

Is the _____ so clear that we understand why?



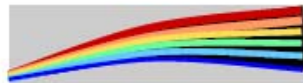
Is the _____ so good it engages my eye?



Does the _____ evoke just what you want it to do?



Does the _____ help start you and carry you through?



Is the _____ so simple, creates harmony?



Does it all work together to help us agree? _____

How to Avoid Death by PPT

Frank Boser
President, Teach America
www.teachamerica.com

1

It's all about Relationships

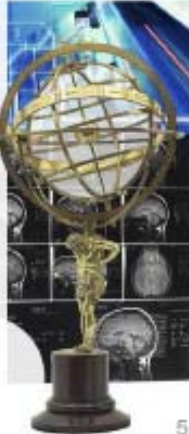
- Purpose - what do you want to say?
- Layout
- Color
- Evaluate



Our minds don't remember text in bullet points. After 3 things our memory slips, disappoints.

2


Purpose



It's all about relationships

Be sure that you know that your **Purpose** is clear

5



Advocate
Evaluate
Concept
Create
Explore

The first step is making ideas, so **Explore**. Step 2 is **Create**. Transform the ideas you explored.

6

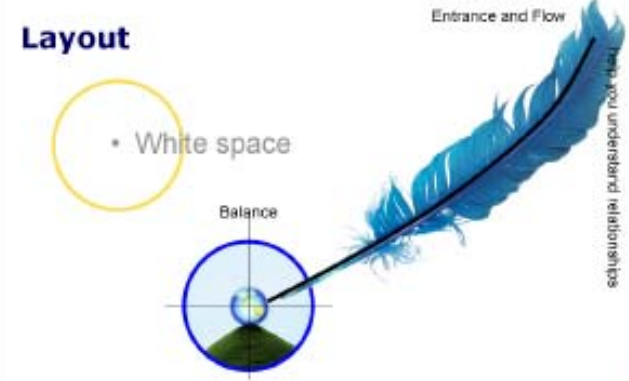
Art



Does the art evoke just what you want it to do?

9

Layout

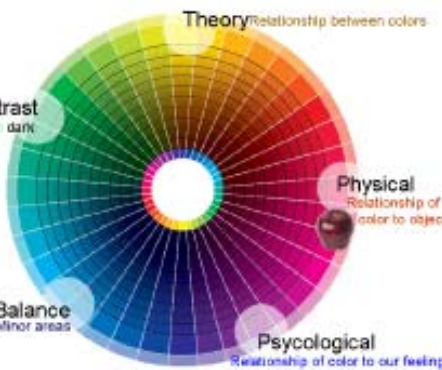


Entrance and Flow
White space
Balance
help you understand relationships

Layout's the white space, the balance and more

10

Color




Theory Relationship between colors
Contrast Relationship of light to dark
Physical Relationship of color to object
Psychological Relationship of color to our feelings
Balance Relationship of Major and Minor areas

Color's not seen in its separate parts. You see it together, like music in art.

13

Evaluate



Purpose **Concept** **Art** **Layout** **Color** **Evaluate**

Does it all work together to help us agree?

14

PowerPoint

I listen to how you think and comprehend
It motivates and tells a story that's clear.

Think **Show** **Ask**

Purpose Concept Art Layout Color Evaluate

You **Think** of a Purpose and Concept that's clear.
You **Show** them Art, Color, and Layout that steers
viewers to what will be felt as sincere.
And **Ask** to Evaluate what they did hear.

4

Advocate

Evaluate

Concept

Create

Explore

Step 3 is judgment time - **Evaluate**.
Now you've got the idea.
Step 4 is **Advocate**

Art

ART dramatically makes your idea come alive.

8

Color

Color is like music
that's heard with our eyes

11

Color

KISS

Just keep it simple!

12

P-Story

Purpose Concept Art Layout Color Evaluate

Is the purpose so clear that we understand why?
Is the concept so good it engages my eye?
Does the art evoke just what you want it to do?
Does the layout help start you and carry you through?
Is the color so simple, creates harmony?
And does it all work together to help us agree?

15

Purpose Concept Art Layout Color Evaluate


It's all about relationships!

We must live in relationships, and we must try
To use what our hearts and our brains and our hands
Can create so our story we'll all understand.

16

Purpose

Brain Rule

 EXPLORATION | We are powerful and natural explorers

Brain Rules from John Medina | www.brainrules.net

Think about

- What is the **purpose** of my talk?
- What's the story here?
- What is my core/central point?
- What do I want them to do?

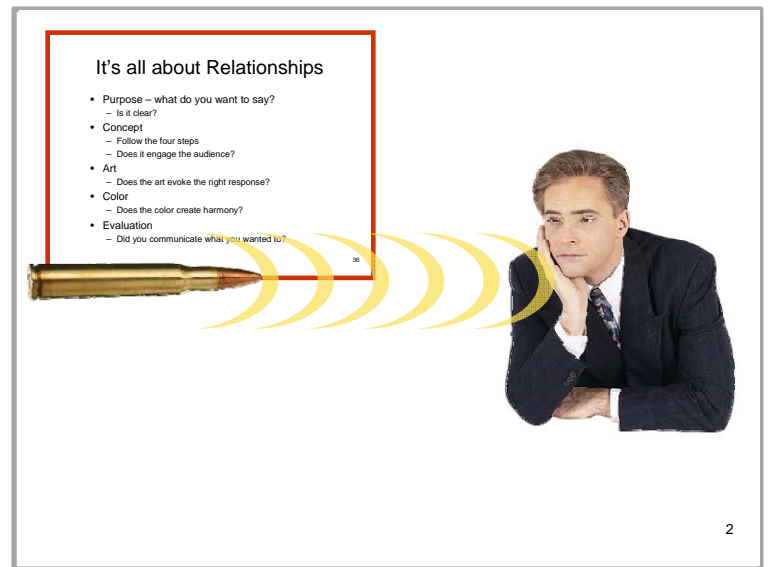
Think about these modifiers

- How much time do I have?
- What is the venue like?
- What time of the day?
- Who is the audience?
- What's their background?
- What do they expect of me?
- Why was I asked to speak?
- What visual medium is most appropriate for this particular situation and audience?

If your PowerPoint kills with it's bullet point pain,
Then this is a way to bring life back again.
Our minds don't remember text in bullet points.
After 3 things our memory slips, disappoints.

But tell a p|Story, just like we are friends
I listen to how you think and comprehend.
'Cause a p|Story tells you what you want to hear.
It motivates and tells a story that's clear.

Be sure that you know that your **Purpose** is clear
It is why your p|Story will be treasured as dear.
Make it simple, even though your p|Story may be
As complex as neuro-brain-physics would be.
No matter how complex, no matter how boring,
Your purpose is why others won't be ignoring
The problem you want them to see, and that they
Will want to act different, in just the right way.




It's all about Relationships

- Purpose – what do you want to say?
 - Is it clear?
- Concept
 - Follow the four steps
 - Does it engage the audience?
- Art
 - Does the art evoke the right response?
- Color
 - Does the color create harmony?
- Evaluation
 - Did you communicate what you wanted to?

2

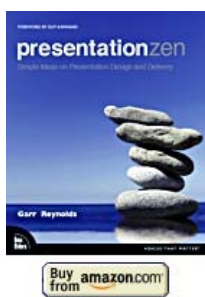
Seven Questions to Knowing Your Audience



Insert a representative picture or illustration of an audience member in this rectangle. It helps to put a face on the audience.

- 1 What are they like?**
Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.
- 2 Why are they here?**
What do they think they're going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.
- 3 What keeps them up at night?**
Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.
- 4 How can you solve their problem?**
What's in it for the audience? How are you going to make their lives better?
- 5 What do you want them to do?**
Answer the question "so what?"—and make sure there's clear action for your audience to take.
- 6 How can you best reach them?**
People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.
- 7 How might they resist?**
What will keep them from adopting your message and carrying out your call to action?

istology
re.com 2008



1. Start with the end in mind
2. Know your audience as well as possible
3. Content, content, content
4. Keep it simple
5. Outlining your content
6. Have a sound, clear structure
7. Dakara nani? (so what?)
8. Can you pass the "elevator test"?
9. The art of story telling
10. Confidence — How to get it

GarrReynolds.com

Concept

Brain Rule

! ATTENTION | We don't pay attention to boring things.

Think about

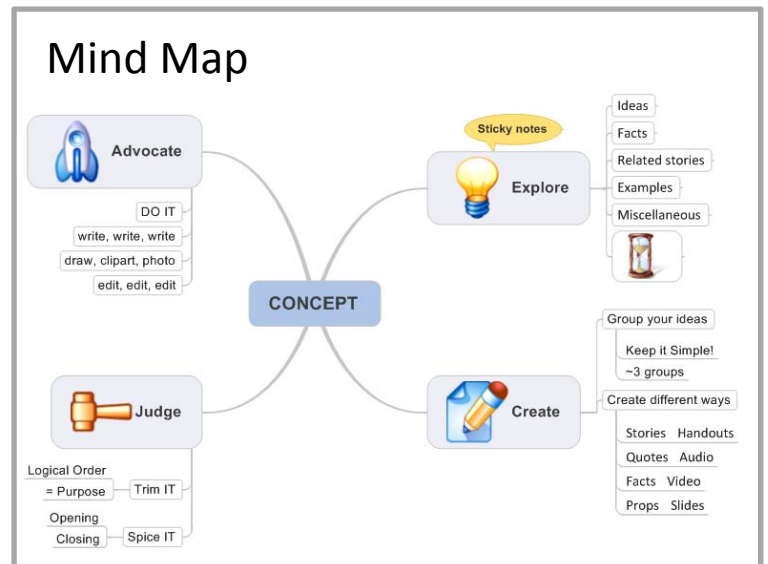
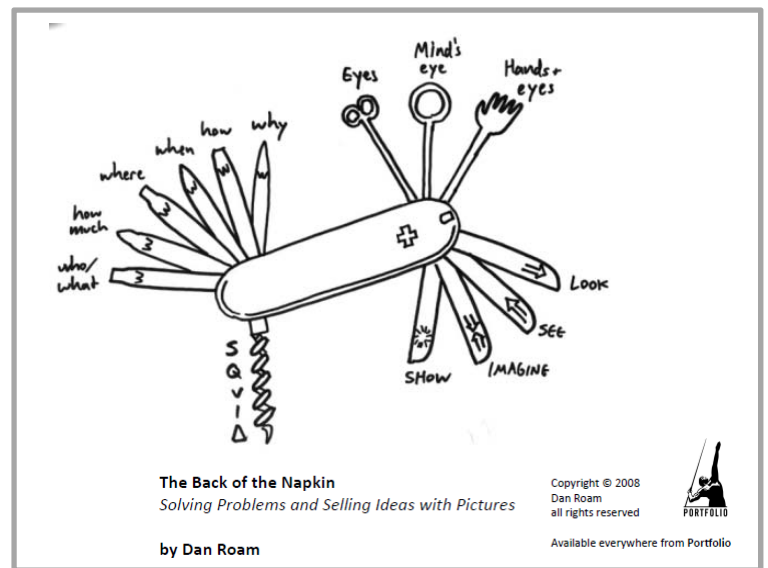
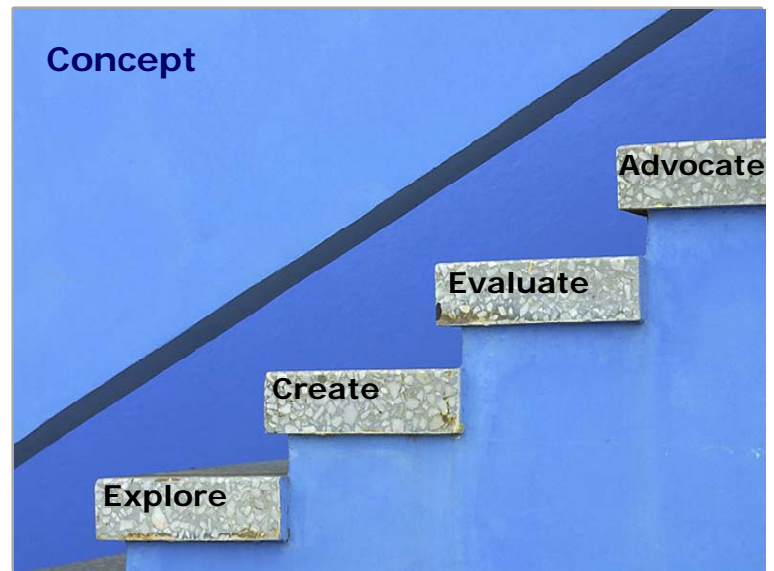
The blueprint to Purpose is Concept. And your Path to the right one is stepping on four. The first step is making ideas, so **Explore**. Consider whatever may come through your door. You might doodle, or write words, whatever – do more. And whatever you do helps to make ideas galore. Don't judge them, each one is important. Explore Many different ideas, you will want more than four. Don't settle for preconceived notions. Ignore That the only way there is one path. Do not Score! Keep your judgment on hold. There is always an OR That is waiting to spring from your mind. Except for The time that your mind is stuck tight in a drawer. No ideas. It is gone. Inspiration won't pour. No matter, we all sometimes will fight that stuck war. Ideas are asleep, and our mind wants to snore. Go backwards and forwards, provoke what is stored In the cracks of your mind. It will come. Stuck no more.

Step 2 is **Create**. It is time to transform The ideas you explored and poured out in a storm. Disjointed ideas come together to form Many different shapes. It is time to perform.

Step 3 is the judgment time - **Evaluate**. Now is the time to consider what's great. The ideas that were foolish, and just didn't rate Can be thrown in the trash. But they helped you create.

You pick the best one. Look it over, debate if its right for the Purpose that up front you state. The best one is clear. It has the right trait To communicate something you want to relate.

Now you've got the idea! Step 4 is **Advocate** That the one that you've got is the best one. It's great! Proceed with excitement. It's time to create The art that will fulfill the Purpose you state.

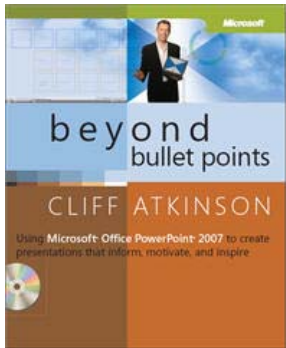


Concept

Brain Rule

- X SURVIVAL** | The human brain evolved, too

Think about

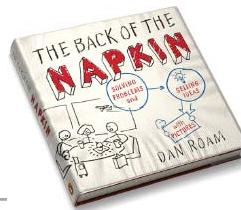


How to avoid death by PowerPoint		
Act I: Set up the story		
The setting	Right after lunch, and you can't keep your eyes open	
The protagonist	Dr. Seuss knew how to keep us engaged	
The imbalance	The solution	The balance
Heading and blah, blah	Tell them a p Story	Leave them in awe
Act II: Develop the action		
5-Minute Column:	15-Minute Column:	45-Minute Column:
Think of a Purpose and Concept that's clear.	Purpose is clear	Make it simple What is the story? Know your audience
	Concept	Explore many ideas Create many things Evaluate – choose one Advocate – Just do it
Show Art, Colors, and Layout	Art make the concept come alive	Graphic (art) Realistic (photo) Symbolic Text
	Layout	Entrance Flow White Space
	Color	Theory Physical/Psycological Contrast/Balance
Ask to Evaluate what they did hear.	Evaluate	Does it achieve the purpose?
Turning point	Does it all work together to help us agree?	
Act III: Frame the resolution		
The crisis	PowerPoint can be deadly,	
The solution	But if you avoid the death traps	
The climax	By following your heart, your brain, and your hands	
The resolution	You'll tell a story we all understand	

From Beyond Bullet Points | Atkinson www.beyondbulletpoints.com

Frank Broen [fbroen@teachamerica.com]
www.teachamerica.com 850 528-6056

Charts & Graphs



The Visual Thinking Codex

Drawn from:

The Back of the Napkin
Solving Problems and Selling Ideas with Pictures

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by Dan Roam

Available everywhere from Portfolio

		S.	Q.	V.	I.	Δ.
		simple	quality	vision	individual	change
		elaborate	quantity	execution	comparison	as-is
		② → which version ① ↓ which framework				
1 who/what? (portrait)						
2 how much? (chart)						
3 where? (map)						
4 when? (timeline)						
5 how? (flowchart)						
6 why? (plot)						

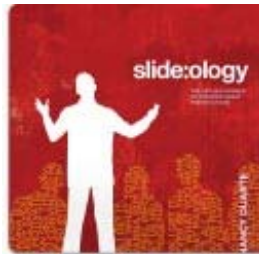
Layout

Brain Rule

STRESS| Stressed brains don't learn the same way.

Think about

- Clean and uncluttered
 - White space – use it!
- 6 X 6 rule = 6 words/line 6 lines/slide
- Animation
 - Use sparingly and meaningfully. Ask yourself, “Does using animation enhance the message?”
 - Don't annoy the viewer.
- Good rules for Builds
 - Wipe right for text
 - Zooms work well for photos and images
 - Arrows going down? Use wipe from the top
 - Slide transitions are OK as long as they are consistently used

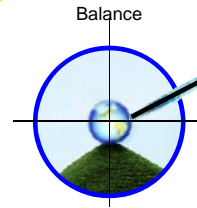
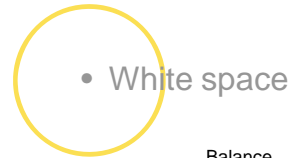


A p|Story starts with an Entrance, because Our eye looks at one place to start. It just does! The Flow of the placement of parts that together Help guide us along like the quill of a feather.

Design is the white space, the balance and more It considers relationships, rhythms and your Thoughts and ideas that will fill in the space That our purpose intended to help you embrace.

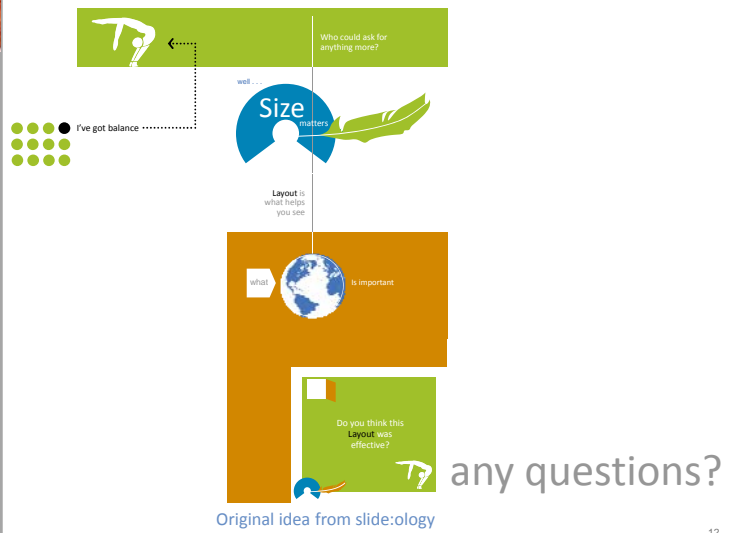
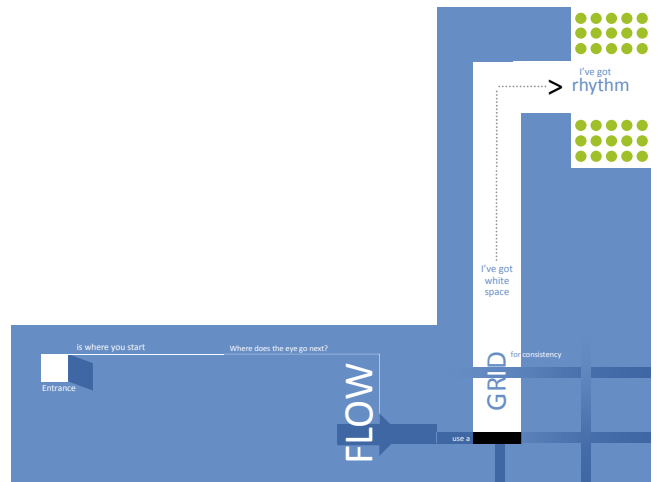
Consider consistency, visual clues, That help guide the viewer to carefully choose What to look at, what order? The font and the flow Are important to make it effective, you know.

Layout

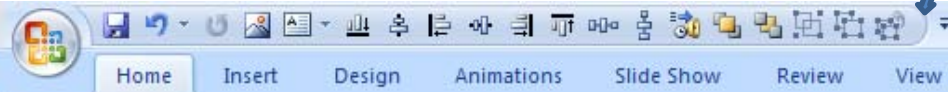


Entrance and Flow

help you understand relationships



Original idea from slide:ology



These are mine

Customize your toolbar in PowerPoint with your favorite tools

Color

Brain Rule

 SHORT-TERM MEMORY | Repeat to Remember.

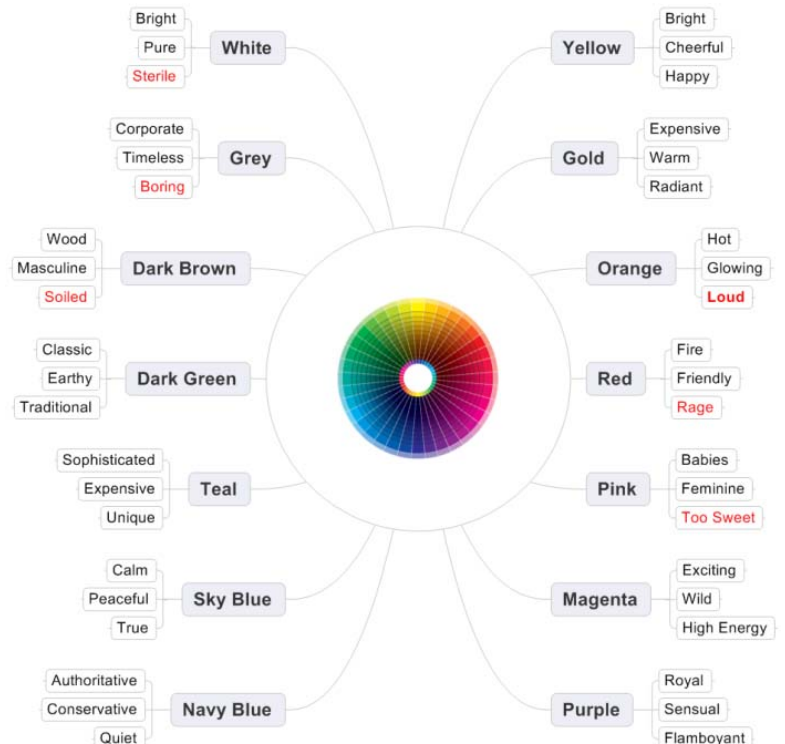
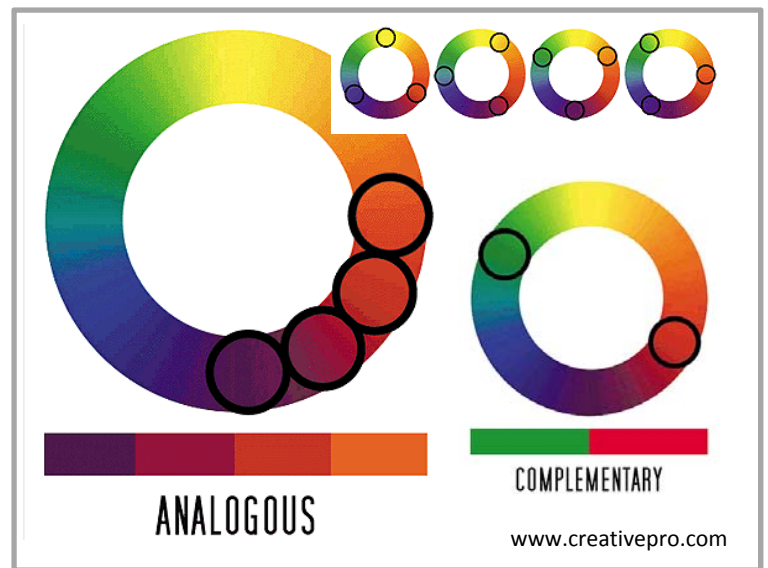
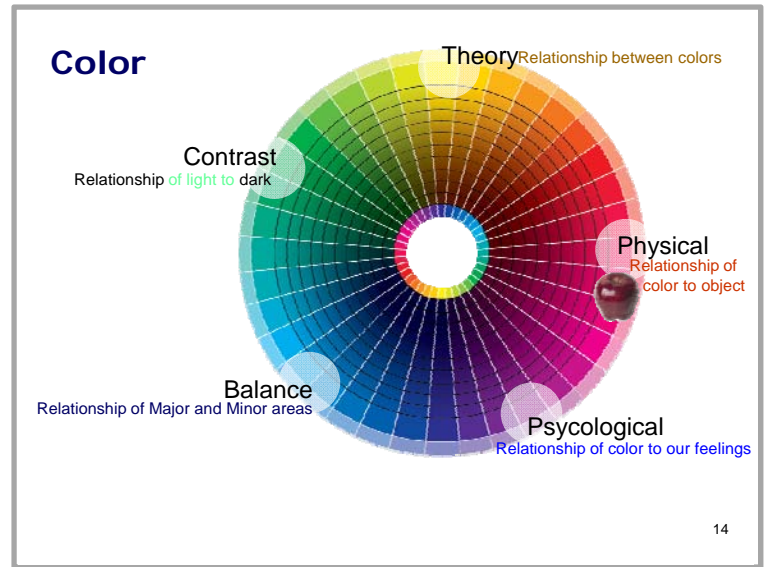
Think about

- Theory
 - Relationship between colors
 - Keep it **simple**
 - Use a maximum of **3** color groups.
- Physical
 - What color is the **object**?
 - What is most **important**?
- Psychological
 - Relationship of color to our **feelings**
 - Bright colors – happy, simple (childish)
 - Greyer tones – sophisticated, classic (boring)
 - Each color evokes personal feelings
- Balance
 - Relationship of major and **minor**
 - All colors are seen at the same time
- Contrast
 - Relationship of **light** to dark
 - Consider color blind issues
 - Avoid red/green together

Color's like music that's heard with our eyes
 The colors of yellow, green, red, blue will surprise,
 They touch deep in our hearts, and they also supplies
 The harmony that make art soar to high highs.
 To make the most impact, you just keep it simple!
 (A smile is enhanced by the simplest dimple.)

Color is not seen in its separate parts.
 You see it together, like music in art.
 Relationship's key. Take a look at the chart
 That shows how it fits and where you can start.

Contrast and balance and theory together
 With emotional links make a wonderful teacher
 To guide all our choices, and help us do better
 At joining our art with our heart and our letters



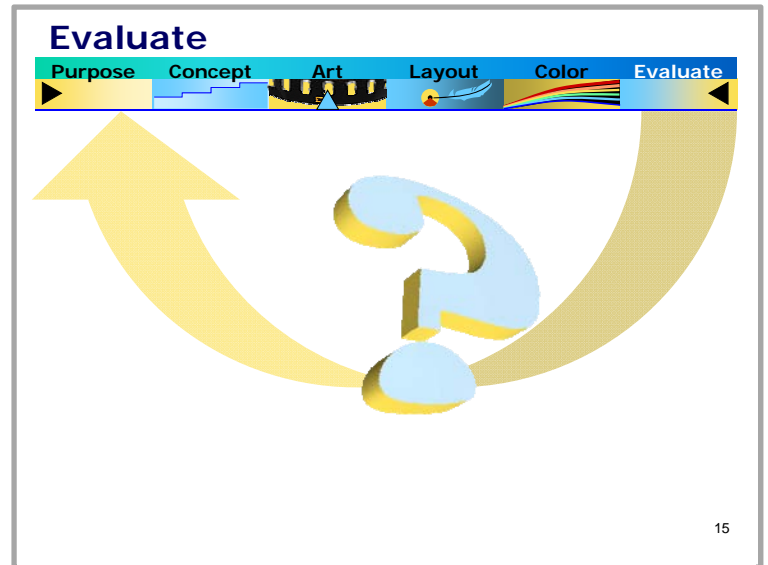
Evaluate

Brain Rule

 LONG-TERM MEMORY | Remember to repeat

Think about

- Is the **purpose** so clear that we understand why?
- Is the **concept** so good it engages my eye?
- Does the **art** evoke just what you want it to do?
- Does the **layout** help start you and carry you through?
- Is the **color** so simple, creates harmony?
- Does it all work together to help us agree?



- No spelling errors or sloppy grammar.
- Less is more
Too many slides are...too many slides!

It's all about relationships

A p|Story helps us to realize why
We must live in relationships, and we must try
To use what our hearts and our brains and our hands
Can create so our story we'll all understand.



Make Presentation

Brain Rule

 SLEEP | Sleep well, think well.

Think about

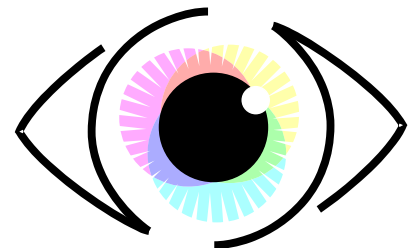
- Practice
 - Practice with videotape again and again, to build confidence
 - You don't get a second chance to make a first impression
 - Practice your presentation as if you were delivering your presentation
 - Embrace anxiety, it gives you energy and passion
 - Use your presentation volume when practicing
 - Sit in the most distant chair from the screen & run through slides
 - Practice your entire presentation including the slides
 - Memorization leads to speeding up your delivery
 - Use the key points in your slides as the foundation for conversation
 - The main purpose of your introduction is to build a relationship with the audience
- Partnership
 - Customize the content to fit the needs of the audience
 - Step away from the presentation and engage the audience with an open question
 - Look directly at the asker, nod your head, but step away to engage the whole audience when answering
 - No audience participation = sleep time
 - Glance at the 'picture' on the back of the wall
 - Never interrupt an audience member's question
 - Give the audience a "change of state"
 - Mingle with the audience prior to your presentation
 - Remember, never interrupt and audience member's question – but with a difficult audience member – ignore (raised hand), set limits, write questions, defer
 - Remember your audience wants you to succeed
- Professionalism/Performance
 - Present from the heart not a canned presentation
 - The components of voice are: breathing; vocal cord vibration and the voice as it resonates out of the mouth
 - Check your Voice Vitality – www.voicetrainer.com
 - Anchor yourself on audience's left side of the room
 - Be at a 45 degree angle to the audience – rest position
 - Parallel your shoulders to the audience when you are making a critical point – power position
 - Talk to people not to objects
 - Move around including moving closer to your audience
 - Reach out to the audience with palm(s) up
 - "Uhs" and "ands" diminish your authority as a presenter and make you seem unprepared
- Props
 - Use the 'b', 'w,' or '.' Keys to bring the audience attention back to you
 - If technology fails, don't panic, remember I know my outline, my material.



In conclusion:

- I did not waste your time
- I knew who you were and why you came
- I was organized
- I was interesting and conversational
- I knew my subject
- I highlighted repeatedly the most important points
- I am finished, I enjoyed making this presentation.


- Use the speaker notes (preprinted)
- Focus on the content and the audience.
- Don't talk to the screen
- Avoid standing in front of the screen or blocking anyone's view with the screen of the laptop.

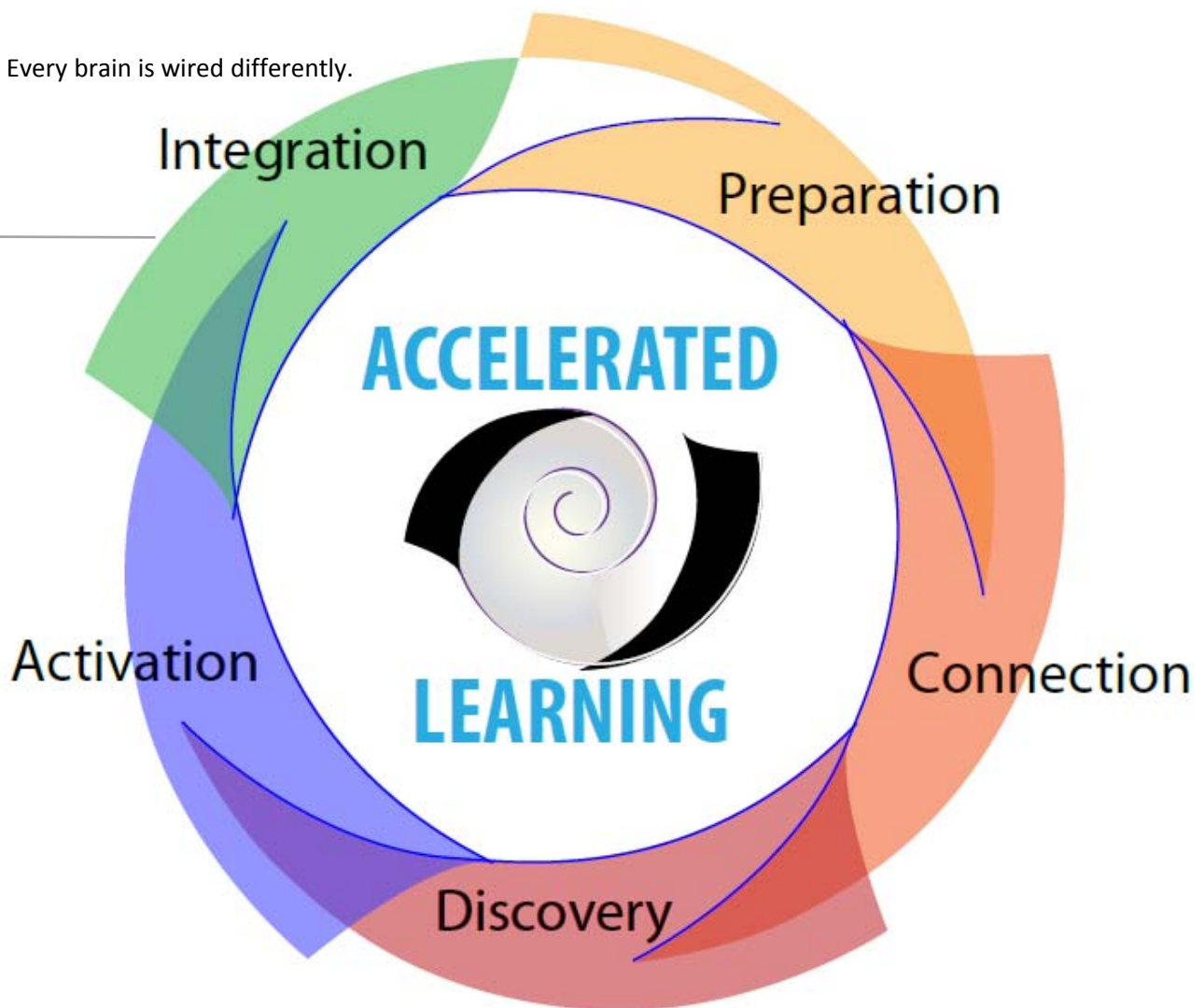


Powerful Presentations – Larry Ferguson FDOT

Accelerated Learning

Brain Rule

 WIRING | Every brain is wired differently.




- | | |
|---|--|
| <input type="checkbox"/> Brainstorming/Discussion | <input type="checkbox"/> Project/Problem-based Instruction |
| <input type="checkbox"/> Drawing/Artwork | <input type="checkbox"/> Cooperative Learning |
| <input type="checkbox"/> Games | <input type="checkbox"/> Roleplay/Drama/Charades |
| <input type="checkbox"/> Graphic Organizers | <input type="checkbox"/> Storytelling |
| <input type="checkbox"/> Humor and Celebration | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Manipulatives/Models | <input type="checkbox"/> Visualization |
| <input type="checkbox"/> Metaphors/Analogies/Similies | <input type="checkbox"/> Visuals |
| <input type="checkbox"/> Mnemonic Devices | <input type="checkbox"/> Work Study/Action Research |
| <input type="checkbox"/> Movement | <input type="checkbox"/> Writing/Reflection |
| <input type="checkbox"/> Music/Rhythm/Rhyme/Rap | |

Based on Professional Learning Strategies: M. Tate 2006


Frank Broen [fbroen@teachamerica.com]

About our Presenter

Brain Rule

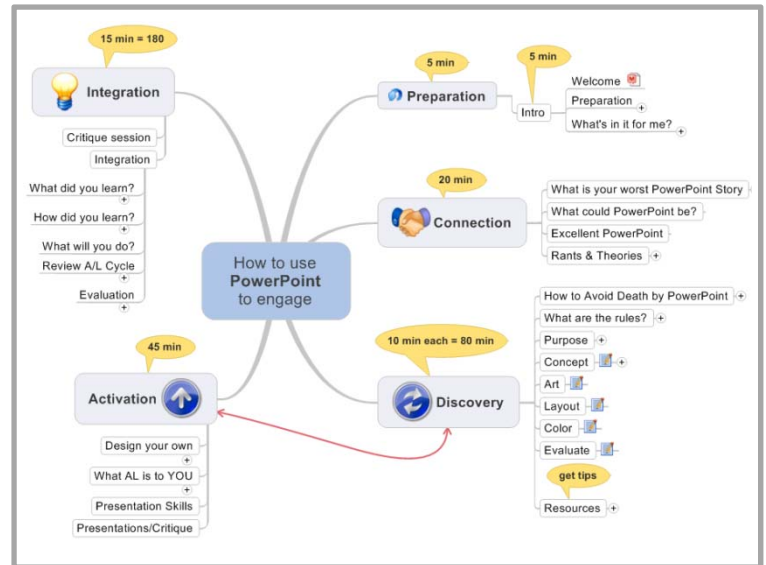
 EXERCISE | Exercise boosts brain power

 SENSORY INTEGRATION | Stimulate more of the senses

 GENDER | Male and female brains are different

Think about

- What did you learn?



- What will you do next?



Frank Broen is President of Teach America. Utilizing the most cost effective tools to deliver direct, effective programs, Teach America specializes in creating media that is used by state and federal agencies for use in training and communicating transportation issues. Formed in 1979, Teach America strives to exceed expectations in every task it undertakes. Teach America works as a partner to create innovative products that help both experienced professionals and interested newcomers understand and apply important concepts. We produce conference proceedings with complete A/V presentations, websites, multimedia programs, handbooks, traditional training, and accelerated learning experiences.