

Creating Presentations

2020

Agenda:

Understand

- ☛ What is a presentation
- ☛ Characteristics of a good presentation
- ☛ Steps to create a presentation

Organize/Create

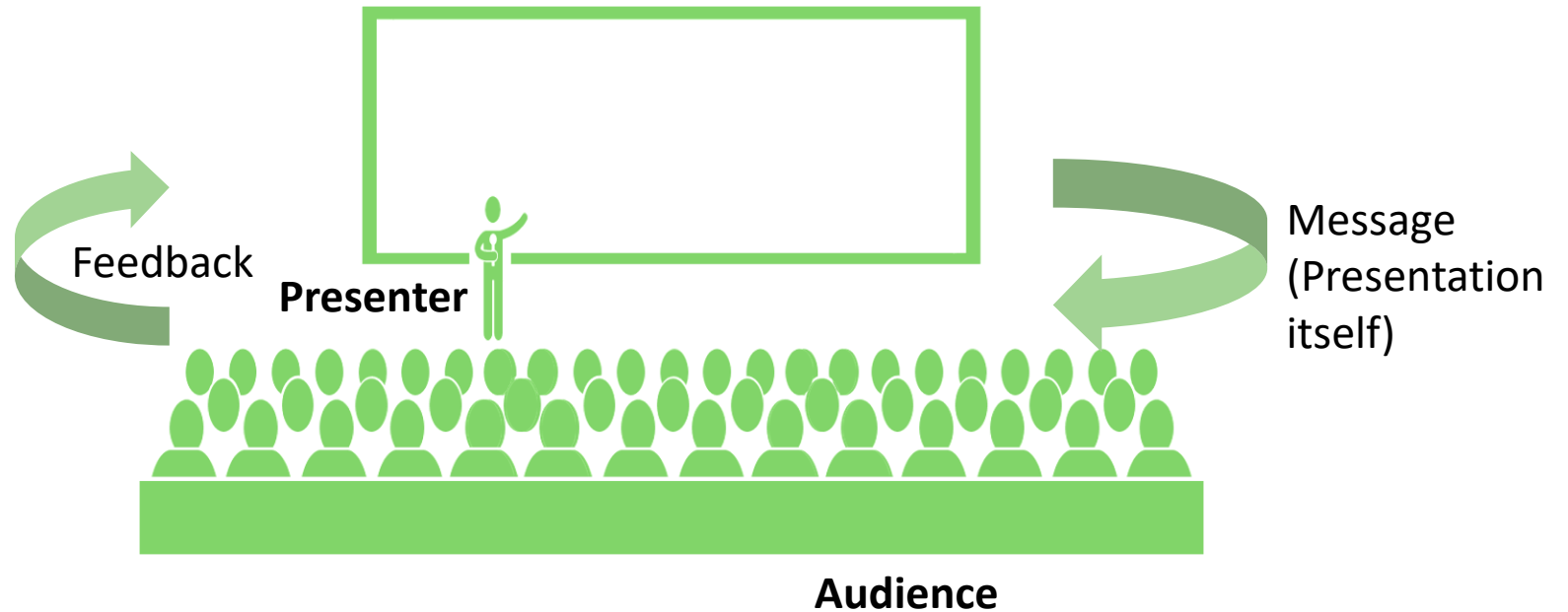
- ☛ Preparing
- ☛ Organizing the Content
 - ☛ Story/Talking Points
 - ☛ Elements of the slides
 - ☛ Title
 - ☛ Content
 - ☛ Key message

Make it Better

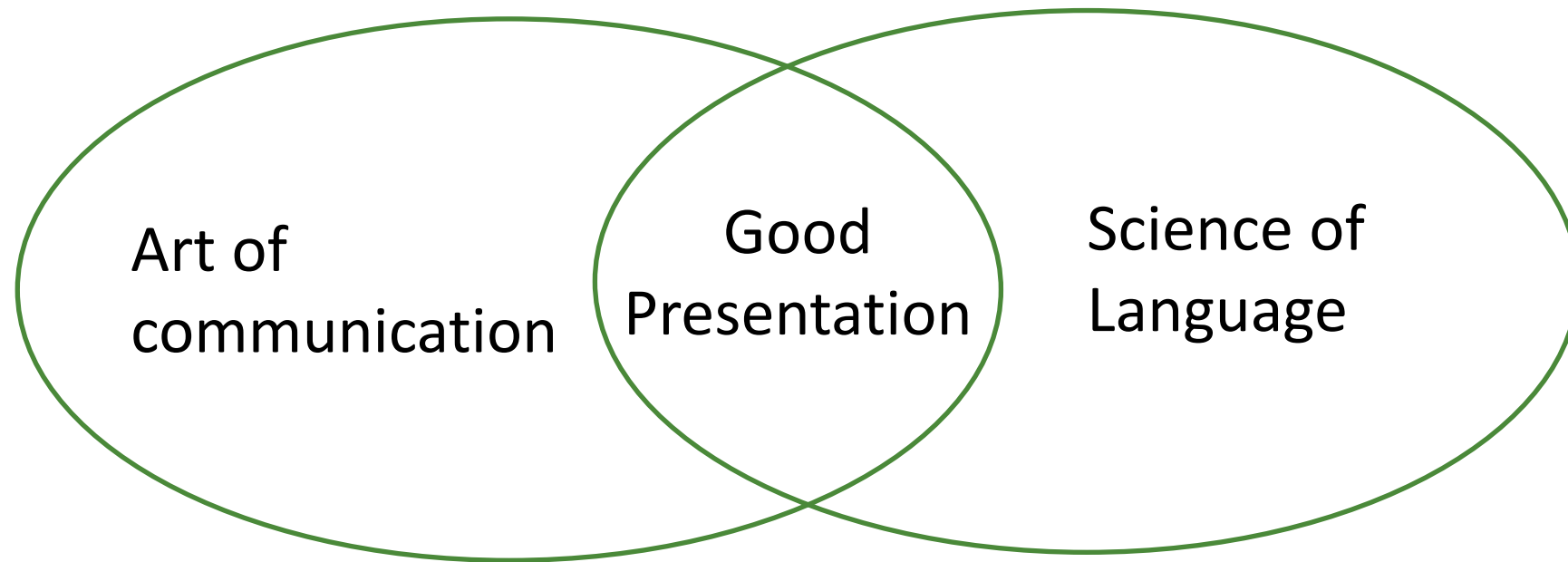
- ☛ Visualization Aids
 - ☛ Samples/Examples /Tips-
How to create more visual presentations
- ☛ Hygiene Factors

What is a presentation

A presentation is a
**means of
communication**
to get a
message
across to the listeners



What is a Good Presentation

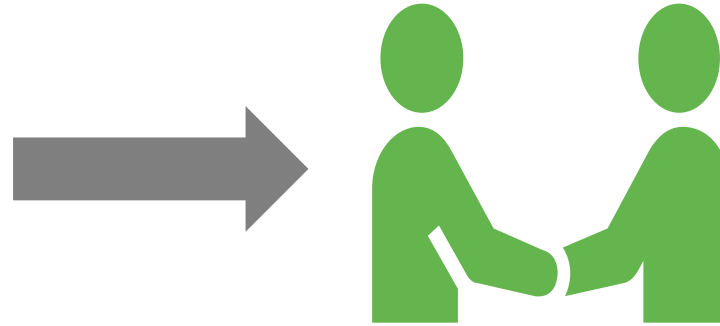


There is science behind art and art behind science

Characteristics of a Good Presentation

If audience can understand the key message you want to give then it is a good presentation

- Able to hold attention of the audience
- Simple and Easy to understand
- Not too Long
- Tells a story
- Readable



I understood what you presented



I did not understand a single word of what you presented

Creating a Good Presentation

Prepare



Create



Deliver



Prepare- for the Presentation

OBJECTIVE
CONTEXT
AUDIENCE
FORMAL
TIME
INFORMAL

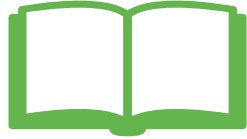
AUDIOCALL
FACETOFACE
CALL
VIDEO
READ

MESSAGE
AUDIENCE
PLACE
OFFICEOFFICE

5
7
8
2

Create- the Overall Presentation

1. Start with a template or a blank presentation



2. Build an overall story
 - Introduction
 - Body
 - Summary /Conclusion



3. Break the story into individual items (TOC/Agenda)



4. Agenda /TOC – drives the Slides
 - Start putting placeholder slides
 - Titles
 - Bullet points of what you want to convey through the slide



Create – Building a Story

- TTT principle
 - Tell them what you will tell
 - Tell them
 - Tell them what you told them



- Take inspiration from Movies
 - Plot
 - Characters
 - Action
 - Comedy
 - Drama
 - Climax
 - Conclusion



Title

Subtitle

Content

Create –Building a Slide – Writing a Title

Title Headline of the Newspaper

Communicates the main point/message

If the audience only reads the titles, they should get the message

Short and Simple language

ONLY ONE MESSAGE PER SLIDE

DO NOT
Create Generic Titles

- Innovation
vs
• ThoughtFocus –Innovators
@heart
- Case study of large
manufacturer
Vs
• 25% cost reduction for
leading manufacturer

Create –Building a Slide-Using Subtitles

SubTitle

One sentence

Giving the message or

Adding to the message

Short and Simple language

DO NOT
Repeat what is there
in the title

SUBTITLES
Are optional not
compulsory

ONLY ONE MESSAGE PER SLIDE

Create –Building a Slide-Content

Content

If
presenting

3-4 bullet points

With a visual

If it is
being read

3-4 bullet points

With one liner
explanations

Aided by visual

ONLY ONE MESSAGE PER SLIDE

Visuals

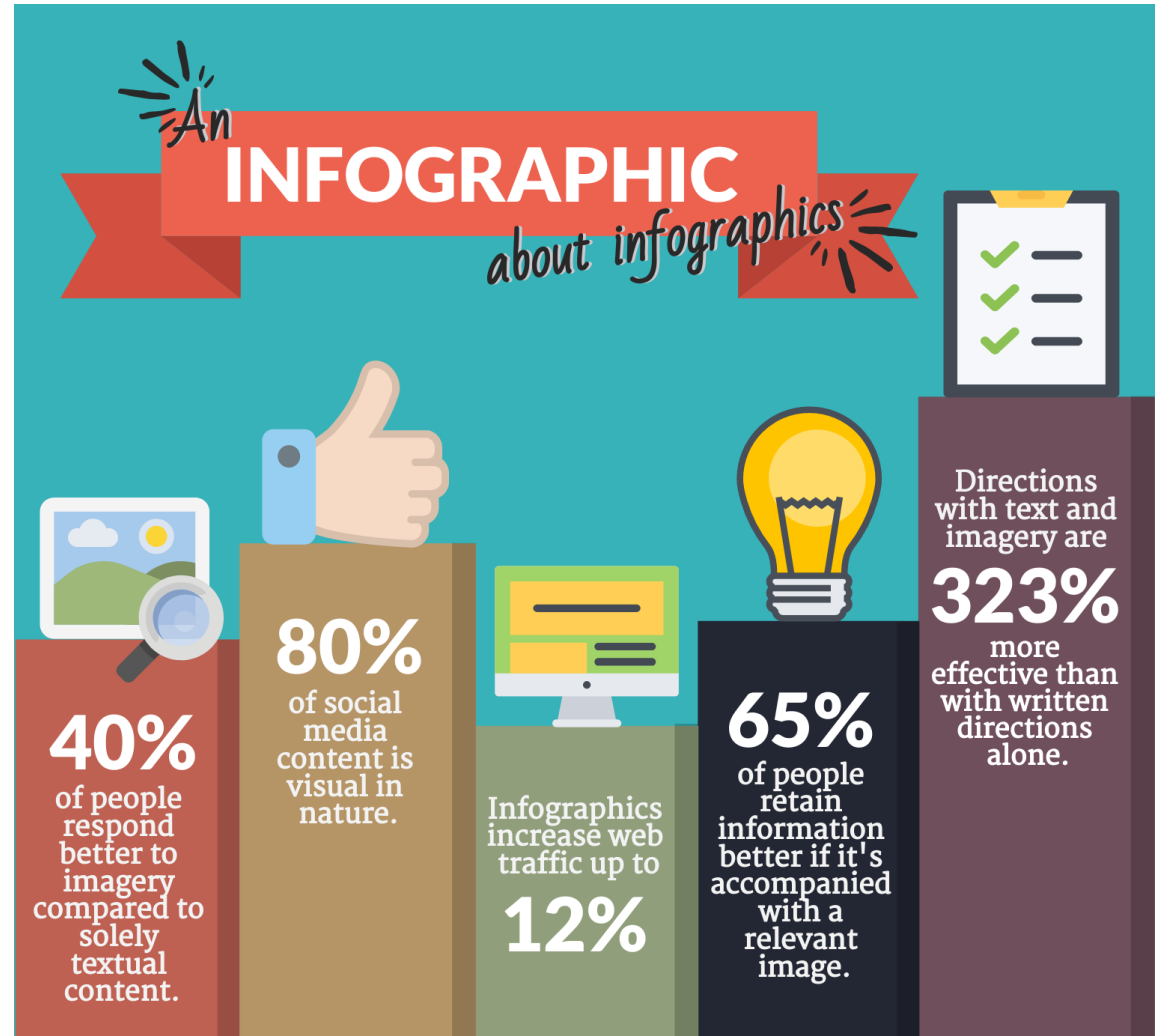
- Should be related to the content
- Not compulsory
- Should aid the message

Types of visuals

- Icons
- Pictures
- Cliparts
- Charts
- Shapes/Smartart

Create –Building a Slide-Content -Infographics

Infographics are **graphic visual representations** of information, data, or knowledge intended to present information quickly and clearly.



Visualization Aids

Shapes

TABLES

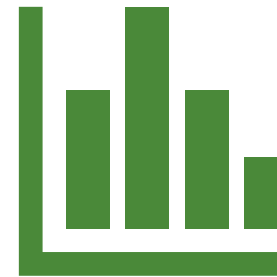
--	--

SMART

ART



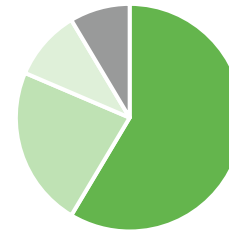
Icons



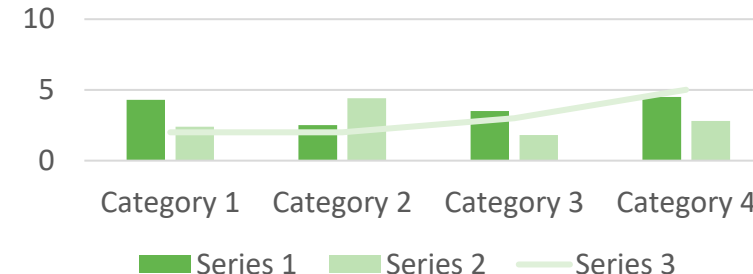
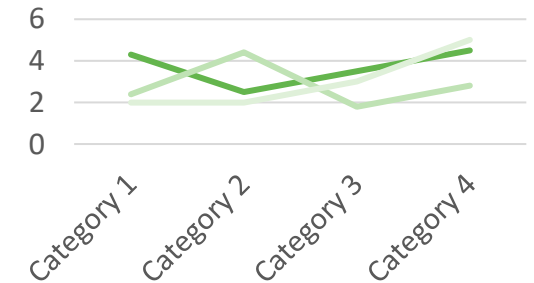
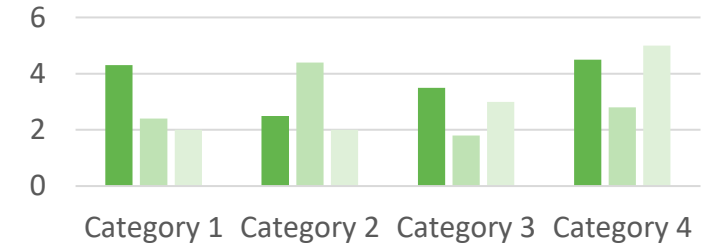
Chart

Charts

- **Bar graphs** to show numbers that are independent of each other. Example data might include things like the number of people who preferred each of Chinese takeaways, Indian takeaways and fish and chips.
- **Pie charts** to show you how a whole is divided into different parts. You might, for example, want to show how a budget had been spent on different items in a particular year.
- **Line graphs** show you how numbers have changed over time. They are used when you have data that are connected, and to show trends, for example, average night-time temperature in each month of the year.
- **Combo graphs** have numbers on both axes, which therefore allow you to show how changes in one thing affect another.



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr



Data Visualization

Data speaks on its own . It’s the way you represent it

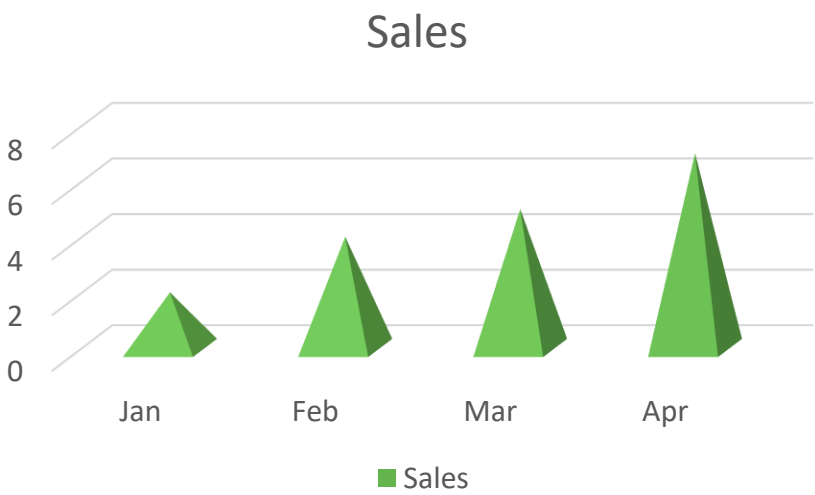
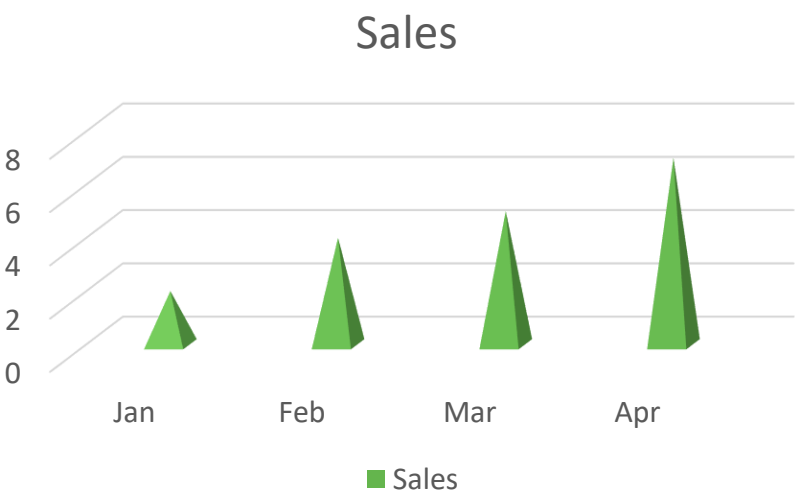
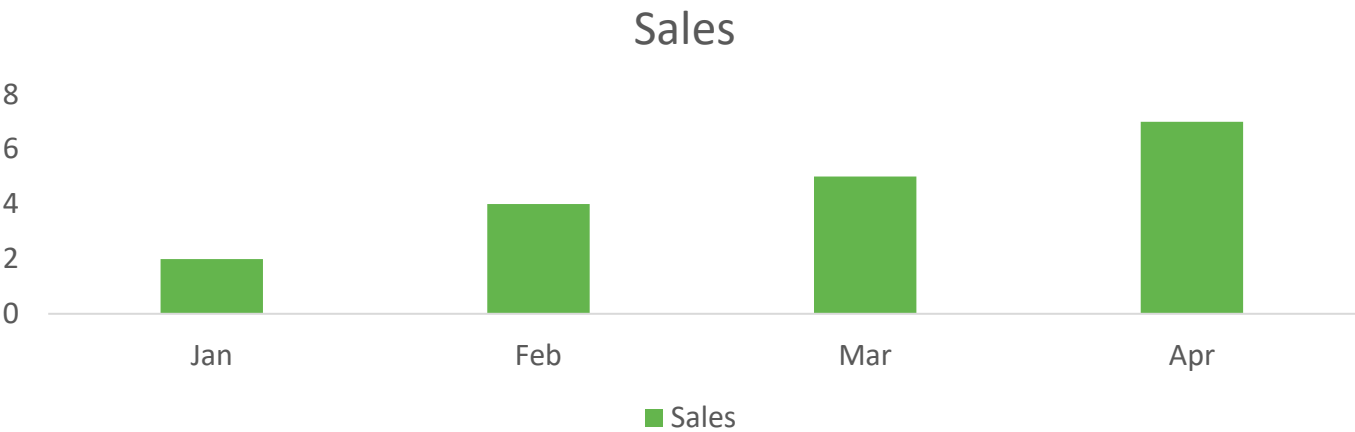
This is our monthly sales

	Jan	Feb	Mar	April
Sales	2Mn	4Mn	5Mn	7Mn

Data Visualization

Data speaks on its own . It’s the way you represent it

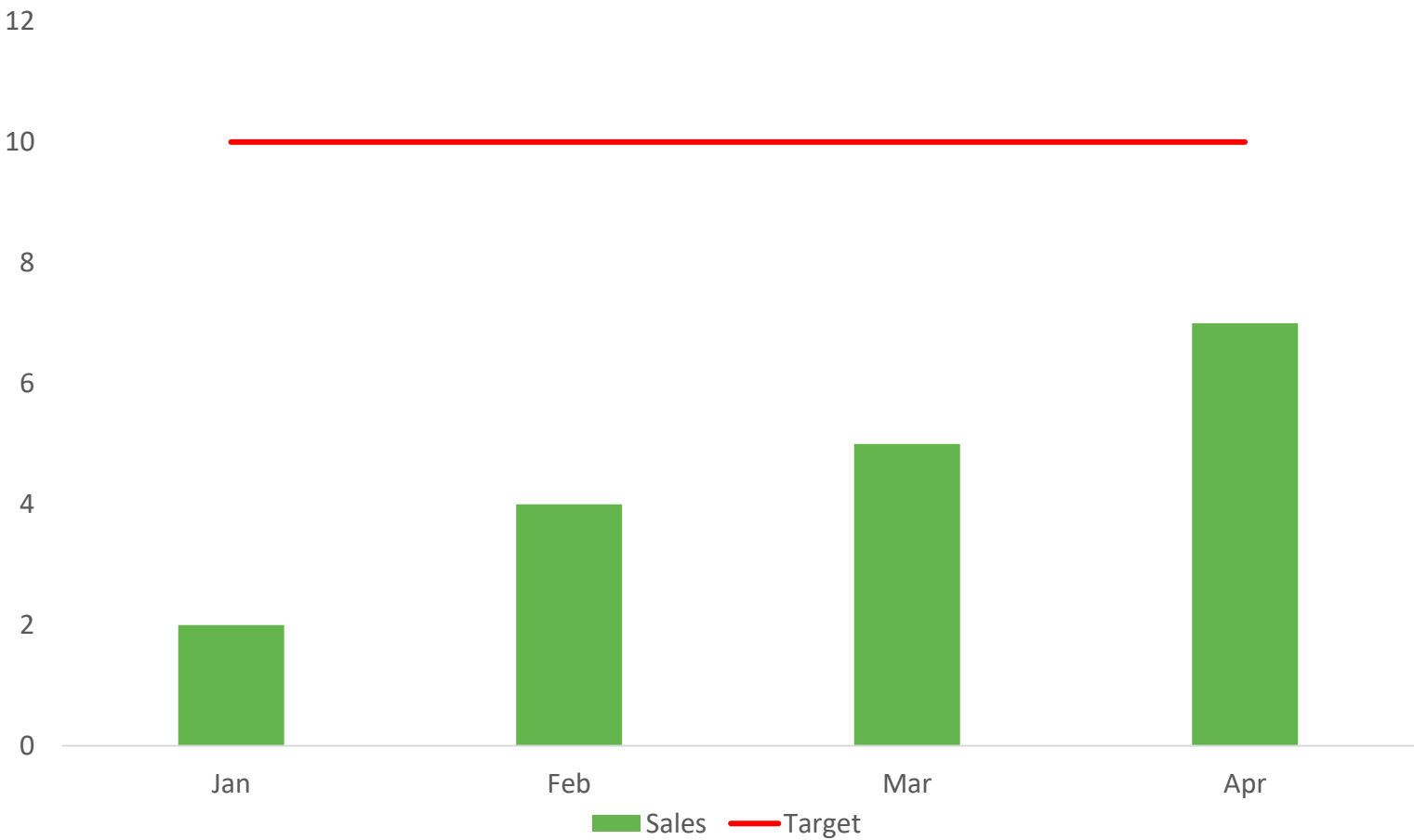
Sales has been increasing continuously for last 4 months



Data Visualization

Data speaks on its own . It's the way you represent it

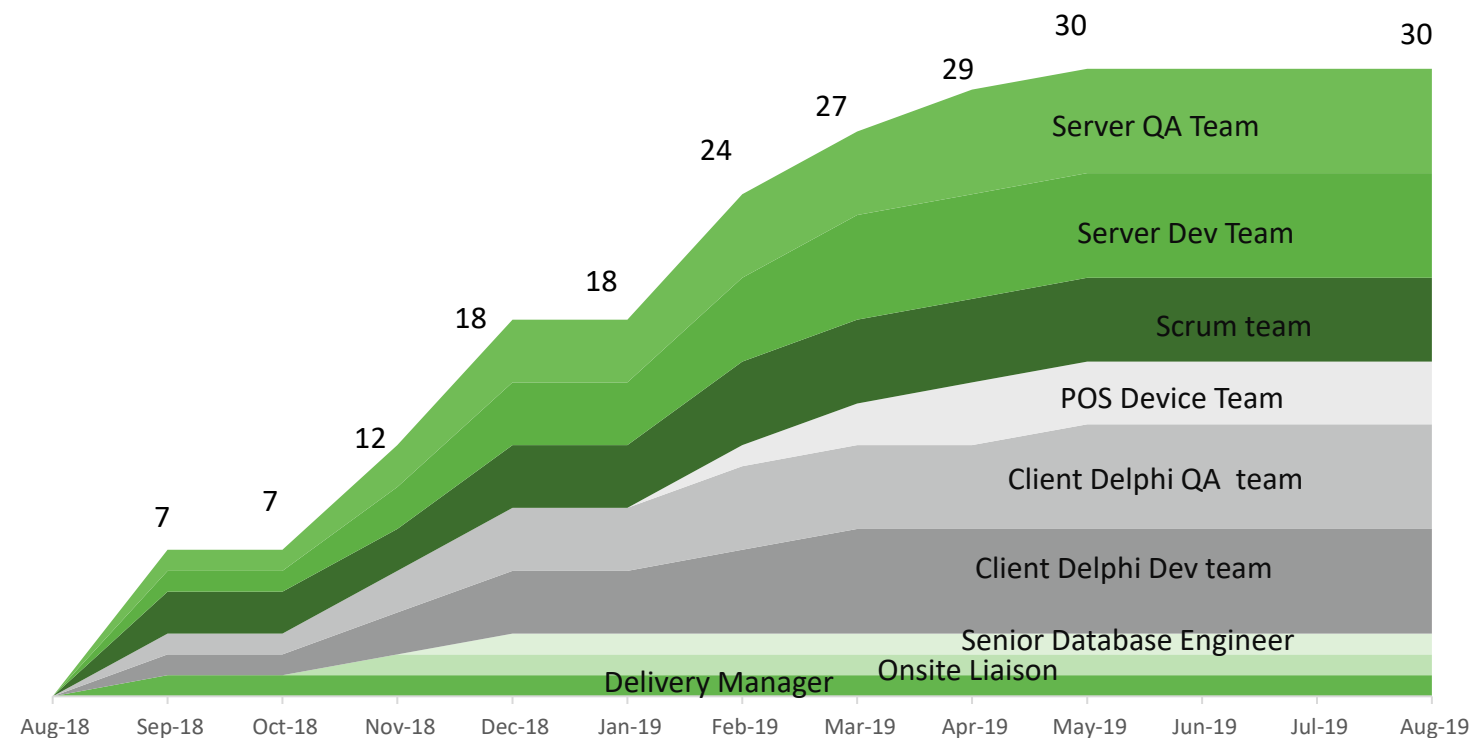
Sales has failed to achieve the target for last 4 months



Data Visualization

Resource	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Onsite Liaison (Liaison-Atlanta)				1	1	1	1	1	1	1	1	1	1
Delivery Manager (Liaison-Hyderabad)		1	1	1	1	1	1	1	1	1	1	1	1
Scrum team		2	2	2	3	3	4	4	4	4	4	4	4
Senior Database Engineer					1	1	1	1	1	1	1	1	1
Server Dev team		1	1	2	3	3	4	5	5	5	5	5	5
Server QA team		1	1	2	3	3	4	4	5	5	5	5	5
Client Delphi Dev team		1	1	2	3	3	4	5	5	5	5	5	5
Client Delphi QA Team,		1	1	2	3	3	4	4	4	5	5	5	5
POS Device Team		0	0	0	0	0	1	2	3	3	3	3	3
Monthly Head Count		7	7	12	18	18	24	27	29	30	30	30	30

Data Visualization Example



Examples – Digital Enterprise Services

- **Digital Marketing** – Design and execute digital marketing plan, capture leads, choose media mix and increase your ROI
- **Mobile Insights** – Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices
- **Business Analytics** – Understand the past performance and prescribe actions based on data analytics, reports , predictive analytics
- **Social Media** –Setting up social media profiles maintaining them with relevant updates and magnify your online reach
- **Cloud** – Cloud based services range from on demand IT infrastructure and security services to contact center and VoIP services
- **Modern Analytics** –Store large amount of unstructured data with systems and optimize systems based on that

Use Shapes – Digital Enterprise Services

Digital Marketing

Design and execute digital marketing plan, capture leads, choose media mix and increase your ROI

Mobile Insights

Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices

Business Analytics

Understand the past performance and prescribe actions based on data analytics, reports , predictive analytics

Social Media

Setting up social media profiles maintaining them with relevant updates and magnify your online reach

Cloud

Cloud based services range from on demand IT infrastructure and security services to contact center and VoIP services

Modern Analytics

Store large amount of unstructured data with systems and optimize systems based on that

Use Icons – Digital Enterprise Services



Digital Marketing

Design and execute digital marketing plan, capture leads, choose media mix and increase your ROI



Mobile Insights

Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices



Business Analytics

Understand the past performance and prescribe actions based on data analytics, reports, predictive analytics



Social Media

Setting up social media profiles maintaining them with relevant updates and magnify your online reach



Cloud

Cloud based services range from on demand IT infrastructure and security services to contact center and VoIP services



Modern Analytics

Store large amount of unstructured data with systems and optimize systems based on that

Use Smart Art

Digital Marketing

- Design and execute digital marketing plan, capture leads, choose media mix and increase your ROI

Mobile Insights

- Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices

Business Analytics

- Understand the past performance and prescribe actions based on data analytics, reports , predictive analytics

Social Media

- Setting up social media profiles maintaining them with relevant updates and magnify your online reach

Cloud

- Cloud based services range from on demand IT infrastructure and security services to contact center and VoIP services

Modern Analytics

- Store large amount of unstructured data with systems and optimize systems based on that

Use Tables

Services	Details
Digital Marketing	Design and execute digital marketing plan, capture leads, choose media mix and increase your ROI
Mobile Insights	Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices
Business Analytics	Understand the past performance and prescribe actions based on data analytics, reports , predictive analytics
Social Media	Setting up social media profiles maintaining them with relevant updates and magnify your online reach
Cloud	Cloud based services range from on demand IT infrastructure and security services to contact center and VoIP services
Modern Analytics	Store large amount of unstructured data with systems and optimize systems based on that

Use Combination

- Design and execute digital marketing plan, capture leads, choose media mix and increase your ROI

Digital Marketing



- Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices

Mobile Insights



- Understand the past performance and prescribe actions based on data analytics, reports, predictive analytics

Business Analytics



- Setting up social media profiles maintaining them with relevant updates and magnify your online reach

Social Media



- Cloud based services range from on demand IT infrastructure and security services to contact center and VoIP services

Cloud

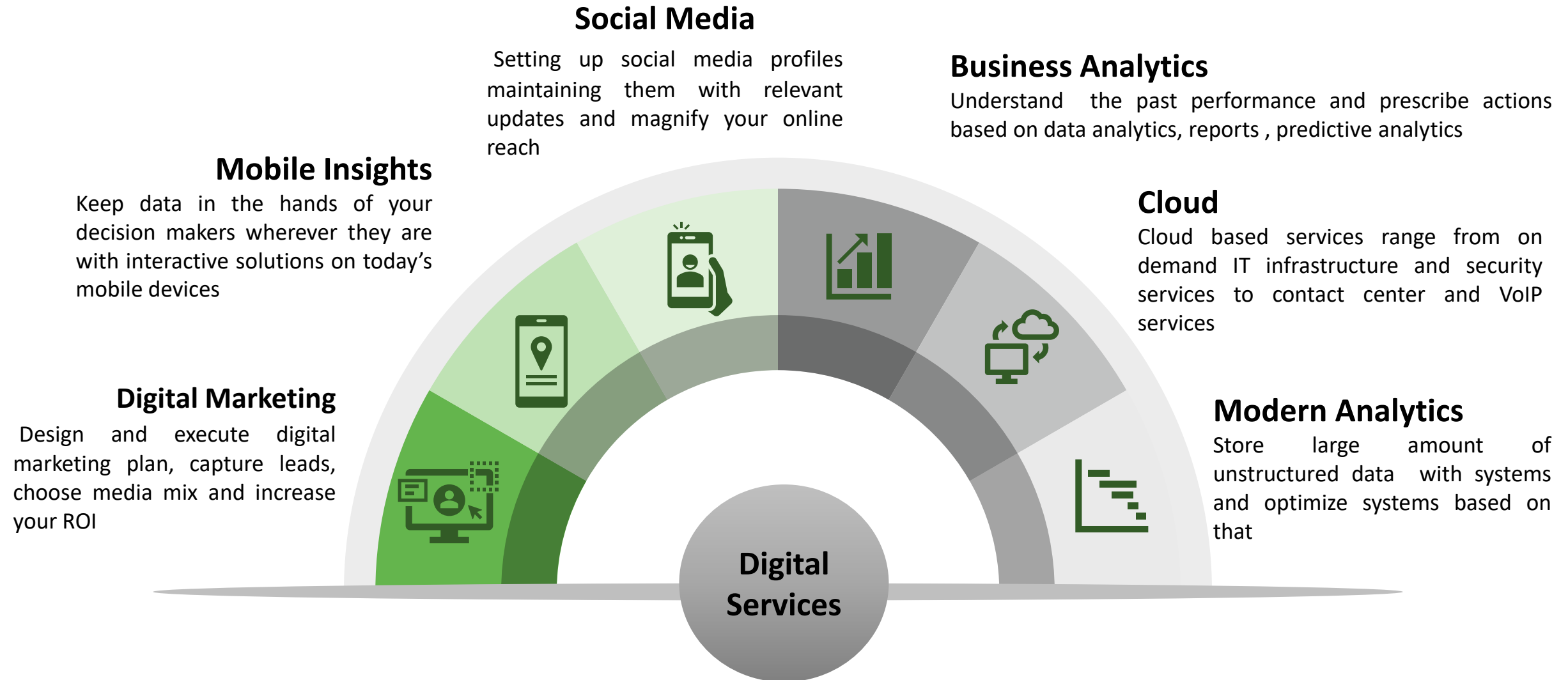


- Store large amount of unstructured data with systems and optimize systems based on that

Modern Analytics



Example -Infographics



Few Tips

- Shape Alignment
- Shapes distributions
- Shapes sizing
- Increase or decrease photo size
- Color matching

Hygiene factors

Language :

- Plain English,
- No Jargons, instead. If necessary, explain terms when you first use them.
- Sentence structure. : Use short sentences and keep the structure simple.
- Spelling and Grammar : Check, and double check, for spelling and grammar. . Pay attention it the language of audience, US English is different from UK English and so on

Color :

- Avoid slide background color
- Avoid Jarring, Florescent colors
- See how the color looks on the projector

Hygiene factors

Font

- Use standard fonts (mostly defined as corporate standards- Arial, Calibri)
- Font size should be easily readable . Below 10/12 is not recommended
- Avoid italics and underlining unless necessary or for a specific message

Visual/Graphics

- Relevant to the context
- Avoid 3 D graphics with rotation etc.
- Avoid complex graphics
- Avoid animations

Hygiene factors

- Create,
- Read and Review
- Modify
- Read and Review
- Get another set of eyes to review

Thank you



About ThoughtFocus

ThoughtFocus is a privately held technology consulting and services company serving middle market to large enterprise clients in Professional Services, Manufacturing, Financial Services, Higher Education and Aerospace. Clients look to ThoughtFocus for innovative solutions in product engineering, knowledge process outsourcing, and digital transformation. The company has over 1,900 employees globally and is one of the fastest growing technology services companies. ThoughtFocus is a technology partner and portfolio investment company of Blackstone, a leading private equity firm.