Avoiding Death by PowerPoint

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Process
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Background Info

Death by PowerPoint occurs when the untrained and unpracticed perform.
Background Info

PowerPoint is a tool.

Background Info

Delivering presentations is a skill.
Background Info

Why Present?

- **Interact with audience**
  - Witness reactions
  - Observe understanding
  - Q & A
- **Emphasize key points**
  - Body Language
  - Pace
  - Multimedia

- **Shallow Depth**
  - Low information density
  - Common pace
- **Lack of Control**
  - Venue
  - Time
  - Attendees

Background Info

Types of presentations:

- **Update**
- **Sell**
- **Inform**

Low impact ↔ High caliber
Take-home

Cold hard facts about audiences:
• They haven’t a clue what you’re presenting
  ✓ Develop a key message
  • They are distracted
  ✓ Have a good opening to get interest
• Few will remember more than one thing
  ✓ Use transitions to summarize key points
• They may sidetrack you from your plan
  ✓ Rehearse the presentation and timings

Learning Aid

PIPE
Plan
Integrate
Perform
Execute
Communication Skills
Presentation Skills
Communication Skill - Plan

If you don’t know where you're going, how will you know when you've arrived?

Determine the aim of your presentation

**Titanic**
(1997)

A society girl abandons her haughty fiancé for a penniless artist on the ill-fated ship's maiden voyage.

Leonardo DiCaprio, Kate Winslet, Billy Zane, Kathy Bates, Frances Fisher
Think about your audience

• Managerial relationship?
• Apply situational leadership theory to how you present.
• Is this part of a series of presentations?
• How are they likely to respond?

Determine the key message of your presentation

“An iPod, a phone, and an Internet communicator ... These are not three separate devices, this is one device, and were calling it iPhone. Today, Apple is going to reinvent the phone, and here it is.”

-Steve Jobs, 2007 keynote
Communication Skill - Plan

Support the Key Message with 3 to 5 points.

- Brainstorm outline topics - not bullet points.

- Combine or dismiss points if you have too many; the more points the less your audience remembers.

- This is not your presentation!
"People who know what they’re talking about don’t need PowerPoint."

-Steve Jobs
From Walter Isaacson’s book Steve Jobs

What if Steve Jobs used the standard PowerPoint Template for his key points?

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**iPhone – Apple reinvents the phone**

- The iPhone has game changing hardware
  - new user interface / multitouch
  - Great screen
  - Perfect size
- The software is made for the hardware
  - Runs OSX
  - ...
- Apps & Partnerships
  - ...
- Pricing & Availability
  - ...

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What did Steve Jobs do?
Communication Skill - Integrate

Typical Presentation Outline

<table>
<thead>
<tr>
<th>Pre-introduction</th>
<th>Point 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Transition</td>
</tr>
<tr>
<td>Transition</td>
<td>Summary</td>
</tr>
<tr>
<td>Point 1</td>
<td>Transition</td>
</tr>
<tr>
<td>Transition</td>
<td>Conclusion</td>
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Communication Skill - Integrate

Pre-Introduction

Lets people settle down

Allows presenter to get into rhythm
Communication Skill - Integrate

**Introduction**

Key message

credentials

agenda

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Communication Skill - Integrate

**Frequent transitions**

Maximize repetition at right time

Orient the audience

Break up the concepts
Tailor content of your presentation

Consider your audience and what they know

Account for the allotted length & time of day

Pay attention to other presentations

Communication Skill - Integrate

Know how much you can present

TV script dialogue
~ 180 wpm

Assume only 60% – 70% of time is for novel content

Steve Jobs 2007 keynote
~ 125 wpm (1:19:00)

Speaking Rate (words/minute)

<table>
<thead>
<tr>
<th>Name</th>
<th>Rate</th>
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<tbody>
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Carl contributed enormously to our knowledge of the planets. He correctly predicted the existence of methane lakes on Saturn’s giant moon Titan. He showed that the atmosphere of the early Earth must have contained powerful greenhouse gases. He was the first to understand that seasonal changes on Mars were due to windblown dust. Carl was a pioneer in the search for extra-terrestrial life and intelligence. He played a leading role in every major spacecraft mission to explore the solar system during the first 40 years of the Space Age. But that’s not all he did... This is Carl Sagan's own calendar from 1975. Who was I back then? Just a seventeen-year-old kid from the Bronx with dreams of becoming a scientist.
Communication Skill - Integrate

Carl Sagan

- Planetary Scientist
  - Titan
  - Earth
  - Mars
- SETI
- NASA
- Mentor

Cosmos Breakdown

Memorable because it’s a story

Introduction
3-5 points
Transition
Repetition (unintended consequence)
Communication Skill - Integrate

**Summary**

Review each main point

Tie each point back to key message

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**Conclusion**

Bookends the presentation with the introduction

Audience is most attentive now

Finish strong! This should show your best effort
Summary

Death by PowerPoint occurs when the untrained and unpracticed perform.

To ensure your presentation is well planned:
- Determine your aim
- Know your audience
- Craft your key message

Summary

To ensure your presentation is well integrated:

- High-attention periods are introduction and conclusion
- Only 3-5 points
- Know how much time you can spend on each
- Conclude with key message
Thank you

Blooper Reel

The following slides were part of the original presentation
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**Communication Skill - Integrate**

**Know how much you can present**

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