

## Better Presentations

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National Laboratory Training Conference

Thursday, June 29, 2017 (3:30 – 4:30 pm)



The background features a stylized globe with various colored dots (yellow, grey, black, green) and lines connecting them, suggesting a network or data flow. The globe is centered and slightly tilted. The overall color palette is dark blue and grey, with some lighter blue and yellow accents.

# BETTER PRESENTATIONS OR . . .

The background features a stylized globe with various colored dots (yellow, grey, black, green) and lines connecting them, suggesting a network or data flow. The globe is centered and partially obscured by the text. The overall color palette is dark blue and grey.

# **“STOP YOUR PRESENTATION BEFORE IT KILLS AGAIN!”**

**KATHY SIERRA (2005)**

The background features a stylized globe with various colored dots (yellow, grey, black, green) and lines connecting them, suggesting a network or data flow. The globe is centered and partially obscured by the text. The overall color palette is dark blue and grey, with a white horizontal band in the middle.

**BAD PRESENTATION:**

**A HORRIBLE HISTORY IN 4 SLIDES**



# PowerPoint 1.0

- Invented in 1987
- MAC platform
- It was cool and worked
- Sold to Microsoft



... and the world was happy!

# “Death by PowerPoint”

“Tools like presentation programs can quickly become crutches, and even get in the way of effective communication.”

Angela Graber (2001) Small Business Computing

“Stop Your Presentation Before it Kills Again!”

Ditch the slides completely. Put the projector in the closet, roll the screen up, and turn the lights back on.

Kathy Sierra (2005) Creating Passionate Users Blog

“Research Points the Finger at PowerPoint.”

“The use of PowerPoint presentation has been a disaster. It should be ditched.”

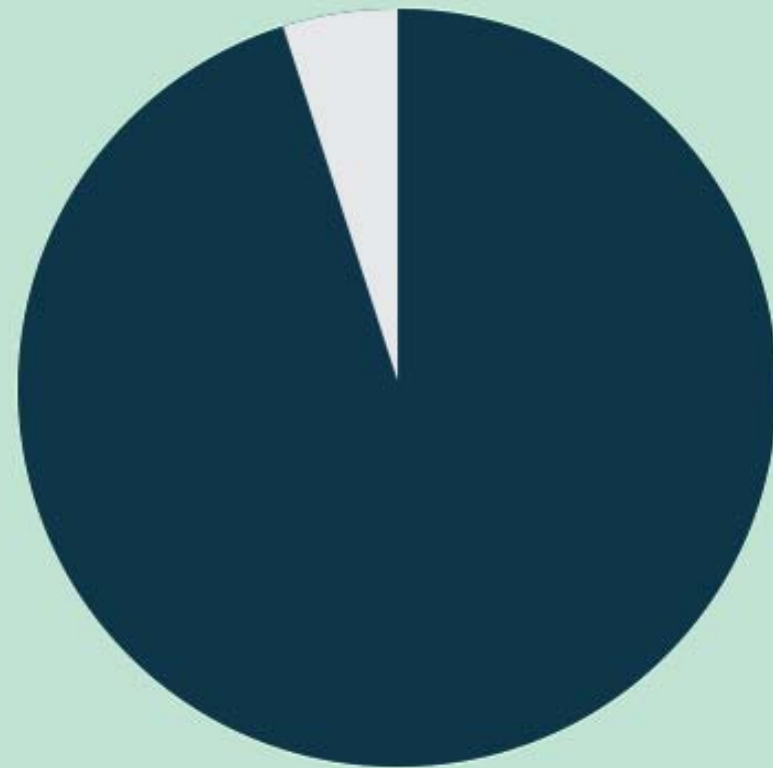
John Sweller (2007) Sydney Morning Herald



They wanted to help!

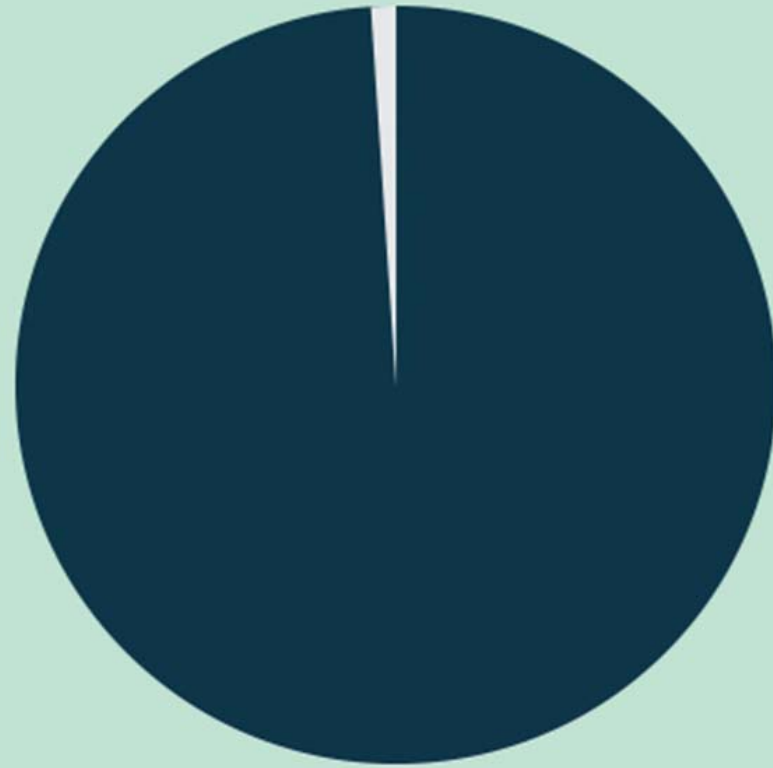


Guy Kawasaki  
Presentation Zen,  
2012



95%

Guy Kawasaki  
Presentation Zen,  
2012



99%





“Almost every presentation sucks rotten eggs.”

Seth Godin, Presentation Zen, 2012





What about you?





Have your ever . . .



## Have you ever . . .

- Presented a slide with way too much information?
- Made a presentation longer than you could present in the time allotted?
- Apologized for a slide?
- Read all the words on a slide?





**Sorry about that slide!**






What are the rules?



- 
- Never more than 6 words on a slide, ever!
  - Never use cheesy images.
  - No dissolves, slides, swipes, swooshes, or spins. Avoid Transitions.
  - Always create a leave behind document.
- 



“How can I communicate this information so you will understand why I am so enthusiastic about it?”

Seth Godin (2012) Presentation Zen





What do they know?

What do they need to know?





What *can* they know?





# Learning





# Working Memory






# Dual Channels

(auditory and visual)

# Limited Capacity

( $7 \pm 2$ )







# Working Memory



# Dual Channels





# Working Memory



# Have you ever . . .

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# Have you ever . . .

- Read all the words on a slide?
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# Find Connections




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# YOUR MESSAGE






If your audience remembers  
only one thing . . .






# Core Message





What is the Point?  
Why does it Matter?  
So what?



Impress me!



Cha Ching!




Have a really  
Super day.





# Preparation





“You can find creativity in a million places, in a million ways – but probably not in your same old routine.”

Garr Reynolds, Presentation Zen, 2012






What do I want my audience to know?


Why do I care about this?

When did I start to care about this?





What is the Point?  
Why does it Matter?  
So what?





Keep it simple

Keep it elegant





**Create a story**





**Connect!**

**You don't have  
to play fair.**



**Connect!**

**You don't have  
to play fair.**



**Connect!**

**You don't have  
to play fair.**






# Writing






# Storyboard





What is the Point?  
Why does it Matter?  
So what?



# The Elements of Your Presentation

The Script



The Slides

The Handouts



# Let's Review



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- 



# Learning





# Dual Channels

(auditory and visual)

# Limited Capacity


( $7 \pm 2$ )







# Core Message





What is the Point?  
Why does it Matter?  
So what?





“You can find creativity in a million places, in a million ways – but probably not in your same old routine.”

Garr Reynolds, Presentation Zen, 2012






**Create a story**






# Writing





What is the Point?  
Why does it Matter?  
So what?



# The Elements of Your Presentation

The Script

The Slides

The Handouts

# Resources

Dirksen, J. 2016. Design for How People Learn 2<sup>nd</sup>. Berkley, CA: New Riders.


Reynolds, Garr. 2012. Presentation Zen 2<sup>nd</sup>. New Riders.



**Thank You!!**

**Questions?**





For more information , contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention

