

USING PRESENTATION AIDS FOR EFFECTIVE PRESENTATIONS

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WHY ARE YOU DOING THE PRESENTATION?

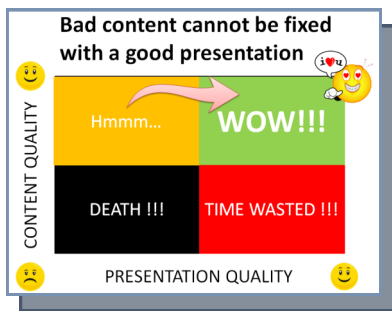
Many reasons could exist, but some of the more popular goals of presentation are to:

- ◆ INFORM,
- ◆ TEACH,
- ◆ SELL, and
- ◆ PERSUADE.

Your choice of presentation aids will be influenced by this. Clearly what you can use in a classroom to teach physics is not the same as convincing a company's board to make a specific investment. It is important to remember that "the message" of your presentation is always the important part. Never is the presentation aid more important than the message.

! Presentation Aids CANNOT "FIX" an inherently flawed message !

A good presentation with appropriate aids can, however, make a well-designed presentation better...



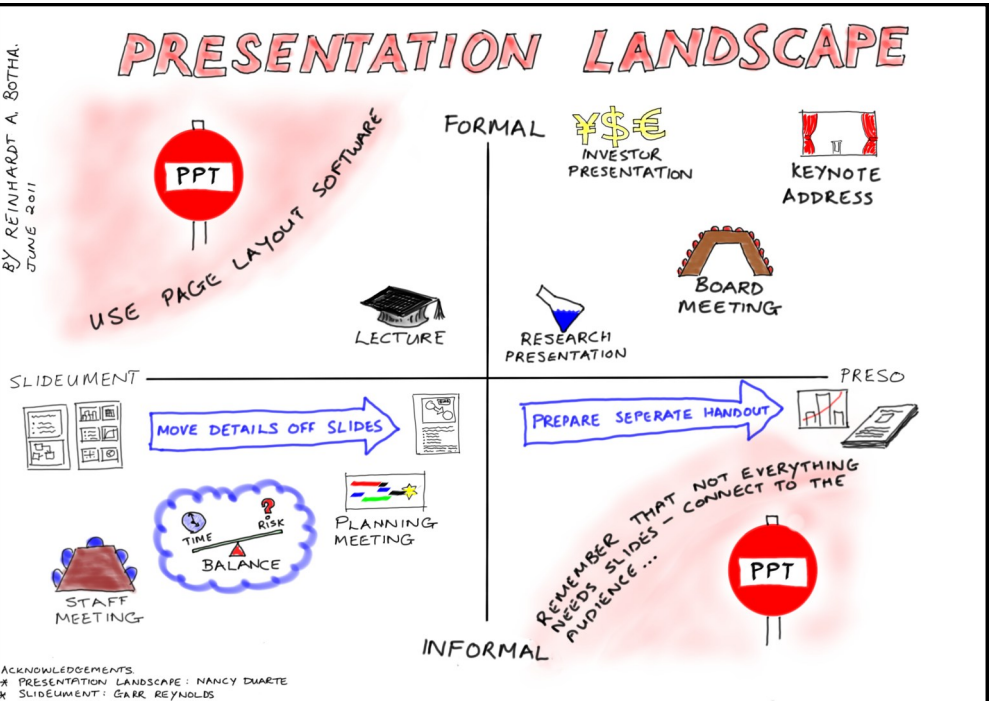
NOT ALL PRESENTATIONS ARE EQUAL!!!

Nancy Duarte, principal at Duarte Design (the company that was responsible for the presentation in Al Gore's movie "The Inconvenient Truth") talks about the presentation landscape. The presentation landscape is defined in terms of the formality of the presentation and the style of the presentation. Style-wise presentations can be defined as "presos" on the one extreme and "sliduments" on the other extremes.

Sliduments (a term coined by Garr Reynolds) are high-density slides used to convey detailed information. They are inappropriate in a very formal environment, while fine in less formal meetings, where details are of the essence.

If you need to convey lots of information in a very formal setup, do not use Powerpoint or similar tools to produce the document. A page layout program or word processor to produce a detailed report is definitely more appropriate.

Similarly, not all presentations need presentation aids. In a very informal setting it may be wiser to connect to the audience through storytelling and/or a discussion mode than a presentation with presentation aids per se. It is not necessary to have a Powerpoint slide deck for every single presentation you do!



Presentation aids must **SUPPORT** your presentation



MAKE SURE YOU RE-INFORCE YOUR POINT BY REFLECTING ON...

WHY? Why do you show this? If you cannot explicate the reason, it is probably not necessary!

HOW? How does it SUPPORT my presentation? Does it speak to the emotions? Assist in logic? Or provide evidence? If not, why do you want it again?

WHAT IF? What if I take it away? What if they don't see it? Is it really necessary? Cut the fat and show the bones—be as MINIMALIST as possible.

— KEEP YOUR EYES AND MIND OPEN —

OPTIONS FOR PRESENTATION AIDS

