

Give GREAT Presentations!

Bad presentations:

- Waste time
- Waste money
- Hurt reputations

Four Principles for Better Presentations:

1. Know Your Audience

- 1.1. Talk about something they're interested in
- 1.2. Speak their language
 - 1.2.1. SI (metric) vs. English units
 - 1.2.2. Use Known Abbreviations

2. Know Your Purpose

- 2.1. Four Purposes to Speaking:
 - 2.1.1. Inform
 - 2.1.2. Inspire
 - 2.1.3. Persuade
 - 2.1.4. Entertain
- 2.2. Ensure All Elements Support Our Purpose
- 2.3. Audience + Purpose = Content

3. Make it Clear

- 3.1. Our Slides are the Scenery, Not the Script
- 3.2. *If* Using Bullets, Make Them Terse and BIG
- 3.3. Give Graphics Punch with Simplicity

3.4. Better Alternatives to Slides

4. Rehearse

4.1. Our Audience is Not Paying to Watch a Rehearsal

4.2. Rehearsal is the Key to Confidence, Spontaneity

4.3. Rehearse: On Our Feet & Out Loud

Presentation Resources

Books

[*I Have to Give a Presentation: Now What?*](#), Jude Westerfield, 2002, Silver Lining.

[*Presentation Zen: Simple Ideas on Presentation Design and Delivery, 2nd Edition*](#), Garr Reynolds, 2011, New Riders.

[*The Cognitive Style of PowerPoint: Pitching Out Corrupts Within, 2nd Edition*](#), Edward R. Tufte, 2006, Graphics Press.

[*The Visual Display of Quantitative Information*](#), Edward R. Tufte, 1983, Graphics Press.

Articles & Websites

[Designing Awesome Presentation Slide](#)

[Designing Effective PowerPoint Presentations](#)

[How Can I Make My PowerPoint Presentations Amazing?](#)

[“How Steve Jobs Made Presentations Look Effortless”, Carmine Gallo, *Forbes*, March 26, 2015](#)

[Presentation Zen](#)

[Seven Public Speaking Tips From the World's Best Speakers & Presenters](#)

[Ten Mistakes in PowerPoint Presentations](#)