



# Beyond Paper:

## **EFFECTIVELY**

# Communicating Your Great Ideas

**WHY**

does  
it  
matter?

# Persuasion

“If everyone in a room agreed with you [or solved a problem the same way], you wouldn’t need a presentation, would you?”

# Communicating Passion

“If you believe in your idea, sell it.  
Make your point as hard as you can...  
your audience will thank you.”



**BASIC**

Fixes for  
Presentations



In other words,  
the **LEAST** you can do for  
your idea & your audience.



# WHY?

It's boring and uninspiring.



The audience came to listen, not to read.

3 Second Rule: Your Audience should get your message on each slide in **3** seconds.

Avoid dumping **ALL** your information onto the slides.

If you must use bullet points,  
no more than **6** lines with no more than **6** words each.





using your  
slide deck  
as a

**TELEPROMPTER**



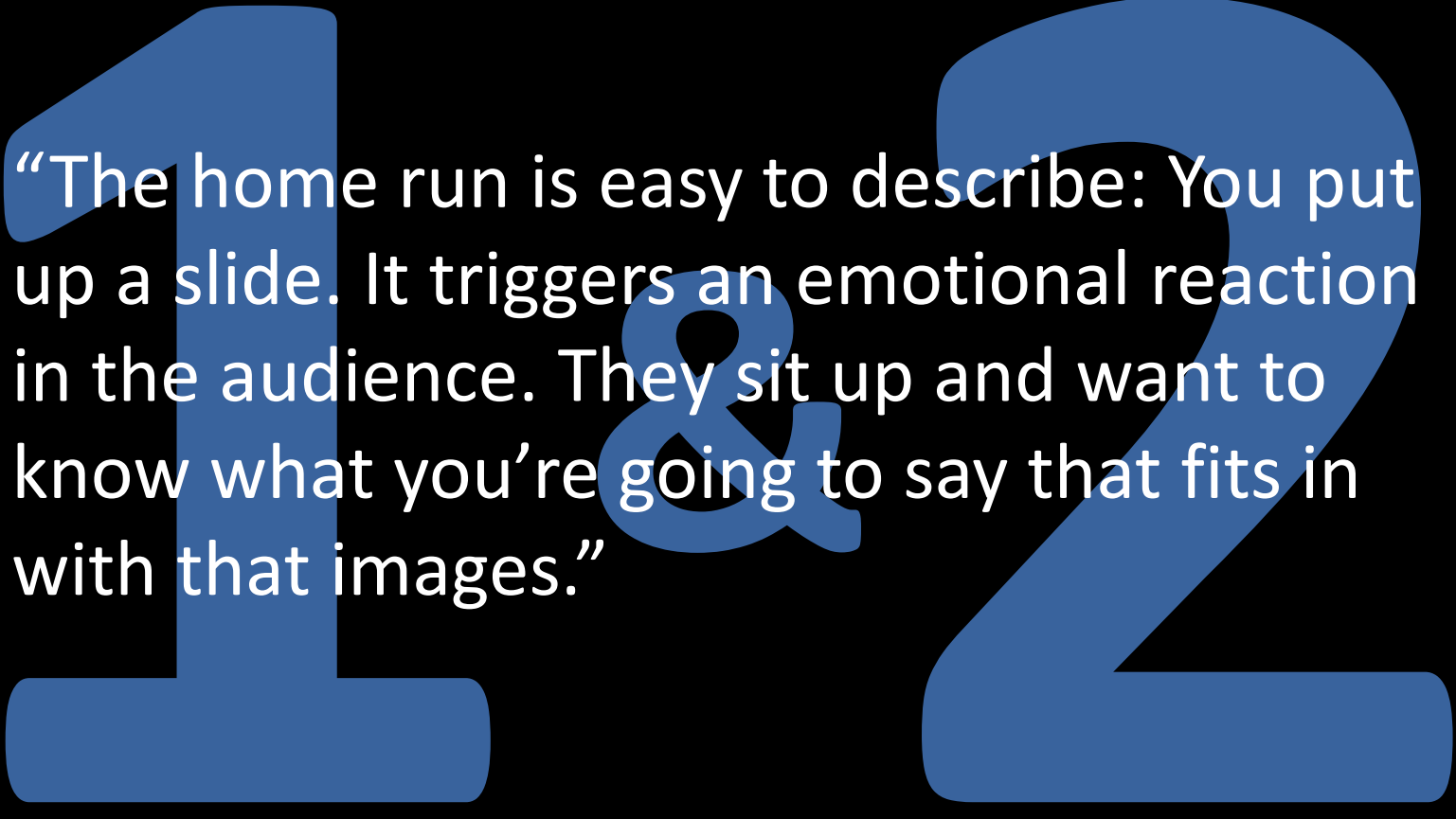
Your audience didn't come to listen to **YOU** read, either.

If you are following **FIX #1**,  
then your slides won't work as a script anyway.

See what we did there?



Use slides to showcase visuals that prompt an **EMOTIONAL**  
response and engage the audience in your story.



“The home run is easy to describe: You put up a slide. It triggers an emotional reaction in the audience. They sit up and want to know what you’re going to say that fits in with that images.”

A decorative graphic consisting of several blue curved lines and shapes. A thin blue line starts from the left, curves up and then down. Another thin blue line starts from the left, curves up and then down, crossing the first line. A third thin blue line starts from the left, curves up and then down, crossing the second line. A small blue circle is at the end of the third line. A large, thick blue shape, resembling a stylized '3' or a series of overlapping curves, is on the right side of the image.

**AVOID**

animations and  
sound effects  
with no purpose

# Animations & effects

without a **PURPOSE** in life...

Distract your audience.

Slow down your presentation.

Tend to look gimmicky and at worst, childish.

4 Your image  
and font choices  
should **ENHANCE**  
not ~~**DETRACT**~~

Just say  
**NO**  
to Clipart

If you decide that you need an image, use one that enhances your story and evokes an emotional response in your audience.



The only emotions this clipart evokes are those associated with the traumatic memories of public speaking in middle school. There's no need for that.

# Choose font **WISELY**



Font should convey the right **MESSAGE** and **tone**.

Need an example? **Comic Sans** is good for 3 things:  
Comics, Clowns, and 3<sup>rd</sup> graders.

Choose **NO MORE THAN 4** fonts per presentation  
and be consistent in your application of them.

Make sure its **READABLE** for your entire audience.

*This would not be readable in a presentation. Ever.*



# Design your slides for **THIS PERSON**



There is **ONE** rule:

If you cannot decipher your slides  
from the **BACK** of the room,  
neither can your audience.

No smaller than **24 POINT** font.

In case you were curious, the text in the blue boxes is 28 point font.

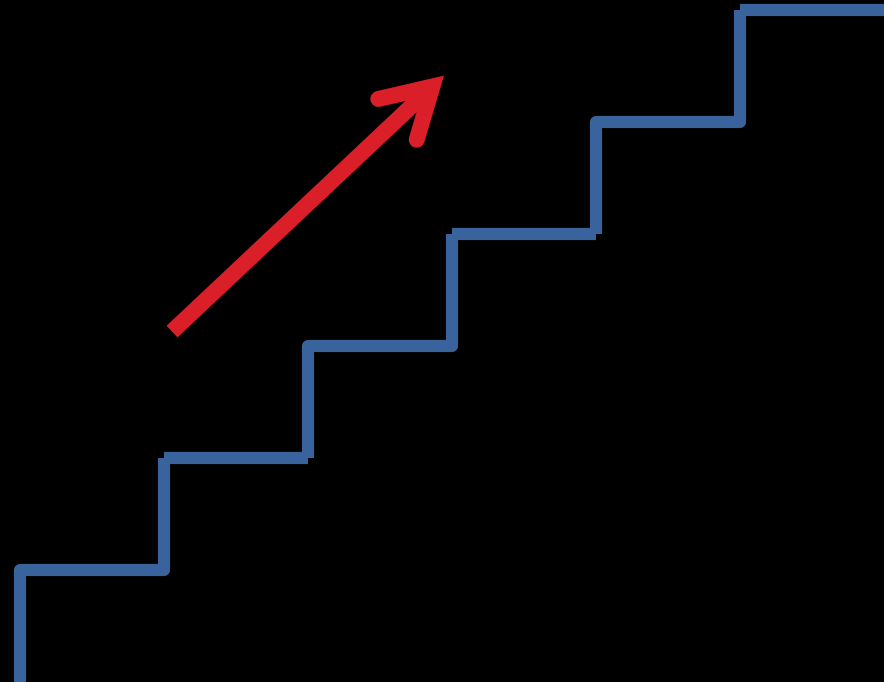
This includes your data displays.

**REMEMBER!** Just because you can make a labeled, 25-piece exploded pie chart, doesn't mean you should.

Keep your slides **SIMPLE** and embrace the empty space.

Why **STOP** there?

Go ahead,  
step  
your **UP**  
game.





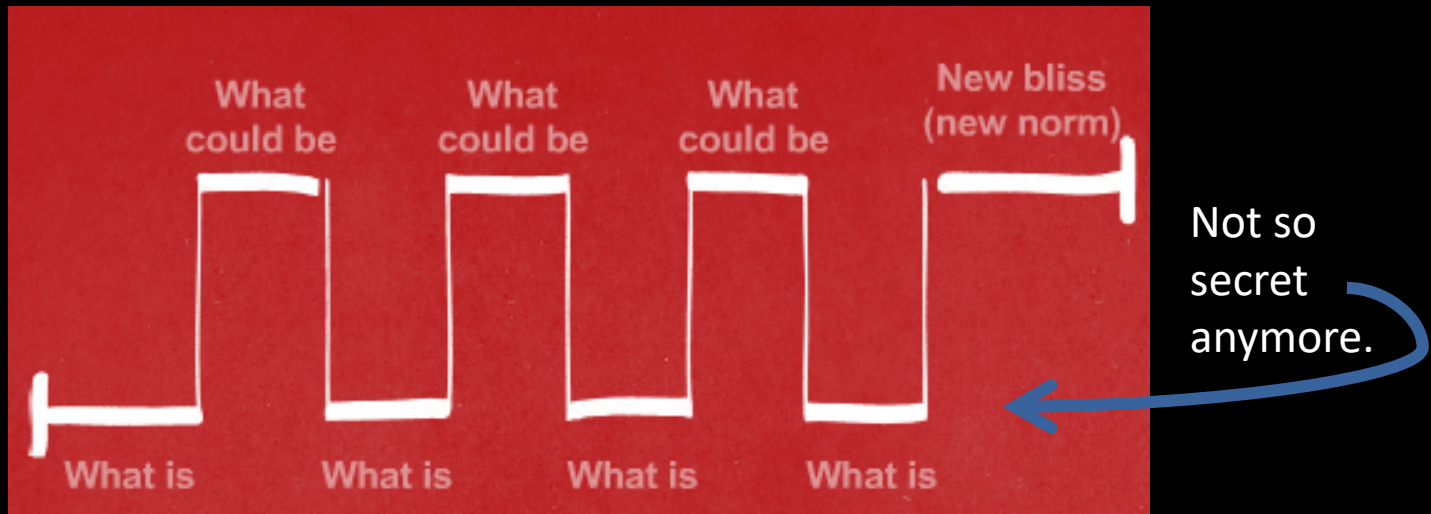
**3 STEPS**  
to go from  
basic to  
**PERSUASIVE**  
(or at least catch someone's attention. )

Create a  
**COMPELLING**  
story.



Show the audience the **PROBLEM**.

Show what the community would look like with your **SOLUTION**.




Example of an engaging presentation story structure.

Psst! This one's a hyperlink!

[Nancy Duarte, \*The secret structure of great talks\*](#)

Don't rely **SOLELY** on charts and graphs to illustrate the problem.

“What is”



Include examples of places where similar solutions have **WORKED**.

“What could be”



Use well-chosen visuals and real-life stories to **ENGAGE** your audience.



# Focus on your **AUDIENCE.**



Your research has already been done,  
this is your opportunity to **SELL** it.

The audience will be the ones to **ENGAGE** with your idea  
and help you make it **REALITY**.

Focus on the **CHANGE** that you want to inspire  
and the **MESSAGE** you want to send.

Turn data  
from dull  
to **DASHING**



A close-up, slightly blurred photograph of a calculator and a document, serving as the background for the slide. The calculator is in the foreground, and the document is behind it.

Use **APPROPRIATE** charts and graphs.  
(We'll discuss that in a moment.)

**COMBINE** statistics and pictures.

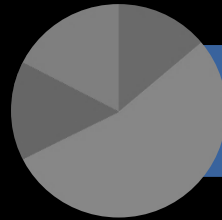
Make your data and labels **LARGE** and **BOLD**  
(Remember the person in the back of the room?)

Need examples?

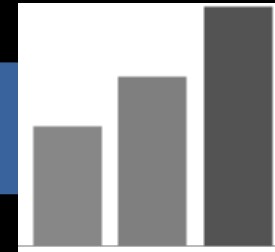
**CHECK OUT** references #1 & #4 on the last slide.

# APPROPRIATE

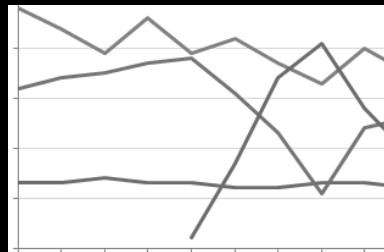
# Charts & Graphs



Pie Charts – Display percentages



Vertical Bar Charts – Display quantity over time



Line Graphs – Display trends over time

# CONCLUSIONS

First of all, did the material you just viewed break a few “rules?”

Yes, it did. But, it is an all visual presentation and you didn't have to listen to anyone talk.

Keep in mind, these are just a few suggestions, not the end all, be all of tips & tricks.

Most importantly, make your PowerPoint something that enhances your message and displays your passion. Finding something you care about will make this easy!

In other words, have fun with your projects and presentations.  
If you're bored, so is your audience.

# Looking for **MORE?**

1. Desjardin, J. (2013, September 25). *You suck at PowerPoint: 5 shocking design mistakes to avoid* [PowerPoint slides]. Retrieved from <http://communicationskillstips.com/you-suck-at-powerpoint-by-jesse-desjardin/>
2. Duarte, N. (2011). Nancy Duarte: The secret structure of great talks [video file]. Retrieved from [https://www.ted.com/talks/nancy\\_duarte\\_the\\_secret\\_structure\\_of\\_great\\_talks](https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks)
3. Godin, S. (2001). *Really bad PowerPoint and how to avoid it*. Retrieved from <http://www.sethgodin.com/freeprize/reallybad-1.pdf>
4. Karia, A. (2015). *How to design TED-worthy presentation slides: Presentation design principles from the best TED talks*.
5. Shapiro Negotiations. (2015, January 7). What TED talks teach us about public speaking. [Blog post]. Retrieved from <http://www.shapironegotiations.com/what-ted-talks-teaches-us-about-public-speaking/>
6. Sommerville, J. (2009, May 28). *The seven deadly sins of PowerPoint presentations*. Retrieved from <http://www.ncsl.org/legislators-staff/legislative-staff/legislative-staff-coordinating-committee/tips-for-making-effective-powerpoint-presentations.aspx>

## Resources to Explore