

PRESENTATION SQUARED

a presentation about presentations



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Public Information



FIRST THINGS FIRST, DON'T WASTE MY TIME

STORIES, BUT ONLY IF YOU WANT THEM TO PAY ATTENTION

YOUR ROLE: BE A MENTOR

DESTINATION, DESTINATION, DESTINATION

CONTRAST IS YOUR FRIEND

EXERCISE RESTRAINT: SOME IDEAS MUST DIE

DESIGN LIKE YOU MEAN IT

FINAL THOUGHTS: STAND OUT



FIRST THINGS FIRST

DON'T WASTE MY TIME!



THE GOAL OF A PRESENTATION IS TO TRANSFORM YOUR AUDIENCE

The only reason to give a speech is to change the world.

J.F. Kennedy



CURRENTLY

You are a
mild-mannered facilitator



SOON

You will be a
presentation ninja



MOVE FROM → MOVE TO

Apathy	■	Interest
Cancel	■	Implement
Chaos	■	Structure
Close-Minded	■	Open-minded
Complicate	■	Simplify
Control	■	Empower
Delay	■	Do
Disapprove	■	Recommend
Disregard	■	Examine
Divide	■	Unite

MOVE FROM → MOVE TO

Doubt	■	Believe
Ignore	■	Respond
Maintain	■	Change
Naysayer	■	Advocate
Obligated	■	Passionate
Reject	■	Accept
Skeptical	■	Hopeful
Standardize	■	Differentiate
Think	■	Know
Uncomfortable	■	Comfortable



reports are distributed
reports convey information



stories are told
stories convey an experience



Presentation fall somewhere in the middle
Blending the two create a perfect world of facts and stories

STORIES

BUT ONLY IF YOU WANT THEM TO PAY ATTENTION



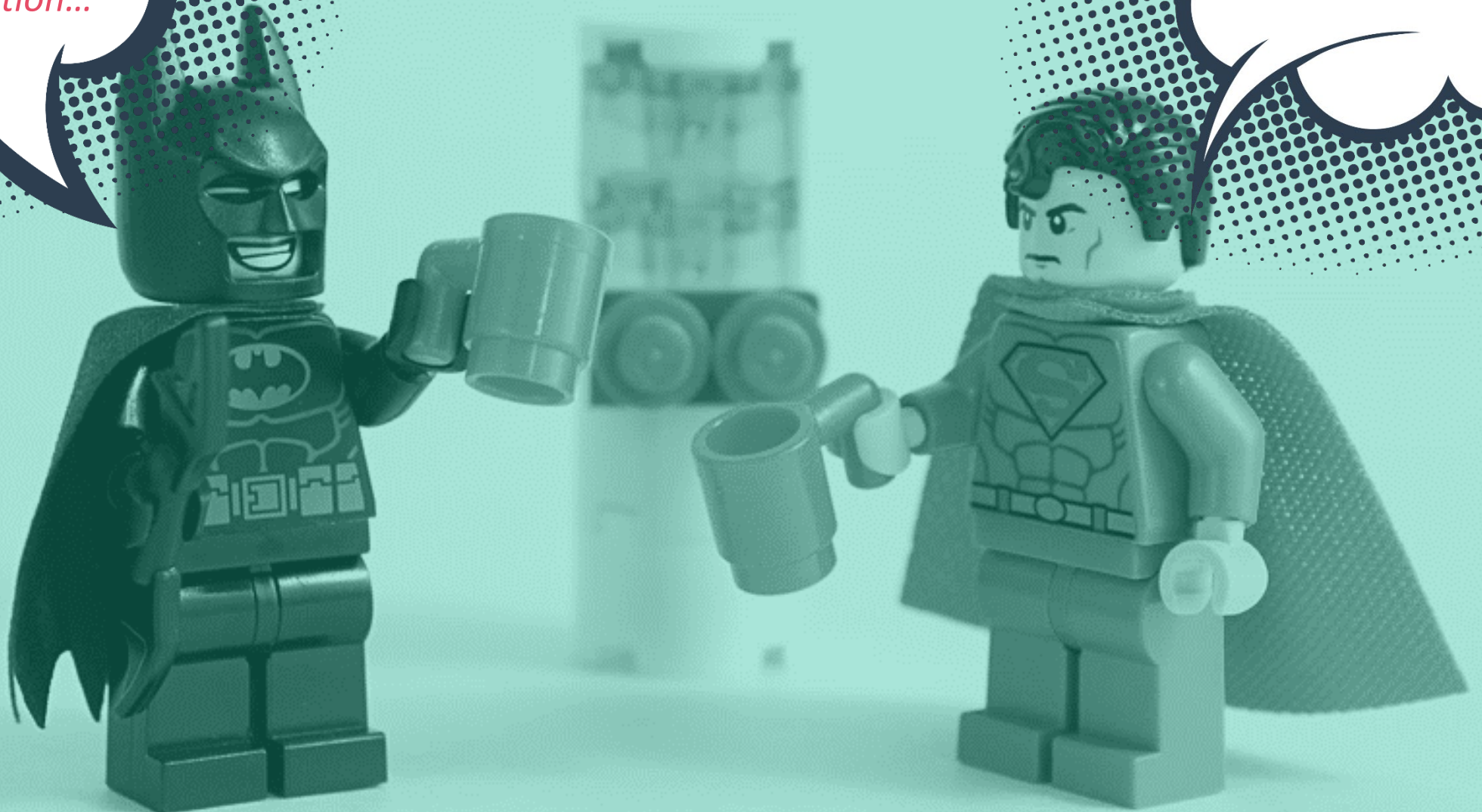
INFORMATION IS NOT IMPORTANT

the emotional impact
of the information *IS*



*I just got back from
Aquaman's "How to
Be a Better Super
Hero" presentation...*

*Wow, it totally
transformed you!
Tell me more.*





FORREST GUMP



YOUR ROLE: BE A MENTOR





I'm so smart!

WRONG, THIS IS SO NOT ABOUT ME...



YOU,
THE PRESENTER

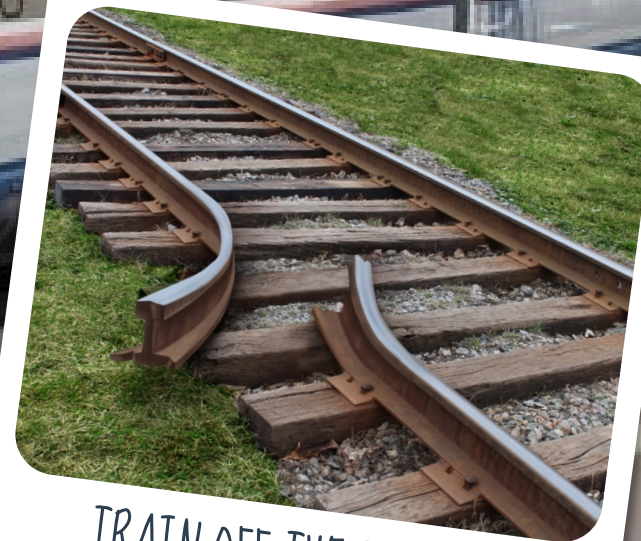


YOUR AUDIENCE

EVERY AUDIENCE WILL PERSIST IN A STATE OF REST UNLESS THEY ARE COMPELLED TO CHANGE...

DESTINATION, DESTINATION,
DESTINATION





TRAIN OFF THE TRACKS

What You Give Them

GUIDANCE

What insights and knowledge will help them navigate their journey?

CONFIDENCE

How can you bolster their confidence so they aren't reluctant?

TOOLS

What tools, skills or magical gifts do they gain from YOU on their journey?

How You Connect with Them

SHARED EXPERIENCES

What from your past do you have in common: memories, historical events, interests?

COMMON GOALS

Where are you headed in the future? What types of outcomes are mutually desired?

QUALIFICATIONS

Why are you uniquely qualified to be their guide? What similar journey have you gone on with a positive outcome?

A PRESENTATION IS NOT ONLY ABOUT CONTENT, ITS ABOUT THE EXPERIENCE AS YOU REACH THE DESTINATION



CONTRAST IS YOUR FRIEND



CONTRAST IS THE ARCHENEMY OF BORING



CONTENT:

Move between what is
and what could be...



TRAIN OFF THE TRACKS

CONTRAST IS THE ARCHENEMY OF BORING

1.



CONTENT:

Move between what is
and what could be...

2.



REPORTS



STORIES

EMOTION:

Move between analytical
and emotional content...

3.



DELIVERY:

Move between traditional
and non-traditional
delivery...

TO PODIUM OR NOT TO PODIUM



TRADITIONAL VS. NONTRADITIONAL

Stage

- | | | |
|------------------------|---|------------------------|
| Be the main event | ■ | Share the main event |
| Hide behind the podium | ■ | Be free to roam |
| Use stage as-is | ■ | Use stage as a setting |

Style

- | | | |
|-----------------------|---|------------------------|
| Serious business tone | ■ | Humor and enthusiasm |
| Monotone | ■ | Vocal and pace variety |

Visuals

- | | | |
|-------------------------|---|------------------------|
| Read slides | ■ | Minimize slides |
| Talk about your product | ■ | Show them your product |

Interaction

- | | | |
|----------------------|---|----------------------------|
| Minimize disruptions | ■ | Plan disruptions |
| Resist live feedback | ■ | Embrace real-time feedback |
| Request silence | ■ | Encourage exchanges |

Content

- | | | |
|---------------------------|---|---------------------------------------|
| Familiarity with features | ■ | Wonderment and awe at features |
| Flawless knowledge | ■ | Self-deprecating humanness |
| Long-winded downloads | ■ | Memorable, headline-sized sound bites |

Involvement

- | | | |
|------------------|---|--------------------------------|
| One-way delivery | ■ | Interactive aspects throughout |
|------------------|---|--------------------------------|

EXERCISE RESTRAINT:
SOME IDEAS MUST DIE





FOUR SCORE AND SEVEN
YEARS AGO...

Abraham Lincoln

DON'T LEAVE IT UP TO YOUR AUDIENCE TO DISCERN WHAT IS
MOST IMPORTANT



WE RETAIN:

10%

of what
we hear



20%

of what
we read



80%

of what
we see



INCLUDE THE MEANINGFUL

EXCLUDE THE OBVIOUS



DESIGN LIKE YOU MEAN IT



A photograph of an audience of people, mostly middle-aged and older, sitting in rows. The image has a teal color cast. A white speech bubble with a dark purple outline and a halftone dot pattern is positioned in the upper right corner. Inside the bubble, the text "BLAH, BLAH, BLAH..." is written in a light teal, handwritten-style font. The audience members are looking in various directions, some towards the camera and others away. The man in the foreground is wearing a dark suit and a striped tie, looking upwards. The woman in the foreground is wearing a dark top and a necklace, looking towards the camera.

BLAH, BLAH,
BLAH...



FIRST THINGS TO KNOW

FIRST THINGS FIRST, DON'T WASTE MY TIME

WHY USE STORIES

STORIES, BUT ONLY IF YOU WANT THEM TO PAY ATTENTION

YOUR ROLE

YOUR ROLE: BE A MENTOR

HOW TO GET STARTED

DESTINATION, DESTINATION, DESTINATION

ADD CONTRAST

CONTRAST IS YOUR FRIEND

WHAT TO INCLUDE

EXERCISE RESTRAINT: SOME IDEAS MUST DIE

DESIGN TIPS

DESIGN LIKE YOU MEAN IT

FINAL THOUGHTS

FINAL THOUGHTS: STAND OUT



SLIDES ARE FREE
SO WHY ARE WE CRAMMING?



YOU,
NOT THE SLIDE,
DELIVERS THE MESSAGE

Design like you mean it (con't)

People can only process one inbound message at a time:

- They will either listen to you – or read your slides – they can not do both
- Move as much as possible off of the slide and move the material to the notes page
- Keep in mind the difference between a presentation and a report

Too much text makes a slide:

- Look dense
- Feel Unapproachable
- Unreadable

Instead:

- Add white space
- Add images
- Use infographics

Good designers know that “nothing is an important something”

ONE INBOUND MESSAGE AT A TIME



UNFAMILAR
APPROACHES
GRAB ATTENTION



FINAL THOUGHTS
STAND OUT



The goal of a presentation is to transform your audience.

Unfamiliar approaches grab more attention.

Every audience will persist in a state of rest unless they are compelled to **change.**

SOUND BITES

YOU, not the slide, delivers the message.

Contrast is the archenemy of boring.

Don't leave it up to your audience discern what is most important.

Information is NOT important, the emotional impact of the information IS.

Slides are free!

A LOT OF TIME, IT TAKES, EASY IF IT WERE,
EVERYONE WOULD DO IT



THE BLAND LEADING THE BLAND



THE
END



PRESENTATION SQUARED

AUDIENCE HANDOUT

FIRST THINGS FIRST, DON'T WASTE MY TIME

- The goal of a presentation is to TRANSFORM the audience
- Reports inform, stories are designed to entertain
- Reports should be distributed and stories should be told
- Blending the two creates a perfect world where facts and stories are layered like a cake
- One of the first things to include is a call to adventure - a gap between what is and what could be; effectively constructed - an imbalance is created and the audience will want your presentation to re-balance

Examples of transforming audiences

MOVE FROM → MOVE TO

Apathy	Interest
Cancel	Implement
Chaos	Structure
Close-Minded	Open-minded
Complicate	Simplify
Control	Empower
Delay	Do
Disapprove	Recommend
Disregard	Examine
Divide	Unite

MOVE FROM → MOVE TO

Doubt	Believe
Ignore	Respond
Maintain	Change
Naysayer	Advocate
Obligated	Passion
Reject	Accept
Skeptical	Happy
Standardize	Transform
Think	Feel
Uncomfortable	Comfortable

STORIES, BUT ONLY IF YOU WANT THEM TO PAY ATTENTION

- It's not the information itself that is important but the emotional impact of between an ordinary presentation and a captivating presentation is EMOTION
- Why use stories?
 - We are hardwired to learn lessons from observing change in others
 - People like to follow leaders who have survived challenges
 - When we listen to a story, the chemicals in our body actually change
 - rendered motionless either with terror or amazement
 - Here's a BIG one: Stories are easy to repeat
 - Because I said so! (I snuck that one in)
- Great stories show growth and transformation, known in the movies



MAY THE FORCE
BE WITH YOU

PRESENTATION SQUARED

AUDIENCE HANDOUT

DESIGN LIKE YOU MEAN IT

- One idea/message per slide
- Slides are free - so why are we cramming?
- The audience visually re-engages every time you advance a slide
- Audiences lose interest approx every three minutes - so you should be advancing the slide at least this often or you will lose them
- Slides should serve as a backdrop - YOU, not the slide delivers the message
- People can only process one inbound message at a time; they will either listen to you - or read your slides - they can NOT do both
- Move as much text as possible off of the slide to the note-pages (for you) and an audience handout (Yeess! Just like this hand-out - you're getting it, now!)
- Unfamiliar approaches grab more attention
- Avoid cliché images, why? Because they are familiar and boring
- Images can evoke a full range of emotions all by themselves (and remember, emotions are important)

FINAL THOUGHTS: STAND OUT

- Create a handful of succinct, clear sound bites planted throughout the presentation
- An audience's interest is directly proportionate to the presenter's preparation
- Yes, it takes a lot of time: if it were easy, everyone would do it! That's the point - STAND OUT!
- The Bland Leading the Bland: It feels safer and easier to conform to the well-worn groove of sameness than to stand out and be vulnerable, but being buried in a sea of sameness does not yield greatness or solve big problems
- Change your world, one presentation at a time! Make an impact!

AUDIENCE HANDOUT