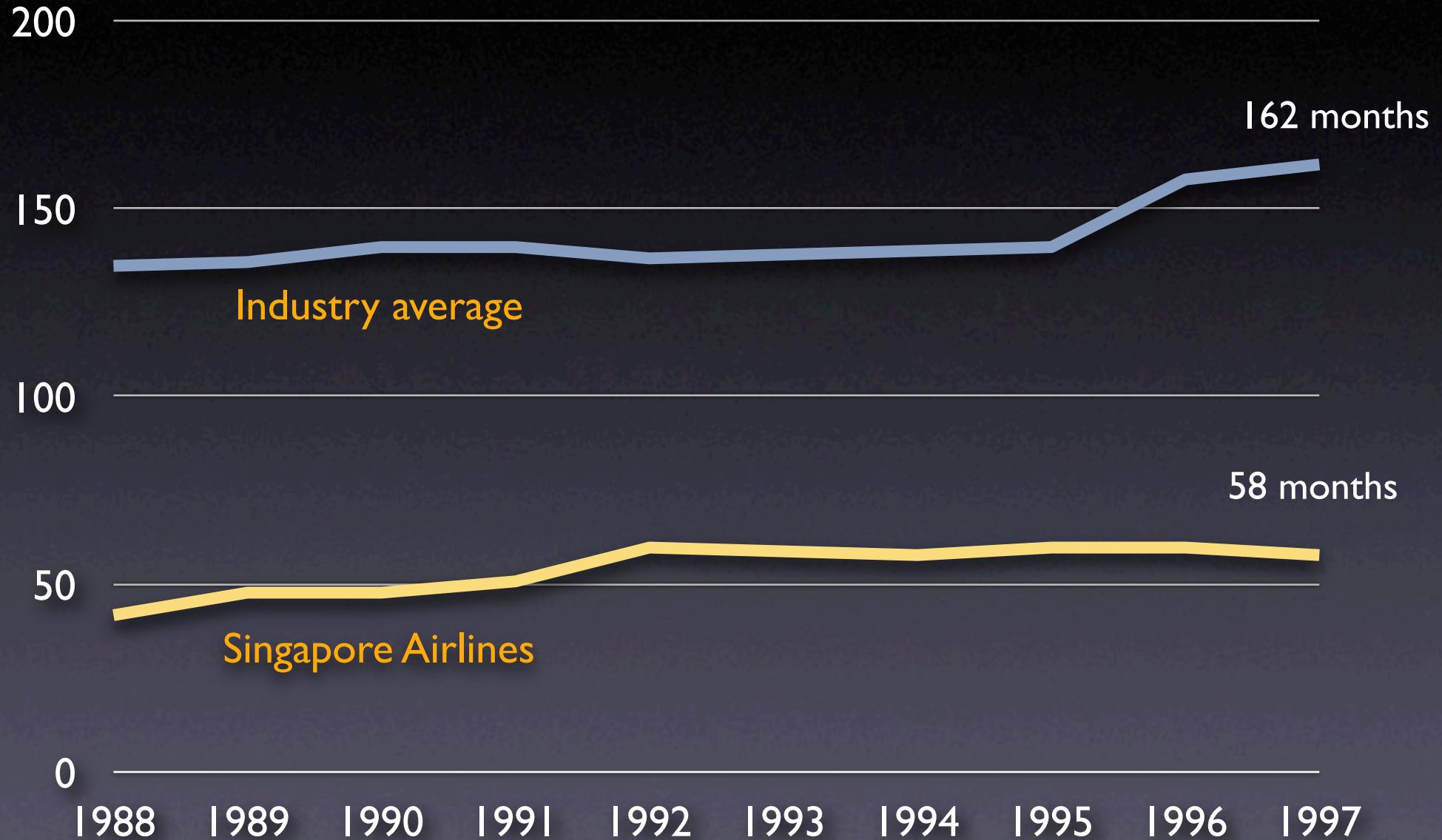


press the flesh

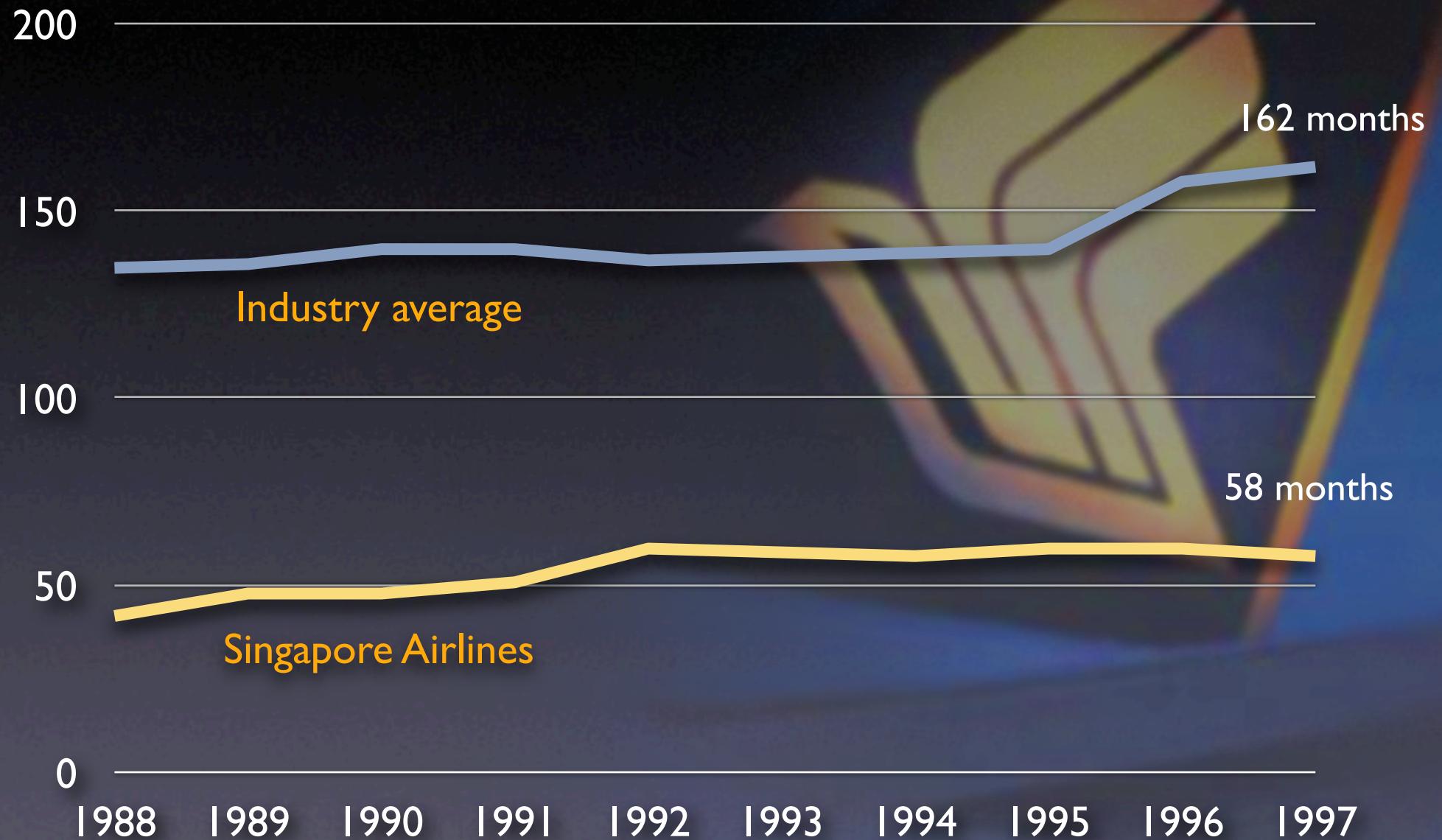
Over 5,000 bikes sold in 2007



Average Age of fleet (months)



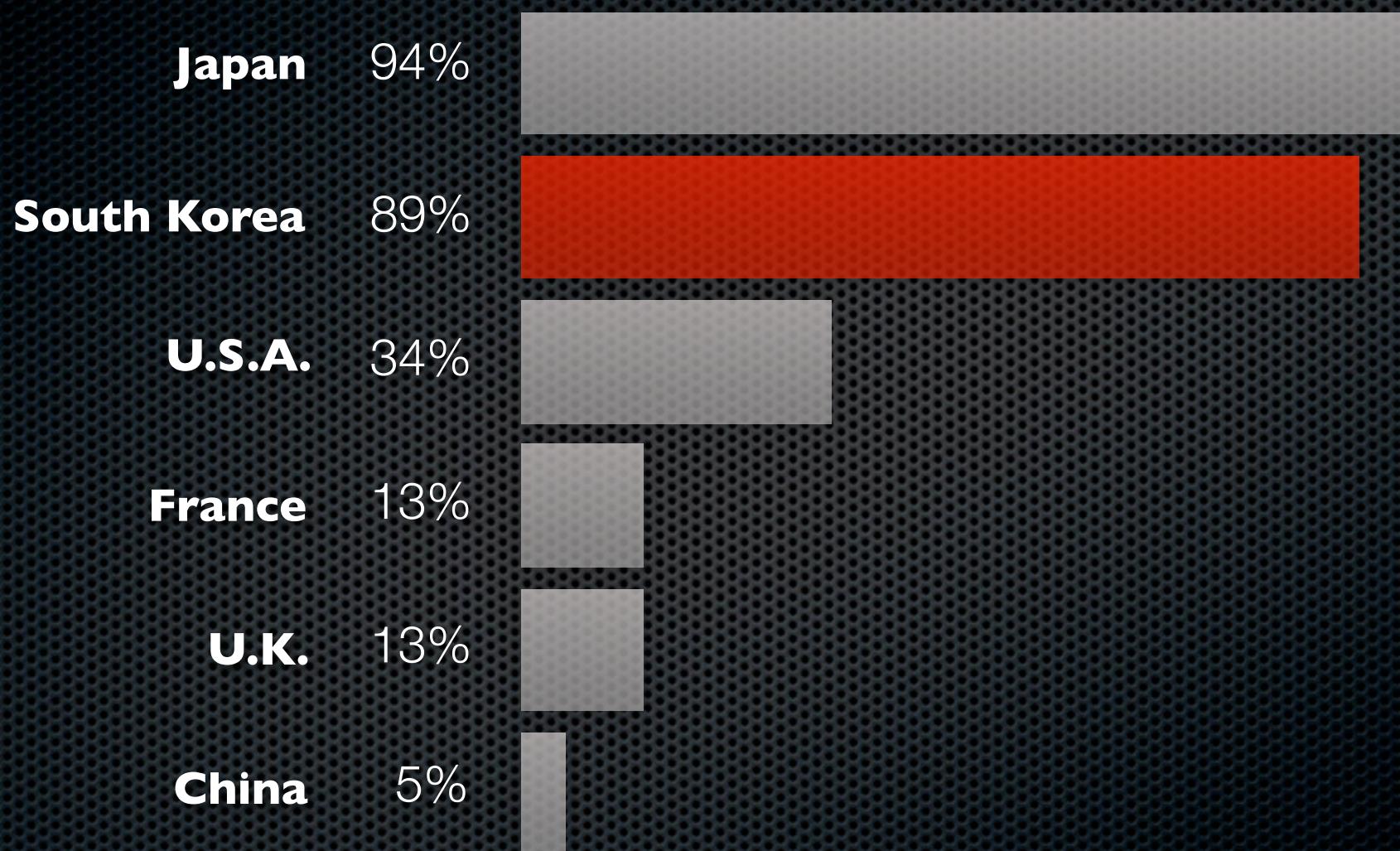
Average Age of fleet (months)



¥99 million in 2003

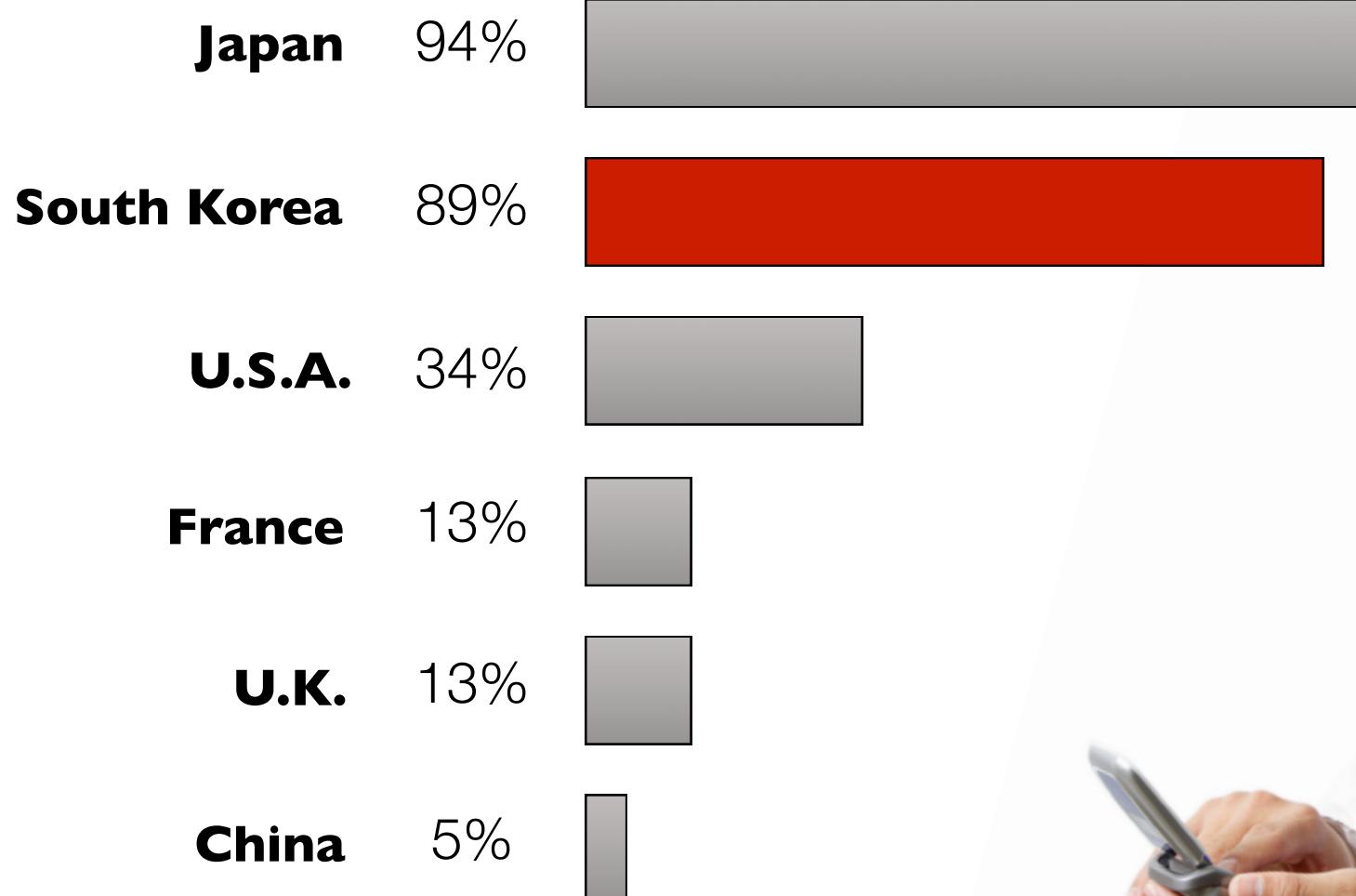


Mobile phone internet connectivity rate



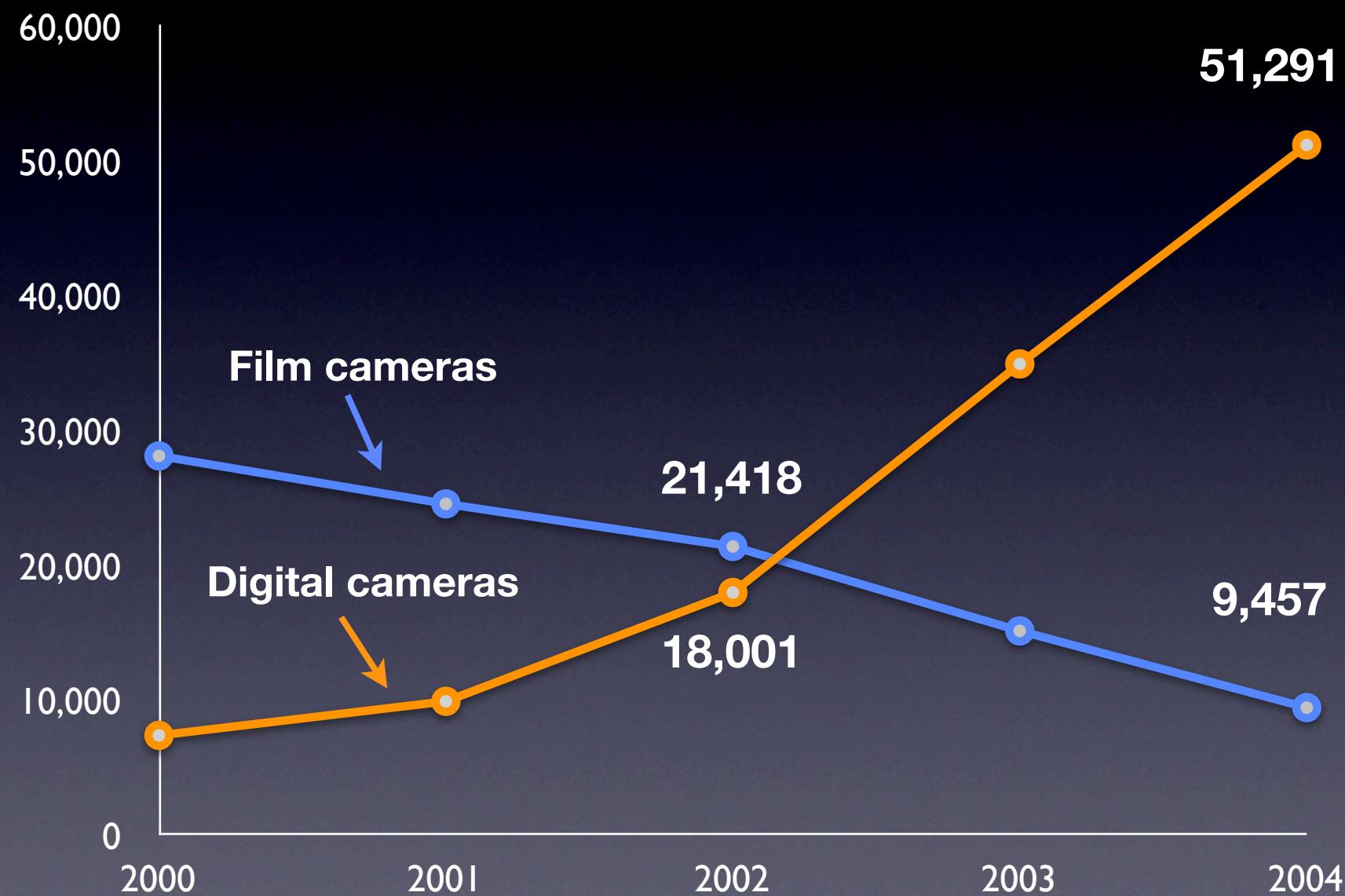
2004: Japan Ministry of Communications

Mobile phone internet connectivity rate



Camera exports: film vs. digital

(Unit: 1000 cameras)



2つのチャネル

パワーポイント
プレゼンテーション

感覚記憶

ワーキングメモリ

長期記憶

言葉

耳

音

記述モデル

画像

目

イメージ

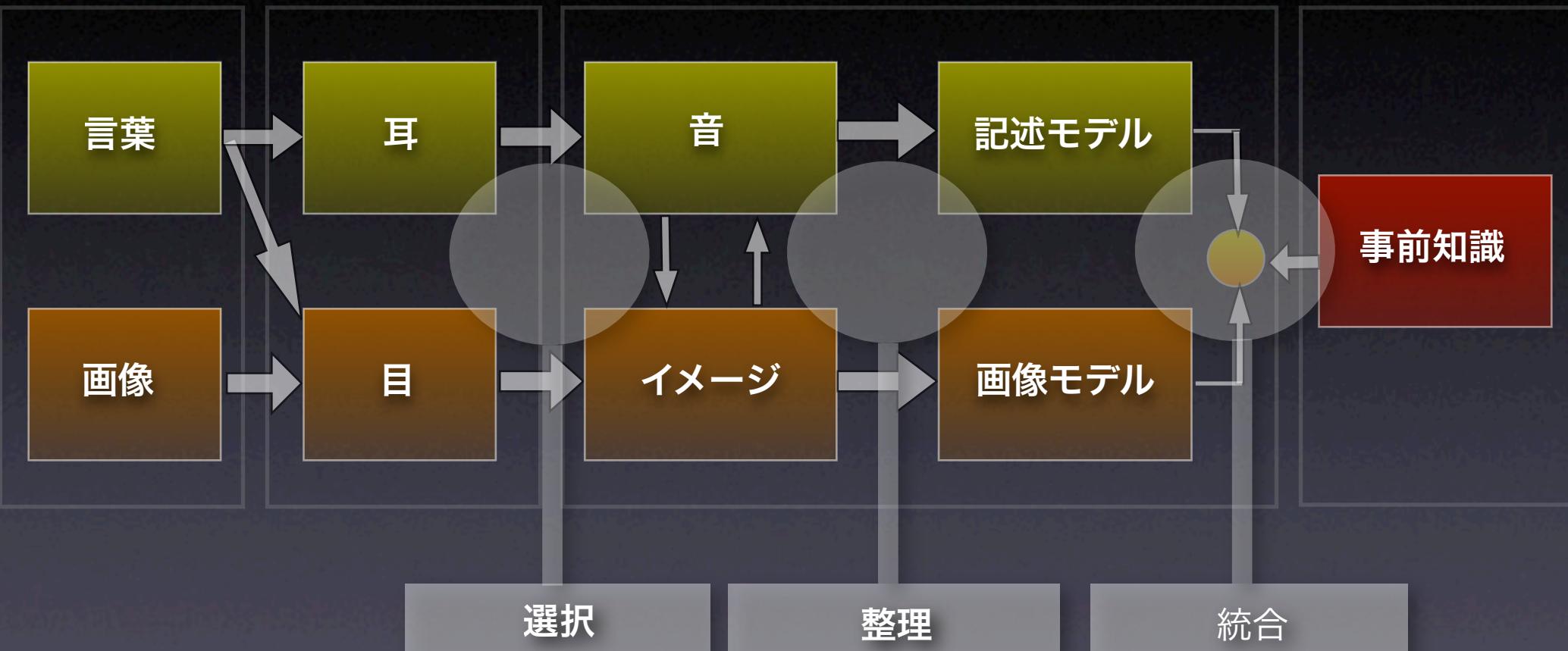
画像モデル

事前知識

選択

整理

統合





90%
of the
freshwater
in the **world** is



ice

Source: SCAR



90%
of the ice in the world
is in **Antarctica**

Source: SCAR



80%
of the world's freshwater
is ice in the
Antarctic

Source: SCAR

“Darth Vader Method”



Together we can bring order to galaxy

If you only knew the power of the Dark Side

- Force is with you — but you are not Jedi yet
- Join me and I will complete your training
- You can destroy the Emperor (*Search your feelings, you may be surprised by this*)
 - *It is your destiny*
- I am your father
 - *Search your feelings. You are the chosen one.*
- Together we shall rule the galaxy
- Come with me. It is the only way
- It is your destiny!

See my website:www.darthrules.com

“The Yoda Method”

“It is a method of writing that places the verb at the end of the sentence.”

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"Do not speak –
unless it improves on silence."



“In the beginner’s mind there are many possibilities, in the expert’s mind there are few.”

—Shunryu Suzuki



Hara hachi bu



Eat only until **80%** full.



Eat **only**
until
80% full.



Eat **only**
until
80% full.



Eat **only**
until
80% full.



Hara hachi bu

Eat only until **80%** full.



Before



After



My Stomach →

Then



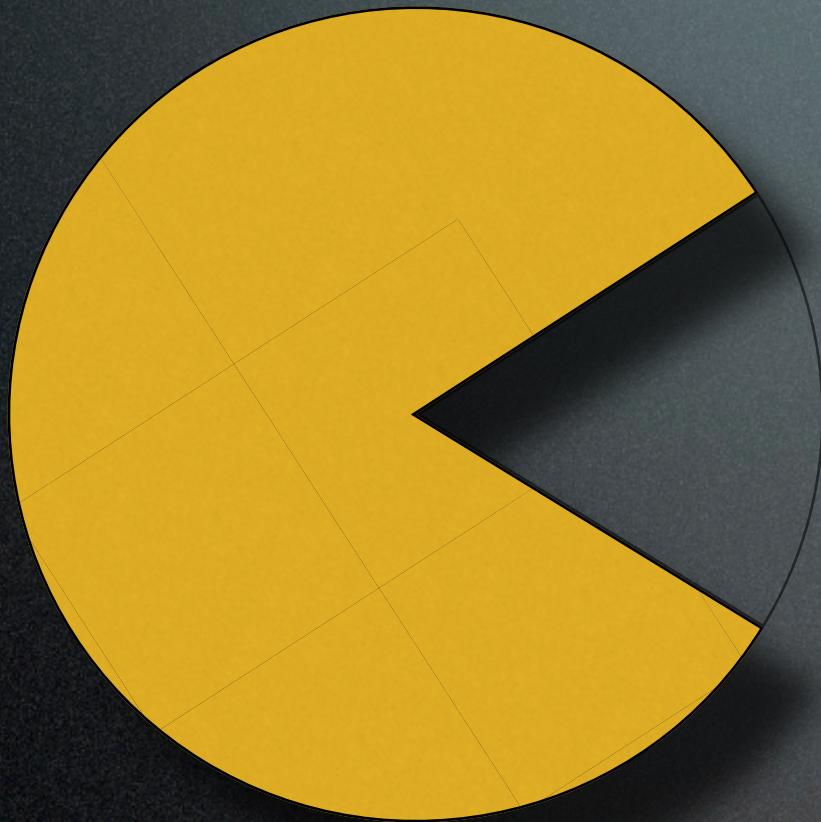
Now



Molestie hendrerit eu vero

Eros duis dolore feugiat

Percentage of chart which looks like Pac-man



Looks like Pac-man



Does not look like Pac-man

“Make it easy for people
to talk about you.”

—Andy Sernovitz



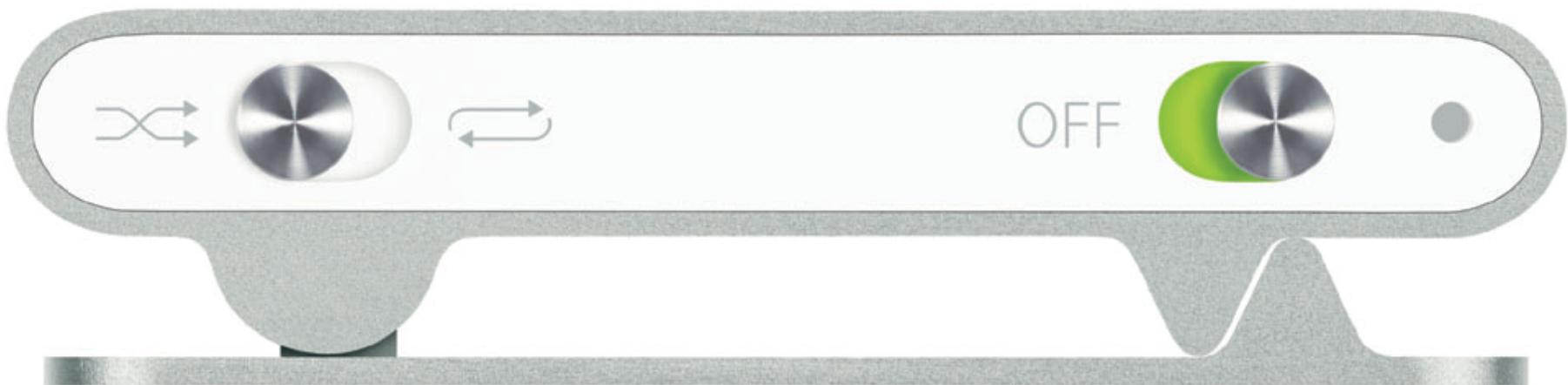
“Be interesting, or be invisible.”

— Andy Sernovitz



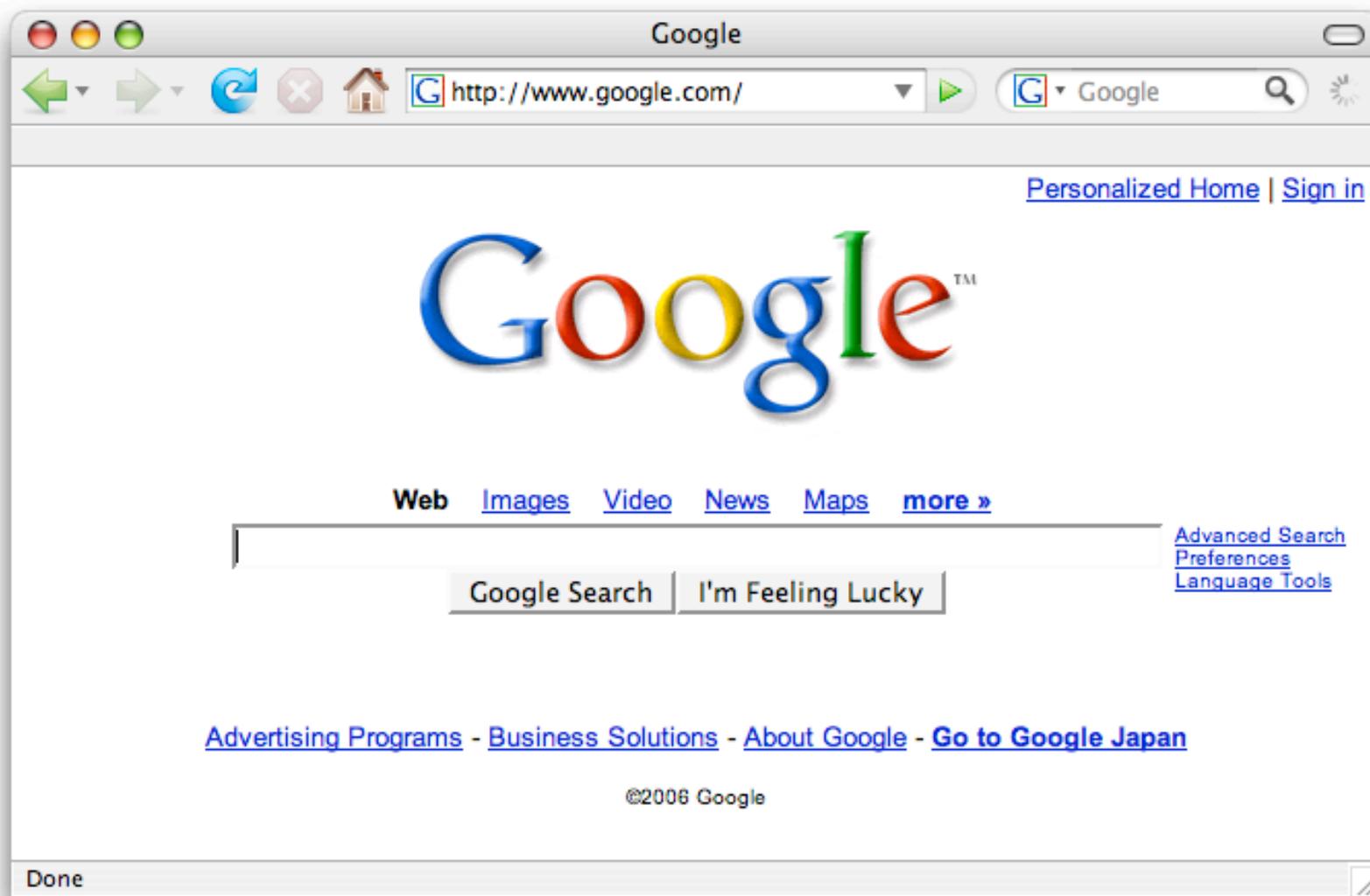
**“Simplicity is about
subtracting the obvious,
and adding the meaningful.”**

— John Maeda



“More appears like less simply moving it far, far away.”

— John Maeda



“Openness simplifies complexity.”

John Maeda



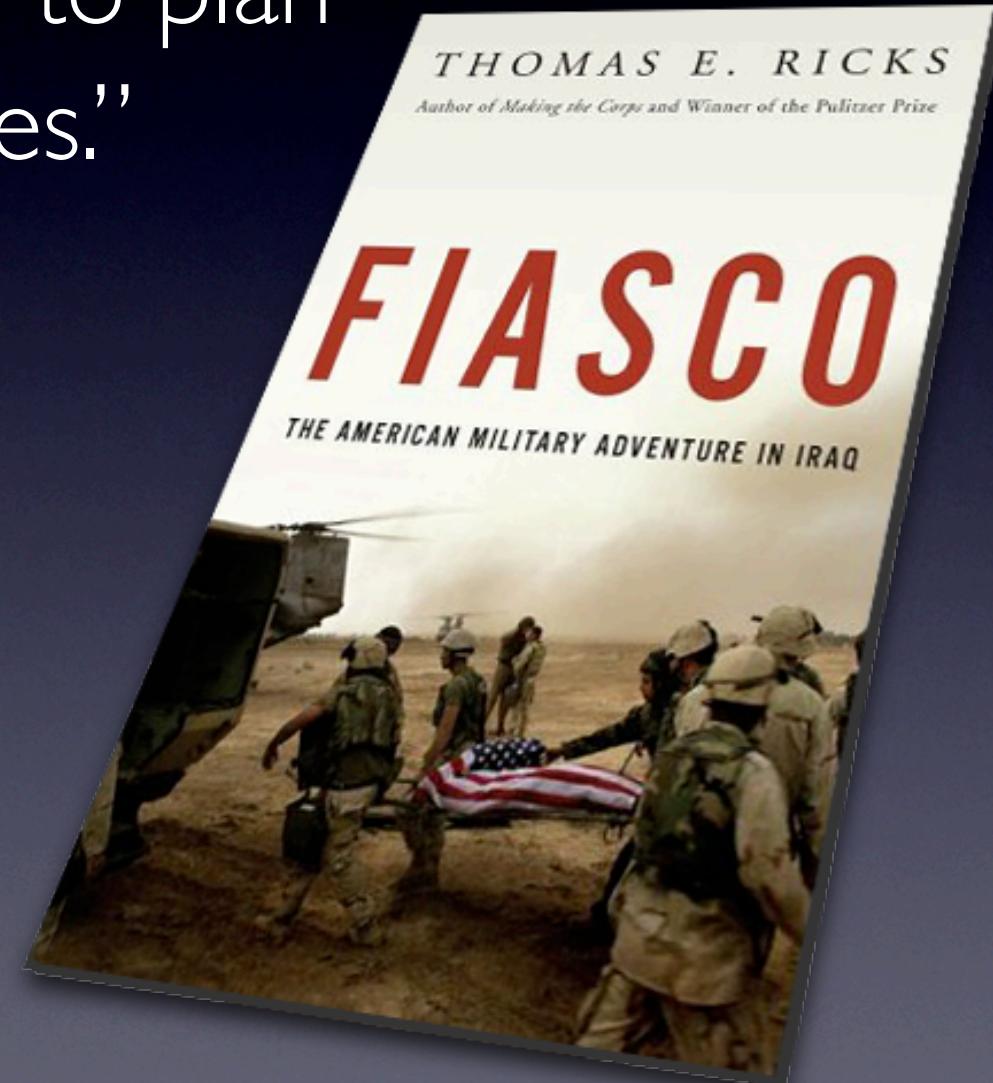
**“Use less,
gain more.”**

— John Maeda



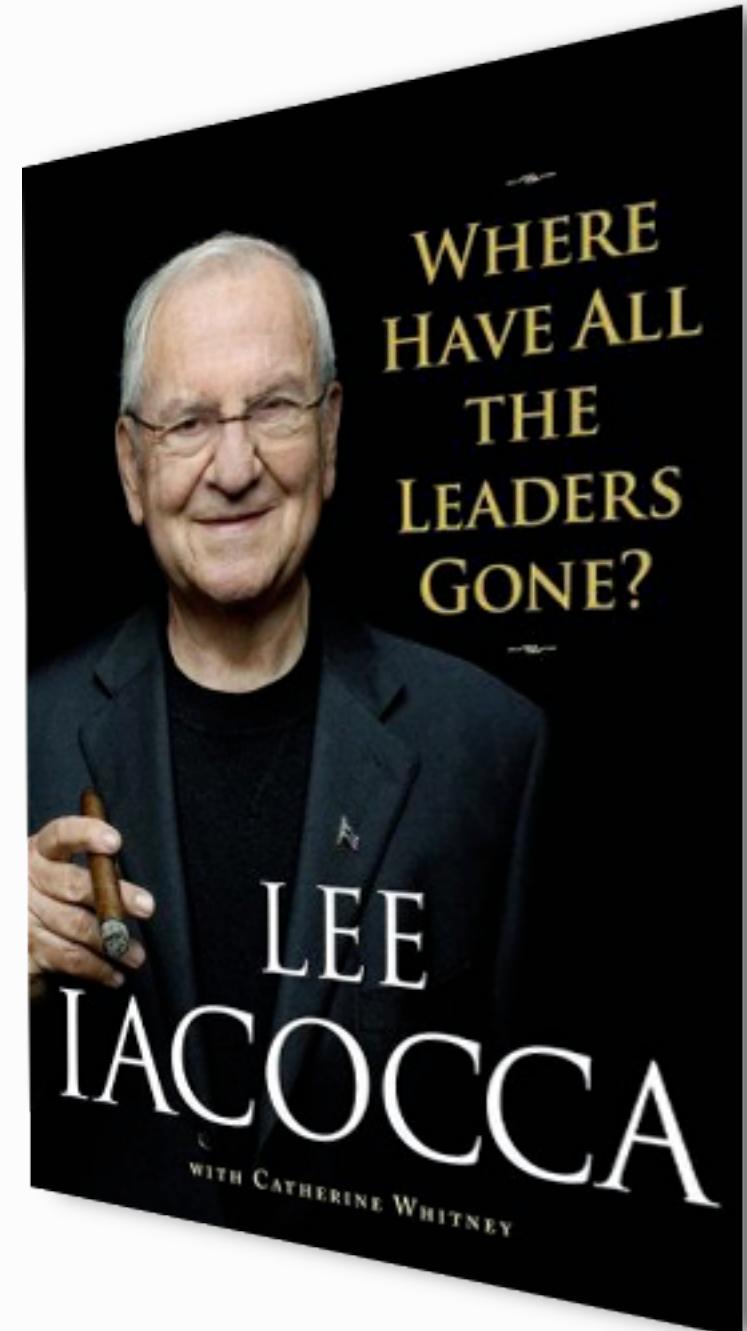
“In lieu of an order...or plan, you get a bunch of PowerPoint slides...That is frustrating, because nobody wants to plan against PowerPoint slides.”

—Army Lt. General David McKiernan
Except from Thomas Ricks’ “Fiasco”



“Stay the course? You've got to be kidding. This is America, not the damned Titanic. I'll give you a sound bite: Throw the bums out! ”

—Lee Iacocca



A large pile of ripe orange pumpkins, filling the entire frame. They are arranged in rows, creating a dense, textured background.

Differentiation

SCIENTISTS: GLOBAL WARMING IS “UNEQUIVOCAL”



Design by committee.



Technical glitches
are inevitable.



A close-up, high-contrast portrait of a woman's face. She has dark brown hair pulled back, light-colored eyes with dark eyeliner and red eyeshadow, and full, glossy red lips. Her skin is pale. In the upper right corner, a branch of delicate, light purple wisteria flowers hangs down, partially obscuring her hair. The background is a solid, muted olive-green.

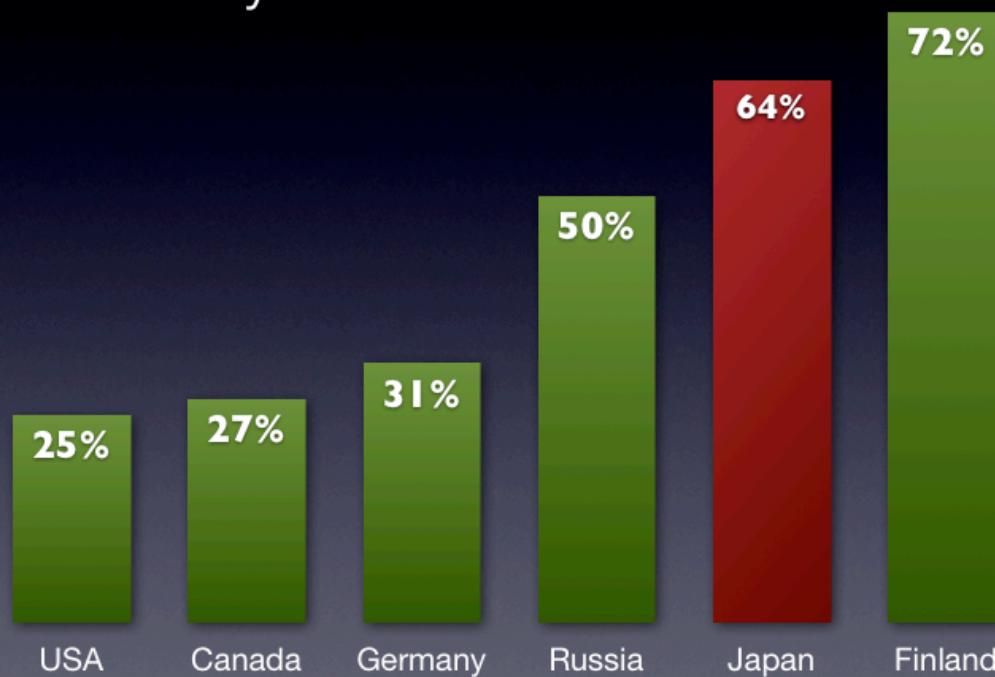
Stock Photography

ストックフォト

I. Slides the audience will see

聞き手が見るスライド

Percentage of national land area
covered by forests



2. Notes only you will see

話し手が使うメモ

Percentage of national land area covered by forests

| Country | Percentage (%) |
|---------|----------------|
| USA | 25% |
| Canada | 27% |
| Germany | 31% |
| Russia | 50% |
| Japan | 64% |
| Finland | 72% |

The Ritz-Carlton, Osaka offers "Personalized Wedding" which allows bridal couples to dream, rather than be limited to a pre-packaged concept of the perfect nuptials. Tailor-made weddings is supported by dedicated wedding coordinators and services and facilities.

- The result is a wedding which is as individual as the bride and groom. For example:
- from a couple's hometown, or a dish they shared on their first date. The wedding can be:
- personally meaningful song or a recreation of a famous wedding in history.
- couple's imagination.

A Ritz-Carlton wedding coordinator will spend a great deal of time interviewing the couple to guide enhances the process of discovering the couple's wedding preferences. A childhood fantasy, or special circumstance can be incorporated into the wedding. The coordinator also works with the couple to arrange all aspects of the big day. Services are assured with an entire hotel floor dedicated to comprehensive bridal services: boutique, beauty salon, and florist.

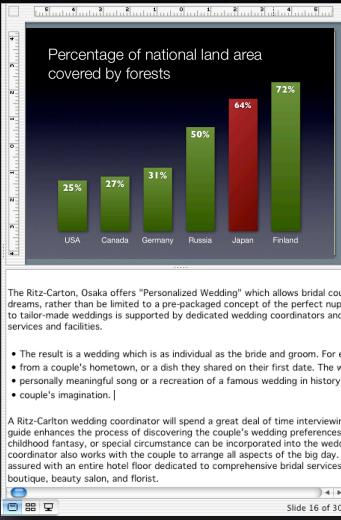
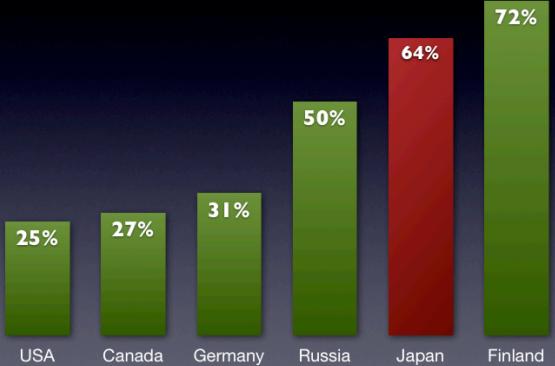
Slide 16 of 30

3. Handout to be taken away

復習のための配布資料



Percentage of national land area covered by forests



Slides

聞き手が見るスライド

Notes

話し手が使うメモ

Handout

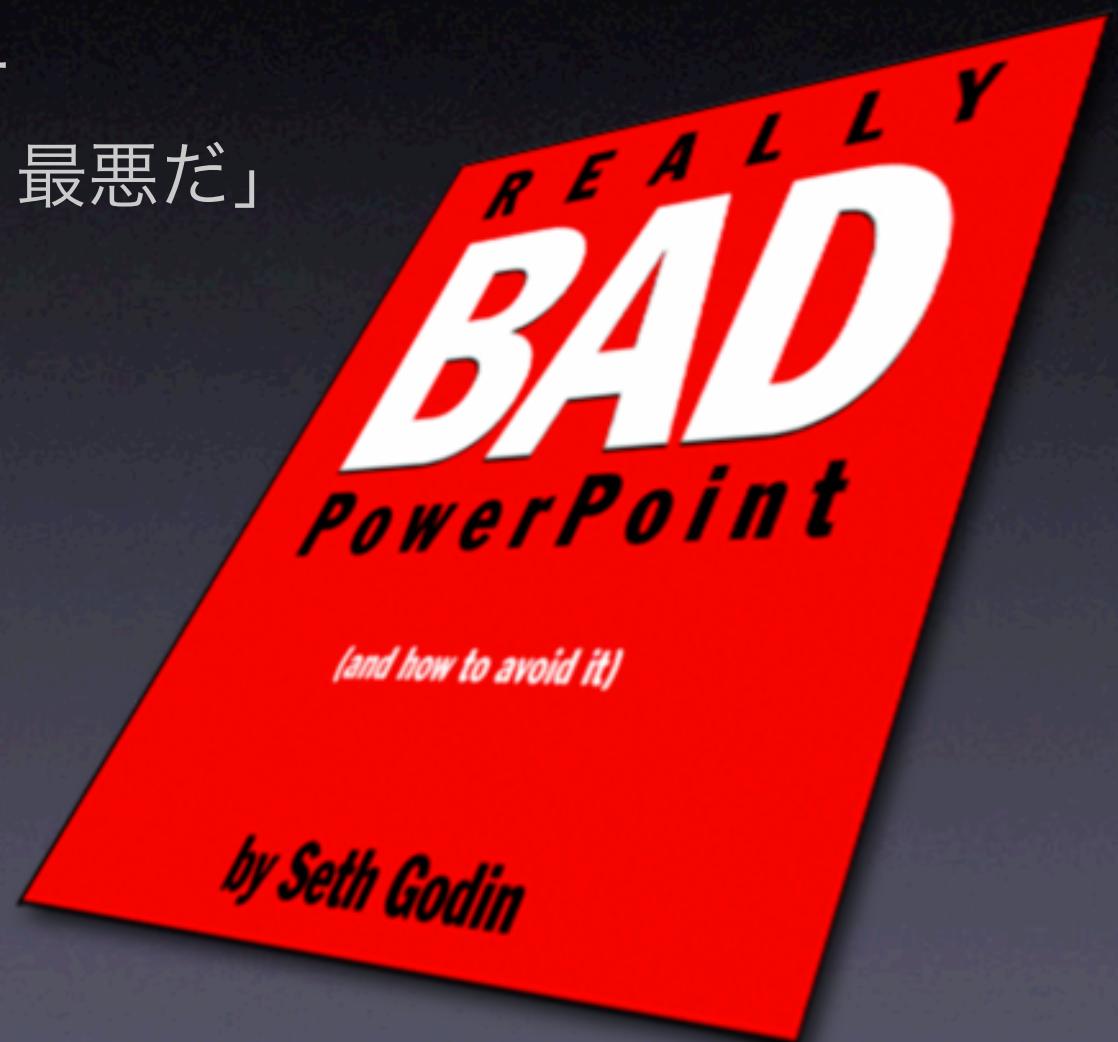
復習のための配布資料

Alone time



“Almost every PowerPoint presentation
sucks rotten eggs.”

「スライドのプレゼンテー
ションは、ほぼ例外なく最悪だ」



The Naked Presenter

Garr Reynolds



PowerPoint Culture

Concrete tips & advice

1

2

3

4

A better way

- Preparation
- Design
- Delivery

Q & A

On being naked



Q&A



End

Go to www.presentationzen.com to see more.