

Better Business Graphics: Avoiding Death by Powerpoint

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- Do you ?

- Prepare and deliver your own presentations
- Collaborate with others on design and content
- Deliver summary reporting data to management



“Zeroth Law”

- Identify your message
- Stay on message !



An Experiment



Lesson One

- Don't use the default settings



An Experiment



Lesson One

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An Experiment



Lesson One

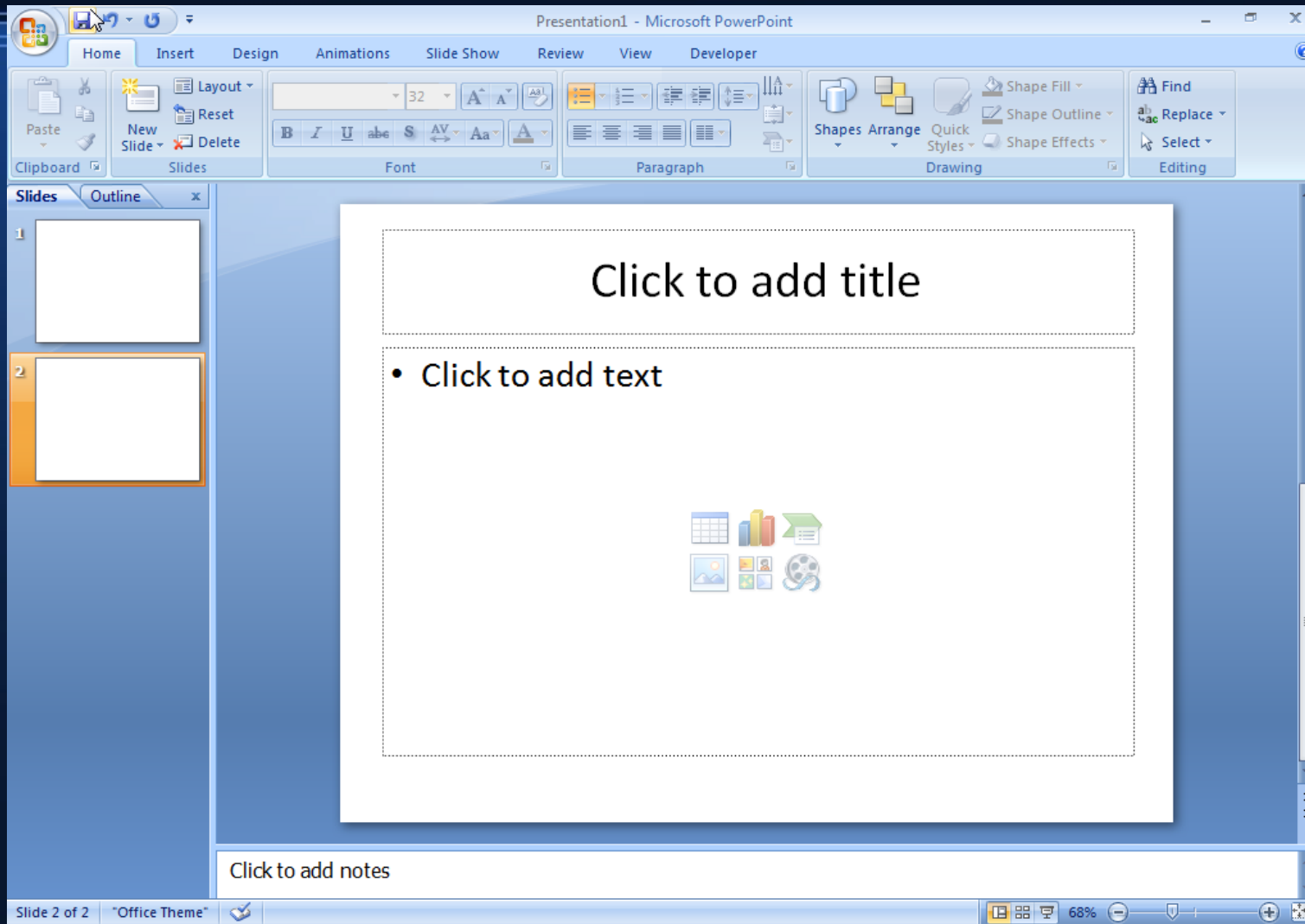
- Don't use the default settings



Lesson One

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- Default sizes draw the eye away from content
 - Mostly, you don't need slide titles, anyway



- Default sizes draw the eye away from content
 - Mostly, you don't need slide titles, anyway
- Use light text on dark backgrounds
 - Works better under most lighting conditions



No Multitasking !

- Your audience will listen, or read – not both
 - Saying something important? Keep the screen content-light
 - Need a content-rich screen? Take a drink of water
- Handouts might work against you

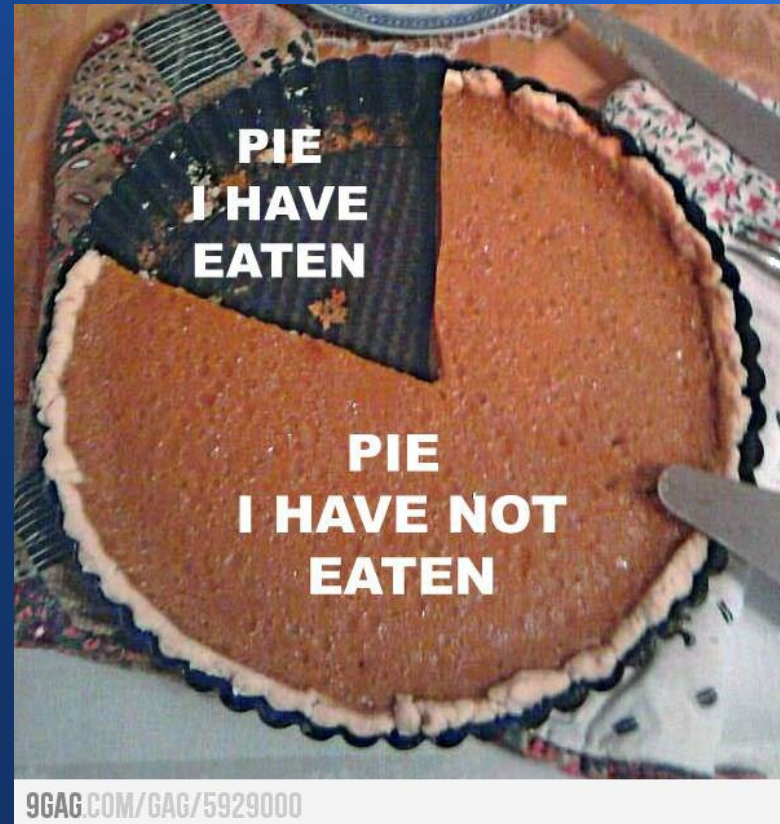


- Pictures aren't as distracting as text
 - Add visual interest
 - May emphasize a point
- Motion calls attention to itself
 - That can be good, or bad

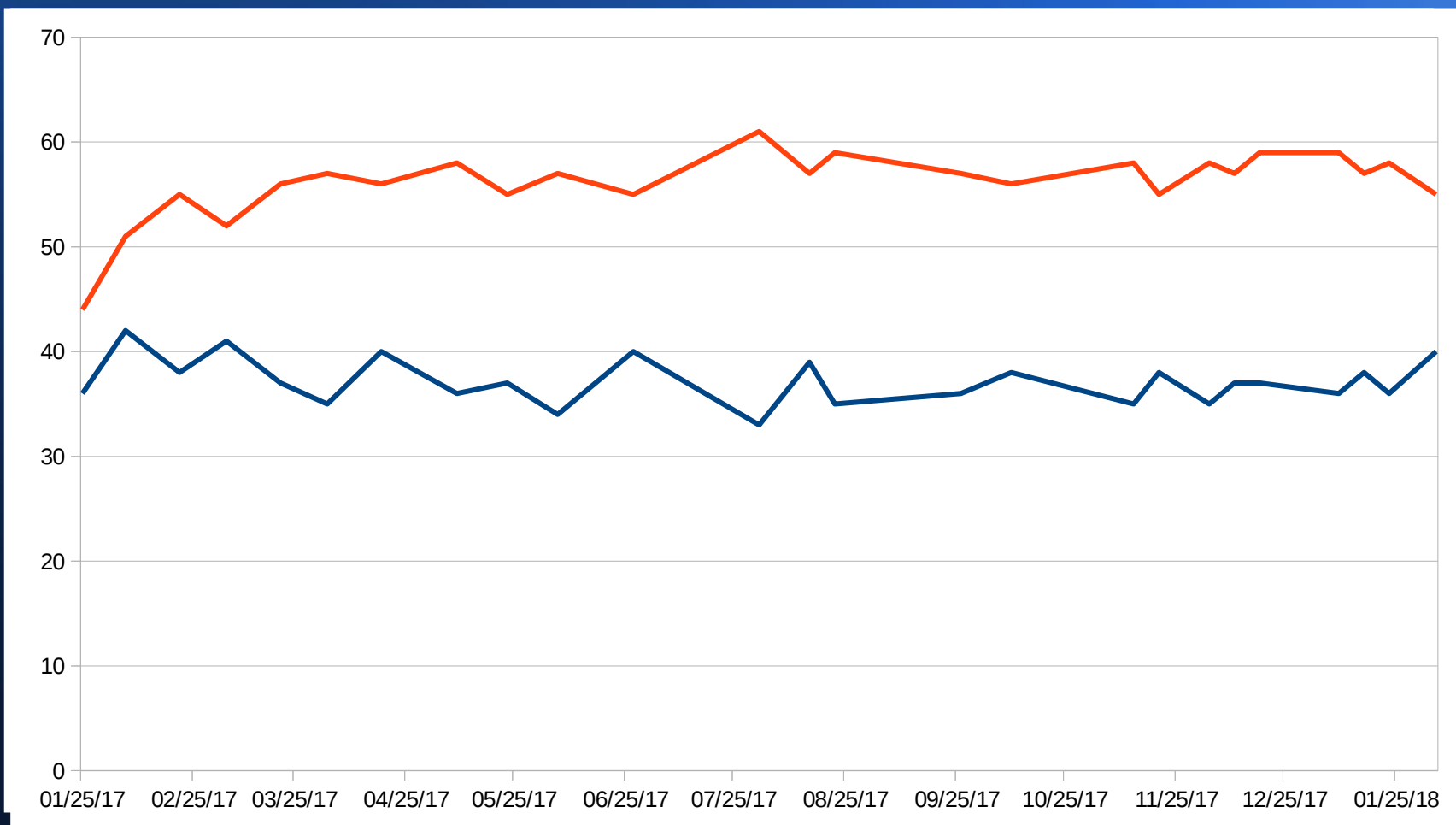


Graphs and Charts

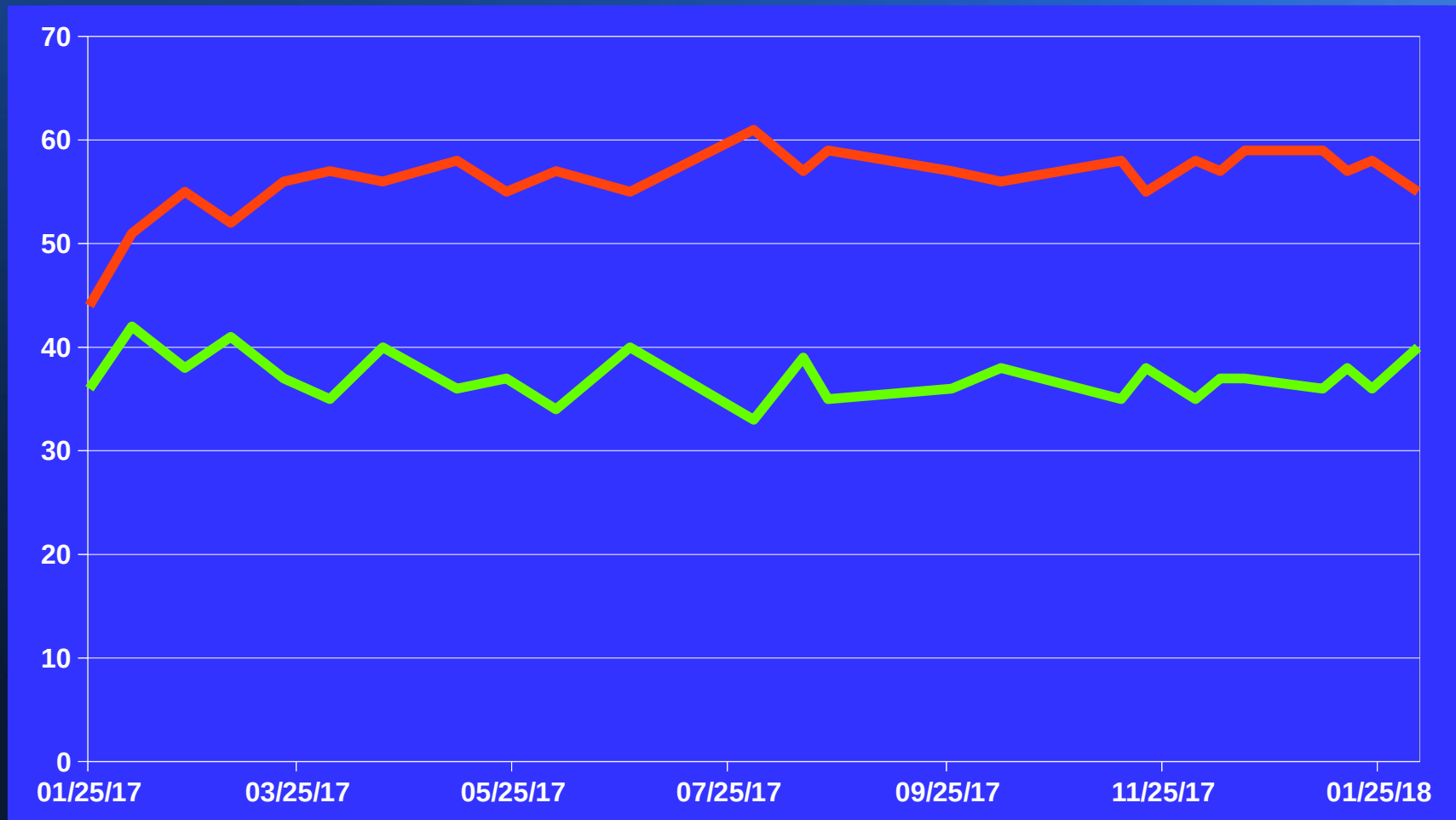
- The presentation environment works against you
- Stay simple !
- Stay on message !



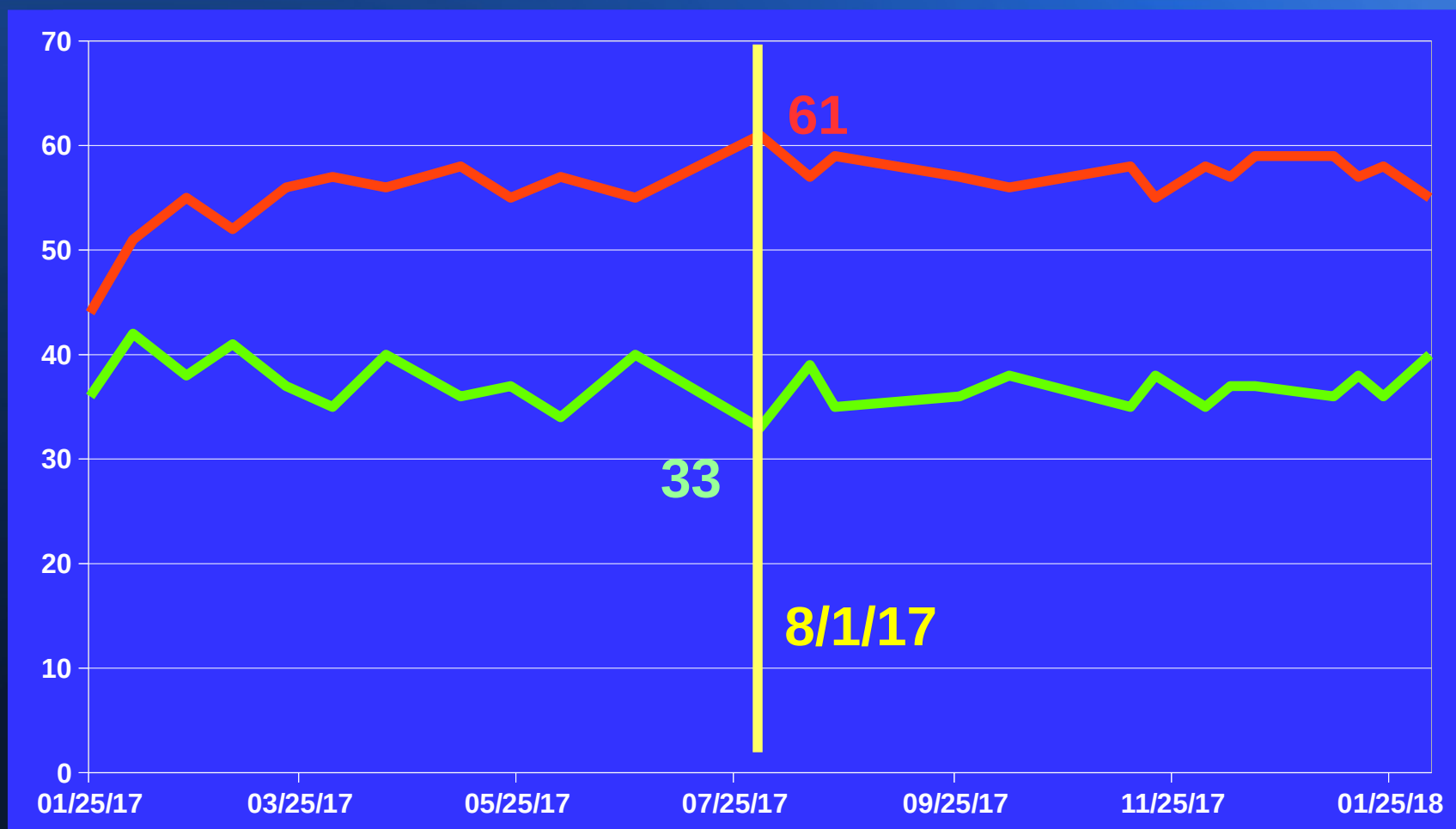
The defaults work against you



Wide lines, big fonts



Make your point !



Mix up your formatting

Don't always use a standard bullet list hierarchy

Be artistic !



- The Triple Constraint

- Scope
- Schedule
- Resources



The Triple Constraint



The Triple Constraint



Managing A Long Story

- Break it into sections
 - Q & A between sections
 - Engage your audience
- Throw in a non sequitur or two



THINK



THINK



Agenda

- **Introduction**
- Part I
- Part II
- Conclusion



Agenda

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Agenda

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Handouts ?

- Provide a note-taking space
- Allow you to include supplemental material
- Will be terribly distracting during your presentation !



- Don't ignore intellectual property markings
 - Copyright notice
 - Licensing, if desired



Executive Reports & Dashboards

- Spreadsheets are good for packaging
- Protect your raw data, formatting, & formulas
- Provide macros & controls for fancy stuff
 - Expand / contract subtotals
 - Inter-page navigation



Thank you for coming!

- Questions / comments ?
- joelevy@computer.org

If I had more time, I would have written a shorter letter.

– Blaise Pascal

{ Additional exhibits follow this slide }



My Mistakes

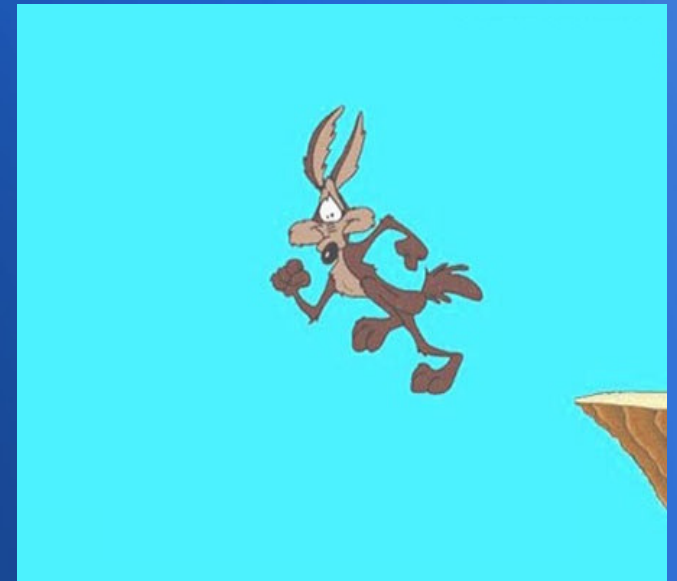
{ Retrospective comments in red }



Career Management Concept

{ I did not need this title }

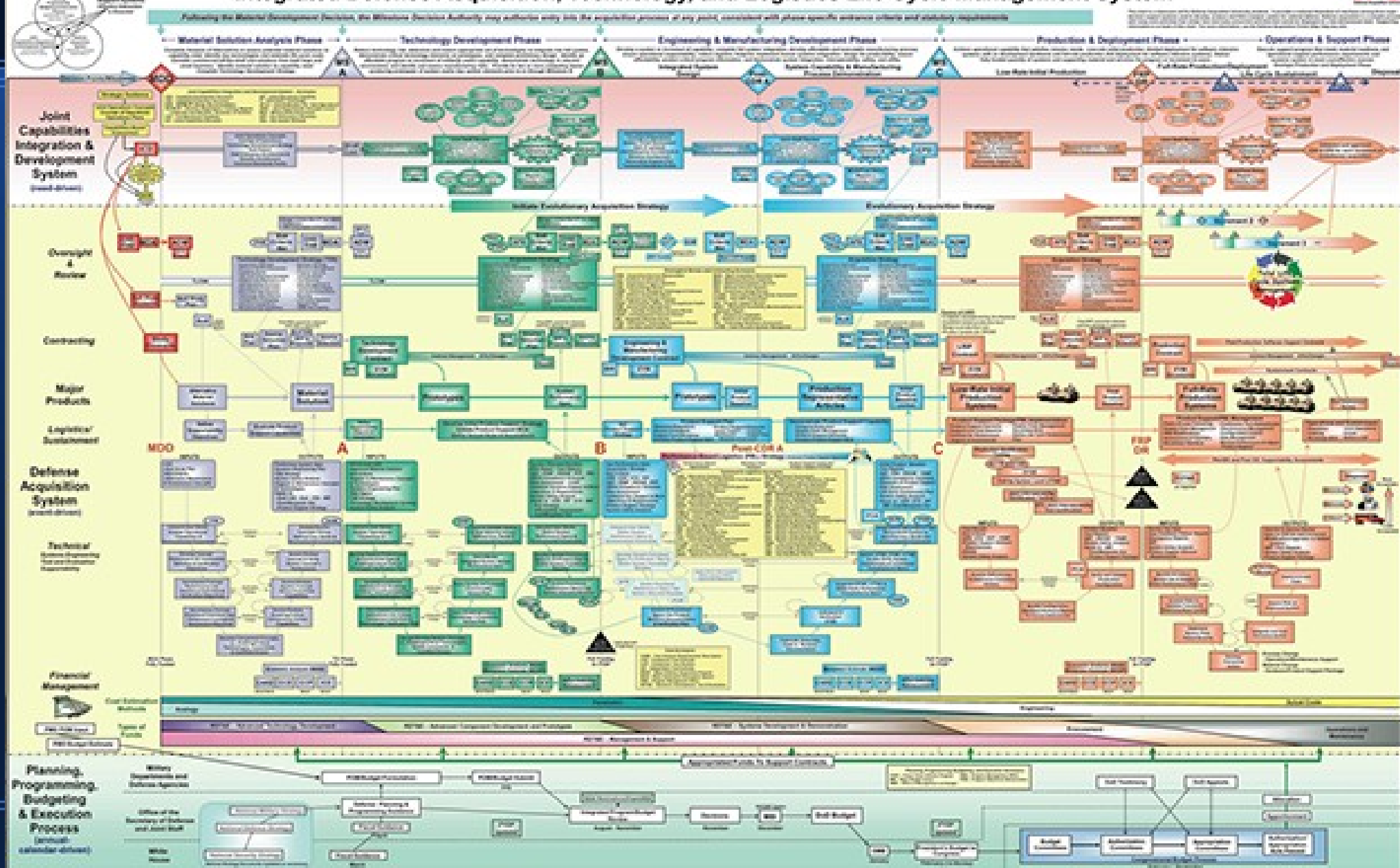
- What is Career Management?
 - An active, continuous process
 - **NOT** a job-hunting activity (only)



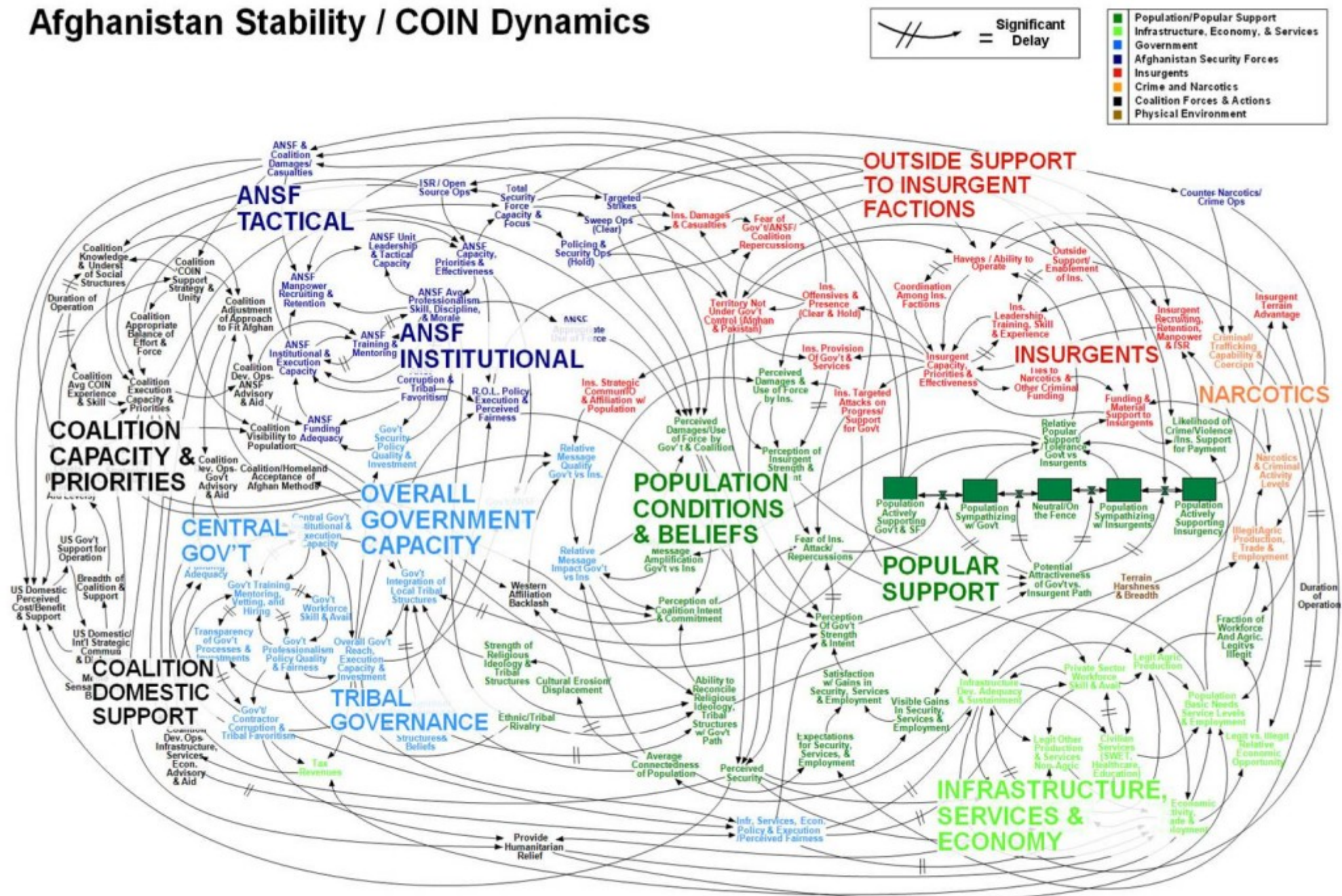
{ Not everybody grew up with the same cartoons as I did. }

Some Really Bad Slides (Not Mine !)



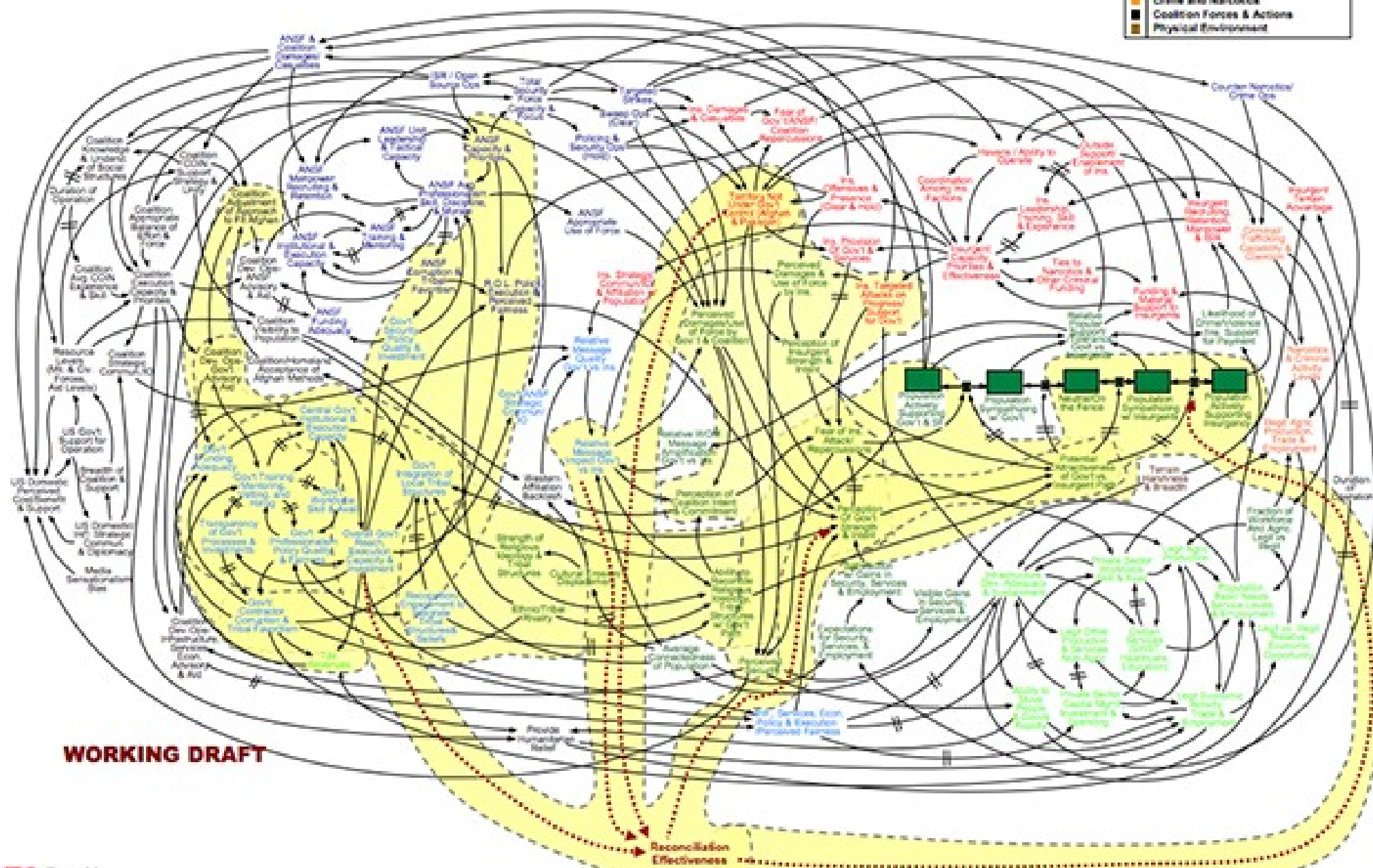
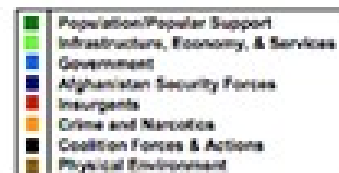


Afghanistan Stability / COIN Dynamics



WORKING DRAFT – V3

Afghanistan Stability / COIN Dynamics – GOVERNANCE



Afghanistan Stability / COIN Dynamics – DEVELOPMENT

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment

