PowerPoint Presentations

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Wireless Presentation Remote

What NOT to do!

For MSPP curricular review, we asked ourselves

- Given the challenges in the world today, what do we think public leaders most need to understand and be able to do?
- What is stressed in our public service school's public leadership curricula?
- What "executive competencies" should we be emphasize in our degree programs?
- What would we like the product to be?
- I'm reporting on initial work conducted by Judy Brown and Carol Pearson

At the end, I'll be asking you?

Clean black background?

Dramatic but printing issues

Clean white background:

Less distracting & easy printing

But a bit boring…

PowerPoint now comes with some cleaner themes.

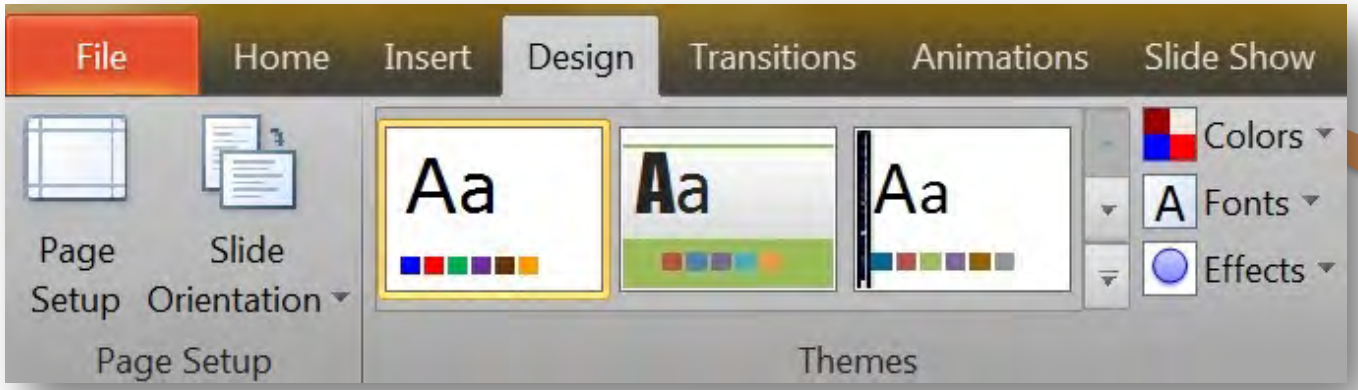
Uncluttered Themes: "Office"

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incididunt ut labore et dolore magna aliqua.

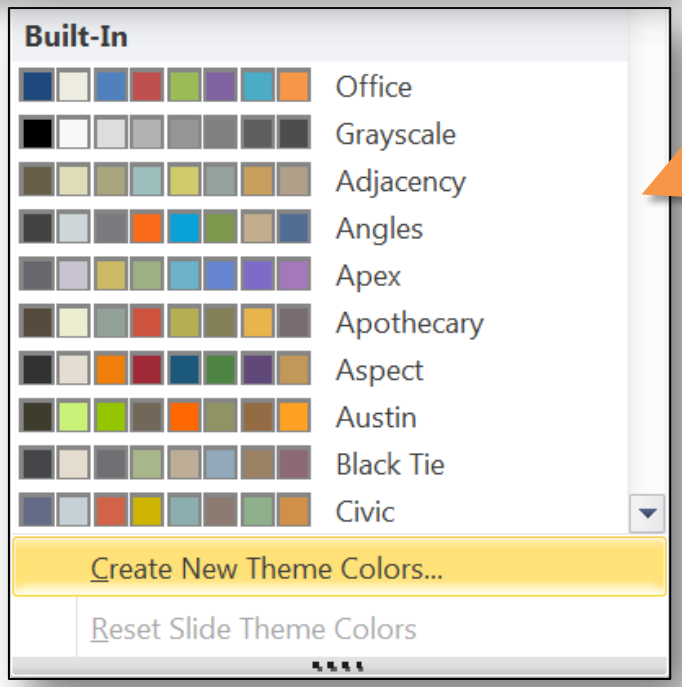
Uncluttered Themes: "Adjacency"

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incididunt ut labore et dolore magna aliqua.

Adjacency, Office, Other Themes



Make it look original, not packaged.

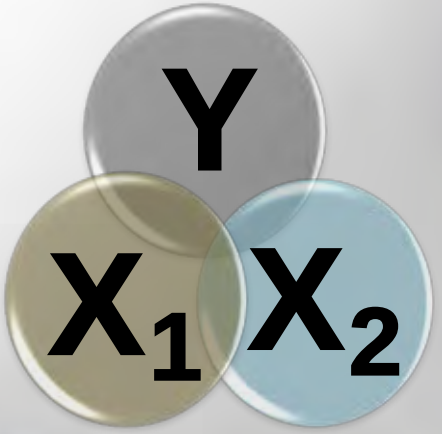


But Still Cluttered Themes: "Kilter"

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incididunt ut labore et dolore magna aliqua.

CLUTTERED: "COUTOUR"

- Lorem ipsum dolor sit amet
- Sed do eiusmod tempor
- Incididunt ut labore et dolore magna aliqua.



Large Readable Font Size!

32: The Trachtenberg School at GW

28: The Trachtenberg School at GW

24: The Trachtenberg School at GW

20: The Trachtenberg School at GW

16: The Trachtenberg School at GW

12: The Trachtenberg School at GW

Sans-Serif Fonts for PowerPoint

hijklm
a sans-serif font

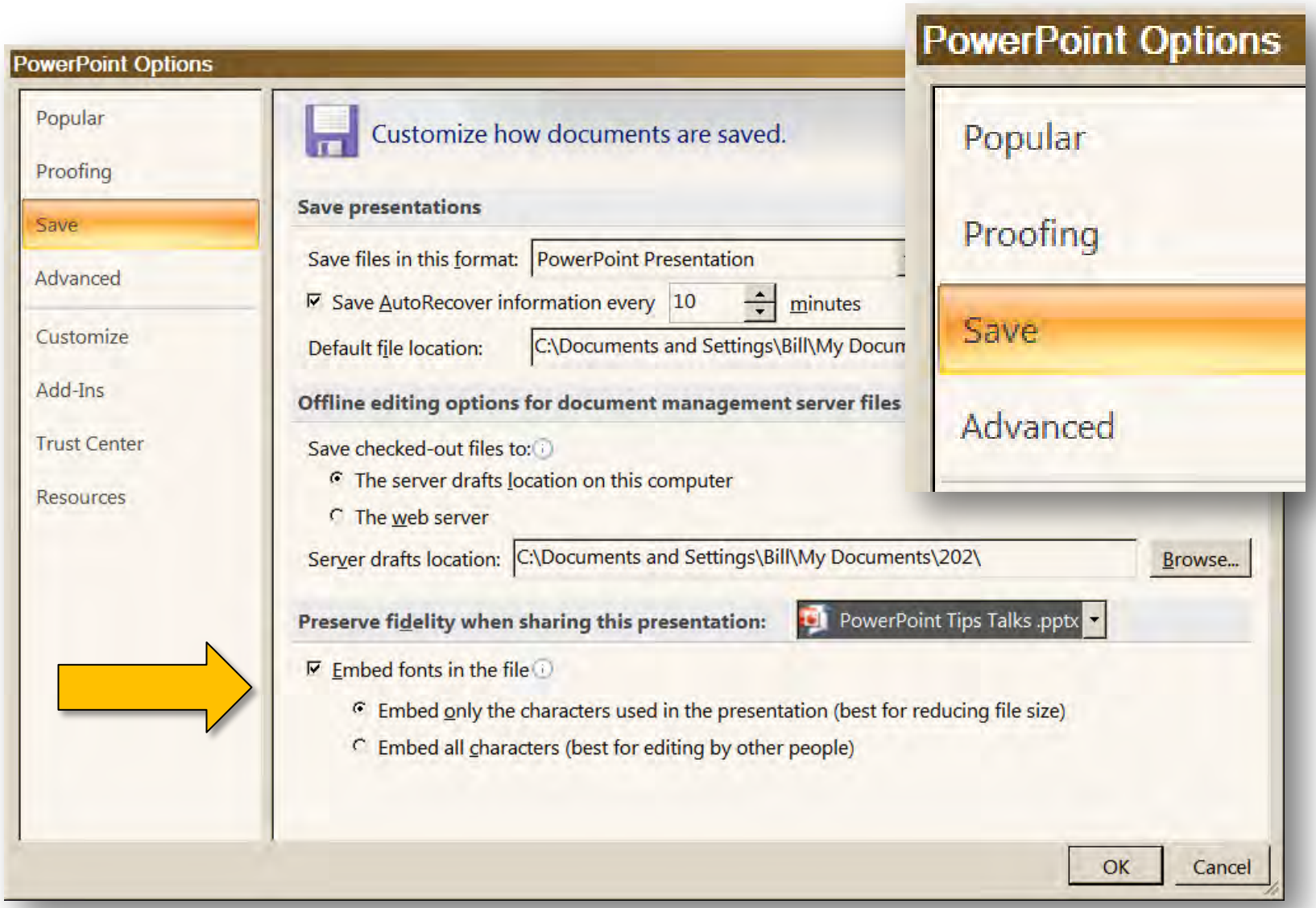
Sans-Serif Fonts for Report Text

hijkl
a serif font

Sans-Serif Fonts

- (Arial Trachtenberg)
- Candara Trachtenberg
- Calibri Trachtenberg
- CastleT Trachtenberg
- Century Gothic
- (Helvetica Trachten)
- Gill Sans MT Trachtenb
- Lucinda Sans Unicode
- - - - - - - - - - - - - - - - - -
- MS Reference Sans
- Veranda Trachtenberg
- Tahoma Trachtenberg

Embed your fonts for each PPT!



Avoid clutter at all cost!

Minimize amount of text!

But, if you hit “new slide”…

Click to insert Headline

Title Area for AutoLayouts

- Click to add text
- Click to add text
  - ✓ Click to add subtext
    - Click to add sub-subtext

Object Area for AutoLayouts

So what is the problem?

- The problem is that most people use Power-PowerPoint this way and read each & every
- Bullet after bullet after bullet after bullet with
- Most of what they are saying written word for word up there on the very cluttered screen
  - Frequently with even more sub-bullet elaboration
  - And with absurdly small font sizes
- Until the audience's eyes glaze over looking at slide after slide of endless masses of text
- And they fall into a deep coma as a painful, tragic brain death ensues.
- Lorem ipsum; nos scolares potest facere melius.

One Suggestion: Maximum 7 by 7

1. No more than seven words per line.
2. No more than seven lines per page.
3. No more than seven words per line.
4. No more than seven lines per page.
5. No more than seven words per line.
6. This 1.7 line spacing does help too.
7. **Still probably too much text, isn't it?**

Or Perhaps: 5 by 6 max?

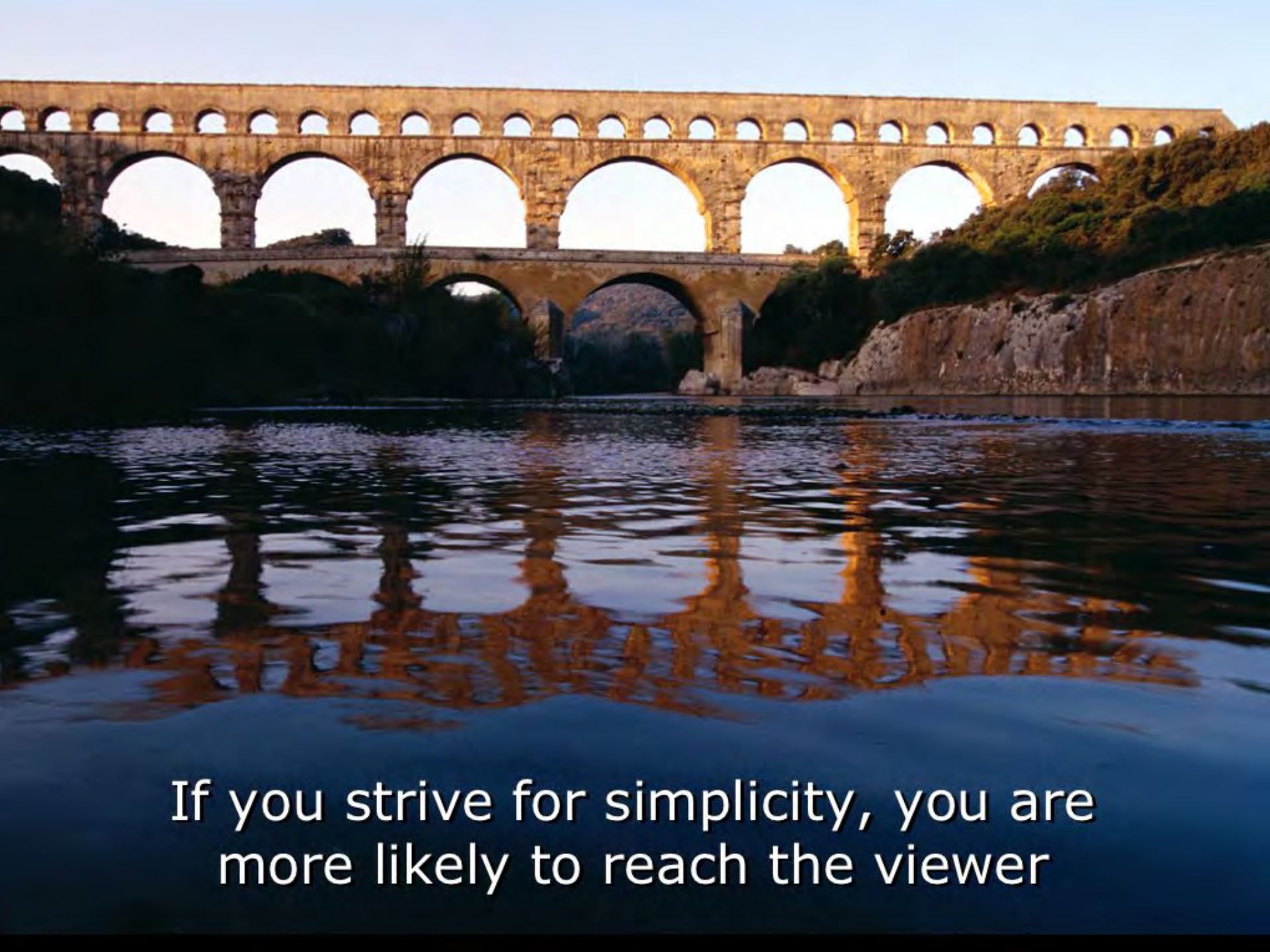
1. Maximum of six words per line.
2. Maximum of five lines per page.
3. Maximum of six words per line.
4. Maximum of five lines per page.
5. Still creates a large text mass.

DODGING BULLETS

IN PRESENTATIONS

HOW?

Extreme anti-text?


If you strive for simplicity, you are
more likely to reach the viewer

"The best slides
may have
no text at all"

Middle Road

- Minimize text, bullets, and data per slide.
- Use an uncluttered theme.
- Perhaps a few “7x7s/6x6s” are OK.
- **Maybe a few big evocative, relevant photos.**

April 26, 2011

Early Childhood Education in Bangladesh: The Proteeva Program

Camp Fraser

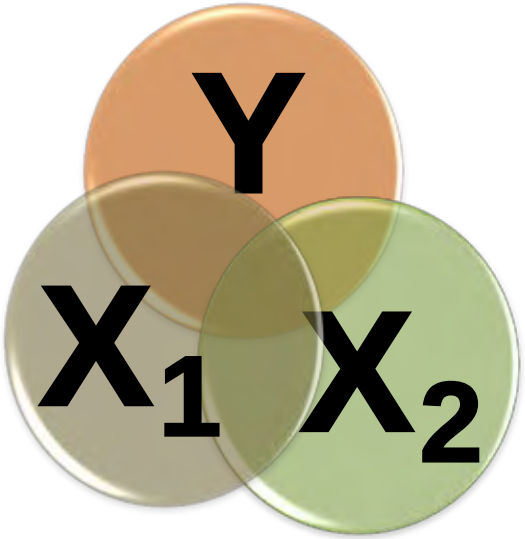
Camp Fraser

Middle Road

- Minimize text, bullets, and data per slide.
- Use an uncluttered theme.
- Perhaps a few “7x7s/6x6s” are OK.
- Maybe a few big evocative, relevant photos.
- **Or perhaps add one graphic element**.

Maybe add one graphic element

- Lorem ipsum dolor sit amet
- Consectetur adipisicing elit
- Sed do eiusmod tempor
- Incididunt ut labore et dolore magna aliqua.



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- Perhaps a few “7x7s/6x6s” are OK.
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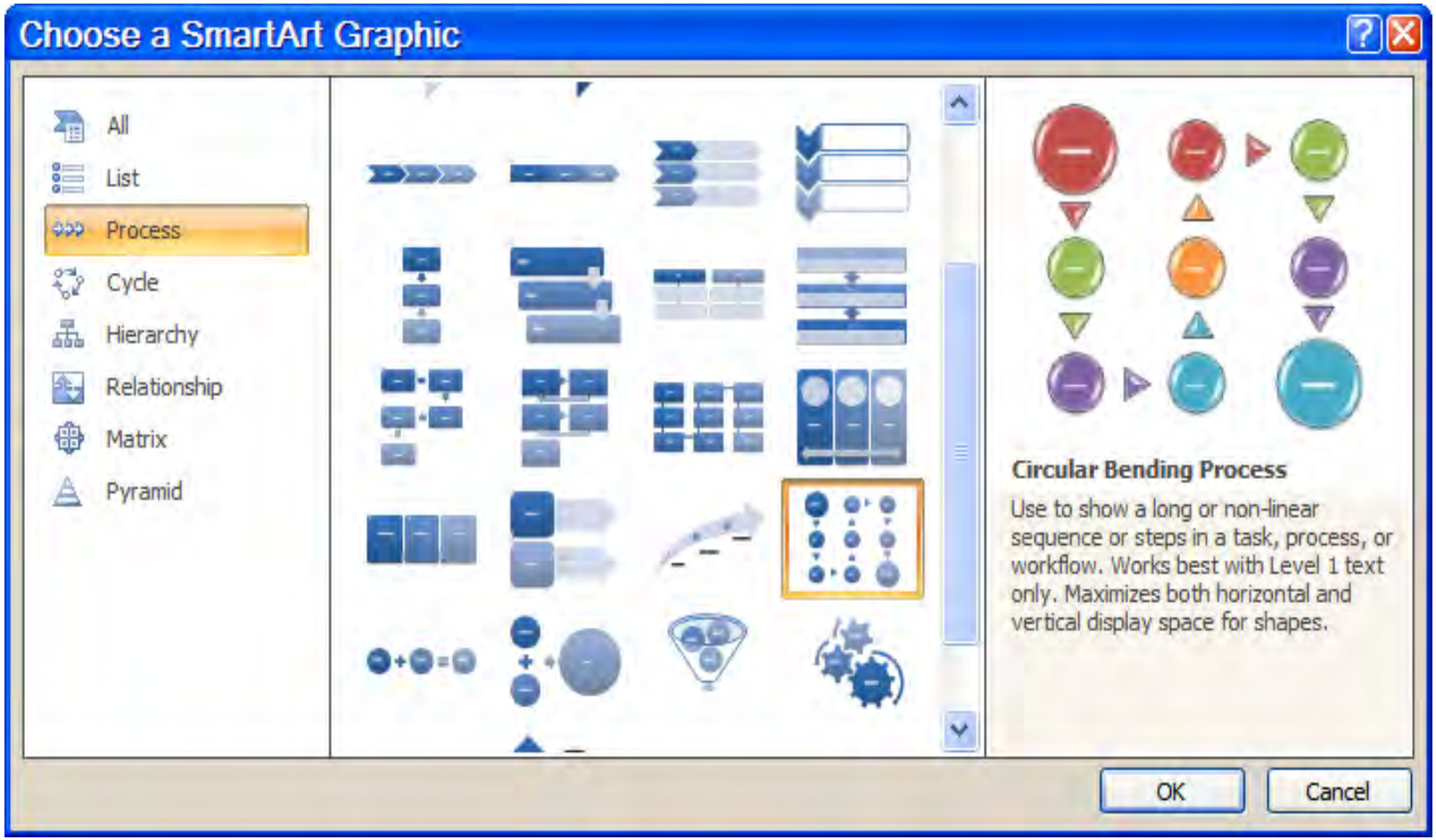
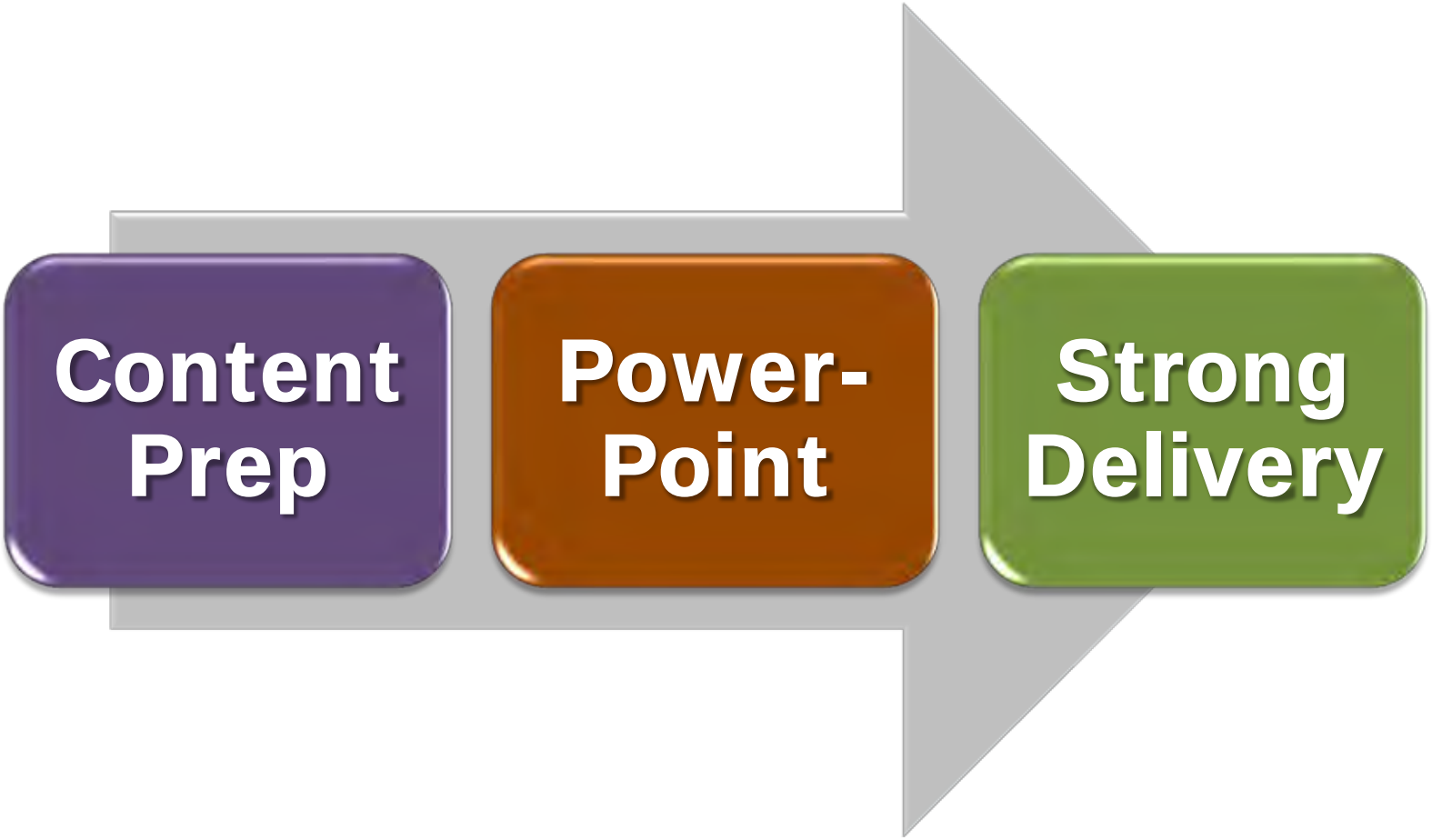
- Or perhaps add one graphic element.
- **Consider “SmartArt” instead of bullets**.

PPT 2007 & 2010 added “SmartArt”



PPT 2007-10 “SmartArt” Examples



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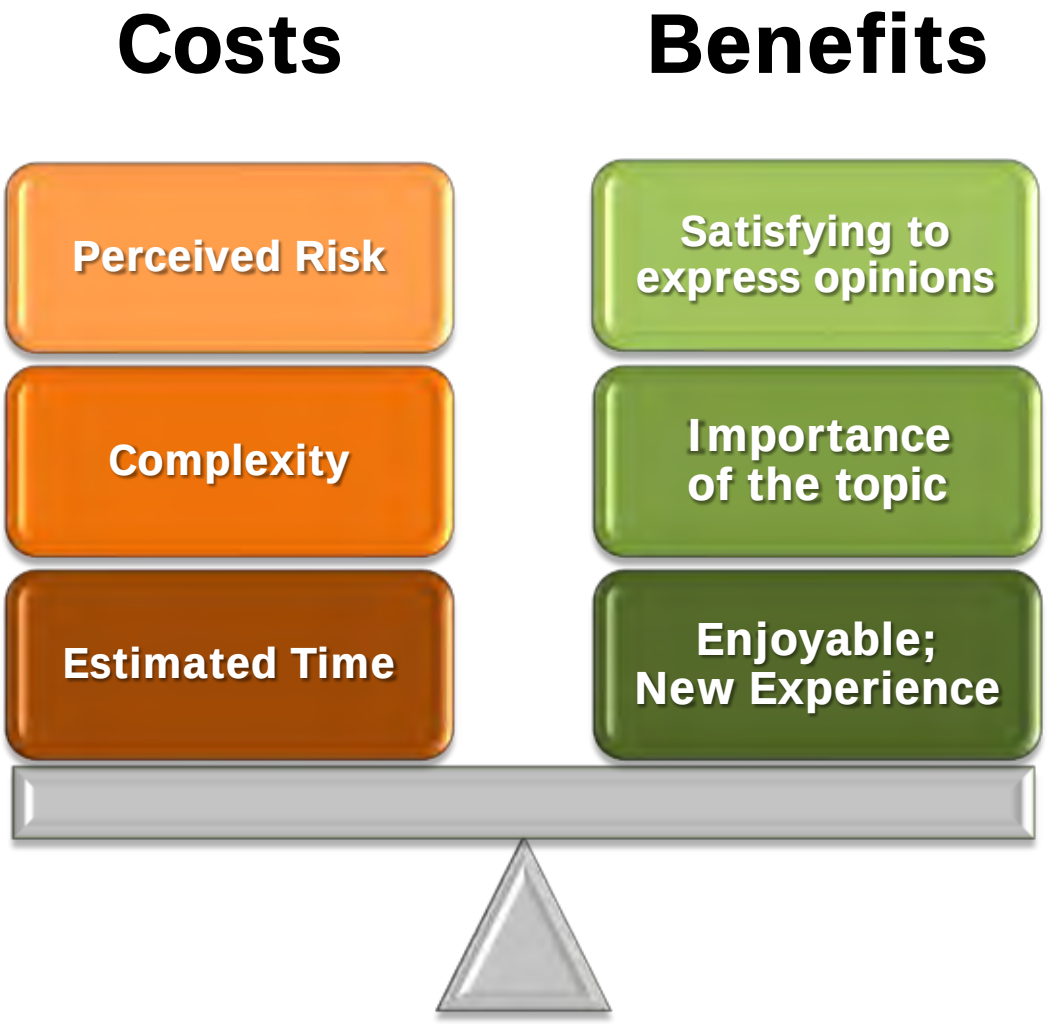

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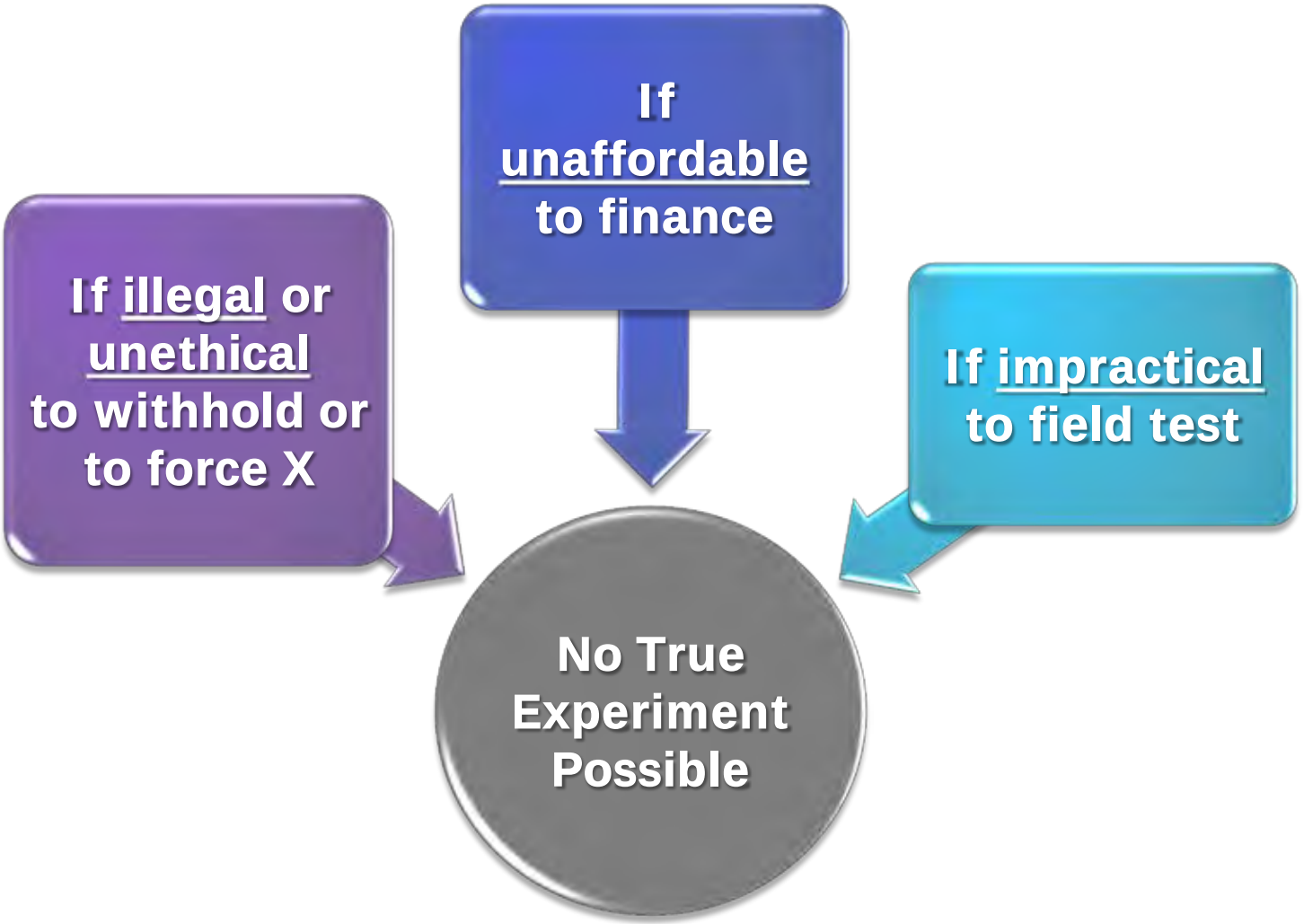

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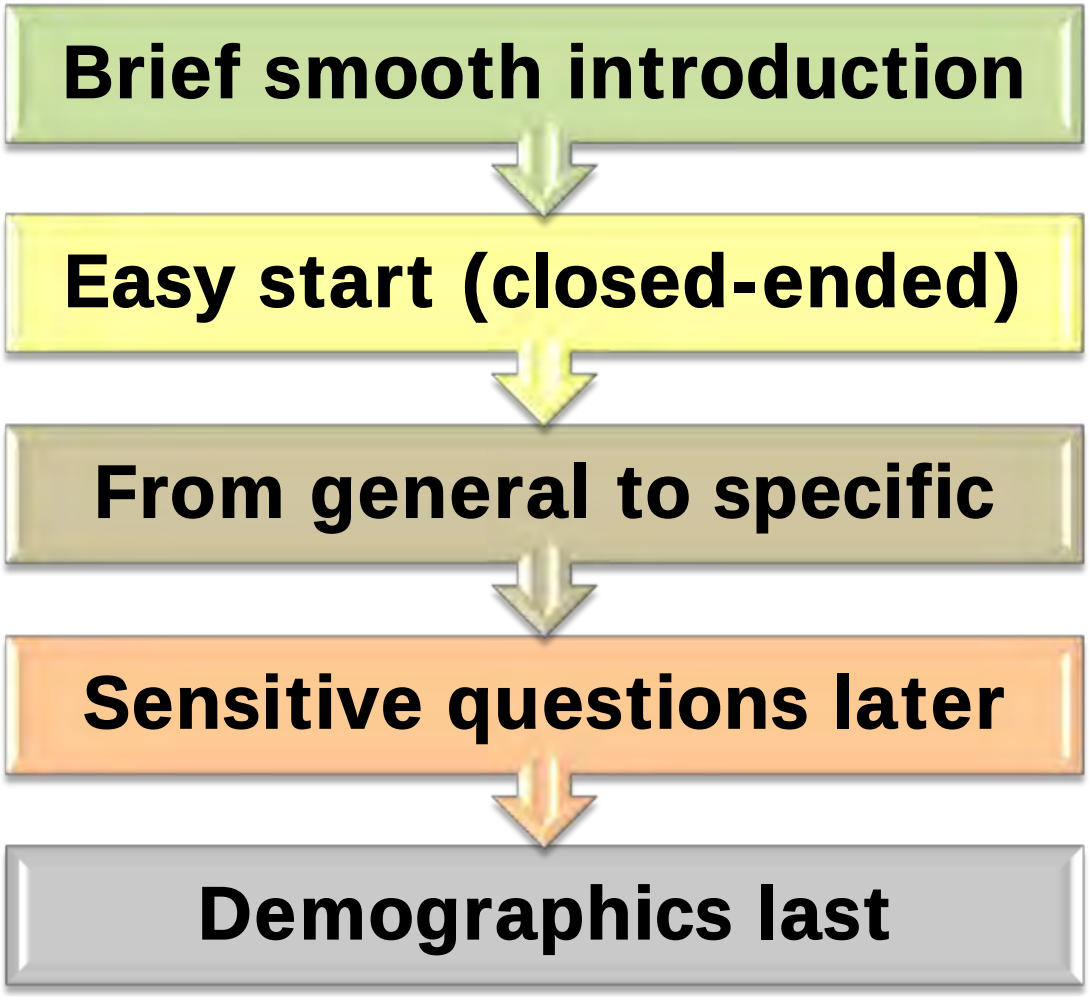


For high quality graphics

- Some recommend…
  - Avoiding all clipart
  - Consistent graphics (e.g., all photos)
- Consider incorporating audio or video clips if value added
- Live internet can be risky.

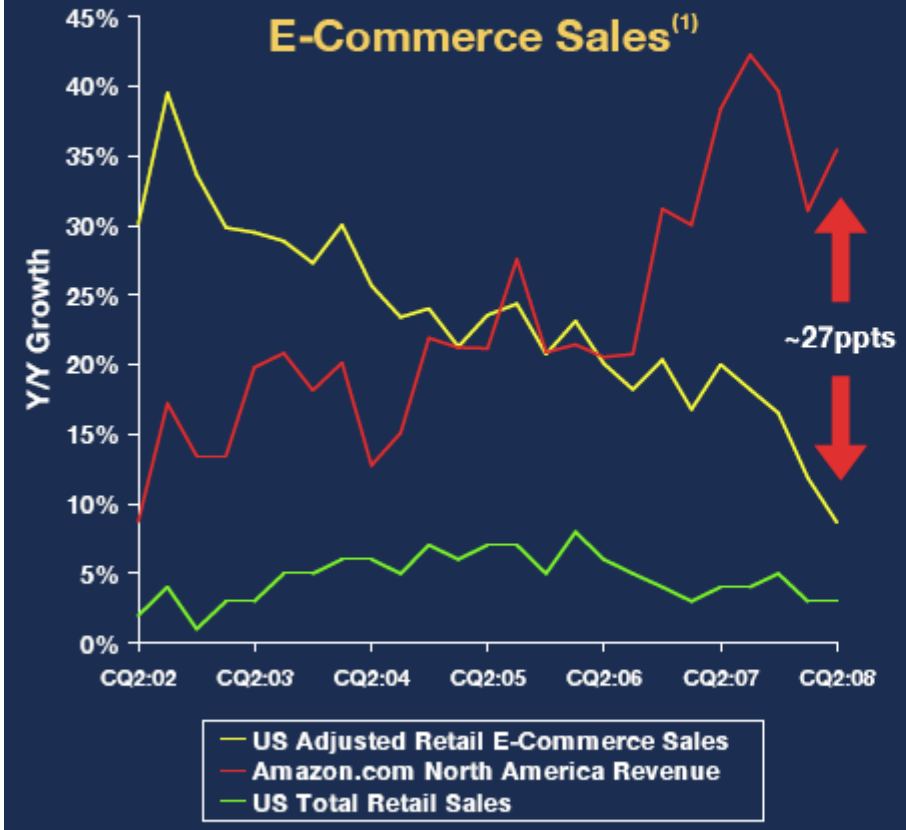
Clean Chart Pages

- Minimize chart clutter
- Group minor categories
- Maintain color palette

Amazon.com Should Continue to Gain Share

High Customer Satisfaction / Recommendation Engine / Impressive Metrics

Amazon.com vs. US Retail E-Commerce Sales[1]



Amazon.com Key Operating Metrics

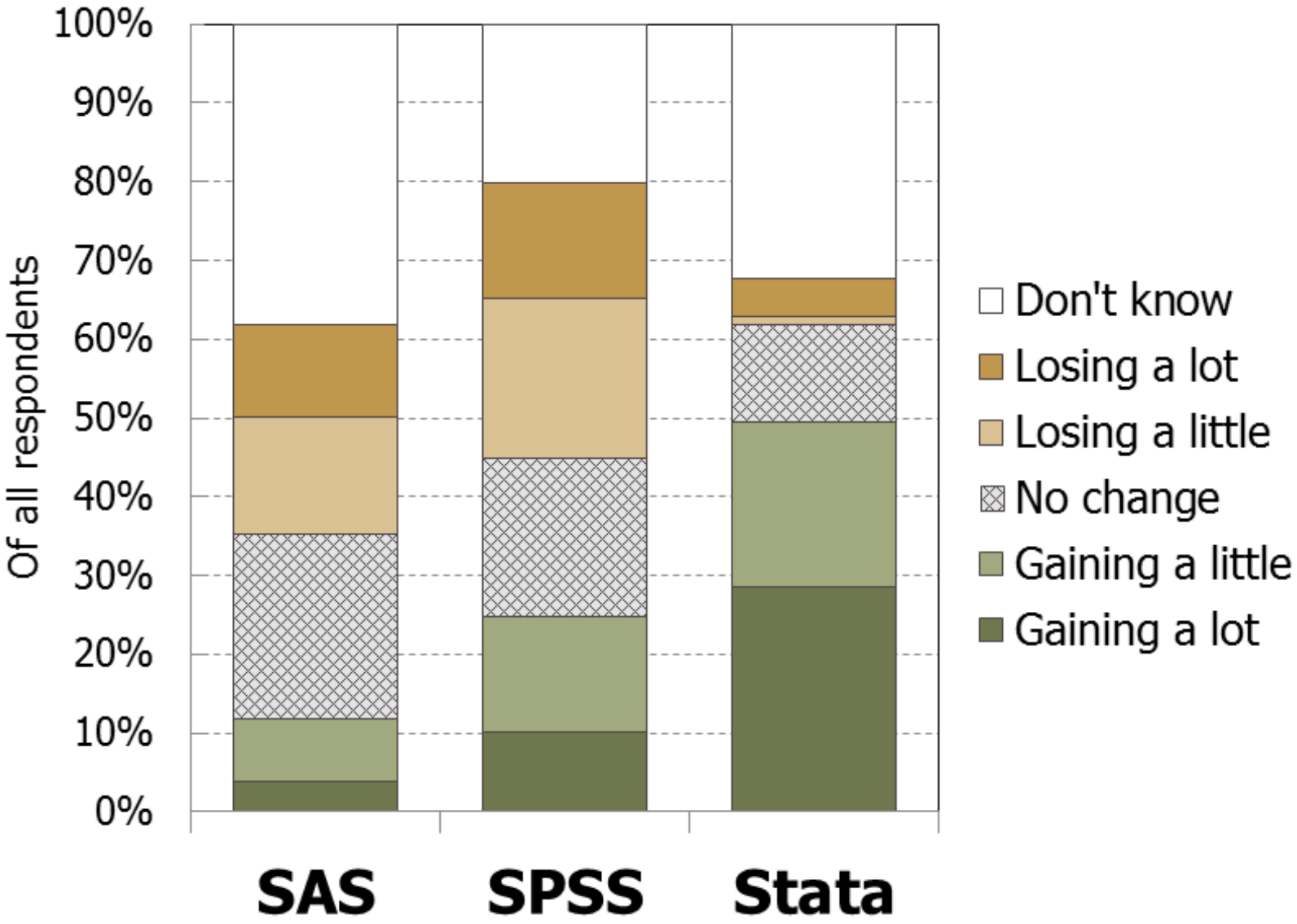
	CQ4:07	CQ1:08	CQ2:08	CQ3:08
Revenue	$5,673	$4,135	$4,063	$4,264
Y/Y Growth	*42%*	*37%*	*41%*	*31%*
Active Customers	76	79	82	85
Y/Y Growth	*19%*	*19%*	*18%*	*17%*
TTM Revenue per Active Customer	$195	$202	$210	$215
Y/Y Growth	*17%*	*17%*	*19%*	*18%*
Total Units	241	196	190	203
Y/Y Growth	*33%*	*31%*	*32%*	*30%*

(All metrics in MMs, except for TTM Revenue per Active Customer)

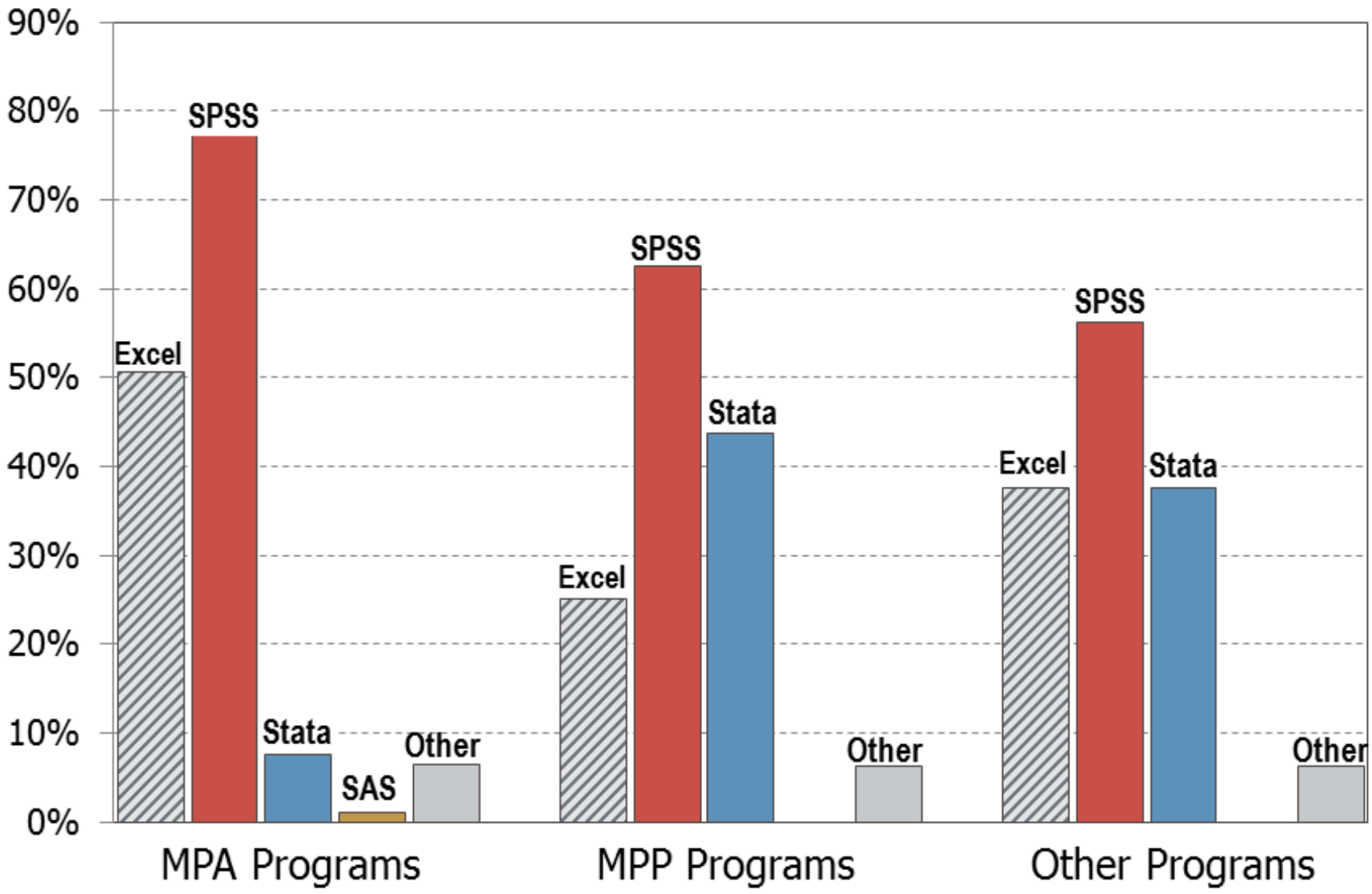
Morgan Stanley

(1) Adjusted for eBay by adding eBay US gross merchandise volume and subtracting eBay US transaction revenue; Source: Amazon.com (CQ2:08), US Dept. of Commerce (CQ2:08), Morgan Stanley Research.

Perceived Trends in Software Importance



Introductory Statistics Course



But PPT as a stand-alone report ?

Dilemma:

Having a streamlined PPT but the client wants it as a more thorough “report”

Solution:

A version for distribution with text-heavy pages <u>not</u> shown in your talk

Presenting Your PowerPoint Show

- You made professional-looking, uncluttered PPT slides. Next…
- Work on animations & transitions.

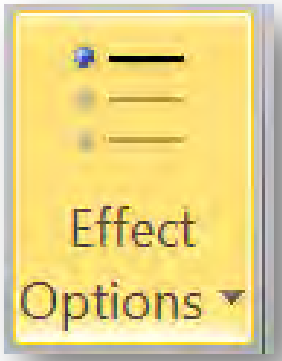
Don’t show everything at once

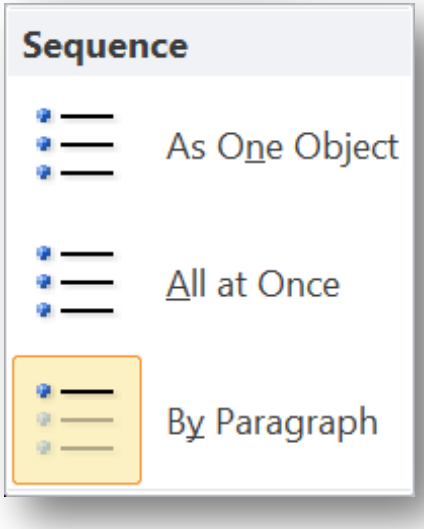
- Visual trumps verbal.
  You lose the audience!

- Use progressive reveals.

- Keep reveal animations simple.
  Fade keeps the focus on substance.

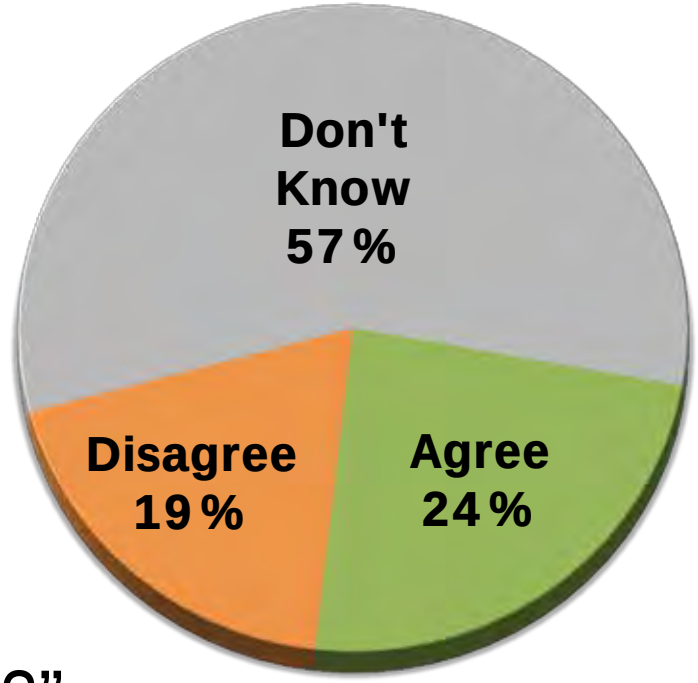
Animation: Fade (by paragraph)





Present issue, then outcome…

"Some people say the 1975 Public Affairs Act should be repealed. Do you agree or disagree that it should be repealed?"



Washington Post (2/1991)

Avoid distracting animations!

§ Visual trumps verbal.
You lose the audience.

§ Use progressive reveals.

§ **Keep reveal animations simple:**
Use fade to keep focus on substance.

§ Seriously, please do not do this.

For transitions between slides…

"No transition" is too abrupt.

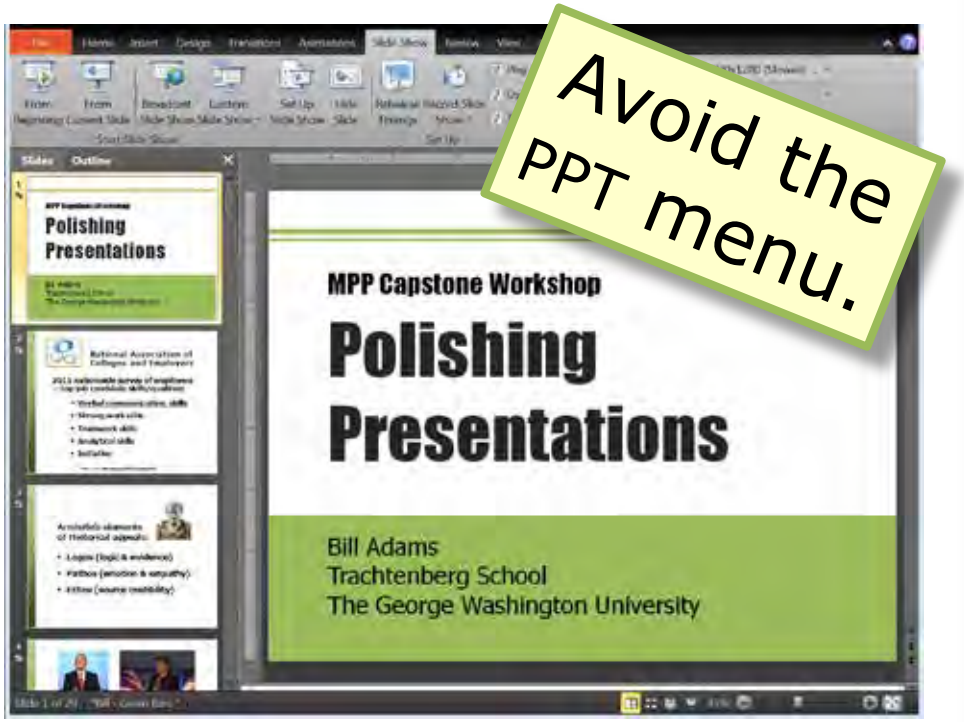
But other options are often distracting.

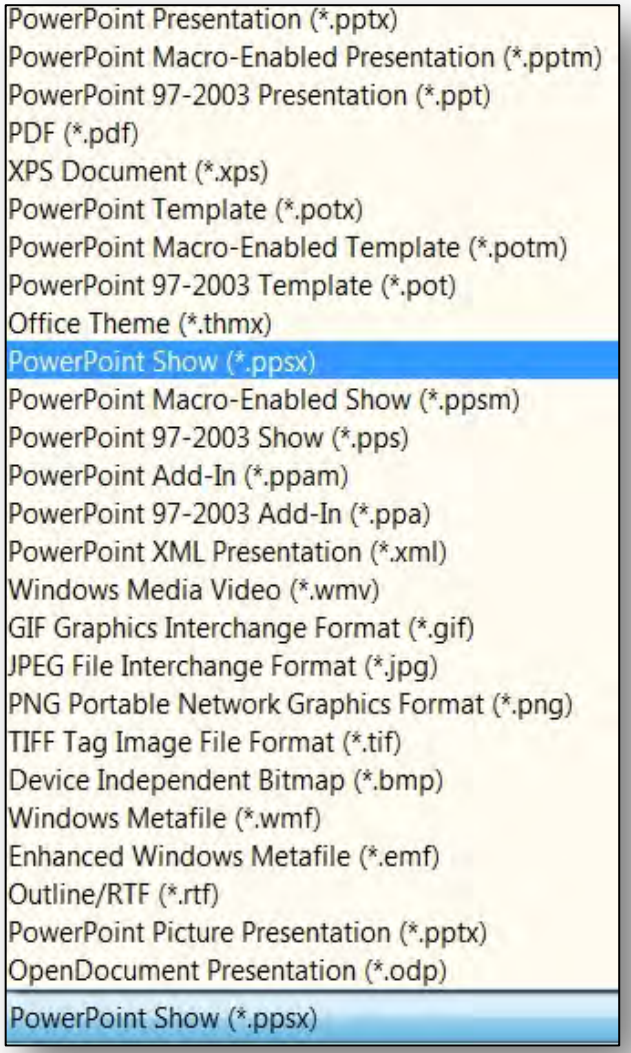
For transitions between slides…

Recommend usually use:

Smoothly Opening your PPT Show

Save a final copy as
.ppsx (opens in show)





Challenge of a graceful ending

- No slide saying “THE END” or “Questions?”
- Perhaps try…
  - a photo slide
  - slow down, big smile,
  - forward looking upbeat comment
- Then, after the ovation…
- Maybe a summary slide while questions
- P.S. Can hit **B** to blank the screen

BLM's Wild Horse & Burro Program

- Main question goes here
- Methodology
- Key findings (hyperlinks):
  - Point 1
  - Point 2
  - Point 3
- Key recommendations:
  - Point 1
  - Point 2