L.E.A.D
Leadership.
Excellence.
Action.
Development.
Upcoming Webinars

**February 19** - Synergy, Do You Have It?: Small Group Dynamics

**March 19** - Project Management: Taking Initiative and Being Accountable

**April 16** - Manage Your Schedule Like a Boss: The Art of Delegation and Saying No

**May 21** - Listen to Understand and Solution-Creation: Tips for Active Listening and Problem-Solving

**June 18** - Be Your Best Professional Self: Improving Professional Relationships
LEAD Trainings:

Happy New Year! The Illinois Center for Specialized Professional Support (ICSPS) has created a professional learning series for Office of Employment and Training Staff.

Sessions will be held on Zoom.
Registration will be required for each event.
Events will take place the third Friday of each month from 9 a.m. to 10 a.m.

Each session is designed to provide tools, tips, and practical advice that can be implemented immediately. In addition, bi-weekly email will share articles and resources for those seeking cutting-edge workplace productivity advice.

If you have an idea or a suggestion of a topic to share with your colleagues, let us know through the session evaluations. Or send us an email at icspslchnu.edu

Recordings of previous trainings are available on the OET Training webpage.

OET Training Website

REGISTER TODAY FOR THE UPCOMING OET PROFESSIONAL LEARNING OPPORTUNITIES
Presentations that Resonate with your Audiences

January 15, 2021
Presented By

Jennifer Phillips
Strategic Initiatives Coordinator, ICSPS
formerly IdeaFuel Consulting, Joyce
Foundation and C.S. Mott Foundation
What Will We Cover Today?

POWERPOINT BASICS & TIPS

BEST PRACTICES FOR CREATING SLIDES

BEST PRACTICES FOR PRESENTING
Basic tasks for creating a PowerPoint presentation

PowerPoint presentations work like slide shows. To convey a message or a story, you break it down into slides. Think of each slide as a blank canvas for the pictures and words that help you tell your story.
PowerPoint Tools...just a few

- Templates
- Design Ideas
- Smart Art
- Zoom Slide
- Animations
- Slide sorter Presentation at-a-glance
- Practicing with timings
- Recording capacity
- Reuse Slides
Design Ideas

Click here for link
Smart Art

Click here for link
Use Zoom for PowerPoint to bring your presentation to life

If you'd like to make your presentations more dynamic and exciting, try using Zoom for PowerPoint.
Animation basics for your presentation

Animation can help make a PowerPoint presentation more dynamic, and help make information more memorable. The most common types of animation effects include entrances and exits. You can also add sound to increase the intensity of your animation effects.

Presentation experts recommend using animations and sound effects sparingly. Animation can be useful in making a presentation more dynamic, and help to emphasize points, but too much animation can be distracting. Do not let animation and sound take the focus away from what you are saying.

Select a heading below to open it and see the detailed instructions.

- Apply entrance and exit animation effects
- Video demonstration: entrance and exit effects
- Apply sound effects to animated text and objects
- Apply a motion path to text or an object
- Video demonstration: motion-path effects
- Animation for SmartArt graphics

Click here for link
Try it!

Use sections to organize your PowerPoint slides into meaningful groups.

Add a section

1. Right-click between slides and select Add Section.
2. Type in a section name.

Click here for link
Practice Timing and Recording

Try it!

PowerPoint has tools to record and time your presentation, so you can practice your timing before you’re actually in front of an audience.

Rehearse your presentation

1. Select Slide Show > Rehearse Timings.

Click here for link
Reuse (import) slides from another presentation

PowerPoint for Microsoft 365, PowerPoint for Microsoft 365 for Mac, More...

You can add one or more slides to your presentation from another, without having to open the other file. (By default, a copied slide inherits the design of the slide you’re inserting it after in the destination presentation. However, you can choose to keep the formatting of the slide you’re copying instead.)

When you import a slide from one presentation to another, it is simply a copy of the original. Changes you make to the copy do not affect the original slide in the other presentation.

Click here for link
Creating Better Presentations

What’s Your Presentation’s Big Idea?
Know Your Audience
Presentation Types
Avoid Slide Overload
Using Visuals and Visual Vocab
Using Data for Impact
What’s Your Presentation’s Big Idea?
Organize Your Presentation Before Making Slides
Know Your Audience
Seven Questions to Knowing Your 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?
“It’s not what you say, it’s what they hear.”

Frank Luntz
What Type of Presentation Will You Give?
Links to short videos with eight types of presentation styles

1. Visual Style
2. Freeform Style
3. Instructor Style
4. Coach Style
5. Storytelling Style
6. Connector Style
7. Lessig Style
8. Takahashi Style
PechaKucha
20 slides.
20 seconds.
Agenda

- Welcome
- Review Work Group Purpose and Role
- Review Strategic Goals for 2021
- 2021 Strategic Outline
- 2021 Calendar
- Specific Actions before February 4 Meeting
- Google Commitment Survey
- Commitments and Next Steps

Using Slides in Virtual Meetings
Avoid Slide Overload
Too much information on a slide
“Communication is about getting others to adopt your point of view, to help them understand why you’re excited (sad, optimistic, or whatever else you are). If all you want to do is create a file of facts and figures, then cancel the meeting and send it in a report.”

Seth Godin, *Really Bad PowerPoint*
Link to Slidedocs overview and downloadable resources
“Simplicity is the ultimate sophistication.”

Leonardo DaVinci
Give Slides SPACE

Power of Visual Thinking webinar, Duarte
C.R.A.P.
- C: Contrast
- R: Repetition
- A: Alignment
- P: Proximity

Contrast
Information varies in terms of importance or type.
Everything is not the same. C.R.A.P. is important. Size Importance.

Repetition
Be consistent throughout your PowerPoint with design choices.
- Warm & Nostalgic
- Cold & Modern
- Headings throughout
- Don’t use different fonts

Alignment
Profitable Growth Example PowerPoint Slide Background

Proximity
Group items that are related.
FIVE SIMPLE THINGS YOU CAN DO FOR THE OCEAN

Ditch the disposable lifestyle
- Reduce bags, disposable food containers, once cups, and other forms of plastic can be sent to landfills where they eventually end up in the ocean where it poses a great threat to marine life.

Check your tire pressure
- Such a simple thing you can do using your tire pressure inflators. You can help slow the inflation of tires and slow down wear and tear on your vehicle, and also yourself when you hit snow time. In fact, the U.S.

Flip the switch
- Many household electronics, such as video game consoles, printers, computers, and kitchen appliances, continue drawing power after they are turned off. The U.S. Department of Energy estimated that this "phantom" energy was enough for 75% of the power consumed by electronics in the average home. Eliminating this waste of energy can be achieved by shutting your devices off or using a power strip to safely and quickly shut off electricity to electronics that are not in use.

Make green cleaning choices
- Even if you don't live near the ocean, water—and anything else that goes down your drain can eventually end up in the ocean. You can help keep the ocean and other waterways healthy by picking your cleaning products carefully. Many household cleaners can be done with simple, natural ingredients, such as vinegar, baking soda, or lemon juice.

Be a picky eater
- When it comes to many of our ocean-based seafoods, there isn't always plenty more fish in the sea. In fact, some studies estimate that up to 90 percent of large predatory fish species that eat other animals—and usually end up in our dinner plates—are overfished since humans began heavy fishing. You can help turn the tide by demanding sustainable (not just) fish at the supermarket and at your favorite restaurants.
5 Simple Steps

- Ditch the Plastic
- Be a Picky Eater
- Check Your Pressure
- Clean Green
- Flip the Switch
So many connections and so little time.

New Apps are being adopted at an uncontrolled and never seen.

There is a significant lag on the platform.

- Speed is slow for growth of end points in the digital business.
- Functional dependencies arise and trigger hard change and lose
- Traditional integration technologies require expensive, uncontrolled resources
- Coding between multiple environments requires more new and resources to function
- Proper infrastructure support is needed to maintain the business needs
- Resources and budget are not available or always needed
- Maintenance needed instead of declared

The Net Result is reduced Agility!

Rapid and uncontrolled adoption of new apps

Decreased Speed + Increased Cost

Reduced Agility
Top slide has way too much information on it. Breaks rule of one idea per slide. It has two important headlines – so break it up.

Demo presentation zoom here.

Reminder to use SPACE and practice design, not decoration, to display information in a way that makes complex information clear.
Using Visuals
The audience will either read your slides or listen to you. They will not do both. So, ask yourself this: is it more important that they listen or more effective if they read?

-Slideology, Duarte
Glance Test
Evaluate a single slide in your presentation using this criteria.

If an attribute on the slide takes away from its clarity, fill in the 'noise' bubble. If the attribute of the slide helps the meaning come through clearly, fill in the 'signal' bubble. Then total up the number of checked bubbles in each column to arrive at a signal-to-noise ratio for your slide. The higher the signal, the clearer the slide. Rework anything on your slide that contributes to 'noise.'

<table>
<thead>
<tr>
<th>Did it pass the Glance Test?</th>
<th>Signal</th>
<th>NA</th>
<th>Noise</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Message (one point vs. many)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Audience Relevance (resonant content vs. inapplicable)</td>
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<tr>
<td><strong>Visual Elements</strong></td>
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<tr>
<td>Background (supporting vs. distracting)</td>
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<tr>
<td>Text (scannable vs. document)</td>
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<tr>
<td>Color (system vs. random)</td>
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<tr>
<td>Photo (simple vs. involved)</td>
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<tr>
<td>Photo (effective vs. ineffective)</td>
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<tr>
<td><strong>Data (emphasis vs. non-emphasis)</strong></td>
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<tr>
<td><strong>Diagram (clarify relationships vs. confuse them)</strong></td>
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<tr>
<td><strong>Arrangement</strong></td>
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<tr>
<td>Contrast (clear prioritization vs. indistinct)</td>
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<tr>
<td>Whitespace (open space vs. cluttered)</td>
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<tr>
<td>Hierarchy (identifiable parent-child vs. no relationship)</td>
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<tr>
<td>Unity (structured look vs. unstructured)</td>
<td></td>
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<tr>
<td>Flow (clear path for eye vs. meander)</td>
<td></td>
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</tr>
<tr>
<td>Animation (intentional meaning vs. distraction)</td>
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</tr>
</tbody>
</table>
Using Data to Make a Point or Tell a Story
Conveying the meaning of the data and its conclusions creates messages.
Watch these Videos...Seriously

The Value of Data Visualization
Column Five

Dan Health: The Mighty Statistic
Never deliver a presentation you wouldn’t want to sit through.

*Duarte’s Golden Rule*
<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much time, on average, do you spend preparing for a presentation?</td>
<td>More than half (53%) spend a grand total of 2 hours or less.</td>
</tr>
<tr>
<td>How often do you rehearse for a presentation, either alone or for a test audience?</td>
<td>Less than half (45%) say they “always” or “usually” rehearse, and 35% report rehearsing rarely or never.</td>
</tr>
<tr>
<td>How much formal training have you had to improve your presentation skills?</td>
<td>Only 10% say they have had a “significant amount” of training.</td>
</tr>
<tr>
<td>How many publications have you read to help improve your presentation skills?</td>
<td>Only 6% say they have read a “significant number” of publications.</td>
</tr>
</tbody>
</table>
Show Enthusiasm
“Good communication is as stimulating as black coffee, and just as hard to sleep after.”

Anne Morrow Lindbergh
Grab Attention
Six Ways to Grab Your Audience Right from the Start, Beverly Ballaro, Harvard Business School
Something They’ll Always Remember
Interact
Stop presenting and start a dialogue. 10 tips to make virtual meetings more interactive, Fast Company
Building Your Presentation
What’s Your Presentation’s Big Idea?
  Know Your Audience
  Presentation Types
  Avoid Slide Overload
  Using Visuals and Visual Vocab
  Using Data for Impact

Delivering Your Presentation
Prepare
Show Enthusiasm
Grab Attention
Interact
Resources
Heath Brothers
Made to Stick
resources to download

MADE to STICK
SUCCESSs Model

A sticky idea is understood, it’s remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)

PRINCIPLE 1
SIMPLE
Simplicity isn’t about dumbing down; it’s about prioritizing. (Savant will be this low, face sitting.) What’s the core of your message? Can you communicate it with an analogy or high-concept pitch?

PRINCIPLE 2
UNEXPECTED
To get attention, violate a schema. (The Noble who ruined a shirt...) To hold attention, use curiosity gaps. (What are Saturn’s rings made of?) Before your message can stick, your audience has to want it.

PRINCIPLE 3
CONCRETE
To be concrete, use sensory language. (Think Jove’s jewels.) Paint a mental picture. (“A man on the moon. . .”) Remember the Velcro theory of memory—try to hook into multiple types of memory.

PRINCIPLE 4
CREDIBLE
Ideas can get credibility from outside authorities or unit authorities or from within, using human-scale statistics or vivid details. Let people “try before they buy.” (Where’s the Beef?)

PRINCIPLE 5
EMOTIONAL
People care about people, not numbers. (Remember Robin.) Don’t forget the WHY? What’s In It For You? But identity appeals can often trump self-interest. (“Don’t Mess With Texas’ joke to Bubba’s identity.)

PRINCIPLE 6
STORIES
Stories drive action through simulation (what to do) and inspiration (the motivation to do it.) Think Jared. Springboard stories (see Denting’s World Bank sales help people see how an existing problem might change.)

www.MADEtoSTICK.com

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**Cheat Sheet**

<table>
<thead>
<tr>
<th><strong>Audience</strong></th>
<th><strong>Message</strong></th>
<th><strong>Story</strong></th>
<th><strong>Media</strong></th>
<th><strong>Slides</strong></th>
<th><strong>Delivery</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand audience’s power</td>
<td>Define your big ideas</td>
<td>Apply storytelling principles</td>
<td>Choose the right vehicle for your message</td>
<td>Think like a designer</td>
<td>Rehearse well</td>
</tr>
<tr>
<td>Segment the audience</td>
<td>Generate content to support big idea</td>
<td>Create a solid structure</td>
<td>Make the most of slide software</td>
<td>Create slides that people can ‘get’ in 3 seconds</td>
<td>Know your venue and schedule</td>
</tr>
<tr>
<td>Presenting to senior execs</td>
<td>Anticipate resistance</td>
<td>Craft the beginning</td>
<td>Persuade beyond the stage</td>
<td>Choose the right type of slide</td>
<td>Anticipate tech glitches</td>
</tr>
<tr>
<td>Get to know your audience</td>
<td>Amplify your message through contrast</td>
<td>Develop the middle</td>
<td>Determine the right length</td>
<td>Storyboard one idea per slide</td>
<td>Manage your stage fright</td>
</tr>
<tr>
<td>Define how you’ll change the audience</td>
<td>Build an effective call to action</td>
<td>Make ending powerful</td>
<td>Avoid visual cliches</td>
<td>Arrange slide elements with care</td>
<td>Set the right tone for your talk</td>
</tr>
<tr>
<td>Find common ground</td>
<td>Organize your thoughts</td>
<td>Add emotional texture</td>
<td>Clarify the data</td>
<td>Turn words into diagrams</td>
<td>Communicate with your body</td>
</tr>
<tr>
<td></td>
<td>Balance analytical and emotional appeal</td>
<td>Use metaphors as your glue</td>
<td>Use the right number of slides</td>
<td>Use the right number of slides</td>
<td>Communicate with your voice</td>
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<td>Lose the jargon</td>
<td>STAR moments</td>
<td>Know when to animate</td>
<td>Know when to animate</td>
<td>Make your stories come to life</td>
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<td></td>
<td>Craft sound bytes</td>
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<td>Get the most out of your Q &amp; A</td>
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</tbody>
</table>

**Inspire action**

**Engage the audience**

**Sell your ideas**

By Nancy Duarte

**HBR Guide to Persuasive Presentations**

Know when to animate

Keep presentation running smoothly

Communicate with your voice

Communicate with your body

Make your stories come to life

Get the most out of your Q & A

Build trust with the audience

Keep remote listeners interested

Know when to animate

Choose the right vehicle for your message

Make the most of slide software

Determine the right length

Persuade beyond the stage

Choose the right type of slide

Storyboard one idea per slide

Arrange slide elements with care

Turn words into diagrams

Use the right number of slides

Know when to animate

Rehearse well

Know your venue and schedule

Anticipate tech glitches

Manage your stage fright

Set the right tone for your talk

Be yourself

Communicate with your body

Communicate with your voice

Make your stories come to life

Get the most out of your Q & A

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Keep remote listeners interested

Keep presentation running smoothly
<table>
<thead>
<tr>
<th></th>
<th>1 Know Your Audience</th>
<th>2 Verify that a Presentation is the Right Medium</th>
<th>3 Hone in on your Presentation’s Big Idea</th>
<th>4 Tell them a Story that Makes Them Care</th>
<th>5 Address Resistance</th>
<th>6 Use Contrast to Enhance Drama and Credibility</th>
<th>7 Get a Gut Check</th>
<th>8 Be the Expert</th>
<th>9 Cut, Cut, Cut</th>
<th>10 Use a Clear Call-to-Action</th>
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10 Tips for a Powerful Presentation
What It Takes to Give a Great Presentation

1. Great presenters use fewer slides — and fewer words.
2. Great presenters don’t use bullet points.
3. Great presenters enhance their vocal delivery.
4. Great presenters create “wow” moments.
5. Great presenters rehearse.

What It Takes to Give a Great Presentation, Carmine Gallo, Harvard Business Review
Other articles of note

6 Presentations That Are So Horrible You Might Get Nightmares

Bad PowerPoint Examples You Should Avoid at All Costs

Are Your Presentations Powerful Or Pathetic? 4 Persuasive Presentation Preparation Tips, Fast Company
C.R.A.P.

C: Contrast
R: Repetition
A: Alignment
P: Proximity
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