

Is the _____ so clear that we understand why?



Is the _____ so good it engages my eye?



Does the _____ evoke just what you want it to do?



Does the _____ help start you and carry you through?



Is the _____ so simple, creates harmony?



Does it all work together to help us agree? _____

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How to Avoid Death by PPT

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1

It's all about Relationships

- Purpose - what do you want to say?
 - Is it clear?
- Concept
 - Focused but open
 - Open to input from audience
- Art
 - Does the art evocative and resonant?
- Color
 - Does the color create harmony?
- Evaluation
 - Did you communicate what you wanted to say?

Our minds don't remember text in bullet points. After 3 things our memory slips, disappoints.

2

Purpose

It's all about relationships

Be sure that you know that your **Purpose** is clear

5

Explore The first step is making ideas, so **Explore**. Step 2 is **Create**. Transform the ideas you explored.

6

Art

Does the art evoke just what you want it to do?

9

Layout

White space

Balance

Entrance and Flow

help you understand relationships

Layout's the white space, the balance and more

10

Color

Color's not seen in its separate parts. You see it together, like music in art.

13

Evaluate

Does it all work together to help us agree?

14

PowerPoint

I listen to how you think and comprehend
It motivates and tells a story that's clear.

Think **Show** **Ask**

Purpose Concept Art Layout Color Evaluate

You **Think** of a Purpose and Concept that's clear.
You **Show** them Art, Color, and Layout that steers
viewers to what will be felt as sincere.
And **Ask** to Evaluate what they did hear.

4

Advocate

Evaluate

Concept

Create

Explore

Step 3 is judgment time - **Evaluate**.
Now you've got the idea.
Step 4 is **Advocate**

7

Art

ART dramatically makes your idea come alive.

8

Color

Color is like music
that's heard with our eyes

11

Color

KISS

Just keep it simple!

12

P-Story

Purpose Concept Art Layout Color Evaluate

Is the purpose so clear that we understand why?
Is the concept so good it engages my eye?
Does the art evoke just what you want it to do?
Does the layout help start you and carry you through?
Is the color so simple, creates harmony?
And does it all work together to help us agree?

15

Purpose Concept Art Layout Color Evaluate

It's all about relationships po.

We must live in relationships, and we must try
To use what our hearts and our brains and our hands
Can create so our story we'll all understand.

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Purpose

Brain Rule



EXPLORATION | We are powerful and natural explorers

Brain Rules from John Medina | www.brainrules.net

Think about

- What is the **purpose** of my talk?
- What's the **story** here?
- What is my core/central **point** ?
- What do I want them to **do** ?

Think about these modifiers

- How much time do I have?
- What is the venue like?
- What time of the day?
- Who is the audience?
- What's their background?
- What do they expect of me?
- Why was I asked to speak?
- What visual medium is most appropriate for this particular situation and audience?

If your PowerPoint kills with it's bullet point pain,
Then this is a way to bring life back again.
Our minds don't remember text in bullet points.
After 3 things our memory slips, disappoints.

But tell a p|Story, just like we are friends
I listen to how you think and comprehend.
'Cause a p|Story tells you what you want to hear.
It motivates and tells a story that's clear.

Be sure that you know that your **Purpose** is clear
It is why your p|Story will be treasured as dear.
Make it simple, even though your p|Story may be
As complex as neuro-brain-physics would be.
No matter how complex, no matter how boring,
Your purpose is why others won't be ignoring
The problem you want them to see, and that they
Will want to act different, in just the right way.

It's all about Relationships

- Purpose – what do you want to say?
 - Is it clear?
- Concept
 - Follow the four steps
 - Does it engage the audience?
- Art
 - Does the art evoke the right response?
- Color
 - Does the color create harmony?
- Evaluation
 - Did you communicate what you wanted to?

Seven Questions to Knowing Your Audience

- 1 What are they like?**
Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.
- 2 Why are they here?**
What do they think they're going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.
- 3 What keeps them up at night?**
Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.
- 4 How can you solve their problem?**
What's in it for the audience? How are you going to make their lives better?
- 5 What do you want them to do?**
Answer the question "so what?"—and make sure there's clear action for your audience to take.
- 6 How can you best reach them?**
People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.
- 7 How might they resist?**
What will keep them from adopting your message and carrying out your call to action?

1. Start with the end in mind
2. Know your audience as well as possible
3. Content, content, content
4. Keep it simple
5. Outlining your content
6. Have a sound, clear structure
7. Dakara nani? (so what?)
8. Can you pass the "elevator test"?
9. The art of story telling
10. Confidence — How to get it

GarrReynolds.com

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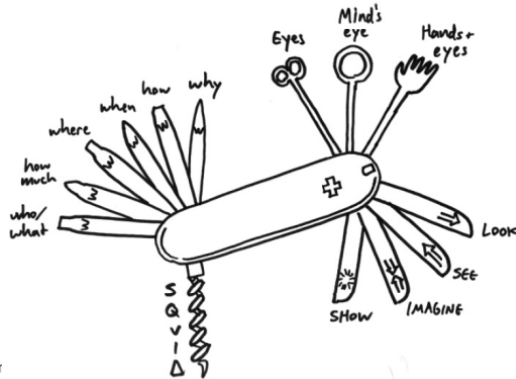
Sue Fody [Sue.Fody@trizetto.com]

Concept

Brain Rule

! ATTENTION | We don't pay attention to boring things.

Think about



Drawn from

The Back of the Napkin
Solving Problems and Selling Ideas with Pictures

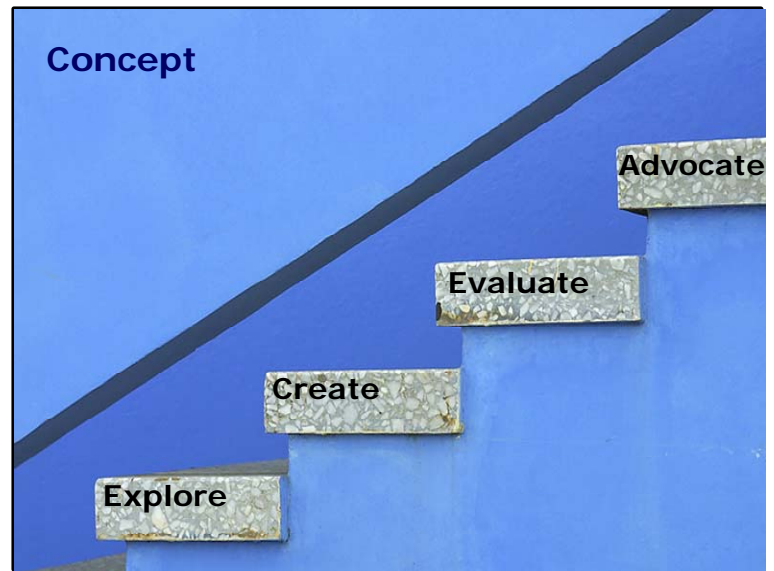
by Dan Roam

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Available everywhere from Portfolio

- How will you achieve your purpose?
 1. Explore
 2. Create
 3. Evaluate
 4. Advocate
- Text
 - **One** thought or idea per slide
 - **Phrases** not sentences.
(Should all start with either nouns or verbs)
 - Minimalism!!
 - 6 X 6 Rule
(if necessary, use a handout for complex information)
 - Sequential? Use **numbers**
 - Ideas? Use **bullets**
- Keep it **Simple**
 - Less is more
 - Too many slides are...too many slides!
 - Logistics
- Use the speaker notes.



The blueprint to Purpose is Concept. And your Path to the right one is stepping on four. The first step is making ideas, so **Explore**. Consider whatever may come through your door. You might doodle, or write words, whatever – do more. And whatever you do helps to make ideas galore. Don't judge them, each one is important. Explore. Many different ideas, you will want more than four. Don't settle for preconceived notions. Ignore that the only way there is one path. Do not Score! Keep your judgment on hold. There is always an OR That is waiting to spring from your mind. Except for The time that your mind is stuck tight in a drawer. No ideas. It is gone. Inspiration won't pour. No matter, we all sometimes will fight that stuck war. Ideas are asleep, and our mind wants to snore. Go backwards and forwards, provoke what is stored In the cracks of your mind. It will come. Stuck no more.

Step 2 is **Create**. It is time to transform The ideas you explored and poured out in a storm. Disjointed ideas come together to form Many different shapes. It is time to perform.

Step 3 is the judgment time - **Evaluate**. Now is the time to consider what's great. The ideas that were foolish, and just didn't rate Can be thrown in the trash. But they helped you create.

You pick the best one. Look it over, debate if it meets the Purpose up front that you state. The best one is clear. It has the right trait To communicate something you want to relate.

Now you've got the idea! Step 4 is **Advocate** That the one that you've got is the best one. It's great! Proceed with excitement. It's time to create The idea into art that will meet the Purpose you state.

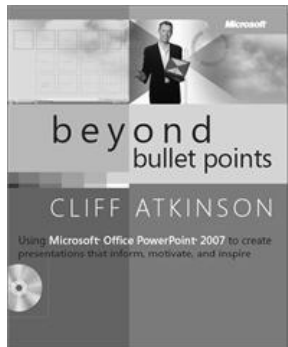
Concept

Brain Rule



SURVIVAL
The human brain evolved, too

Think about



How to avoid death by PowerPoint

Act I: Set up the story

The setting	Right after lunch, and you can't keep your eyes open	
The protagonist	Dr. Seuss knew how to keep us engaged	
The imbalance	The solution	The balance
Heading and blah, blah	Tell them a p Story	Leave them in awe

Act II: Develop the action

5-Minute Column:	15-Minute Column:	45-Minute Column:	
Think of a Purpose and Concept that's clear.	Purpose is clear	Make it simple	
		What is the story?	
	Concept	Know your audience	
		Explore many ideas	
		Create many things	
		Evaluate – choose one	
Show Art, Colors, and Layout	Art make the concept come alive	Advocate – Just do it	
		Layout	Graphic (art)
			Realistic (photo)
	Symbolic		
	Color	Text	
		Evaluate	Entrance
			Flow
	White Space		
	Ask to Evaluate what they did hear.	Evaluate	Theory
			Physical/Psycological
			Contrast/Balance
			Does it achieve the purpose?

Turning point	Does it all work together to help us agree?
---------------	---


Act III: Frame the resolution

The crisis	PowerPoint can be deadly,
The solution	But if you avoid the death traps
The climax	By following your heart, your brain, and your hands
The resolution	You'll tell a story we all understand

From Beyond Bullet Points | Atkinson www.beyondbulletpoints.com

Art

Brain Rule

 VISION | Vision trumps all other senses

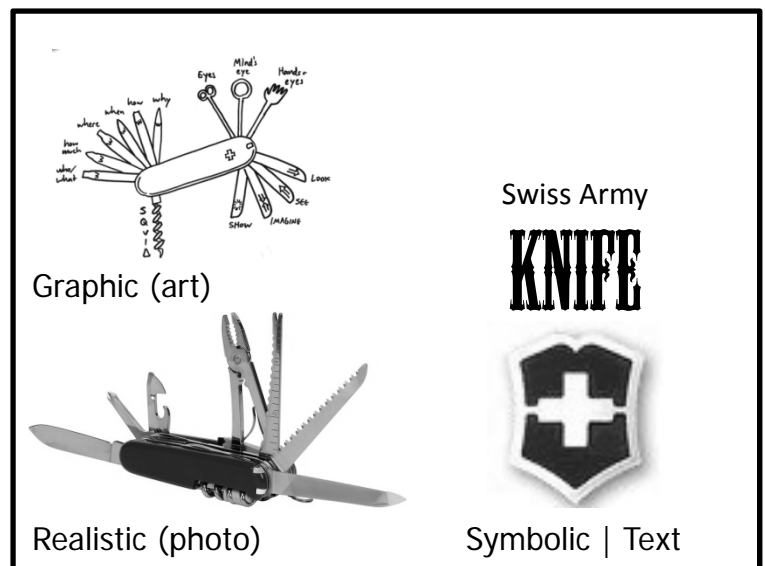
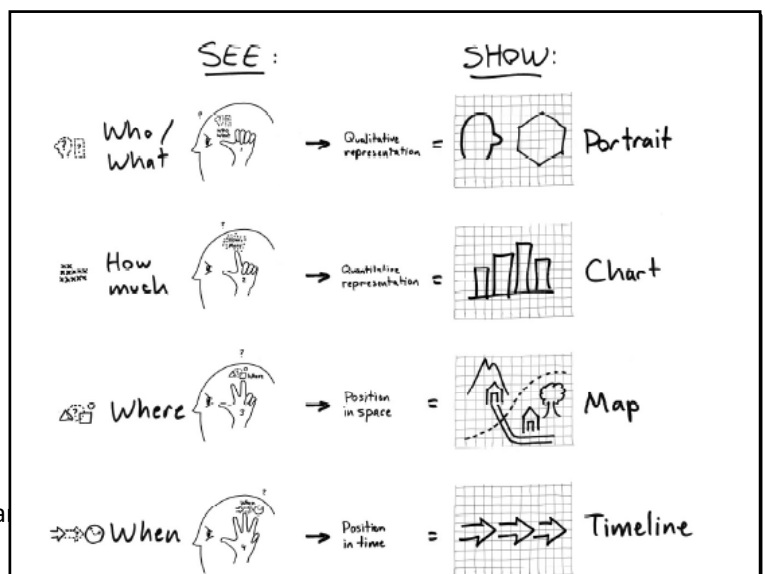
Think about

- **Font style**
 - San Serif for reading screens
 - At least 24 - 30 point, and only 2 styles per slide
 - CAPS are hard to read. Use Upper and lower case.
- **Graphics**
 - Adds to **comprehension**, so make them relevant
 - Ask yourself: “Why am I adding this picture?”
 - Avoid too many models (You want to have a ‘memorable presentation, right?’)
- **Charts and Graphs**
 - Use **thick** lines to show trends.
 - Use bright colors for lines (yellow is invisible)
 - **Five** lines or bars max per graph
 - Use something to guide the eye to the main point of the chart (arrow, title, color, box, etc)
 - Shorten numbers (2007 = '07, \$10,436.77 = \$10.4 on a axis for ‘thousands’)

The goal of the **ART** is to dramatically make the concept breathe in, and the viewer partake in a p|Story that helps them discover that they are a part of the story. And they agree, yes, okay.

(Now art is not something that everyone feels they can make, so they hide and make excuses and squeals. But often our brains replace icons instead of the creative stuff that we contain in our head.) But many create, go on-line, look around. There is clip art and photos and more that abound. Your judgment is now what you need and must choose from the millions of choices that you will peruse.

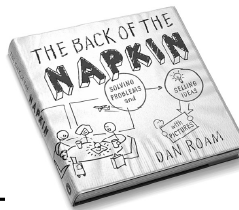
Consider the Line, Shape and Texture of each
 Consider the audience you want to reach.
 Be it graphic, symbolic, realistic or text.
 You want it to fit with your purpose, so next . . .
 Does the art evoke just what you want it to do?
 Does it reinforce concept, and give viewers the clue
 That will help them remember and help them to take
 The actions that make this world be better, be great?



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Charts & Graphs



The Visual Thinking Codex

Drawn from:

The Back of the Napkin
Solving Problems and Selling Ideas with Pictures

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		S.	Q.	V.	I.	Δ.
		simple	quality	vision	individual	change
		elaborate	quantity	execution	comparison	as-is
1 who/what? (portrait)						
2 how much? (chart)						
3 where? (map)						
4 when? (timeline)						
5 how? (flowchart)						
6 why? (plot)						

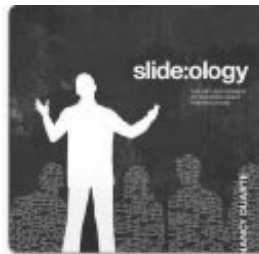
Layout

Brain Rule

STRESS | Stressed brains don't learn the same way.

Think about

- Clean and uncluttered
 - White space – use it!
- 6 X 6 rule
- Animation
 - Use sparingly and meaningfully. Ask yourself, “Does using animation **enhance** the message?”
 - Don't **annoy** the viewer.
- Good rules for Builds
 - Wipe **right** for text
 - **Zooms** work well for photos and images
 - Arrows? Use **peek or wipe**
 - Slide transitions are OK as long as they are **consistently** used

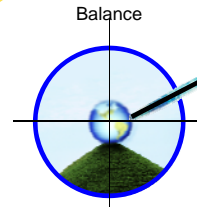
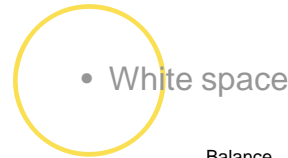


A p|Story starts with an Entrance, because Our eye looks at one place to start. It just does! The Flow of the placement of parts that together Help guide us along like the quill of a feather.

Design is the white space, the balance and more It considers relationships, rhythms and your Thoughts and ideas that will fill in the space That our purpose intended to help you embrace.

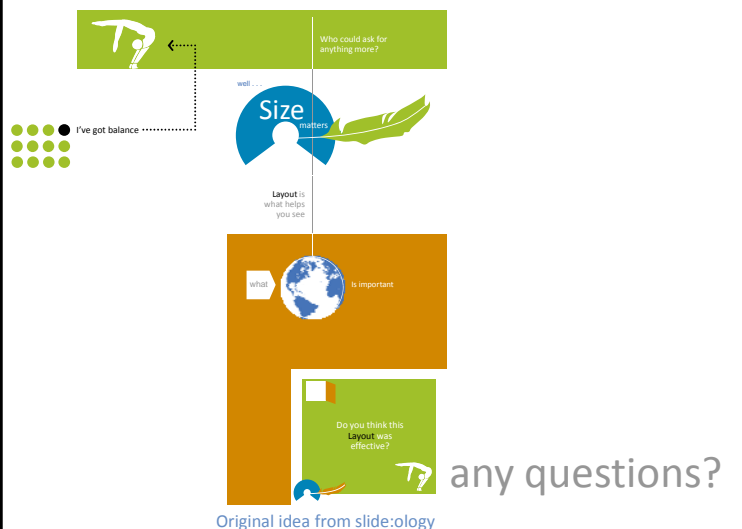
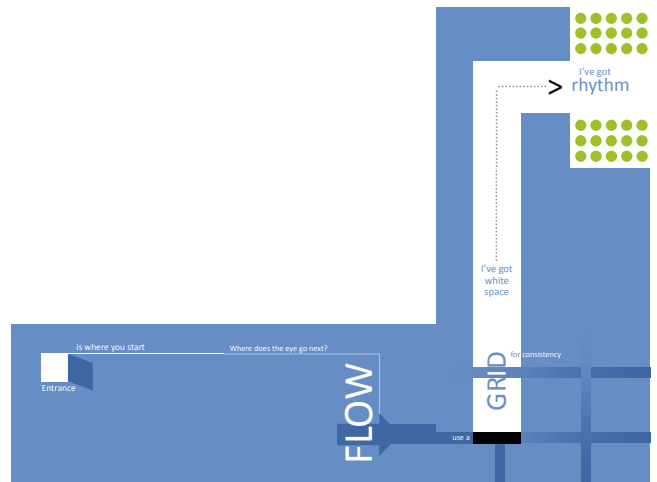
Consider consistency, visual clues, That help guide the viewer to carefully choose What to look at, what order? The font and the flow Are important to make it effective, you know.

Layout



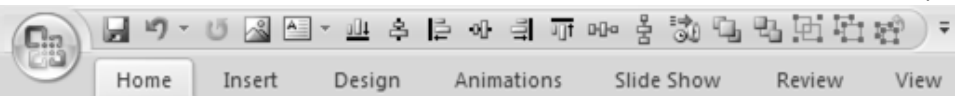
Entrance and Flow

help you understand relationships



Original idea from slide:ology

These are mine
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Customize your toolbar in PowerPoint with your favorite icons

Color

Brain Rule

🕒 SHORT-TERM MEMORY | Repeat to Remember.

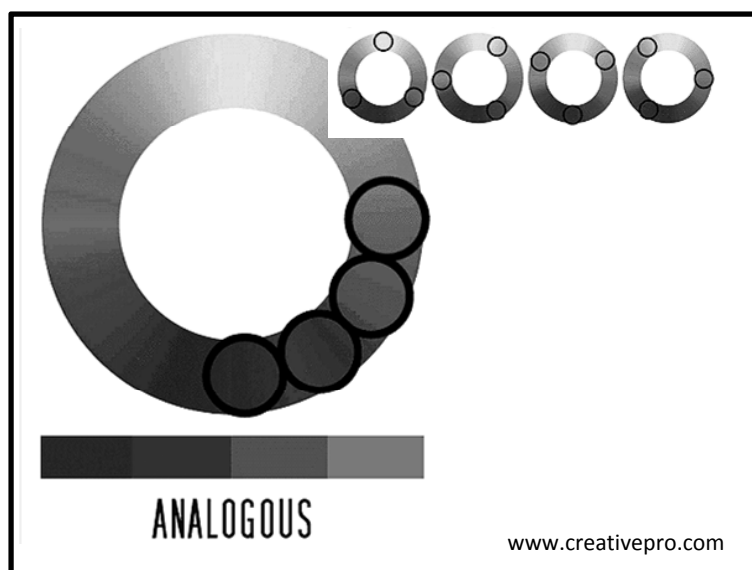
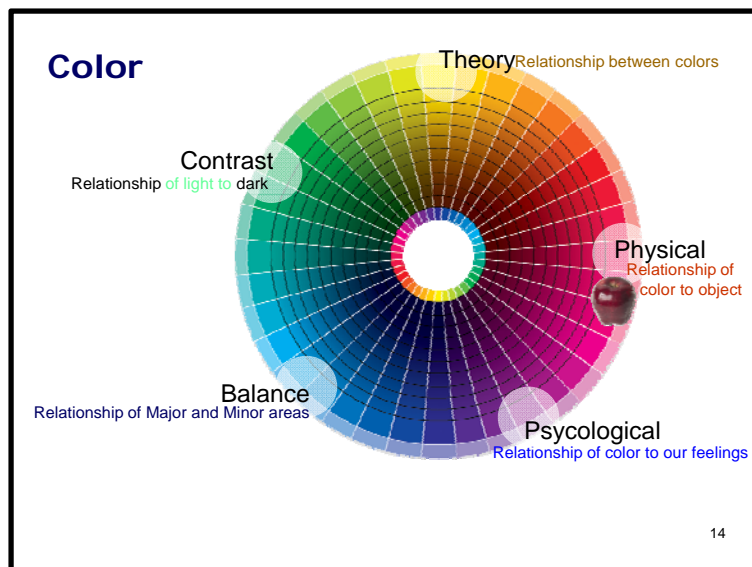
Think about

- **Theory**
 - Relationship between colors
 - Analogous
 - Complementary
 - Triad
 - Keep it **simple**
 - Use a maximum of **3** colors.
- **Physical**
 - What color is the **object?**
 - What is most **important?**
- **Psychological**
 - Relationship of color to our **feelings**
- **Balance**
 - Relationship of major and **minor**
- **Contrast**
 - Relationship of **light** to dark
 - Avoid **black** backgrounds, **yellow** text on white, red/green

Color's like music that's heard with our eyes
The colors of yellow, green, red, blue will surprise,
They touch deep in our hearts, and they also supplies
The harmony that make art soar to high highs.
To make the most impact, you just keep it simple!
(A smile is enhanced by the simplest dimple.)

Color is not seen in its separate parts.
You see it together, like music in art.
Relationship's key. Take a look at the chart
That shows how it fits and where you can start.

Contrast and balance and theory together
With emotional links make a wonderful teacher
To guide all our choices, and help us do better
At joining our art with our heart and our letters



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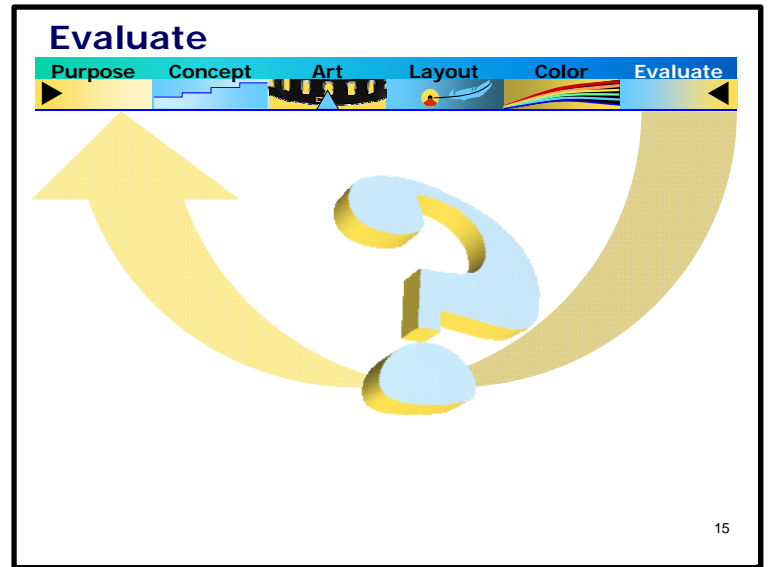
Evaluate

Brain Rule

 LONG-TERM MEMORY | Remember to repeat

Think about

- Is the **purpose** so clear that we understand why?
- Is the **concept** so good it engages my eye?
- Does the **art** evoke just what you want it to do?
- Does the **layout** help start you and carry you through?
- Is the **color** so simple, creates harmony?
- Does it all work together to help us agree?



- No spelling errors or sloppy grammar,
- Less is more
Too many slides are...too many slides!

It's all about relationships

A p|Story helps us to realize why
We must live in relationships, and we must try
To use what our hearts and our brains and our hands
Can create so our story we'll all understand.



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Make Presentation

Brain Rule

 SLEEP | Sleep well, think well.

Think about

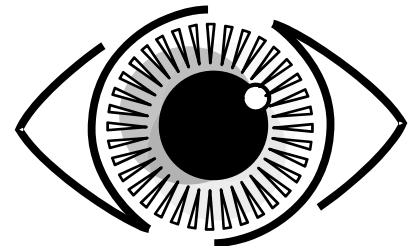
- Be **Prepared**
- Keep it **Simple**
 - Like a story
 - Beginning
 - Middle
 - End
- Embrace your **nerves**
- Don't force **laughs**
- Don't go longer than **20** minutes (ever)



Greek Rhetoric & Literary Criticism

1. Be logical.
2. Think clearly.
3. Reason cogently.
4. Remember that argument is the life and soul of persuasion.
5. Study human nature.
6. Observe the characters and emotions of your audience, as well as your own character and emotions.
7. Attend to delivery.
8. Use language rightly.
9. Arrange your material well.
10. End crisply.

- Use the speaker notes (preprinted)
- Focus on the content and the audience.
- Don't talk to the screen
- Avoid standing in front of the screen or blocking anyone's view with the screen of the laptop.



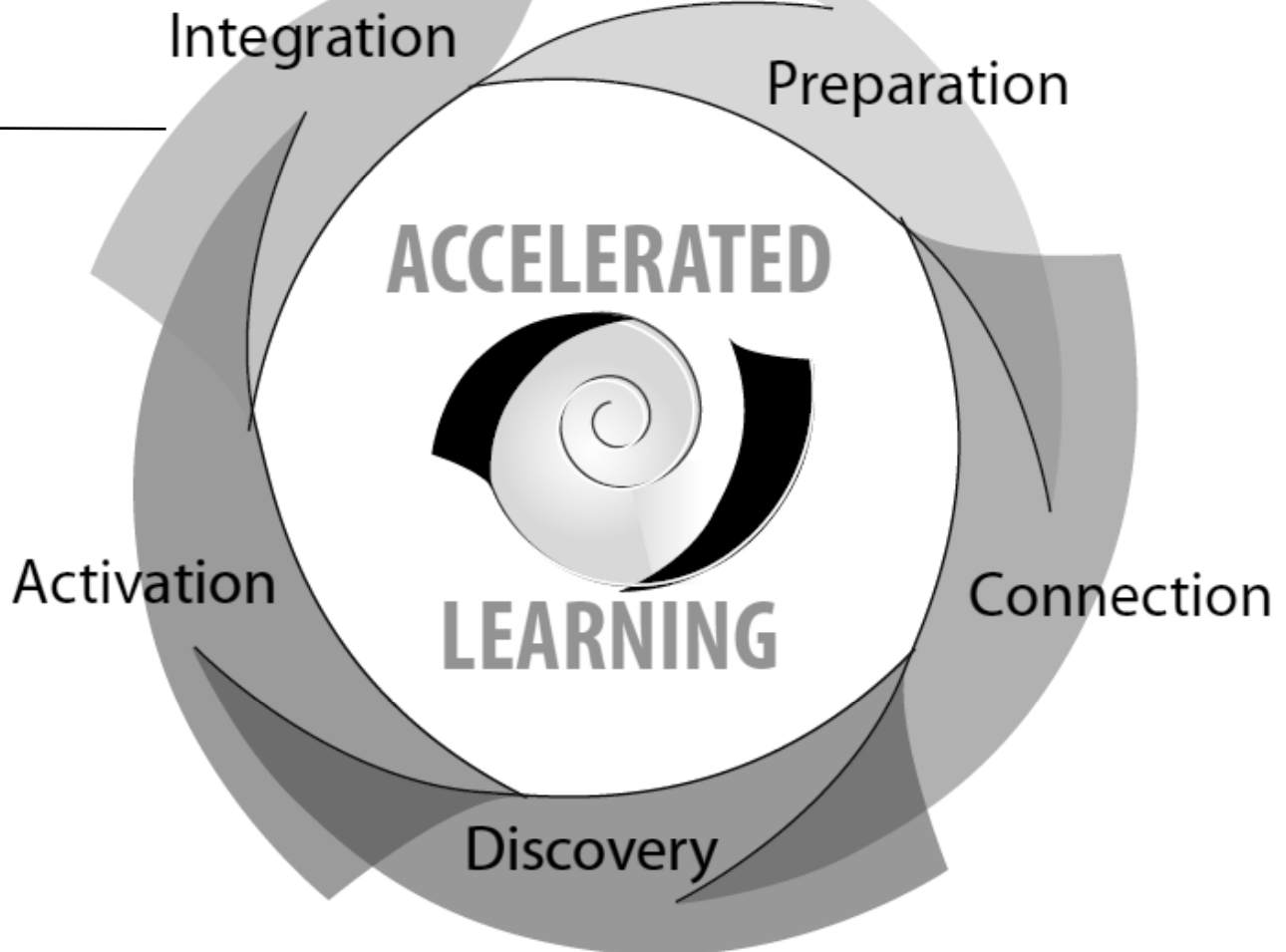
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Accelerated Learning

Brain Rule

WIRING | Every brain is wired differently.



- | | |
|---|--|
| <input type="checkbox"/> Brainstorming/Discussion | <input type="checkbox"/> Project/Problem-based Instruction |
| <input type="checkbox"/> Drawing/Artwork | <input type="checkbox"/> Cooperative Learning |
| <input type="checkbox"/> Games | <input type="checkbox"/> Roleplay/Drama/Charades |
| <input type="checkbox"/> Graphic Organizers | <input type="checkbox"/> Storytelling |
| <input type="checkbox"/> Humor and Celebration | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Manipulatives/Models | <input type="checkbox"/> Visualization |
| <input type="checkbox"/> Metaphors/Analogies/Similies | <input type="checkbox"/> Visuals |
| <input type="checkbox"/> Mnemonic Devices | <input type="checkbox"/> Work Study/Action Research |
| <input type="checkbox"/> Movement | <input type="checkbox"/> Writing/Reflection |
| <input type="checkbox"/> Music/Rhythm/Rhyme/Rap | |

Based on Professional Learning Strategies: M. Tate 2006

About our Presenters

Brain Rule



EXERCISE | Exercise boosts brain power



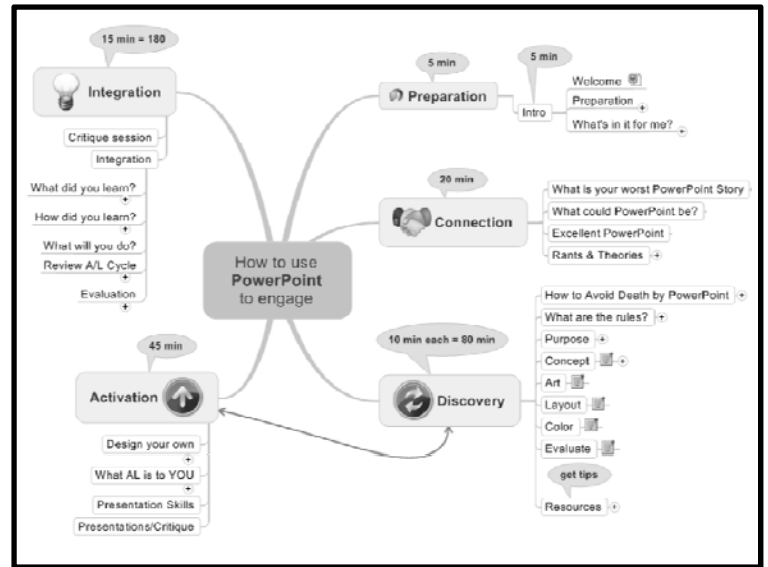
SENSORY INTEGRATION | Stimulate more of the senses



GENDER | Male and female brains are different

Think about

- What did you learn?



- What will you do next?

Sue Fody is an Instructional Designer who has worked in the corporate environment designing and delivering training for over 14 years in Yellow Pages, IT and Healthcare industries, winning awards for excellence in design and results. She has been actively involved with the American Society for Training and Development (ASTD) on the board and as President, leading the Northern Rockies Chapter from survival mode to financial robustness. Sue is a practiced Graphic Recorder. She holds a Bachelors of Arts in Education and Art, and a Masters of Arts in Educational Technology. Sue is also certified in the Mager method of Criterion Referenced Instruction, accelerated learning and e-learning.



Frank Broen is President of Teach America. Utilizing the most cost effective tools to deliver direct, effective programs, Teach America specializes in creating media that is used by state and federal agencies for use in training and communicating transportation issues. Formed in 1979, Teach America strives to exceed expectations in every task it undertakes. Teach America works as a partner to create innovative products that help both experienced professionals and interested newcomers understand and apply important concepts. We produce conference proceedings with complete A/V presentations, websites, multimedia programs, handbooks, traditional training, and accelerated learning experiences.

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