

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



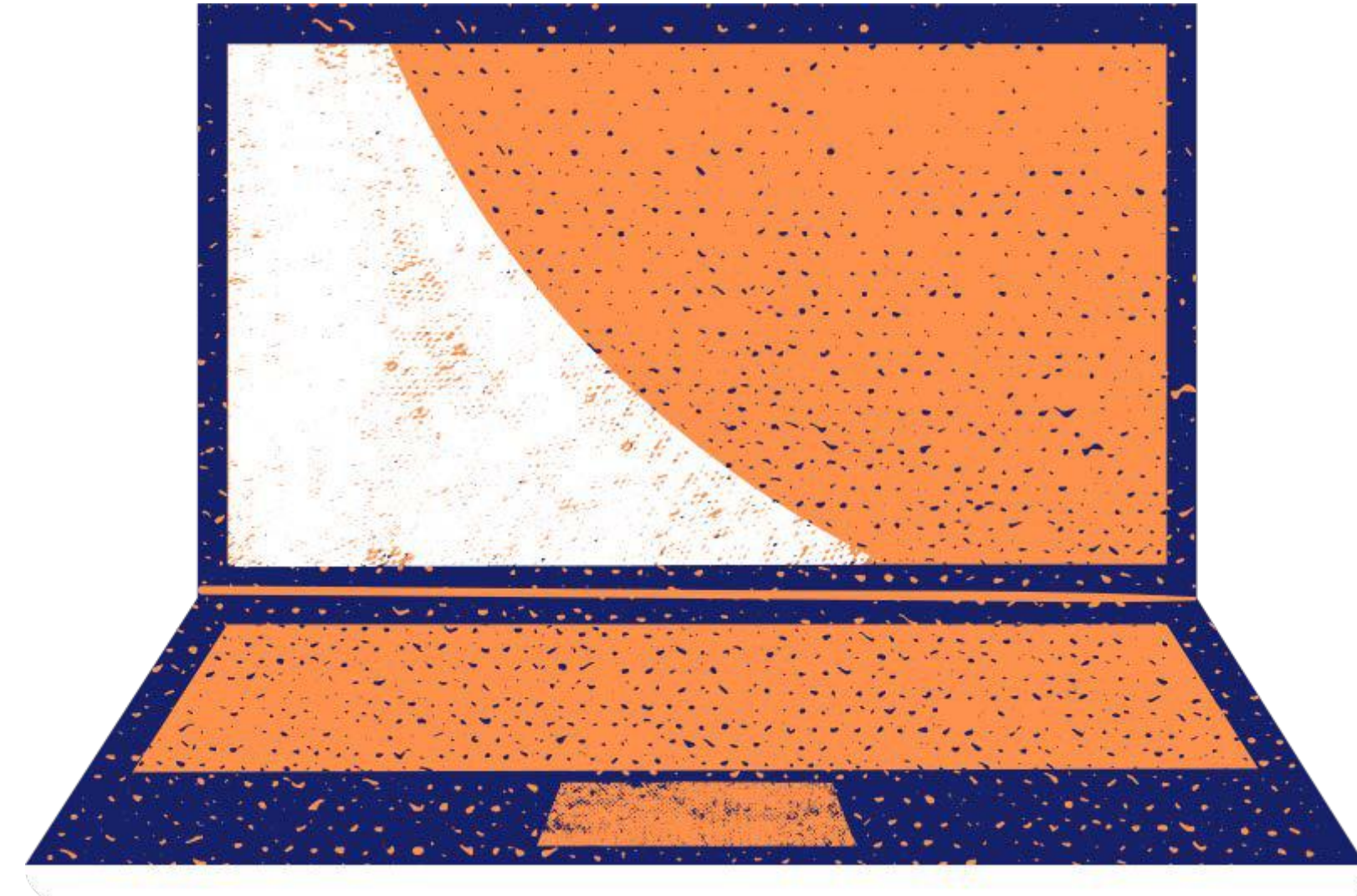
**April 16 -** Manage Your Schedule Like a Boss: The Art of Delegation and Saying No



**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





**L.E.A.D**

**Leadership.  
Excellence.  
Action.  
Development.**



## **LEAD Trainings: Leadership. Excellence. Action. Development**

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 [icsps@ilstu.edu](mailto:icsps@ilstu.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**



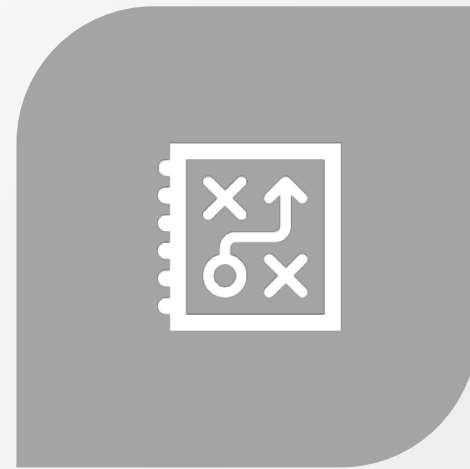




# What Will We Cover Today?



**POWERPOINT  
BASICS & TIPS**



**BEST PRACTICES FOR  
CREATING SLIDES**



**BEST PRACTICES FOR  
PRESENTING**



# PowerPoint Tutorial



PowerPoint / Get started / Basics / Basic tasks for creating a PowerPoint presentation

## Basic tasks for creating a PowerPoint presentation

PowerPoint for Microsoft 365, PowerPoint 2019, PowerPoint 2016, PowerPoint 2013, [More...](#)

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.

[Click here for link](#)



# PowerPoint Tools...just a few

Templates

Design Ideas

Smart Art

Zoom Slide

Animations

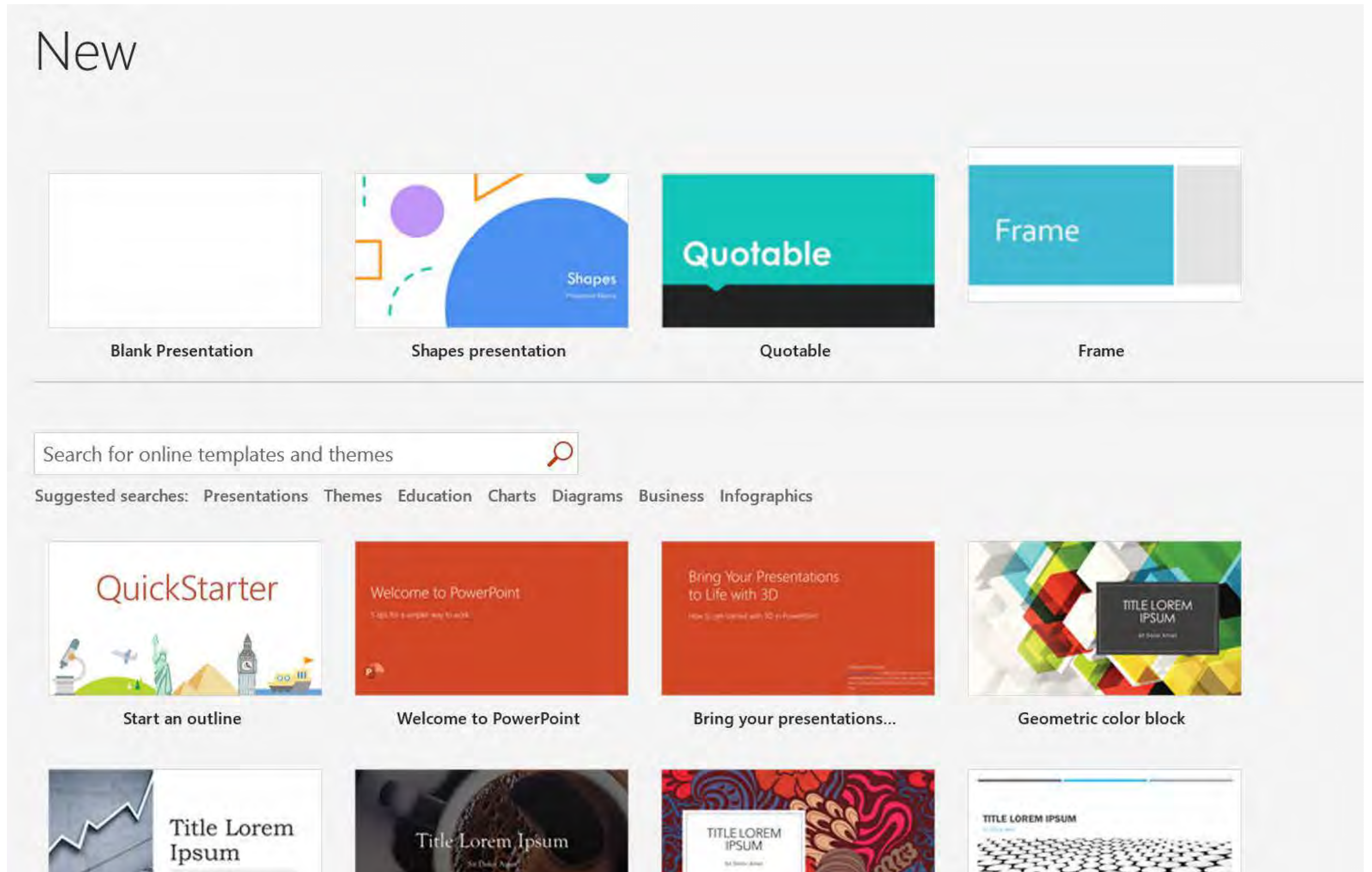
Slide sorter  
Presentation  
at-a-glance

Practicing  
with timings

Recording  
capacity

Reuse Slides

# Templates



[Click here for link](#)



# Design Ideas

File Home Insert Draw **Design** Transitions Animations Slide Show Review View Office Timeline Pro Help Acrobat **SmartArt Design** Format

Add Shape ▾ Promote Move Up  
Add Bullet Demote Move Down  
Text Pane Right to Left Layout ▾  
Create Graphic

Layouts

Change Colors ▾

SmartArt Styles

Reset Graphic Convert

AutoSave Off

1

2

Headline

[Text] [Text]  
[Text] [Text]  
[Text] [Text]

Design Ideas

Headline

Headline

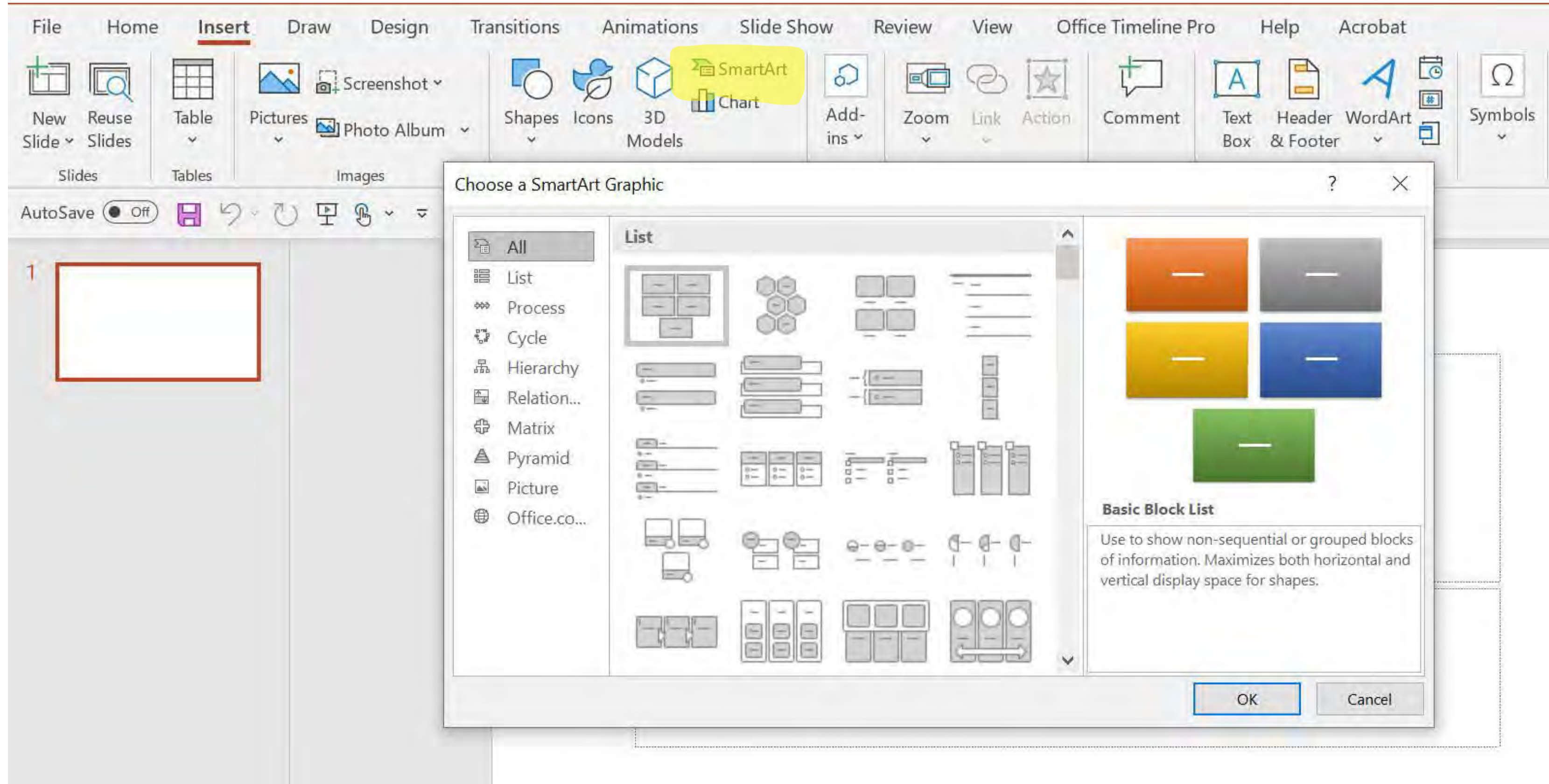
Headline

Powered by Office intelligent services

[Click here for link](#)



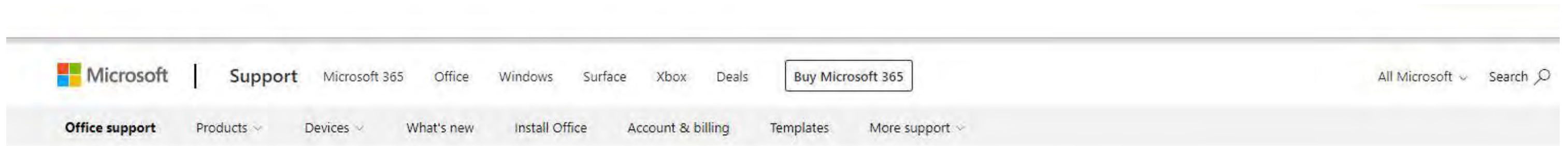
# Smart Art



[Click here for link](#)



# Zoom Slide



PowerPoint / Animations and media / Transitions / Use Zoom for PowerPoint to bring your presentation to life

## Use Zoom for PowerPoint to bring your presentation to life

*PowerPoint for Microsoft 365, PowerPoint for Microsoft 365 for Mac, PowerPoint 2019*

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



[Click here for link](#)

# Animations

## Animation basics for your presentation

PowerPoint for Microsoft 365, PowerPoint 2019, PowerPoint 2016, PowerPoint 2013, PowerPoint 2010, [Less](#)

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](#)



# Slide Sorter

PowerPoint training / Slides and layouts / Organize slides into sections

Apply Themes to presentations  
▶ Video

Get design ideas for slides  
▶ Video

Change slide masters  
▶ Video

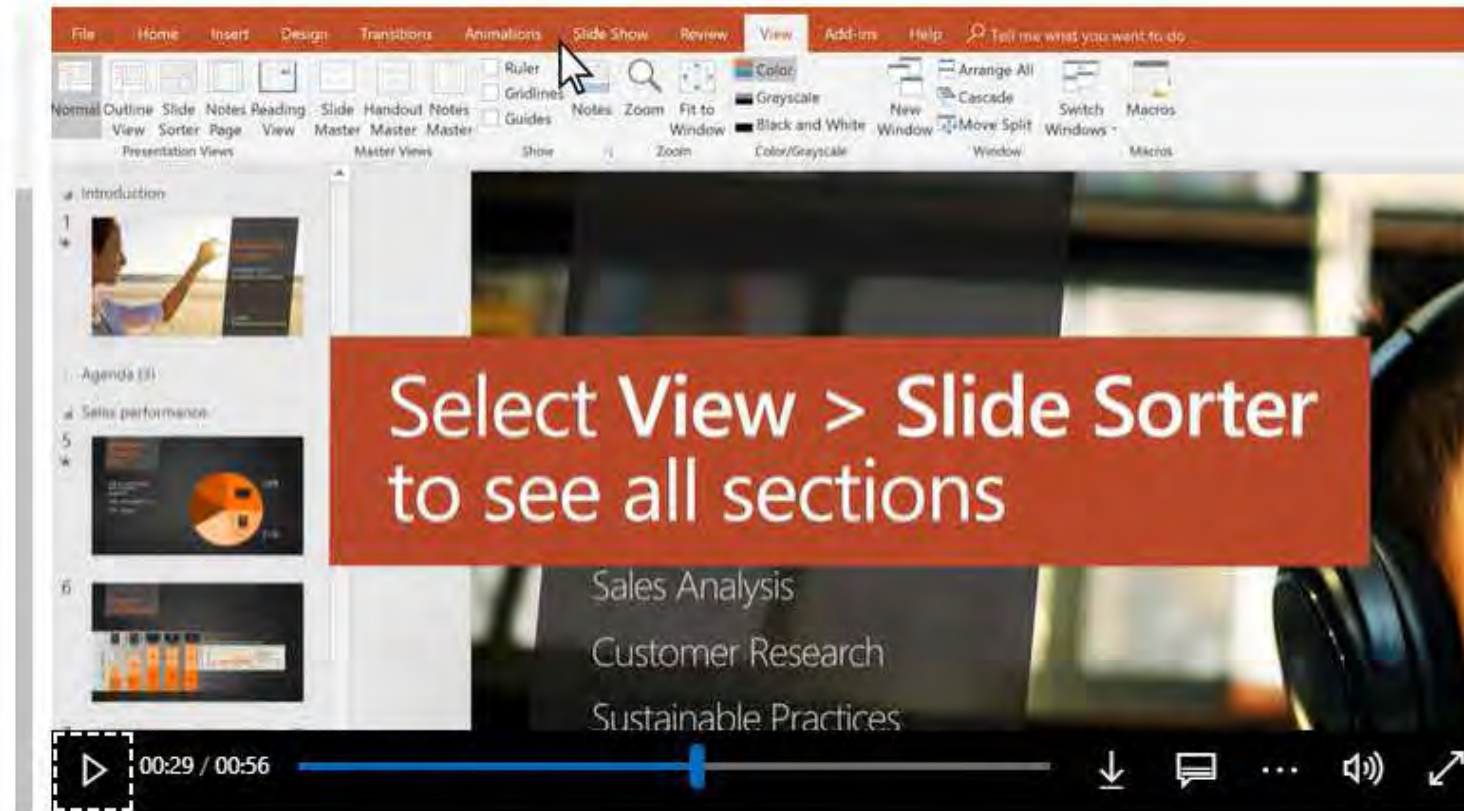
Change the page orientation  
▶ Video

Add a watermark to your slides  
▶ Video

Organize slides into sections  
▶ Video

Add a logo to your slides  
▶ Video

Next: Text and tables



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

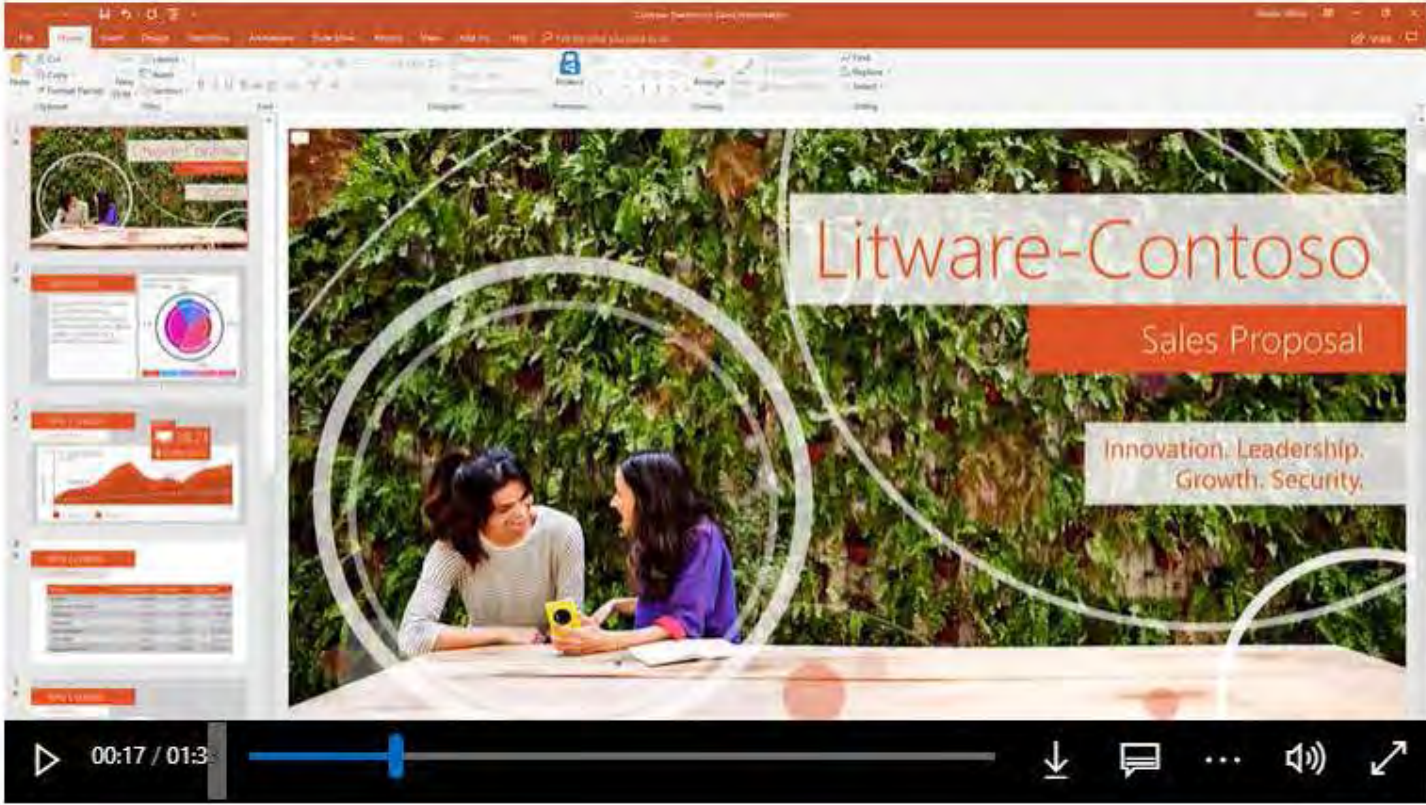
Microsoft | Support Microsoft 365 Office Windows Surface Xbox Deals Buy Microsoft 365 All Microsoft Search Jennifer

Office support Products Devices What's new Install Office Account & billing Templates More support

PowerPoint training / Present slideshows / Practice and time your presentation

- Use Presenter View ▶ Video
- Add speaker notes ▶ Video
- Practice and time your presenta... ▶ Video
- Record a presentation ▶ Video
- Print a presentation ▶ Video

Next: Animation, audio, & video



Microsoft

Stuck on math homework? Ask a tutor—for free.

Get started

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.

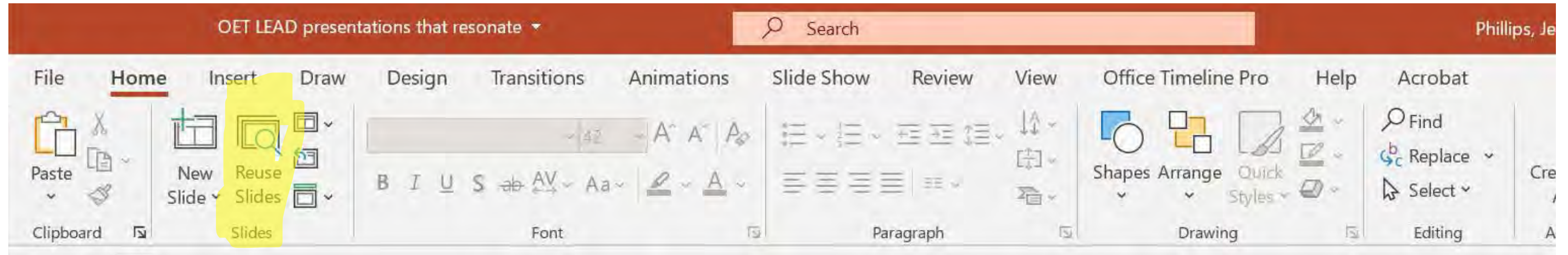
Rehearse your presentation

1. Select **Slide Show > Rehearse Timings**.

[Click here for link](#)



# Reuse Slides



## 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

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What's Your Presentation's Big Idea?

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Know Your Audience

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Presentation Types

---

Avoid Slide Overload

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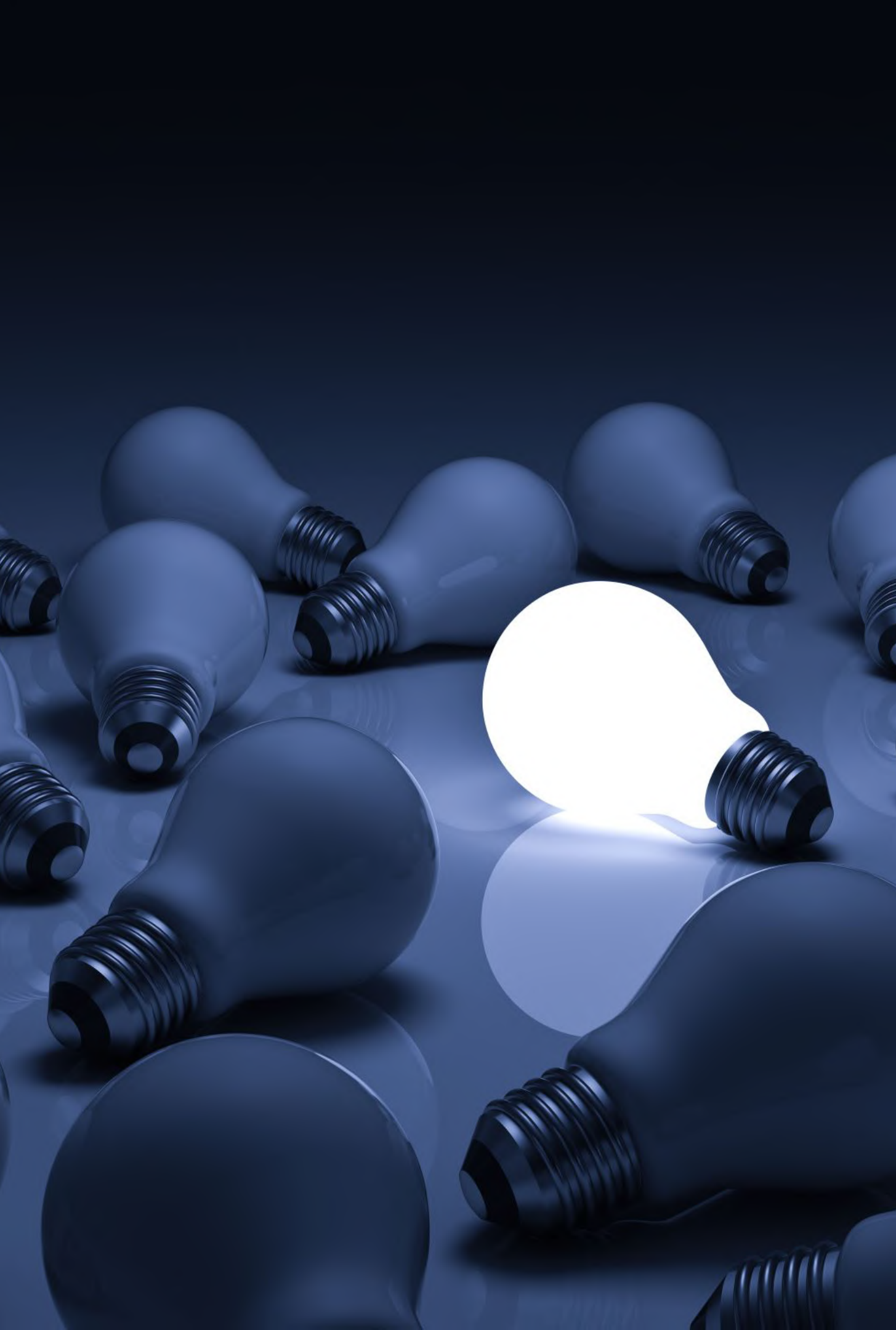
Using Visuals and Visual Vocab

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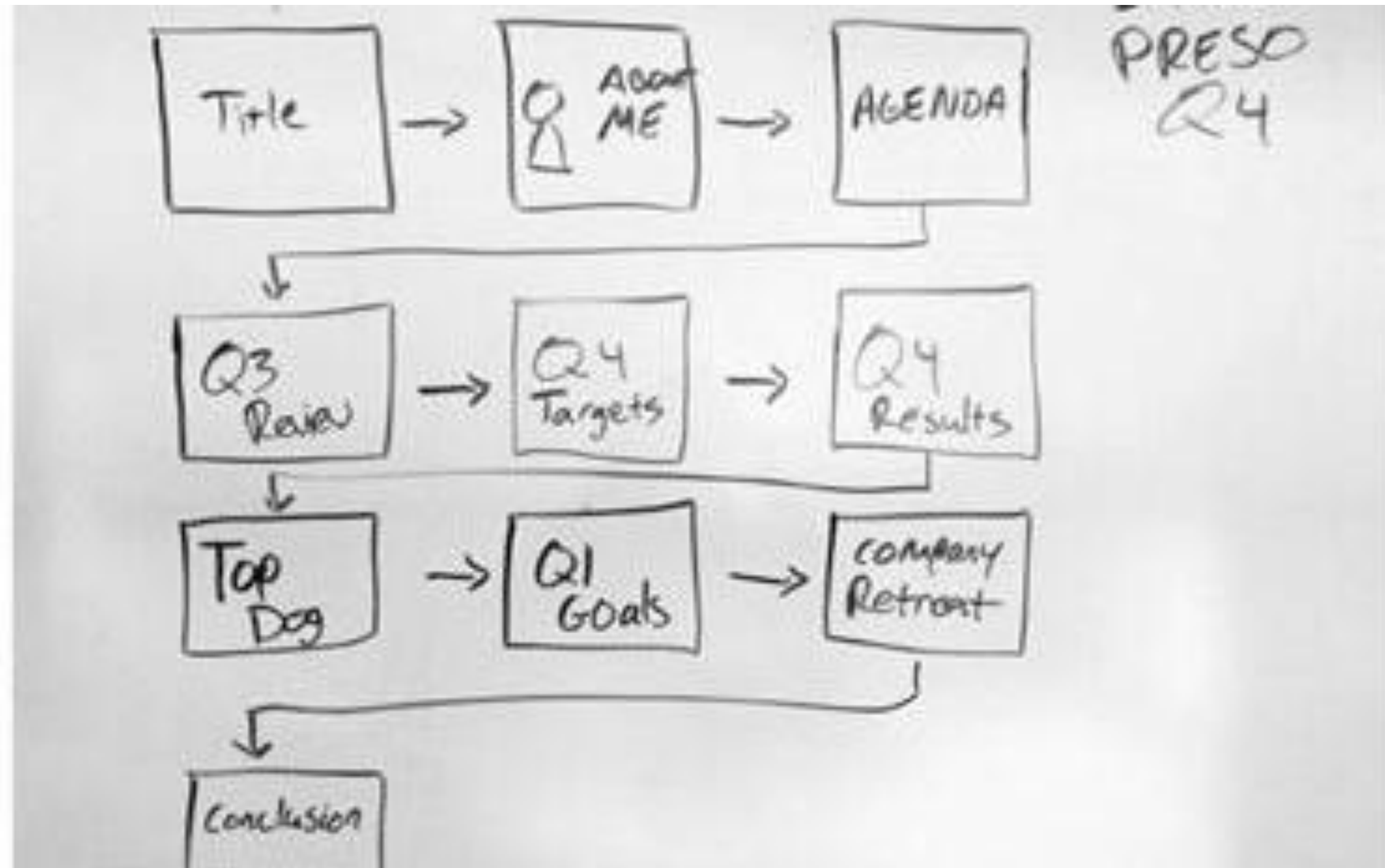
Using Data for Impact

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# What's Your Presentation's Big Idea?



# Organize Your Presentation Before Making Slides





# Know Your Audience



# 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?

[Click here for Duarte Audience Needs Map](#)



**"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



## Types of Presentations

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.



A blue starburst graphic with multiple points, containing the text "Using Slides in Virtual Meetings" in white.

Using Slides  
in Virtual  
Meetings

# 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

---

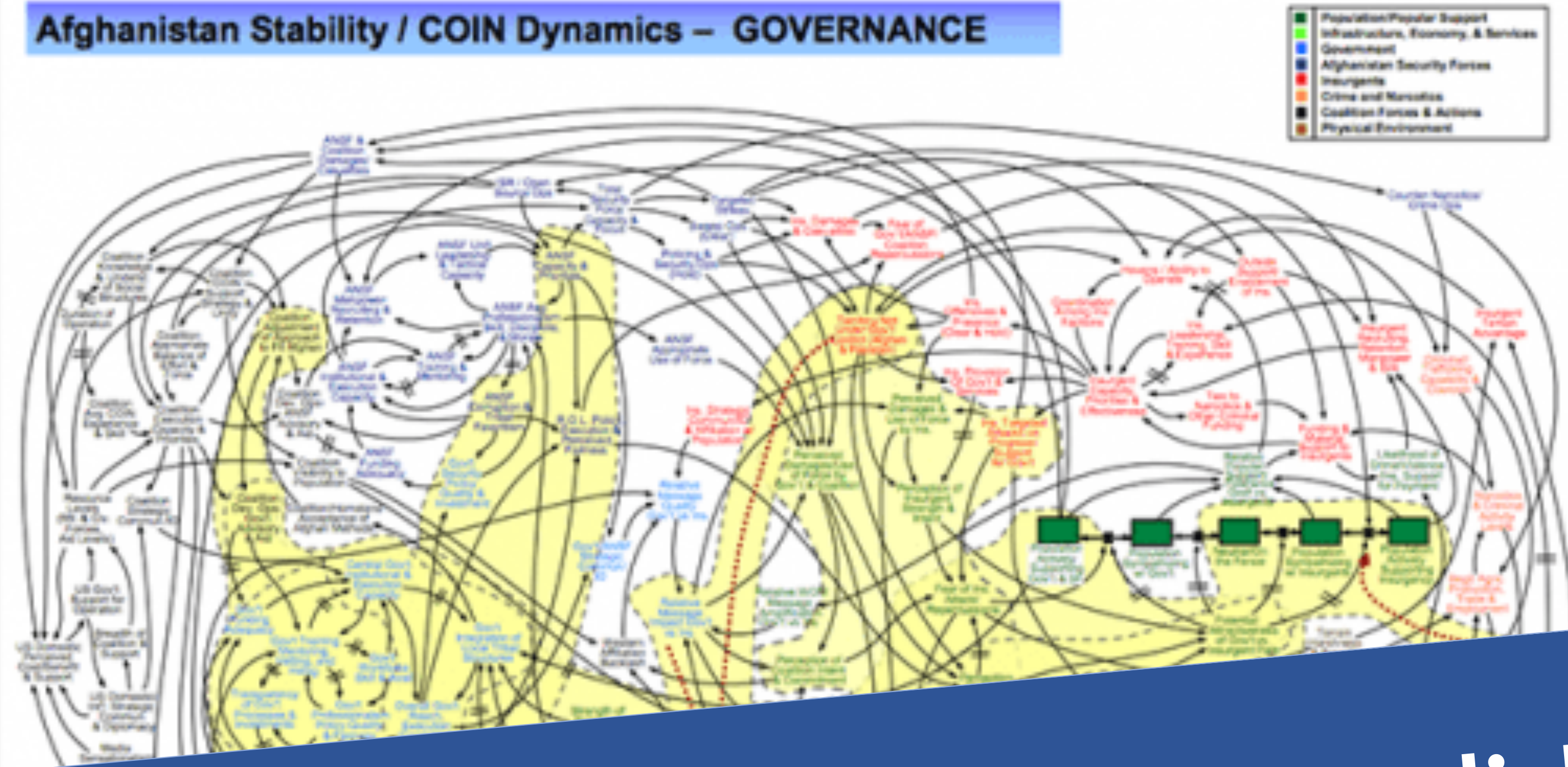
Commitments and Next Steps




# Avoid Slide Overload



## Afghanistan Stability / COIN Dynamics – GOVERNANCE



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](#)



**S**

Simplify



**P**

Plan



**A**

Arrange



**C**

Consistency



**E**

Emphasis

# C.R.A.P.

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

63

# Contrast

Information varies in terms of importance or type.

Everything is not the same. CoTRASTinG the **Size** helps.contrast  
**Importance.**

64

# Repetition

Be consistent throughout your PowerPoint with design choices.

Warm & Nostalgic  
Cold & Modern  
Headings throughout  
Don't use **different** fonts

65



67



# Alignment

Profitable Growth Example PowerPoint Slide Background



68

# Proximity

Group items that are related.



69



# You have the power to help ocean health

More than ever, the fate of the oceans is in our hands. To be good stewards and move a strong system for future generations, we need to make changes big and small when we can. To make a change difference, there are a few simple things you can do to help protect the ocean—starting now.

## FIVE SIMPLE THINGS YOU CAN DO FOR THE OCEAN

### ditch the disposable lifestyle

- Plastic bags, disposable food containers, coffee stirrers, and other throwaway items contribute to the waste that ends up in the ocean where it poses a major hazard to marine life.

### Check your tire pressure

- Check a single tire gauge and read your gas tank air pressure regularly. The car that your nation produces, reduces wear and tear on your vehicle, and saves yourself some cash at the pump too. In fact, the U.S.

### Flip the switch

- Many household electronics, such as video game consoles, stereos, computers, and other systems, continue drawing power after they are switched off. The U.S. Department of Energy estimates that this "phantom" energy use accounts for 75% of the power consumed by electronics in the average home. Eliminate this waste energy use by unplugging your electronics or using a power strip to easily add outlets and power to electronics that need to be plugged in.

### Make green cleaning choices

- Even if you don't live near the coast, 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 chores can be done with simple, natural ingredients like vinegar, baking soda, or lemon juice.

### Be a picky eater

- When it comes to many of our once-famous seafoods, there aren't always plenty more fish in the sea. In fact, some studies estimate that up to 50 percent of large predatory fish stocks that eat other animals—and usually end up on our dinner plates—have disappeared since humans began heavy fishing. You can help turn the tide by demanding sustainable seafood at the supermarket and in your favorite restaurants.

# 5

## Simple Steps





So many connections and so little time.

New Apps are being adopted at an unprecedented rate



There is a tight time frame on IT projects

- Customer driven and built for growth in and outside of the digital business
- Hardware architectures don't suit for rapid change and evolution
- Traditional integration technologies require expensive, specialized resources
- Coding based methods require significant time and resources to build
- New initiatives cannot be made as simple as the past time is when required
- Business users eventually waiting for release of new features and capabilities
- Unplanned work expands as the number of endpoints grows for most business needs
- Hardware and budget are overly focused on maintenance instead of innovation

Speed ↓

Cost ↑

The Net Result is reduced Agility!

## Rapid and uncontrolled adoption of new apps



Decreased Speed

Increased Cost

Reduced Agility



SHOW TASKBAR



DISPLAY SETTINGS ▼



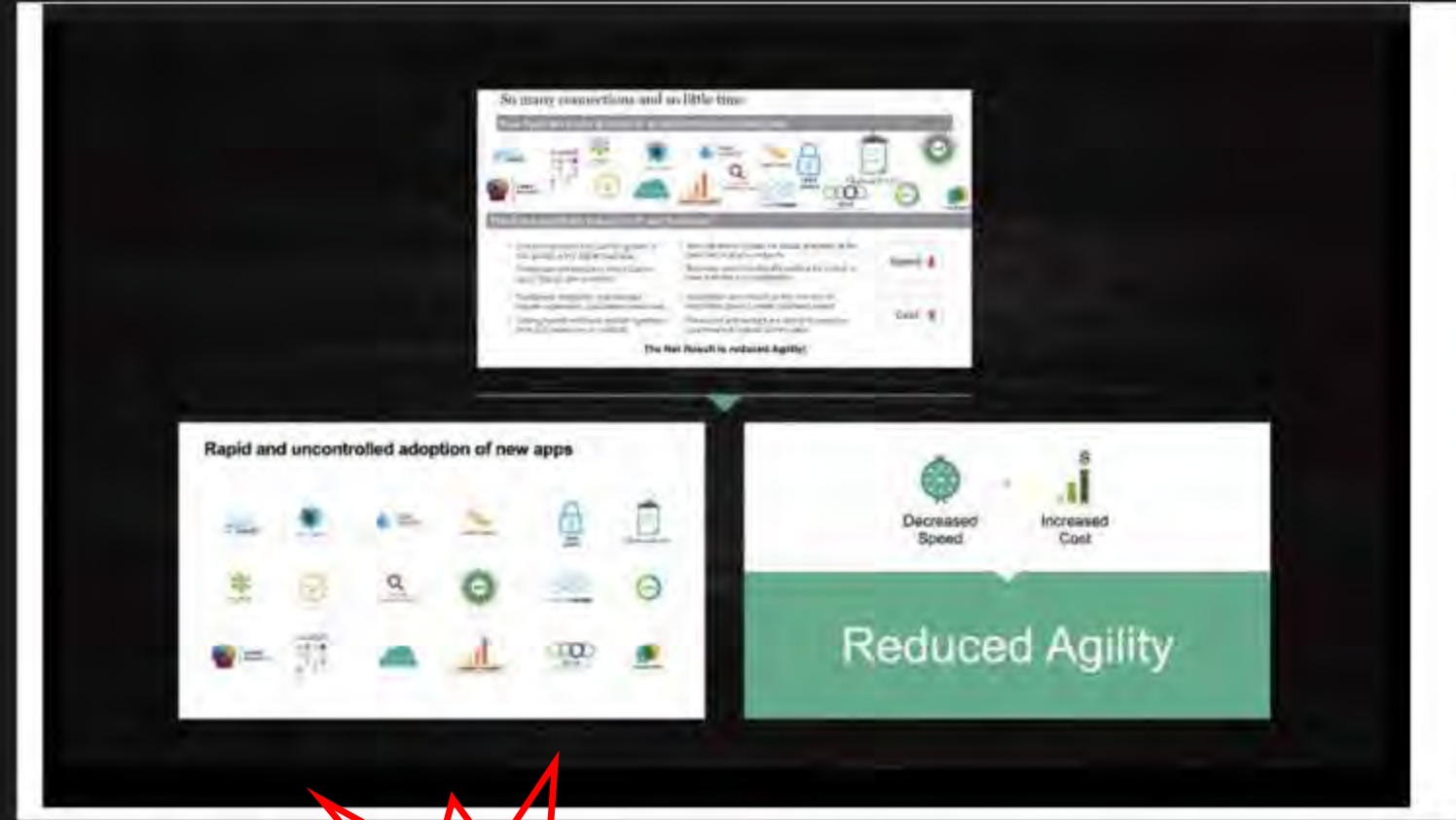
END SLIDE SHOW

0:00:03



10:24 AM

Next slide



Slide 37 of 60



A

A

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.

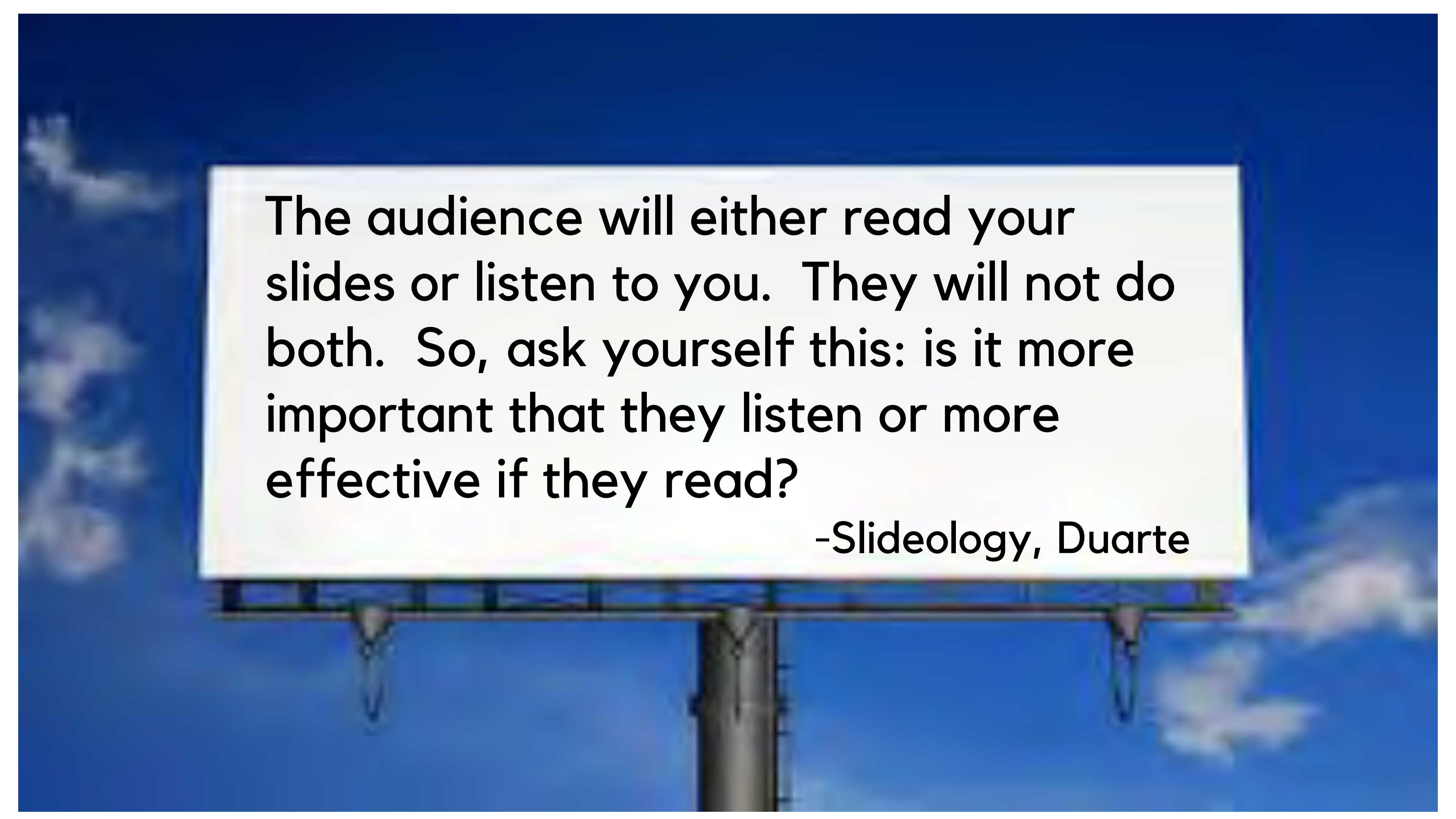
Demo presentation zoom here.

Reminder to use SPACE and practice design, not decoration, to display information in a way that makes complex information clear.





# Using Visuals

A billboard with a white sign is set against a background of a clear blue sky with some light, wispy clouds. The billboard's metal structure is visible at the bottom.

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.'

	Signal	NA	Noise
Did it pass the Glance Test?			
One Message (one point vs. many)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audience Relevance (resonant content vs. inapplicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Elements			
Background (supporting vs. distracting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text (scannable vs. document)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (system vs. random)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo (simple vs. involved)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo (effective vs. ineffective)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data (emphasis vs. non-emphasis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diagram (clarify relationships vs. confuse them)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrangement			
Contrast (clear prioritization vs. indistinct)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whitespace (open space vs. cluttered)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hierarchy (identifiable parent.child vs. no relationship)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unity (structured look vs. unstructured)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flow (clear path for eye vs. meander)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animation (intentional meaning vs. distraction)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Using Data to  
Make a Point  
or Tell a Story

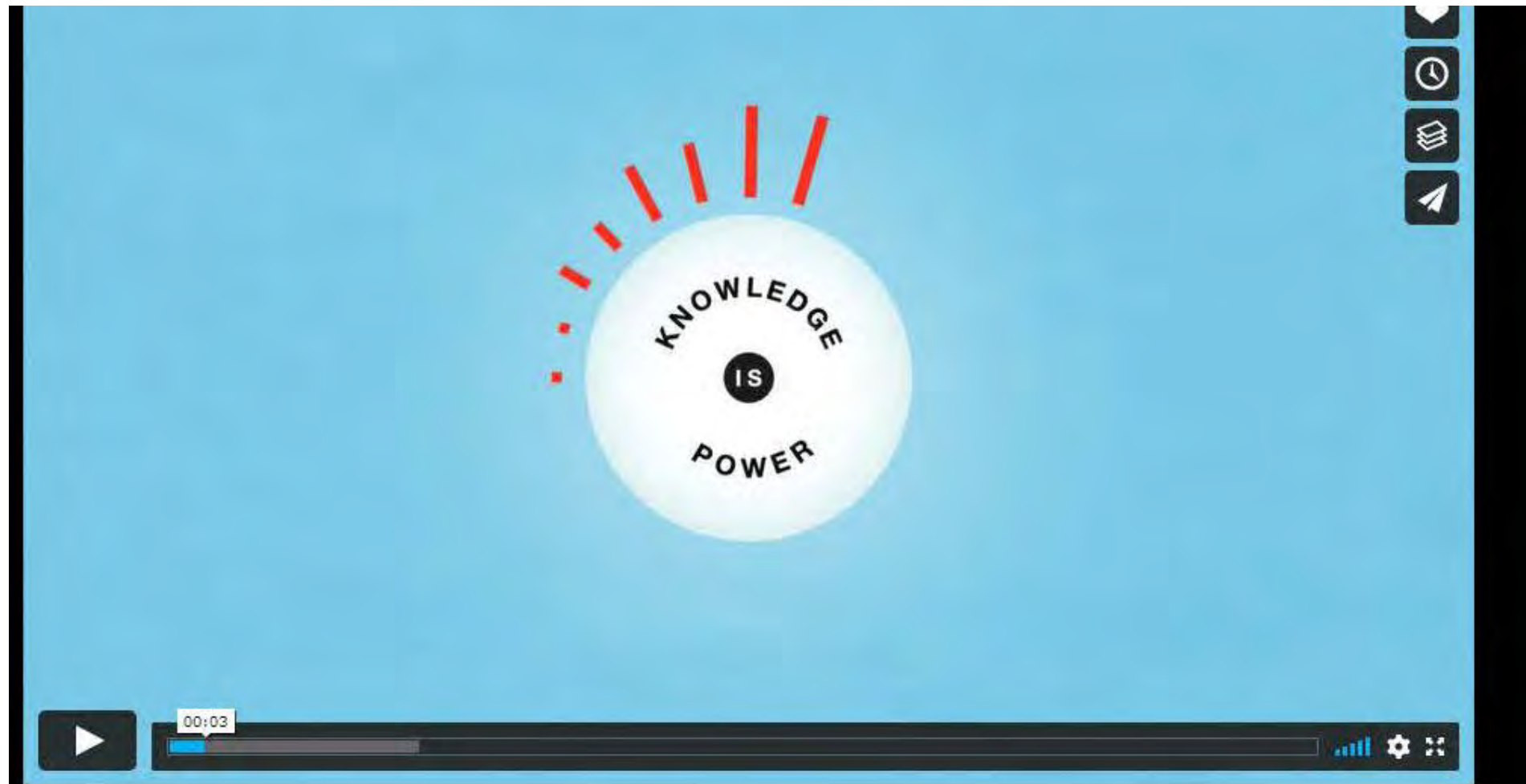


**4 OUT OF 3  
PEOPLE  
STRUGGLE  
WITH MATH**

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

04-30-10 | MADE TO STICK

### The Mighty Statistic: How to Make Numbers Stick

I want to tell you about a statistic that changed my life and afterwards give you some thoughts about making your own data more life-changing. The stat was authored by my colleague Charles Fishman at *Fast Company* in his piece on the bottled water industry.



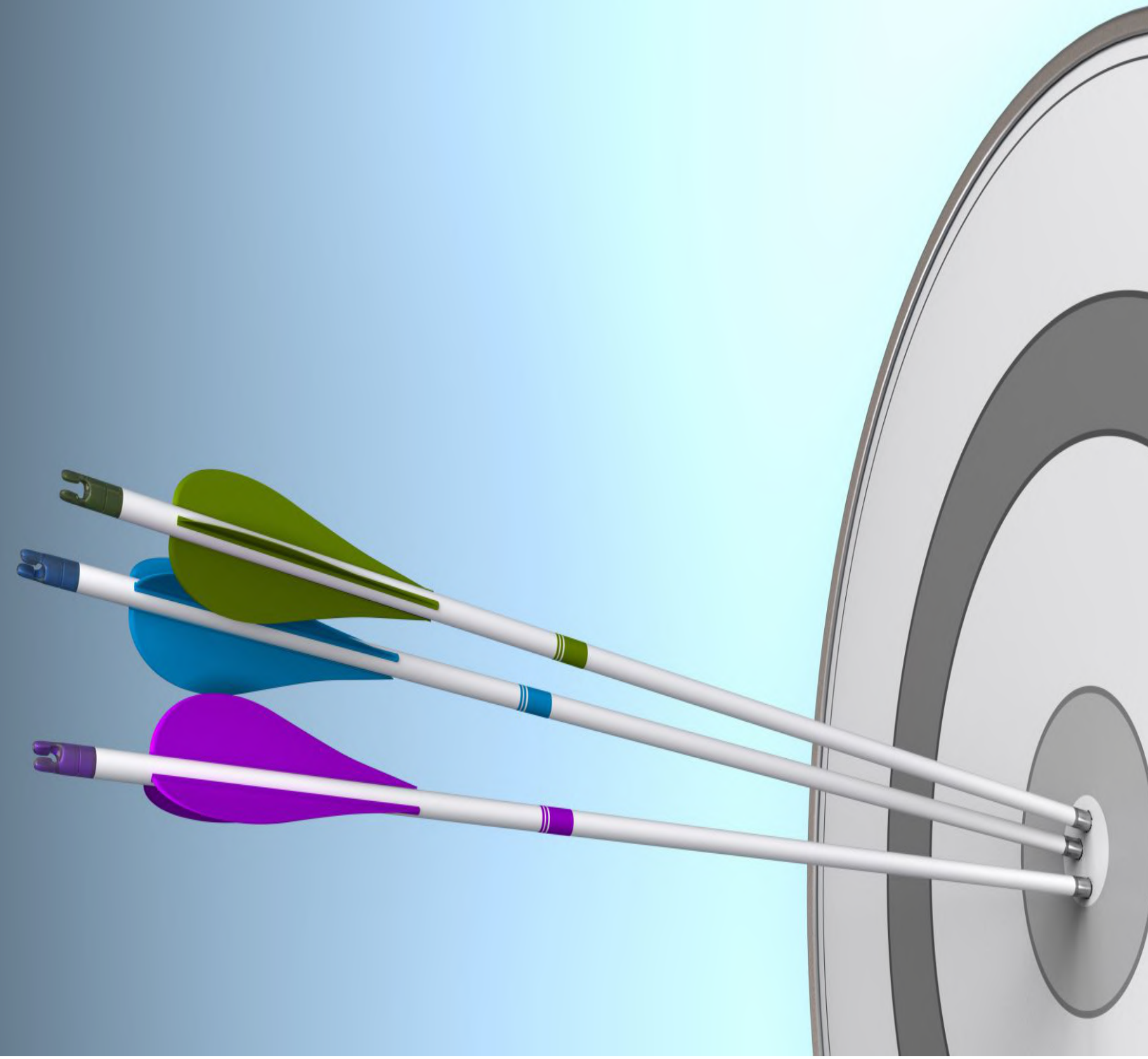




Never deliver a  
presentation you wouldn't  
want to sit through.



*Duarte's Golden Rule*



# Prepare



*How much time, on average, do you spend preparing for a presentation?*

More than half (53%) spend a grand total of 2 hours or less.

*How often do you rehearse for a presentation, either alone or for a test audience?*

Less than half (45%) say they “always” or “usually” rehearse, and 35% report rehearsing rarely or never.

*How much formal training have you had to improve your presentation skills?*

Only 10% say they have had a “significant amount” of training.

*How many publications have you read to help improve your presentation skills?*

Only 6% say they have read a “significant number” of publications.





# Show Enthusiasm



**“Good  
communication is as  
stimulating as black  
coffee, and just as  
hard to sleep after.”**

**Anne Morrow  
Lindburgh**







# Grab Attention



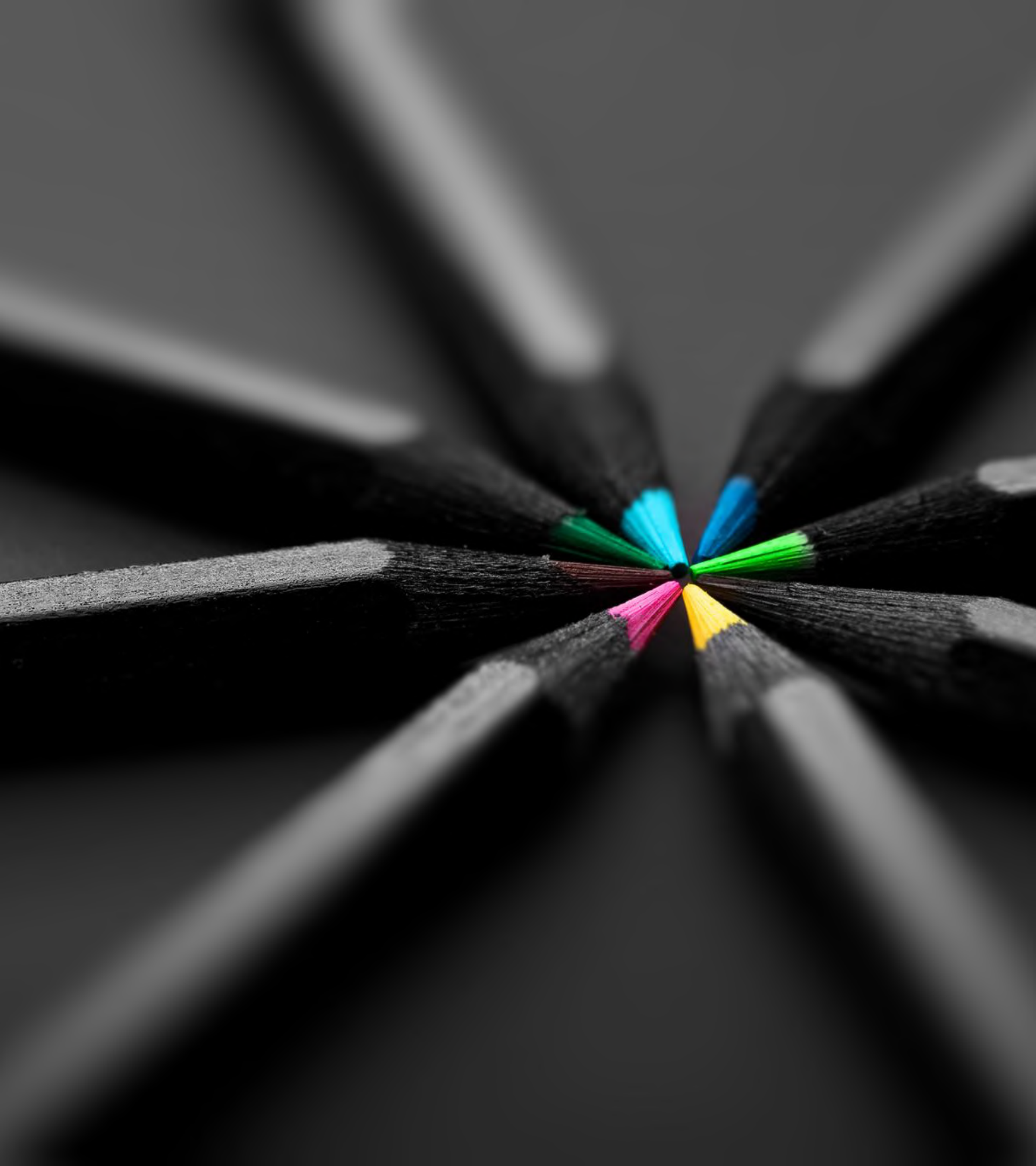
# Audience Grabbers: Start With a Bang



Something  
They'll  
Always  
Remember







# Interact

# Interaction Ideas

Don't save  
questions for the  
end and don't end  
on a question

Solicit feedback in  
advance

Use poll questions

Build in time for  
engagement

Brainstorm before  
the presentation

Promise follow up  
on unanswered  
questions





## 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





WHY BAD PRESENTATIONS  
*Happen to*  
GOOD CAUSES



AND HOW TO ENSURE THEY  
WON'T HAPPEN TO YOURS.

*Written, Designed and Published by*  
ANDY GOODMAN & CAUSE COMMUNICATIONS  
*Creators of Why Bad Ads Happen to Good Causes*







[Download](#)  
[Goodman](#)  
[Center](#)  
[PDF here](#)



Heath  
Brothers  
Made to Stick  
resources to  
download

MADE to STICK  
SUCCEs 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	PRINCIPLE 2	PRINCIPLE 3	PRINCIPLE 4	PRINCIPLE 5	PRINCIPLE 6
					
<b>SIMPLE</b>	<b>UNEXPECTED</b>	<b>CONCRETE</b>	<b>CREDIBLE</b>	<b>EMOTIONAL</b>	<b>STORIES</b>
Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?	To get attention, violate a schema. (The Nordie who ironed 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.	To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.	Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)	People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)	Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Spring-board stories (See Denning's World Bank tale) help people see how an existing problem might change.

[www.MADEtoSTICK.com](http://www.MADEtoSTICK.com)

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# HBR Guide to

## Persuasive Presentations

**Inspire action**  
**Engage the audience**  
**Sell your ideas**

By Nancy Duarte



# Cheat Sheet

## Audience

Understand audience's power

Segment the audience

Presenting to senior execs

Get to know your audience

Define how you'll change the audience

Find common ground

## Message

Define your big ideas

Generate content to support big idea

Anticipate resistance

Amplify your message through contrast

Build an effective call to action

Choose your best ideas

Organize your thoughts

Balance analytical and emotional appeal

Lose the jargon

Craft sound bytes

## Story

Apply storytelling principles

Create a solid structure

Craft the beginning

Develop the middle

Make ending powerful

Add emotional texture

Use metaphors as your glue

STAR moments

## Media

Choose the right vehicle for your message

Make the most of slide software

Determine the right length

Persuade beyond the stage

## Slides

Think like a designer

Create slides that people can 'get' in 3 seconds

Choose the right type of slide

Storyboard one idea per slide

Avoid visual cliches

Arrange slide elements with care

Clarify the data

Turn words into diagrams

Use the right number of slides

Know when to animate

## Delivery

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

Build trust with the audience

Keep remote listeners interested

Keep presentation running smoothly

[Link to  
Duarte  
Resource  
Hub](#)

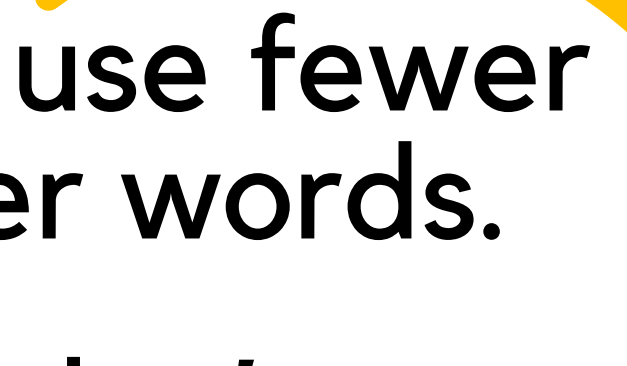
## Your Powerful Presentation Checklist

1	Know Your Audience	<input type="checkbox"/>	4	Tell them a Story that Makes Them Care	<input type="checkbox"/>	7	Get a Gut Check	<input type="checkbox"/>
2	Verify that a Presentation is the Right Medium	<input type="checkbox"/>	5	Address Resistance	<input type="checkbox"/>	8	Be the Expert	<input type="checkbox"/>
3	Hone in on your Presentation's Big Idea	<input type="checkbox"/>	6	Use Contrast to Enhance Drama and Credibility	<input type="checkbox"/>	9	Cut, Cut, Cut	<input type="checkbox"/>
						10	Use a Clear Call-to-Action	<input type="checkbox"/>





# 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.

# 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

# Contrast

Information varies in terms of importance or type.

Everything is not the same, Contrast the Size helps communicate

# Importance.



# Repetition

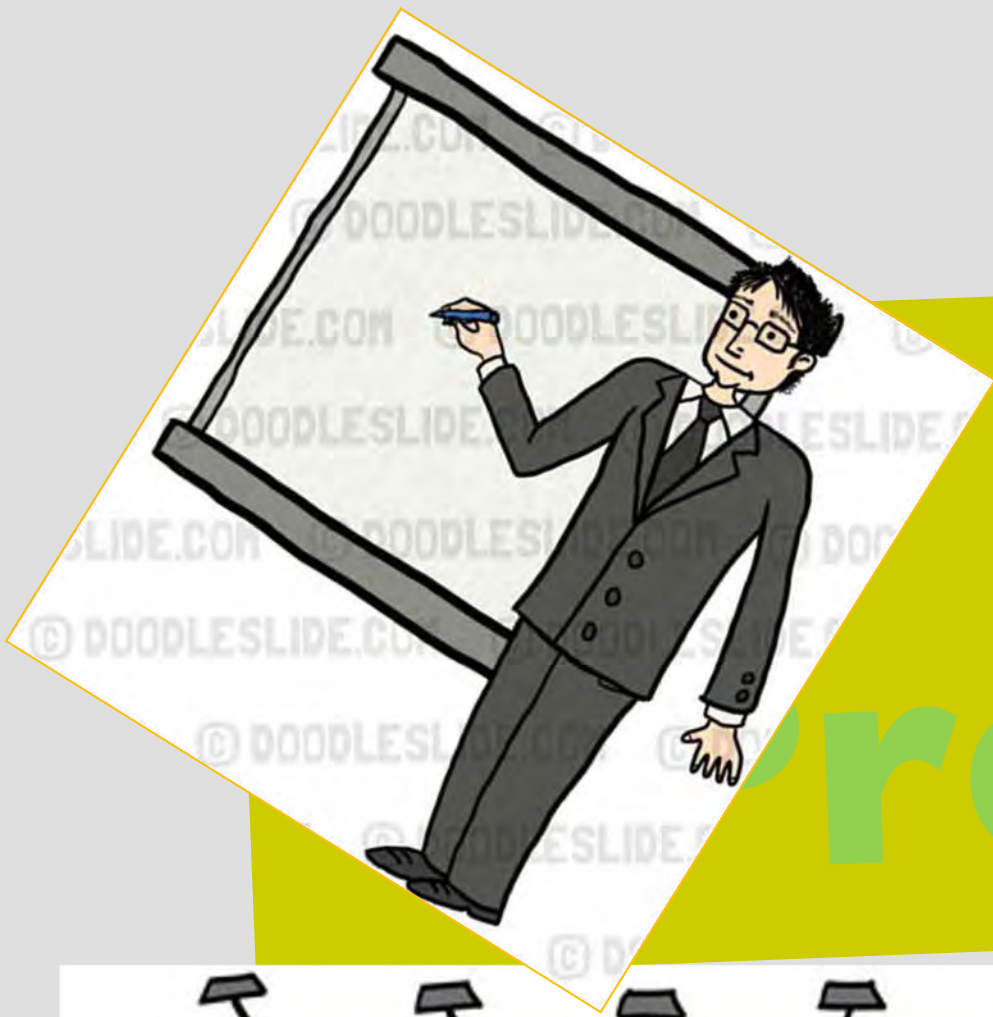
Be consistent throughout your PowerPoint with design choices.

Warm & Nostalgic

Cold & Modern

Headings throughout

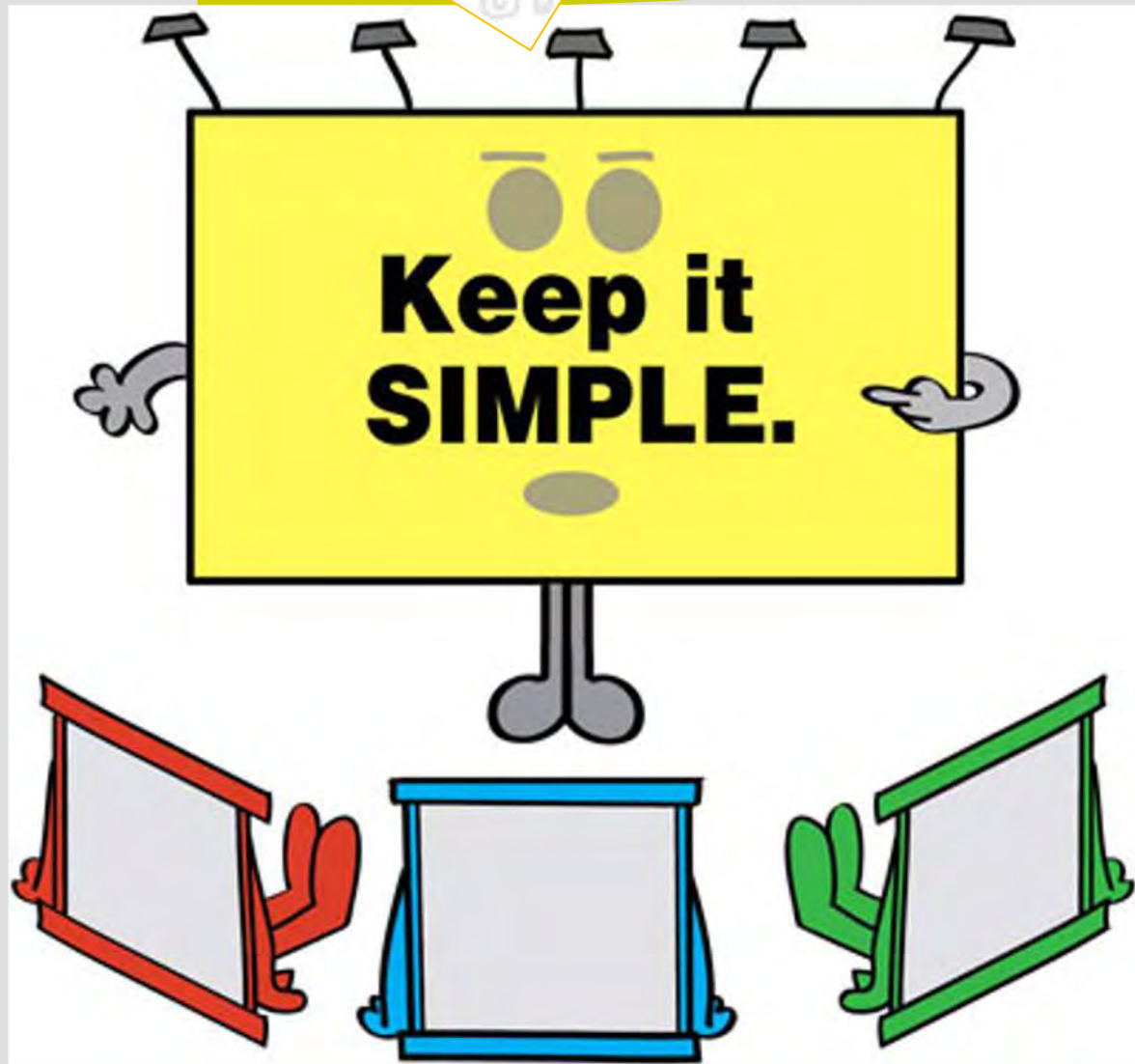
Don't use different fonts



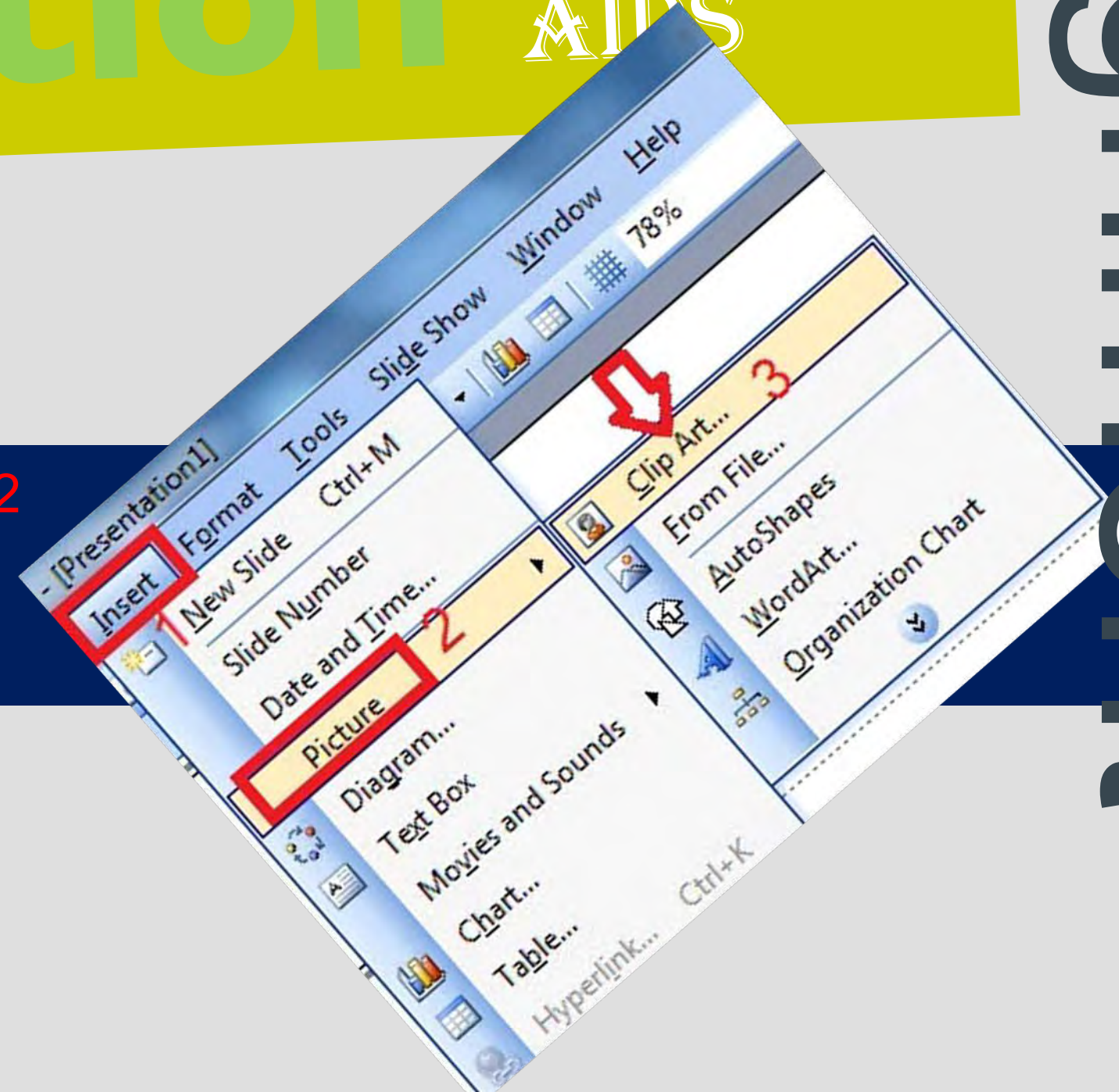
# presentation

AIDS

Alignment



Chapter 12





# Alignment

## Profitable Growth Example PowerPoint Slide Background

This slide is 100% editable. Adapt it to your needs and capture your audience's attention. —



# Proximity

Group items that are related.

