Improving your pitch: Delivering better PowerPoint presentations

For existing PowerPoint users. This workshop will examine various guidelines for creating better presentations including guidelines for text, color, graphics, and interaction.

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Get the fans involved –
Active learning strategies

- Opening Question
- Think-Pair-Share
- Brainstorming
- Questions
- Blank slide
- Compare notes

All-Star Pitchers

Guy Kawasaki
10/20/30 Rule of PowerPoint

10 Slides
20 Minutes
30 Point font or greater

Guy Kawasaki  http://blog.guykawasaki.com/2005/12/the_102030_rule.html

Masayoshi Takahashi

Big Text

Masayoshi Takahashi  http://www.rubycolor.org/takahashi/takahashi/img0.html
Edward Tufte

PowerPoint is evil

Tips from pitching coaches
Tufte’s Tips for Successful Presentations

1. Show up early: Something good is bound to happen.
2. Lay out the problem: who cares about it and what the solution is.
3. When presenting complicated material, follow PGP (particular/general/particular).
4. When you talk, TALK: avoid the obvious reliance on notes.
5. Give everyone in your audience a piece of paper.
6. Match information density in your presentation to highest resolution newspapers
7. Avoid overhead projectors. Keep the lights up in the room.
9. Use humor, but make it relevant and never irritating.
10. Use gender-neutral speech.
11. Practice intensely beforehand.
12. Meetings, bloody meetings: Low rate of information transferred for time and effort involved.
13. Take questions but NEVER condescend to the questioner. Most Qs arise from personal concerns.
14. Express enthusiasm about your material, but only if your enthusiasm is real.
15. Finish early.

Edward Tufte http://www.edwardtufte.com/tufte/advocate_flatland2

Garr Reynolds’ Top 10 Slide Tips

1. Keep it simple
2. Limit bullet point and text
3. Limit transition and builds (animation)
4. Use high quality graphics
5. Have a visual theme but avoid PowerPoint templates
6. Use appropriate charts
7. Use color well
8. Choose your fonts well
9. Use video or audio
10. Spend time in the slide sorter

Garr Reynolds http://www.garrreynolds.com/Presentation/slides.html
Garr Reynolds’ 11 Best of Tom Peters’ 56

1. Total commitment to the Problem/Project/Outcome
2. A compelling “Story line”/“Plot”
3. Enough data to sink a tanker (98% in reserve)
4. Data are imperative, but also play to Emotion.
5. CONNECT! CONNECT! CONNECT!
6. No more than ONE point per slide! NO CLUTTER!!!!!!!!
7. There must be "surprise"... some key facts that are not commonly known/are counter-intuitive
8. SMILE! RELAX (to a point) (fake it if necessary)
9. EYE CONTACT!!!!!!!
10. Energy! Enthusiasm!
11. Becoming an Excellent Presenter is as tough as becoming a great baseball pitcher. THIS IS IMPORTANT ... and Presentation Excellence is never accidental! (Work your buns off!)


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Five Rules for Better PowerPoint Presentations

• Don’t give PowerPoint center stage
• Create a logical flow to your presentation
• Make your presentation readable
• Remember, less is more
• Distribute a handout

Seven things people do that kill presentations

- Excessive text
- Excessive use of notes or note cards
- Small fonts
- Not asking questions of audience
- Always standing behind the podium
- Lack of examples
- Lack of passion


Let’s Turn Our Attention to the Jumbotron
Improving Your Pitch – Delivering better PowerPoints

Good Form

- [http://istockphoto.com](http://istockphoto.com) – Royalty Free $3-$5
- [http://search.creativecommons.org/](http://search.creativecommons.org/) - Free
- [http://commons.wikimedia.org/](http://commons.wikimedia.org/) - Free

Image trainers

<table>
<thead>
<tr>
<th>Editor</th>
<th>Location</th>
<th>Cost</th>
<th>Quality</th>
</tr>
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<tbody>
<tr>
<td>PowerPoint</td>
<td>Within Program</td>
<td>No extra cost</td>
<td>PowerPoint 2007 - Good</td>
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<tr>
<td>Picnik.com</td>
<td><a href="http://picnik.com">http://picnik.com</a></td>
<td>Free or $25 a year</td>
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<td>Photoshop Express</td>
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<td>Free for 2 GB</td>
<td>Good</td>
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Agents - Get the word out

Adobe Connect
iTunes U
Jing
Other TechSmith products

Summary

Get the fans involved  All-Star Pitchers  Tips from pitching coaches  Improving our form  Working with the trainer  Agents get the word out
Image Credits

- Softball pitcher - http://farm2.static.flickr.com/1317/1236767293_4408a47e62.jpg?v=0
- Baseball agent - http://www.boston.com/sports/baseball/gallery/12_02_06_winter_meetings
- Pitching coach - http://www.flickr.com/photos/mark6mauno/2517935584/sizes/l/

All links in presentation can be found at http://delicious.com/dwicksspu/PowerPoint

Comments or Questions?

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