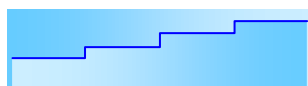


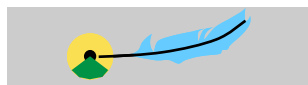
Is the \_\_\_\_\_ so clear that we understand why?



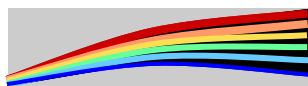
Is the \_\_\_\_\_ so good it engages my eye?



Does the \_\_\_\_\_ evoke just what you want it to do?



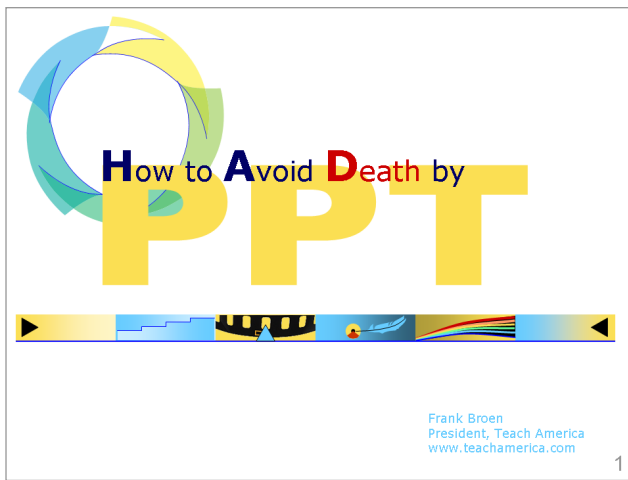
Does the \_\_\_\_\_ help start you and carry you through?



Is the \_\_\_\_\_ so simple, creates harmony?



Does it all work together to help us agree? \_\_\_\_\_



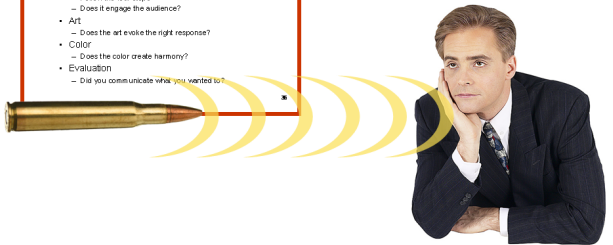
# How to Avoid Death by PPT

Frank Broen  
President, Teach America  
www.teachamerica.com

1

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?

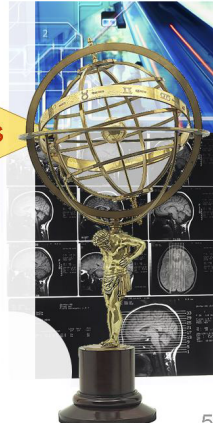


Our minds don't remember text in bullet points. After 3 things our memory slips, disappoints.

2

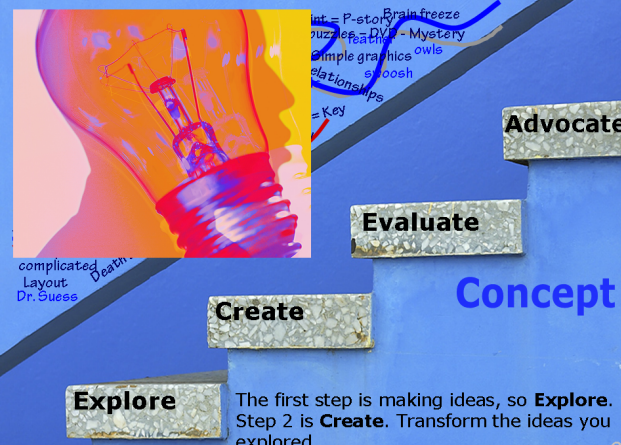
## Purpose

It's all about relationships



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

5



**Advocate**  
**Evaluate**  
**Create**  
**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

Entrance and Flow

• White space

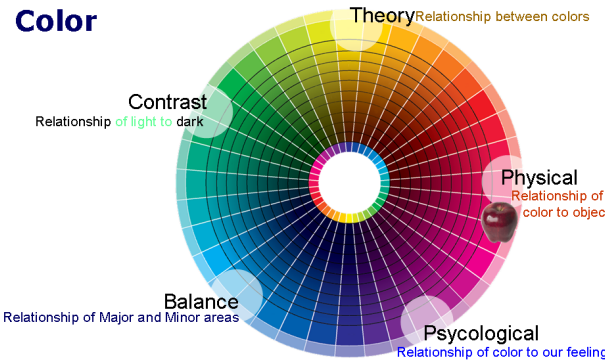
Balance

help you understand relationships

Layout's the white space, the balance and more

10

## Color



Theory Relationship between colors

Contrast Relationship of light to dark

Physical Relationship of color to object

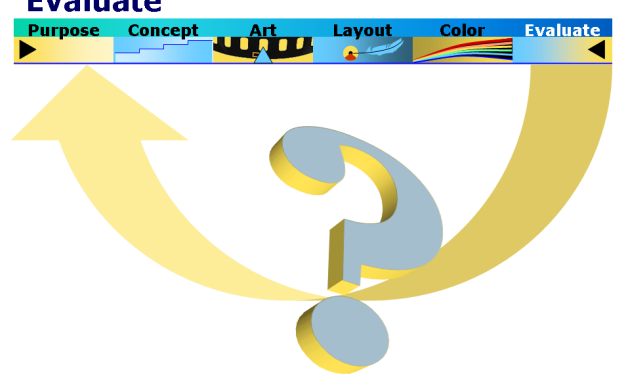
Balance Relationship of Major and Minor areas

Psychological Relationship of color to our feelings

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

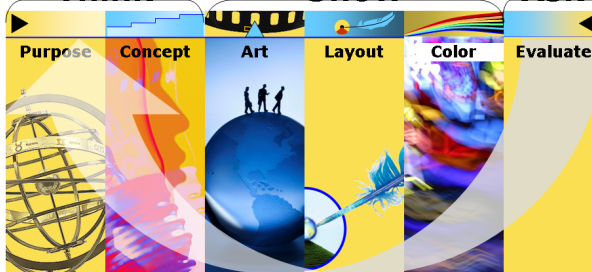


I listen to how *you* think and comprehend.  
It motivates and tells a story that's clear.

## Think

## Show

## Ask



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



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

7

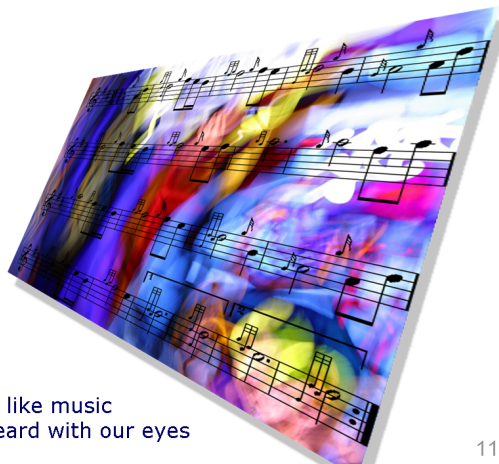
## Art



**ART** dramatically makes your idea come alive.

8

## Color



**Color** is like music  
that's heard with our eyes

11

## Color

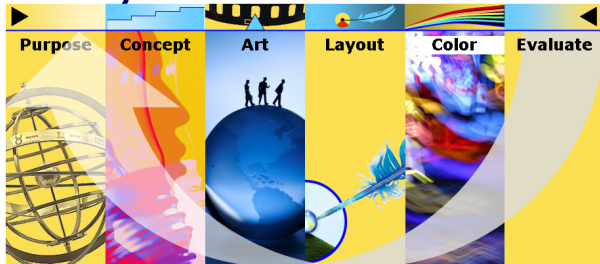
# KISS

Just keep it simple!



12

## P-Story



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



It's all about relationships



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.

© Frank Breen/Teach America 2008 16



# Purpose

## Brain Rule



EXPLORATION | We are powerful and natural explorers

Brain Rules from John Medina | [www.brainrules.net](http://www.brainrules.net)

Think about

- What is the \_\_\_\_\_ of my talk?
- What's the \_\_\_\_\_ here?
- What is my core/central \_\_\_\_\_?
- What do I want them to \_\_\_\_\_?

*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?



2

## Seven Questions to Knowing Your Audience



Insert a representative picture or illustration of an audience member in this rectangle. It helps to put a face on the 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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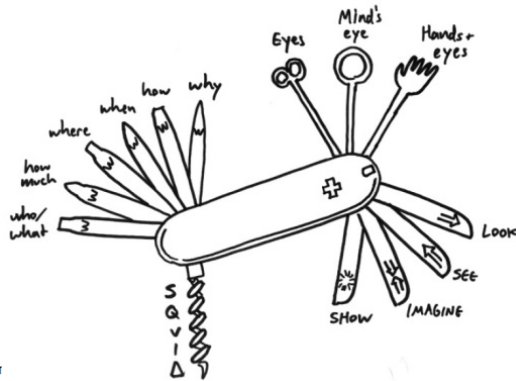
# Concept

## 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

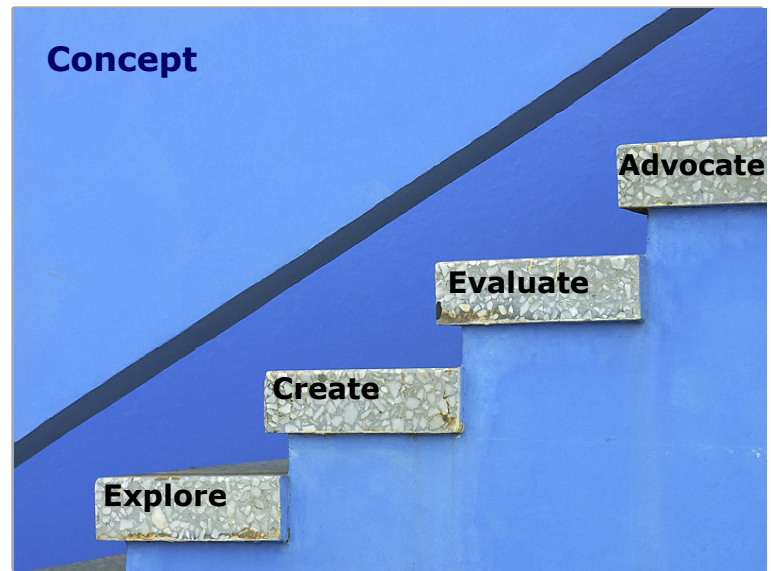
Copyright © 2008  
Dan Roam  
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Available everywhere from Portfolio

- How will you achieve your purpose?
  1. Explore
  2. Create
  3. Evaluate
  4. Advocate
- Text
  - \_\_\_\_\_ thought or idea per slide
  - \_\_\_\_\_ 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 \_\_\_\_\_
  - Ideas? Use \_\_\_\_\_
- Keep it \_\_\_\_\_
  - Less is more
  - Too many slides are...too many slides!
  - Logistics
- Use the speaker notes.

## Concept



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.

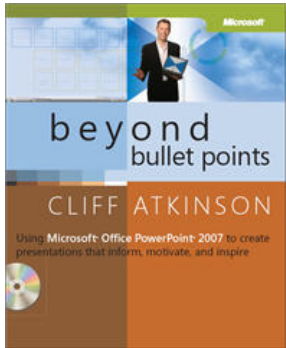
# Concept

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:
<b>Think</b> of a Purpose and Concept that’s clear.	Purpose is clear	Make it simple	
		What is the story?	
		Know your audience	
	Concept	Explore many ideas	
		Create many things	
		Evaluate – choose one	
		Advocate – Just do it	
<b>Show</b> Art, Colors, and Layout	Art make the concept come alive	Graphic (art)	
		Realistic (photo)	
		Symbolic	
		Text	
	Layout	Entrance	
		Flow	
		White Space	
	Color	Theory	
		Physical/Psycological	
		Contrast/Balance	
<b>Ask</b> to Evaluate what they did hear.	Evaluate	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](http://www.beyondbulletpoints.com)

# Art

Brain Rule

 VISION | Vision trumps all other senses

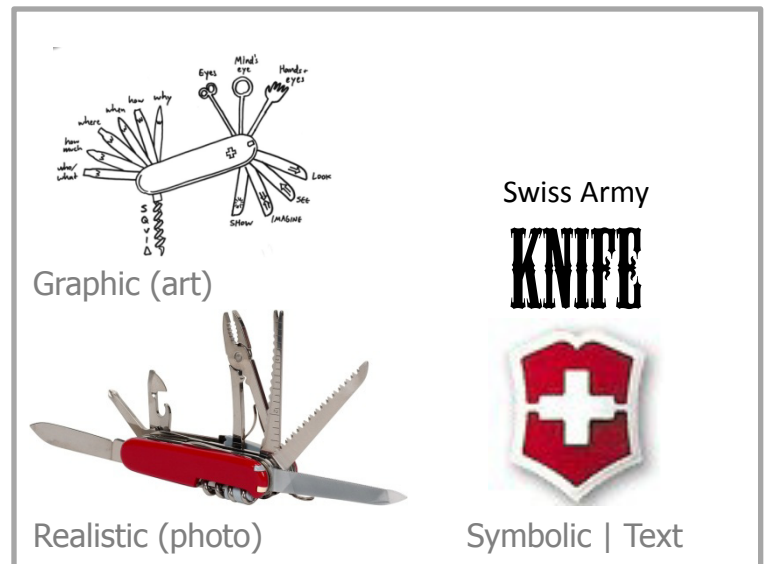
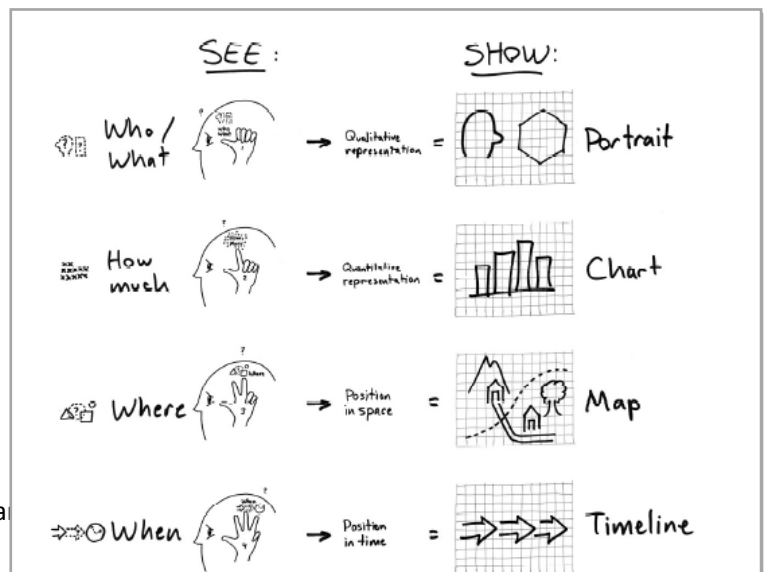
Think about

- **Font style**
  - San Serif for reading screens
  - At least 24 - 30 point, and only        styles per slide
  - CAPS are        to read. Use Upper and lower case.
- **Graphics**
  - Adds to                     , 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        lines to show trends.
  - Use bright colors for lines (yellow is invisible)
  - 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?

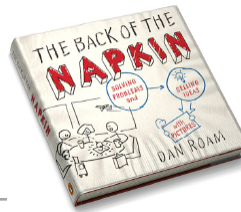


Frank Broen [[fbroen@teachamerica.com](mailto:fbroen@teachamerica.com)]  
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# Charts & Graphs



## The Visual Thinking Codex

Drawn from:

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

by Dan Roam

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Dan Roam  
all rights reserved



Available everywhere from Portfolio

			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

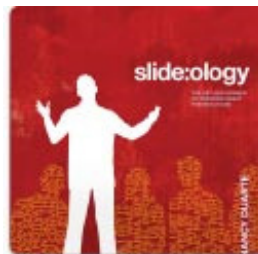
## Brain Rule



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 \_\_\_\_\_ the message?”
  - Don't \_\_\_\_\_ the viewer.
- Good rules for Builds
  - Wipe \_\_\_\_\_ for text
  - \_\_\_\_\_ work well for photos and images
  - Arrows? Use \_\_\_\_\_
  - Slide transitions are OK as long as they are \_\_\_\_\_ 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

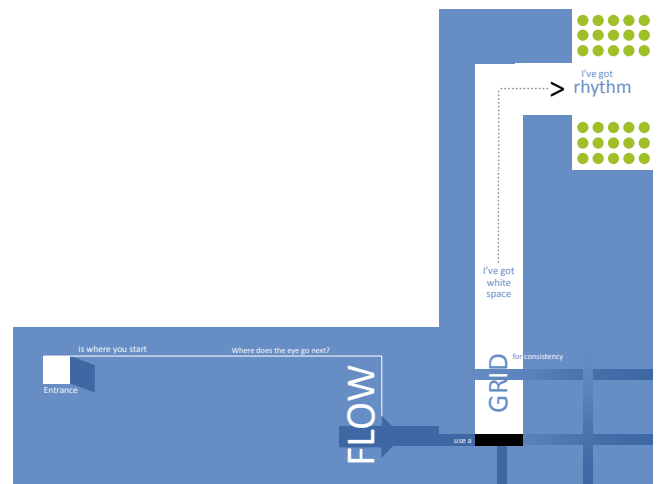


Balance

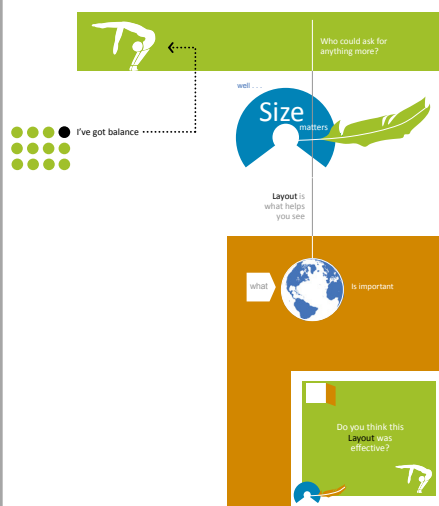
Entrance and Flow

help you understand relationships

11



1



Original idea from slide:ology

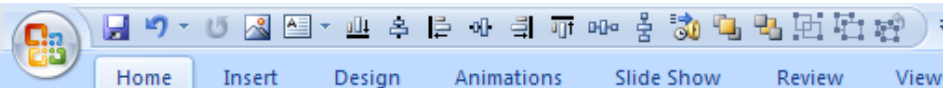
any questions?

12

These are mine

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Sue Fody [[Sue.Fody@trizetto.com](mailto:Sue.Fody@trizetto.com)]



Customize your toolbar in PowerPoint with your favorite icons

# Color

## Brain Rule



SHORT-TERM MEMORY | Repeat to Remember.

Think about

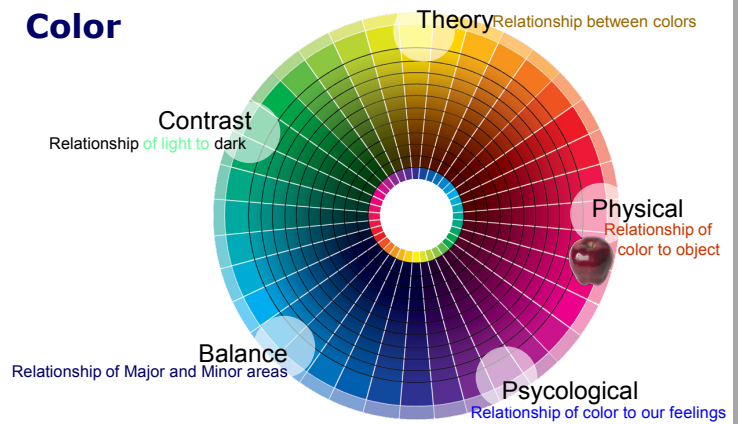
- Theory
  - Relationship between colors
  - Analogous
  - Complementary
  - Triad
  - Keep it \_\_\_\_\_
    - Use a maximum of **3** colors.
- Physical
  - What color is the \_\_\_\_\_?
  - What is most \_\_\_\_\_?
- Psychological
  - Relationship of color to our \_\_\_\_\_
- Balance
  - Relationship of major and \_\_\_\_\_
- Contrast
  - Relationship of \_\_\_\_\_ 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.)

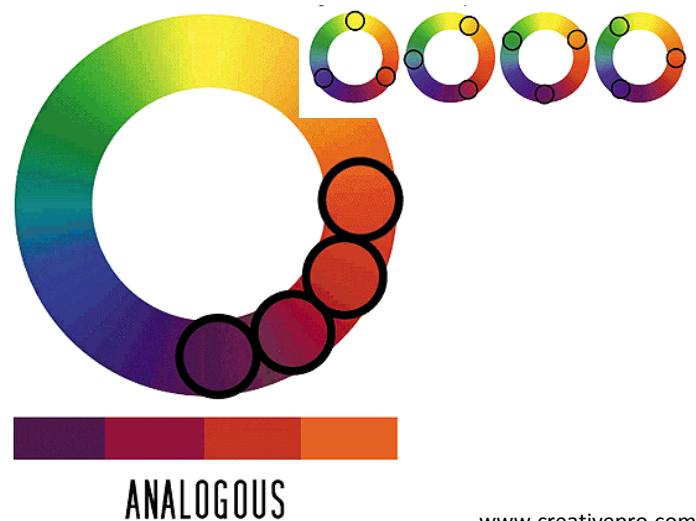
Color is not seen in its separate parts.  
 You see it together, like music in art.  
 Relationship's key. Take a look at the chart  
 That shows how it fits and where you can start.

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

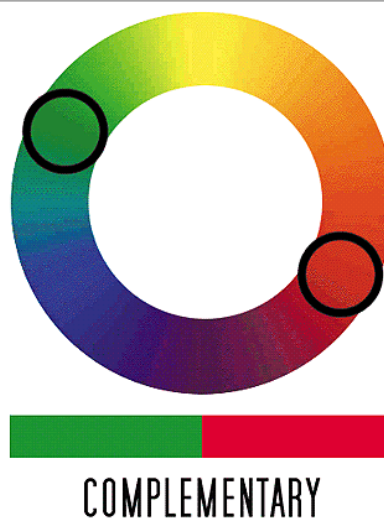
## Color



14



www.creativepro.com



www.creativepro.com

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# Evaluate

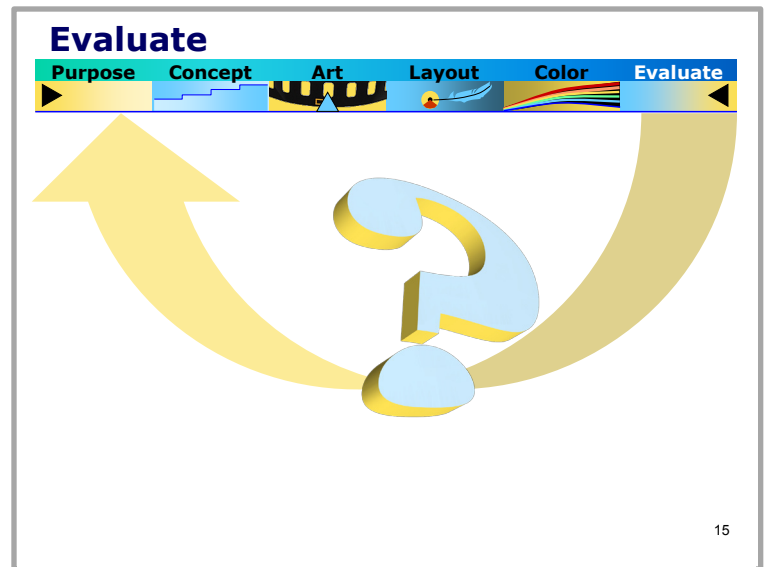
Brain Rule



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?



15

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

It's all about relationships

Ap|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

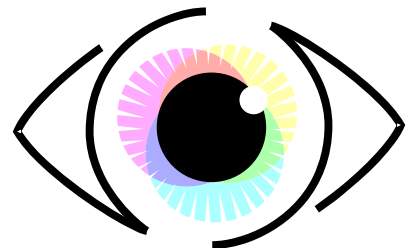
- Be \_\_\_\_\_
- Keep it \_\_\_\_\_
  - Like a story
  - Beginning
  - Middle
  - End
- Embrace your \_\_\_\_\_
- Don't force \_\_\_\_\_
- Don't go longer than \_\_\_\_\_ minutes (ever)



## 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.




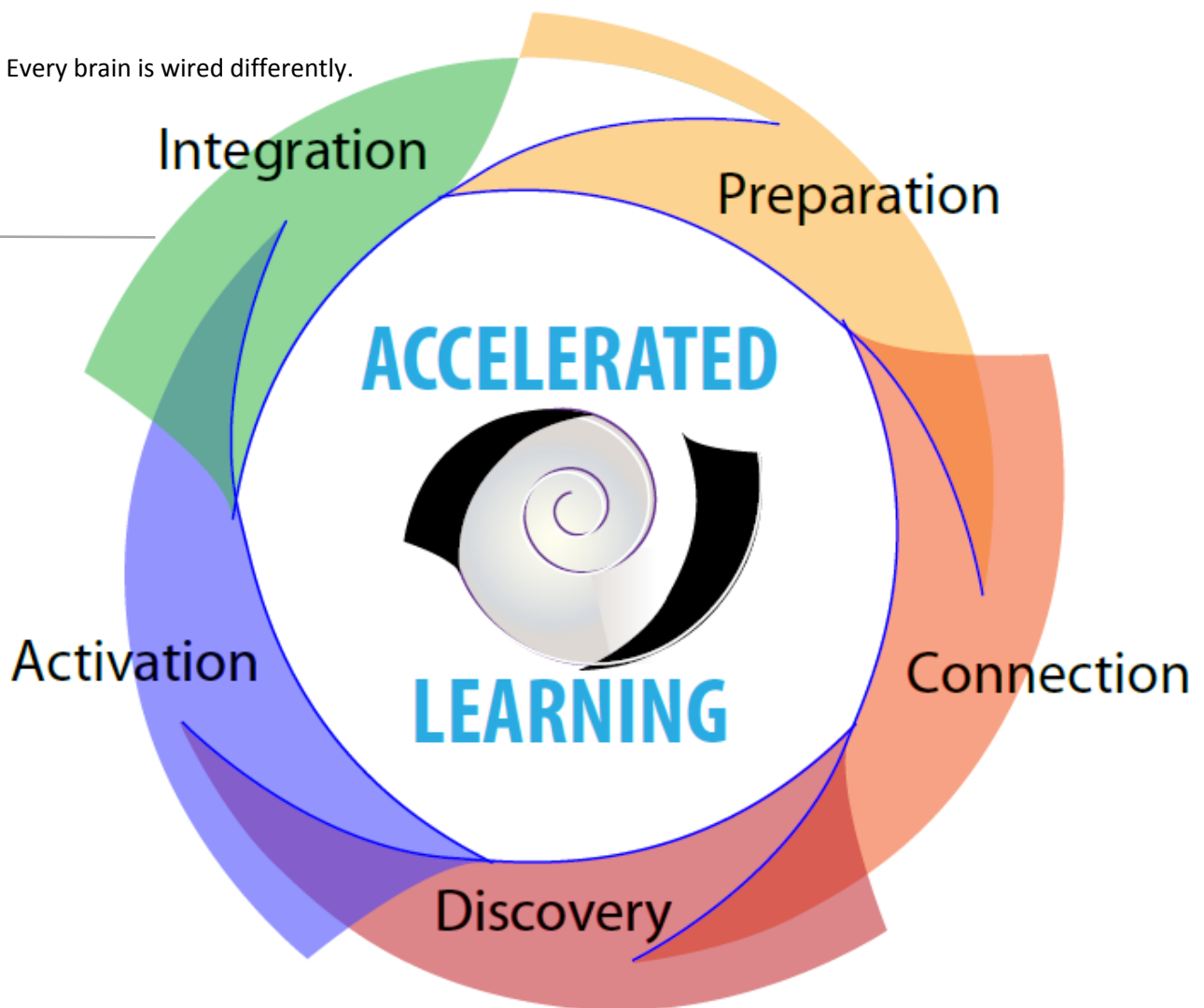
Frank Broen [[fbroen@teachamerica.com](mailto:fbroen@teachamerica.com)]  
[www.teachamerica.com](http://www.teachamerica.com) 850 528-6056

Sue Fody [[Sue.Fody@trizetto.com](mailto:Sue.Fody@trizetto.com)]

# 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



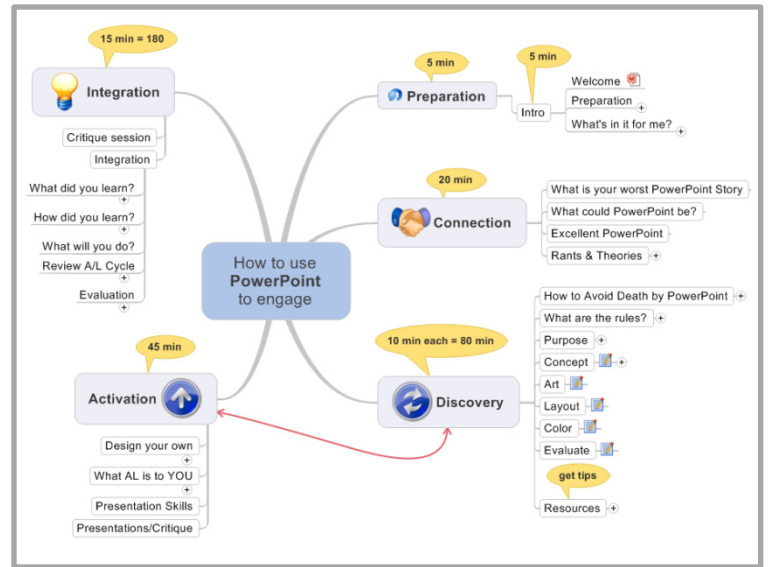
**SENSORY INTEGRATION** | Stimulate more of the senses



**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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