

Effective Communication

1 to 7 Feb

Business Presentation
Keynotes from Book

FIGURE 14.3 Pros and Cons for Visual Aid Options





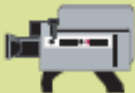



Medium	Pros	Cons
Multimedia slides 	Create professional appearance with many color, art, graphic, and font options. Easy to use and transport via removable storage media, Web download, or e-mail attachment. Inexpensive to update.	Present potential incompatibility issues. Require costly projection equipment and practice for smooth delivery. Tempt user to include razzle-dazzle features that may fail to add value.
Transparencies 	Give professional appearance with little practice. Easy to (a) prepare, (b) update and maintain, (c) locate reliable equipment, and (d) limit information shown at one time.	Appear to some as an outdated presentation method. Hold speaker captive to the machine. Provide poor reproduction of photos and some graphics.
Handouts 	Encourage audience participation. Easy to maintain and update. Enhance recall because audience keeps reference material.	Increase risk of unauthorized duplication of speaker's material. Can be difficult to transport. May cause speaker to lose audience's attention.
Flipcharts or whiteboards 	Provide inexpensive option available at most sites. Easy to (a) create, (b) modify or customize on the spot, (c) record comments from the audience, and (d) combine with more high-tech visuals in the same presentation.	Require graphics talent. Difficult for larger audiences to see. Prepared flipcharts are cumbersome to transport and easily worn with use.
Video 	Give an accurate representation of the content; strong indication of forethought and preparation.	Create potential for compatibility issues related to computer video formats. Expensive to create and update.
Props 	Offer a realistic reinforcement of message content. Increase audience participation with close observation.	Lead to extra work and expense in transporting and replacing worn objects. Limited use with larger audiences.


FIGURE 14.8 Creating Visually Appealing Slides That Engage Your Audience

Getting and Staying Organized

Presented by
Corinne Livesay

Where Would Your Boss or Coworkers Place You?

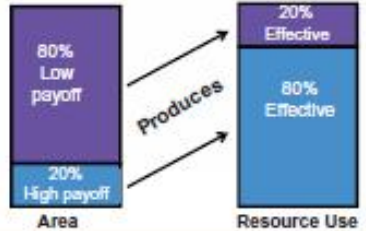


Totally Disorganized Organized Totally Organized

Six Organizing Guidelines

- ❶ Select what should be organized.
- ❷ Unclutter your life.
- ❸ Break tasks into specific steps.
- ❹ Establish a simple system.
- ❺ Stay organized.
- ❻ Prioritize and don't go overboard.

80/20 Principle in Organizing



Area Resource Use

Select High-Payoff Areas



- ♦ Use many times a day
- ♦ Enhance your job performance
- ♦ Benefit your work flow

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Most Difficult Areas to Keep Organized



- ❶ Space 22%
- ❷ Information 42%
- ❸ Time 36%

❶ Space
❷ Information
❸ Time

More Information About Organizing:



www.flylady.net
www.organizations.com
www.epttoorganizednow.com

Conclusion

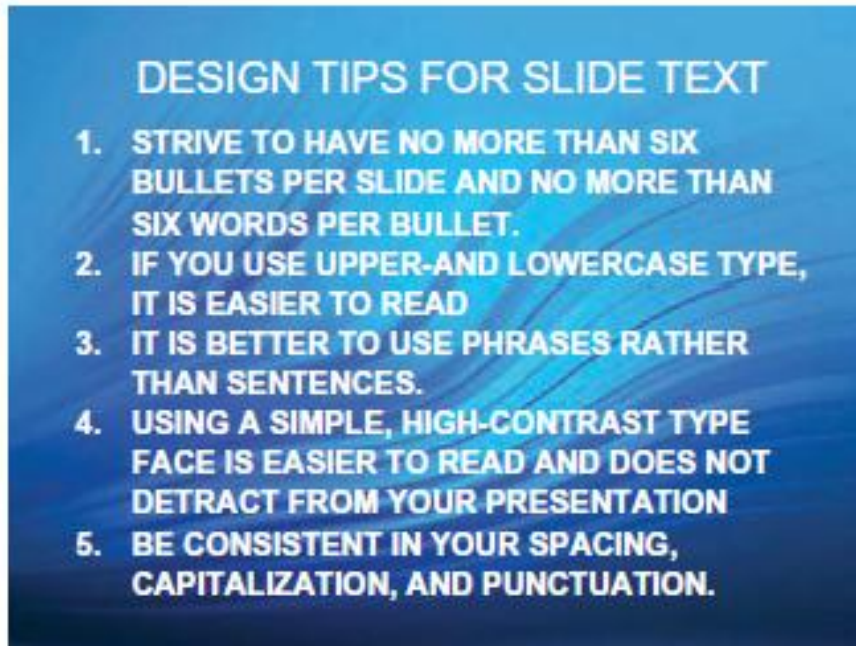
- ♦ Reclaim your time, space, and information.
- ♦ Increase your efficiency.
- ♦ Enhance your quality of life.
- ♦ Further your career.
- ♦ Get organized!

FIGURE 14.7 PowerPoint Slides That Summarize and Illustrate Multimedia Presentations



FIGURE 14.6 Designing More Effective Slides

Before Revision



DESIGN TIPS FOR SLIDE TEXT

1. STRIVE TO HAVE NO MORE THAN SIX BULLETS PER SLIDE AND NO MORE THAN SIX WORDS PER BULLET.
2. IF YOU USE UPPER-AND LOWERCASE TYPE, IT IS EASIER TO READ
3. IT IS BETTER TO USE PHRASES RATHER THAN SENTENCES.
4. USING A SIMPLE, HIGH-CONTRAST TYPE FACE IS EASIER TO READ AND DOES NOT DETRACT FROM YOUR PRESENTATION
5. BE CONSISTENT IN YOUR SPACING, CAPITALIZATION, AND PUNCTUATION.

After Revision



Design Tips for Slide Text

- Six bullets per slide or fewer
- Six words per bullet or fewer
- Upper- and lowercase type
- Concise phrases, not sentences
- Simple typeface
- Consistent spacing, capitalization, and punctuation

The slide on the left is difficult to read and understand because it violates many slide-making rules. How many violations can you spot? The slide on the right illustrates an improved version of the same information. Which slide do you think viewers would rather read?

FIGURE 14.4 Revising and Enhancing Slides for Greater Impact

Before Revision

Reasons for Selling Online

- Your online business can grow globally.
- Customer convenience.
- Conduct business 24/7.
- No need for renting a retail store or hiring employees.
- Reduce inquiries by providing policies and a privacy statement.
- Customers can buy quickly and easily.

After Revision

Why You Should Sell Online

- Grow business globally.
- Offer convenience to customers.
- Conduct business 24/7.
- Save on rent and staff.
- Create policies to reduce inquiries.



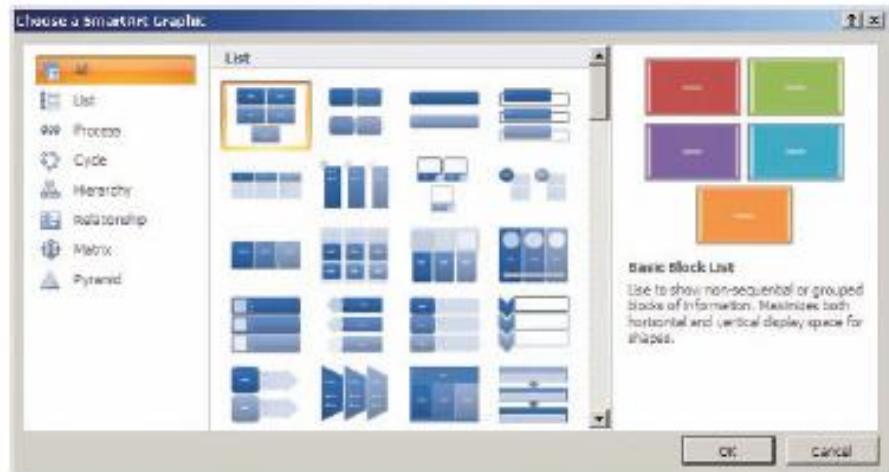
The slide on the left contains bullet points that are not parallel and that overlap in meaning. The second and sixth bullet points say the same thing. Moreover, some bullet points are too long. After revision, the slide on the right has a more convincing title illustrating the “you” view. The bullet points are shorter, and each begins with a verb for parallelism and an emphasis on action. The photo adds interest.

FIGURE 14.5 Converting a Bulleted Slide Into a Diagram

Revised With a SmartArt Graphic



SmartArt Graphics Options



The same content that appears in the Figure 14.4 slides takes on a totally different look when arranged as spokes radiating from a central idea. Add a 3-D effect and a muted background image to the middle shape, for example, and you depart from the usual boring template look. When presenting this slide, you can animate each item and control when it is revealed, further enlivening your presentation. PowerPoint 2007 provides SmartArt graphics with many choices of diagrams and shapes for arranging information.

Zooming In

PART 2

Apple Computer

Do you want to learn presentation secrets from the “world’s greatest corporate storyteller,” Steve Jobs? The Apple cofounder and CEO is the subject of a book by Carmine Gallo, in which the communication coach reveals the techniques that Jobs uses to deliver “mind-blowing keynote presentations.” Jobs’ keynotes, or “Stevenotes,” inform, educate, and entertain. As Gallo points out, Jobs does not sell computers; he sells an experience: Apple presentations resemble a great theatrical production—a terrific script, heroes and villains, stage props, amazing visuals, and a moment meant to stun the audience.⁶

If you would like to sell your product or ideas the Steve Jobs way, study the following five elements that Gallo culled from hours of Jobs’ keynotes:

1. **A headline.** Steve Jobs characterizes every product with a catch phrase that is shorter than a 140-character tweet. Even before it first hit the stores, the iPad was consistently announced as “a magical and revolutionary product at an unbelievable price.” All marketing materials use this headline.
2. **A villain.** Rivalry is entertaining and suspenseful. Classic stories feature heroes fighting villains. In the Apple narrative, Microsoft plays the part of the villain, most evident in the “I’m a Mac” TV commercials. Conquering a shared enemy motivates customers and turns them into brand evangelists.
3. **A simple slide.** Jobs’ slides are as uncluttered, visual, and simple as Apple products. Powerful images, not bullet points, rule. Just remember the MacBook Air being pulled out of a manila envelope. As opposed to the average 40-word PowerPoint slide, Jobs may use as few as seven words in ten slides.

4. **A demo.** The Apple CEO does not let his audience lose interest. About ten minutes into a presentation, he is demonstrating a new product or feature. His enthusiasm is infectious. Presenting the iPhone in 2007, Jobs showed off Google Maps by looking up Starbucks and just for fun pretended to order 4,000 lattes to go.

5. **A holy smokes moment.** Jobs creates an emotional experience that becomes truly memorable. He built drama to a crescendo when introducing three new devices, “an iPod, a phone, an Internet communicator,” only to stun the audience with the surprising revelation that all three were really one, the new iPhone.



©Tory Avelar/Bloomberg via Getty Images

Critical Thinking

- What can you learn from the speaking style of Steve Jobs?
- Why is simplicity important in an oral presentation?
- Communication coach Carmine Gallo says that charismatic speakers such as Steve Jobs are driven by the zeal to make the world a better place and enrich people's lives. If you were an entrepreneur, what would be your sense of mission?

CAREER COACH

The 10/20/30 Rule of PowerPoint

Would you like to pitch a business idea to one of Silicon Valley's most successful venture capitalists? If yes, you had better whip your PowerPoint skills into shape. Former Apple man Guy Kawasaki is tired of lousy pitches from would-be entrepreneurs and their endless slides laden with fuzzy jargon. An early advocate of customer evangelism in high tech, Kawasaki decided to evangelize the 10/20/30 Rule of PowerPoint: 10 slides, 20 minutes, and 30-point typeface. In his blog, Kawasaki writes that this rule applies to any presentation aiming to reach agreement:

Ten slides. Ten is the optimal number of slides in a PowerPoint presentation because a normal human being cannot comprehend more than ten concepts in a meeting—and venture capitalists are very normal. (The only difference between you and a venture capitalist is that he is getting paid to gamble with someone else's money.) If you must use more than ten slides to explain your business, you probably don't have a business. The ten topics that a venture capitalist cares about are:

- | | |
|--------------------------------|--------------------------------|
| 1. Problem | 6. Competition |
| 2. Your solution | 7. Team |
| 3. Business model | 8. Projections and milestones |
| 4. Underlying magic/technology | 9. Status and timeline |
| 5. Marketing and sales | 10. Summary and call to action |

Twenty minutes. You should give your ten slides in twenty minutes.... [P]eople will arrive late and have to leave early. In

a perfect world, you give your pitch in twenty minutes, and you have forty minutes left for discussion.

Thirty-point font. The reason people use a small font is twofold: first, they don't know their material well enough; second, they think that more text is more convincing. Total bozosity. Force yourself to use no font smaller than thirty points. I guarantee it will make your presentations better because it requires you to find the most salient points and to know how to explain them well. If "thirty points" is too dogmatic, then I offer you an algorithm: find out the age of the oldest person in your audience and divide it by two. That's your optimal font size.

Career Application

Revise an existing PowerPoint presentation, preferably a persuasive one, based on Guy Kawasaki's 10/20/30 rule. Use one of your own presentations or peruse a few slideshows from several thousand selections on SlideShare.net. Go to the Business category. To download a presentation, you may need to register with the Web site. Which topics lend themselves the most to the 10/20/30 principle? When might this rule be difficult to follow?

To visit Guy Kawasaki's blog, go to <http://www.blog.guykawasaki.com> or follow him on Twitter: <http://twitter.com/Guykawasaki>