

Stand and Deliver: Presentation Pointers

Purpose – Story – Action!

Purpose	Why are you giving the presentation? Sell: To excite and stir emotions Inform: To paint detailed pictures Persuade: To force a single choice
Story	How would a great director tell the story?
Action	What do you want the audience to do?



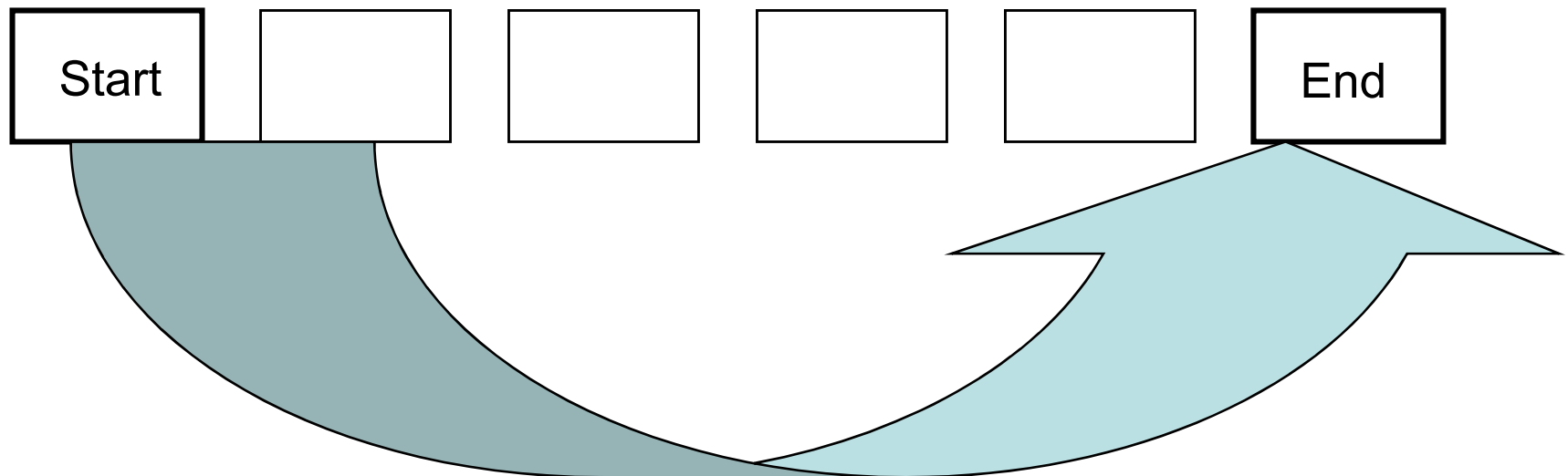
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Purpose: Do the Last Slide First!

Purpose

Do the last slide first

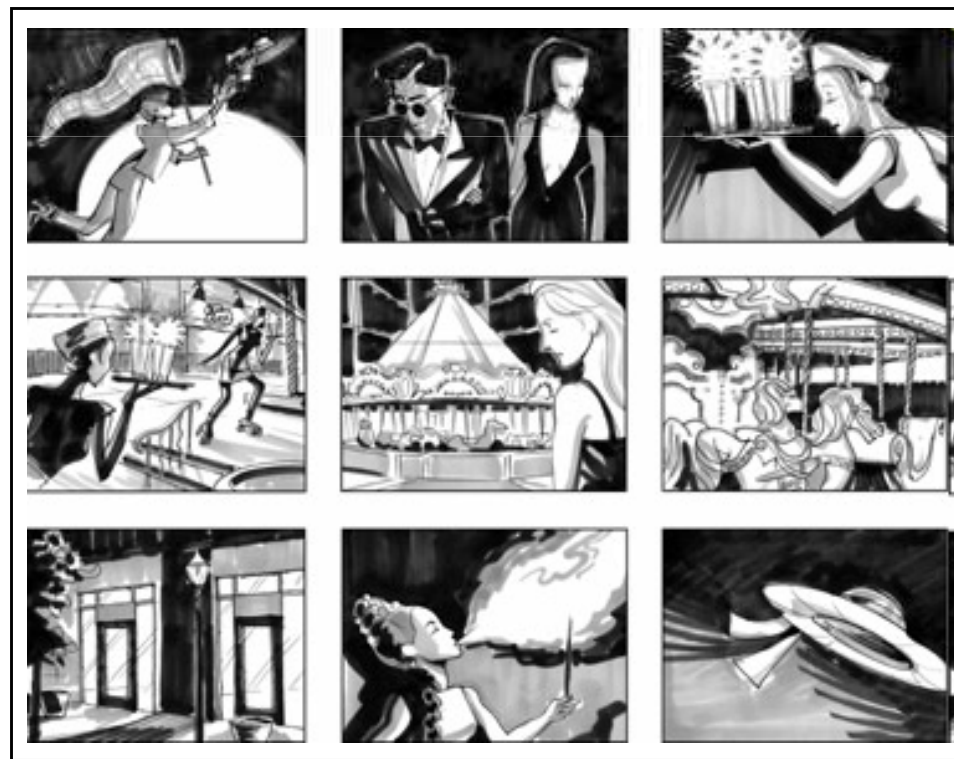
Stephen Covey's principle: "Begin with the End in Mind"



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Story: Prepare a Storyboard

Storyboard	Follow the example of great film directors Prepare the storyboard before you begin shooting the picture
Organization	Storyboard will help you organize the sections
Flow	Storyboard will help the flow of the presentation
Story	Storyboard will help you tell a compelling story



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Telling the Story: No Word Slides!

Example Word Slide: NOT Compelling

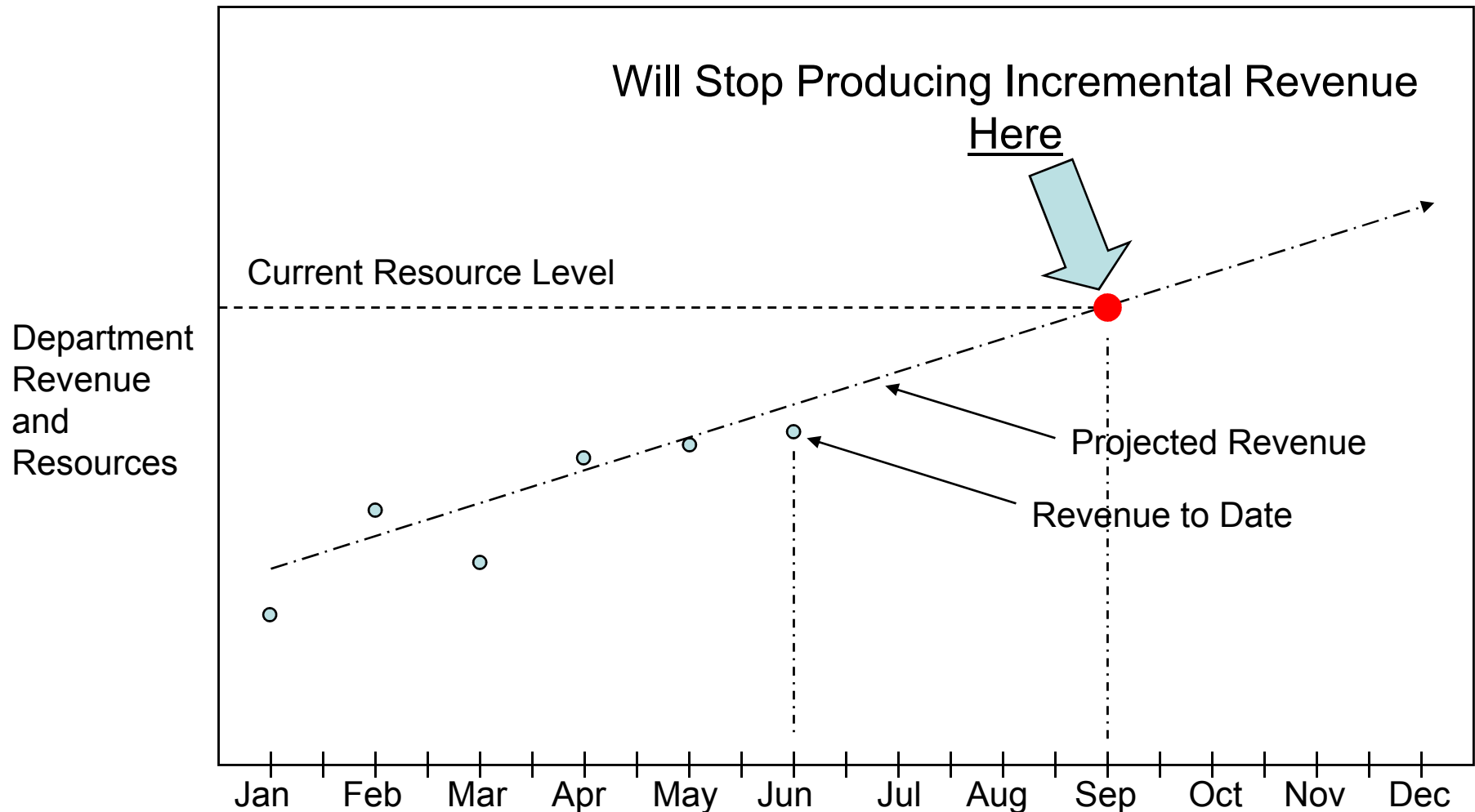
Engineering Resource Status

- Engineering resources are very low; definitely need more engineers
- Some engineers working many hours per week
- Engineers risk getting burned out from working so many hours
- New projects coming up will require more resources than we have
- Engineering resource types
 - Engineering resource type A: have 10 engineers; need at least 12
 - Engineering resource type B: have 3 engineers; need at least 4
 - Engineering resource type C: have 5 engineers; need at least 6
 - Engineering resource type D: have 15 engineers; need at least 20
- Possible slips to schedule can occur unless we hire more engineers
- Recommend hiring at least 2 additional engineers in next month
- Many engineers complaining to their management about workload

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Telling the Story: Use Graphs & Pictures

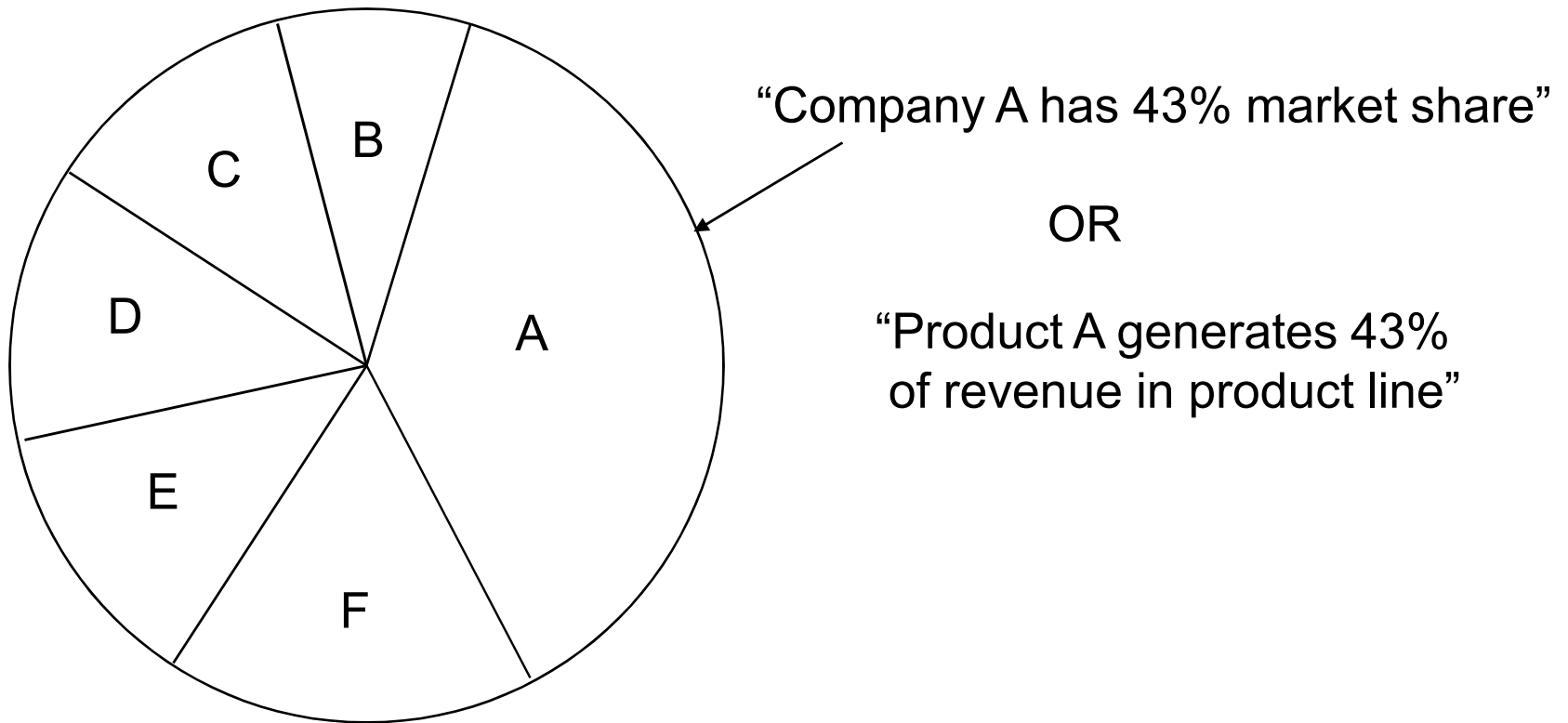
Example Graph Slide: How Quickly Can We Hire More People?



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Telling the Story: Comparing Components of a Whole

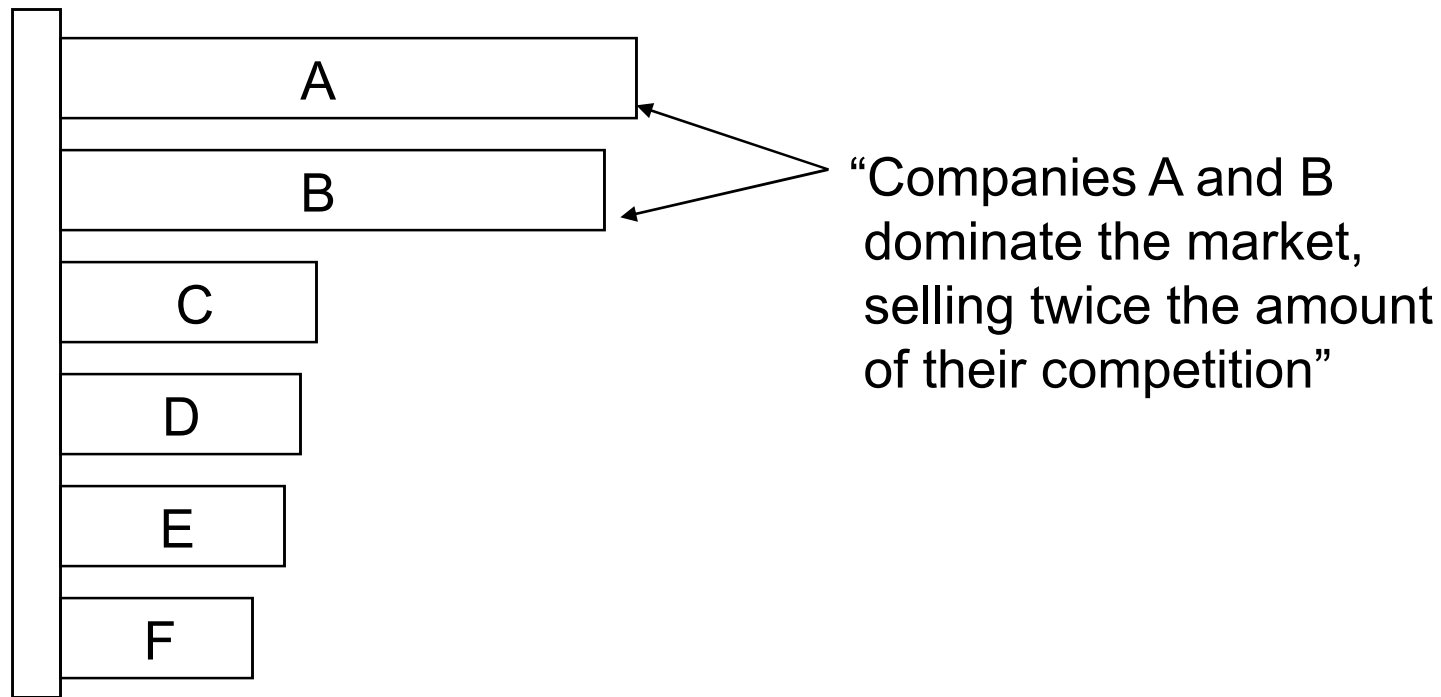
Use Pie Charts to Show Percentages that Total 100%



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Telling the Story: Comparing Items

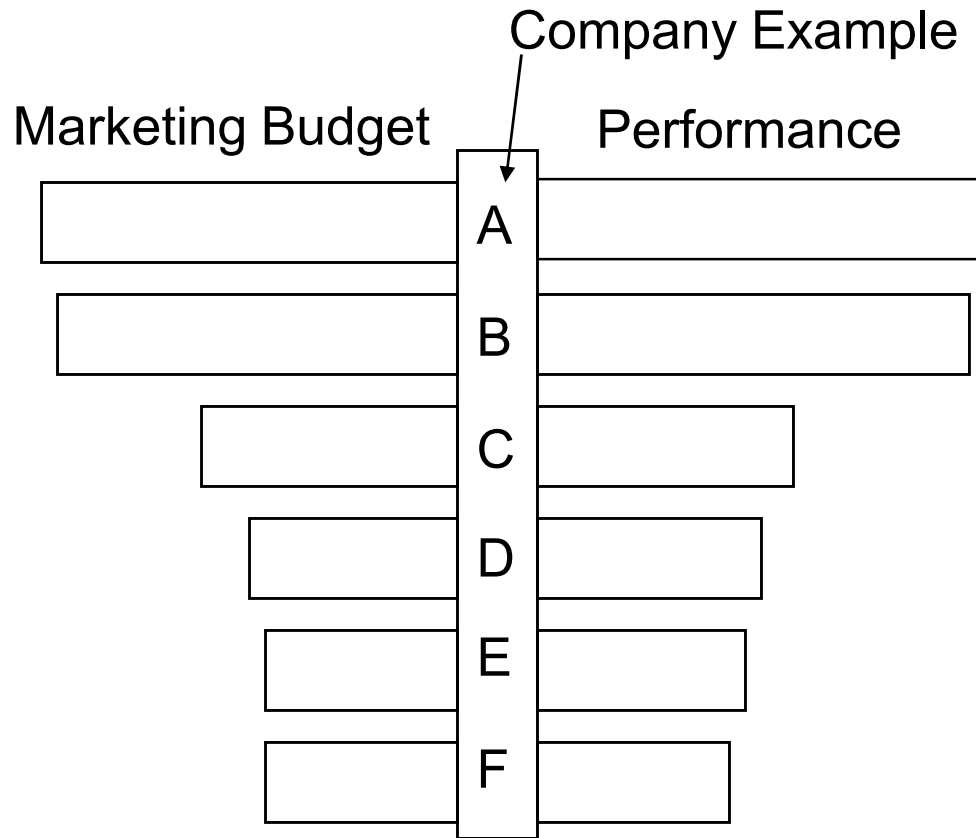
Use Vertical Bar Charts to Compare Items



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Telling the Story: Correlating Items

Use Double Vertical Bar Charts to Correlate Items (showing relationship)

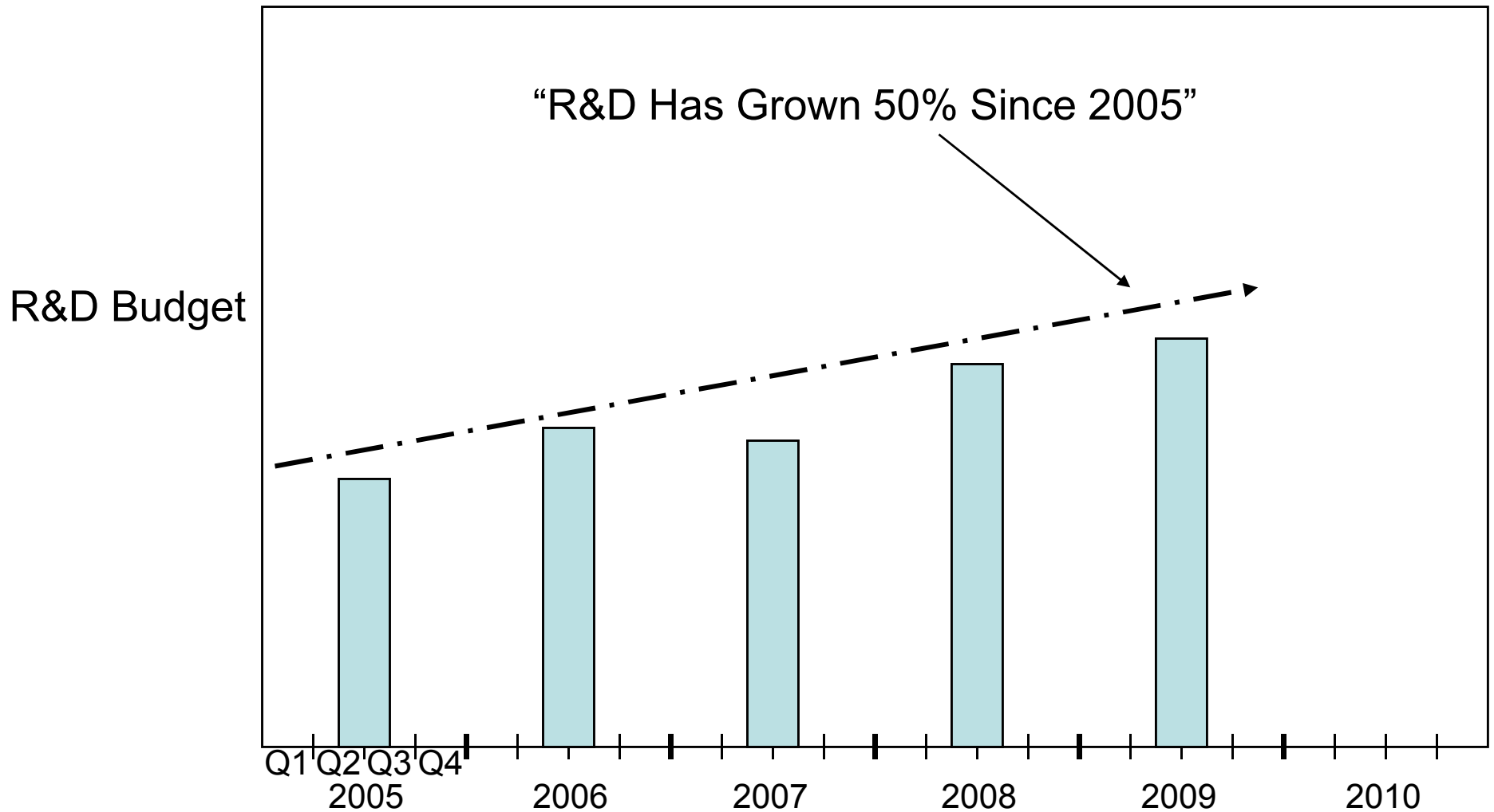


“High performance companies tend to have greater marketing budgets”

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Telling the Story: Historical Comparison

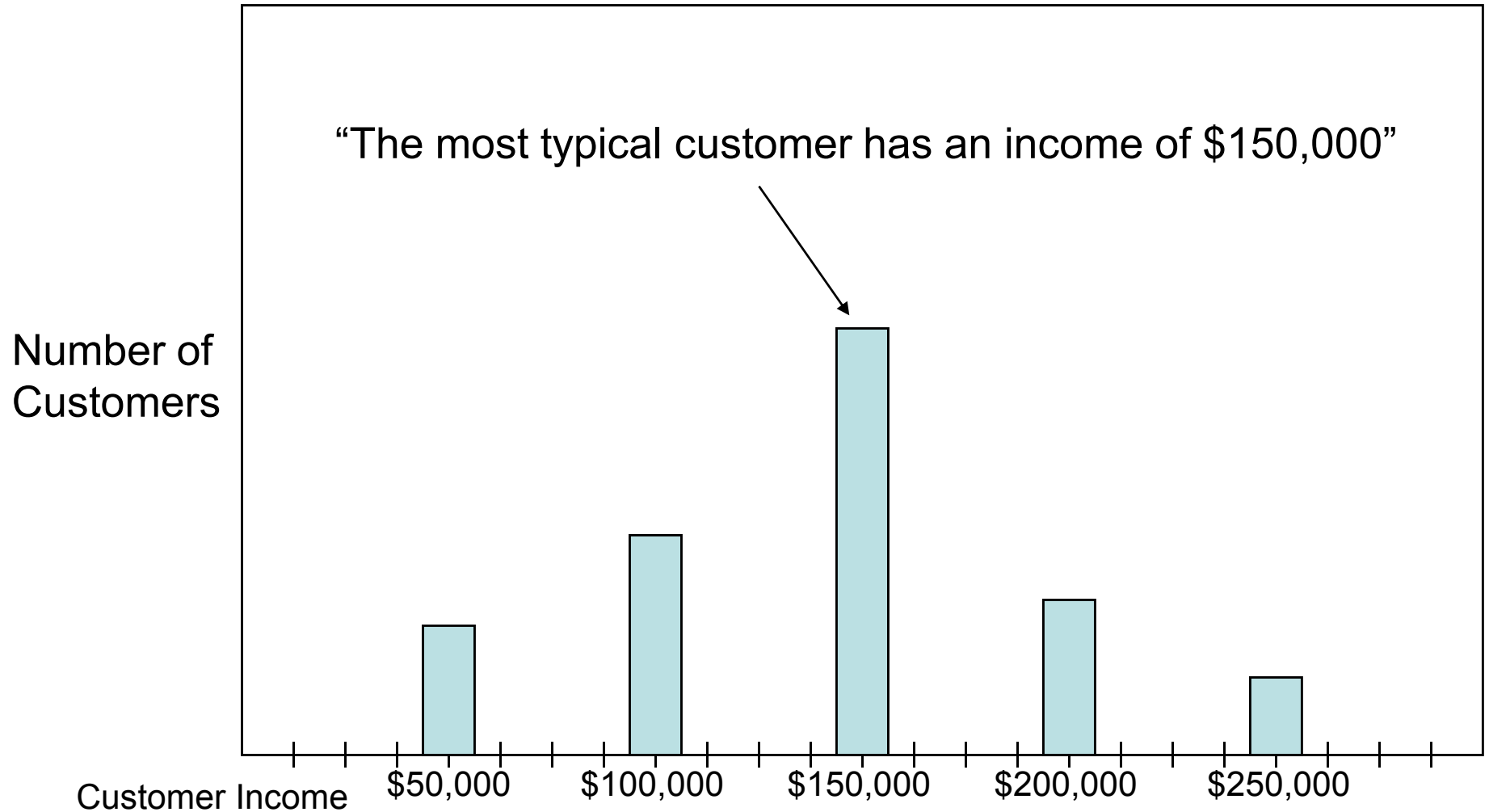
Use Horizontal Bar Charts to Show Trends over Time



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Telling the Story: Frequency Comparison

Use Histograms (Frequency Charts) to Show Common Occurrences

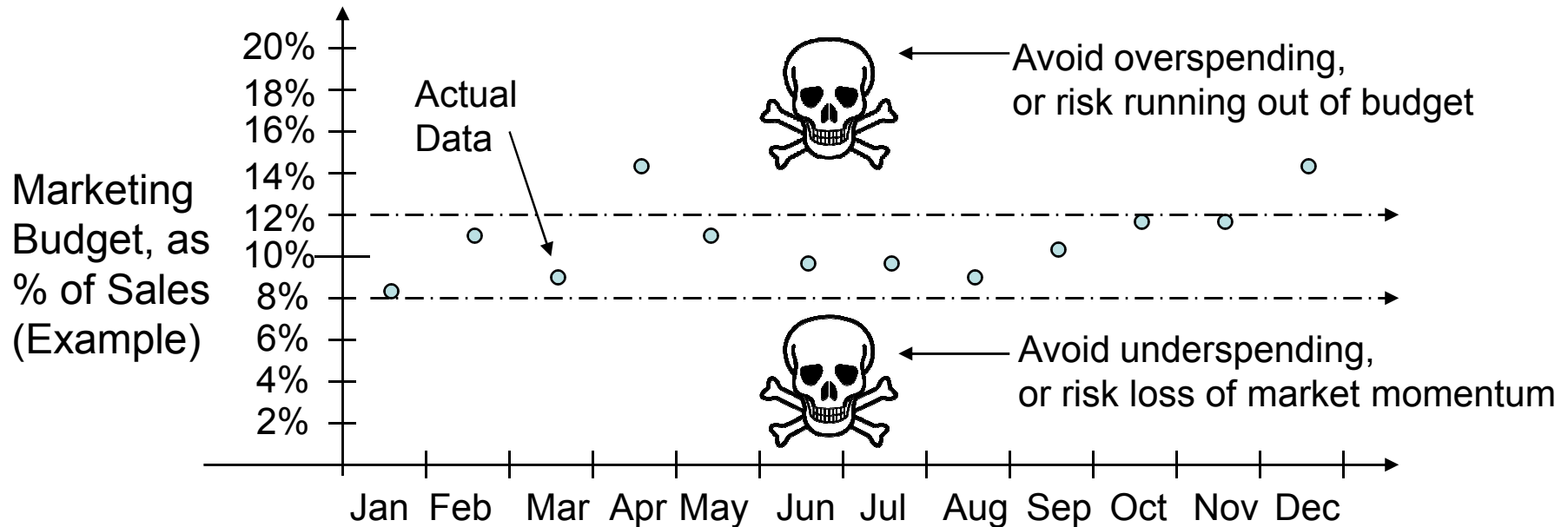


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Telling the Story: Control Charts

Use Control Charts to Maintain Amounts Within a Certain Range

“Budget Was Maintained Within Limits for 83% of Period”



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Telling the Story: Color



Gray: Good for **Neutrality**; Un-committed; Un-involved



Blue: Good for **Calm**, Conservative Audiences



Green: Good for Generating **Discussion**



Red: Good for Inciting **Passion**, Vitality, and Intensity



Females: Blue-Based Reds: Burgundy, Cranberry



Males: Yellow-Based Reds: Rust, Mahogany



Yellow: Good for Future-based talks (but creates **anxiety**)



Violet: Good for Talks Covering **Magical** or Mystical topics



Brown: Good for Talking about Family Values, Solid **Roots**



Black: Good for Stating Absolute, Irrefutable **Fact**