Effective Presentations
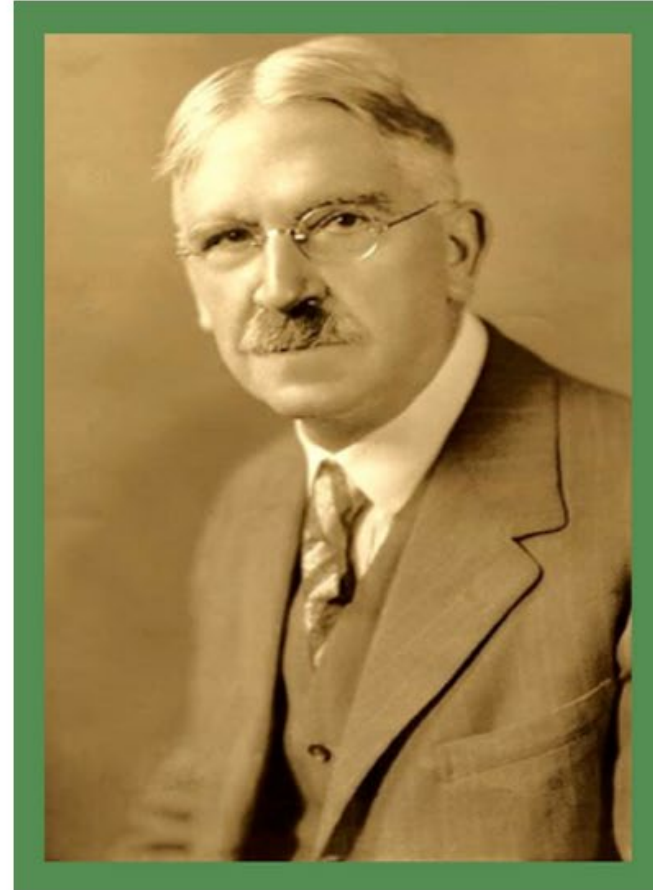## *How to create an engaging PowerPoint*

Present your Research Paper with an Engaging PowerPoint Presentation

Reflections

"We do not learn from experience.
We learn from reflecting on experience."

John Dewey
(1859 -1952)

Power of Self-Reflection

The Power of
Self-Reflection

Reflect

BEFORE:

What is your number?

Rate your expertise doing presentations using PowerPoint

- **On a scale of 1-10:**
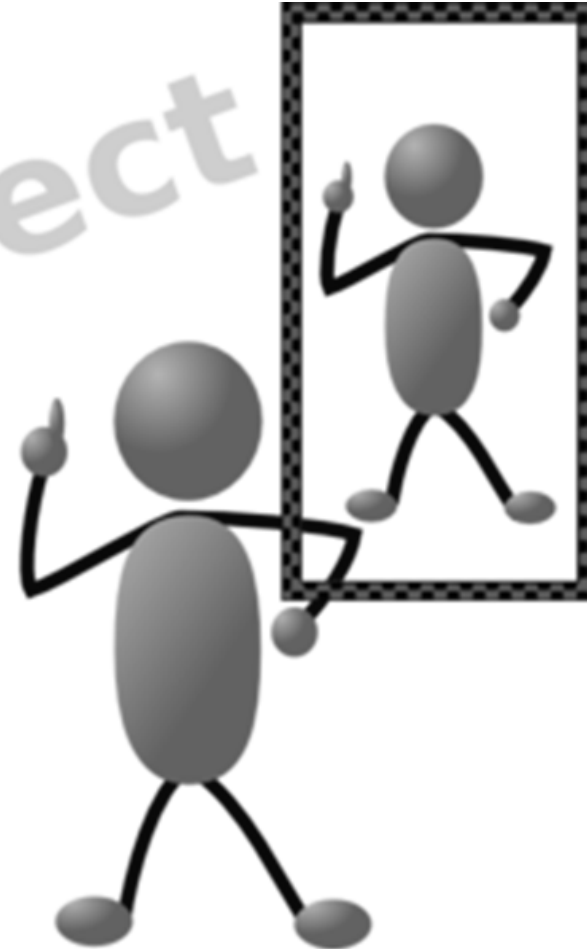 - ✓ **1 being not comfortable**

The Power of Self-Reflection

3-2-1 Exit Slip

Record your self-reflection
- **3 things I learned**
- **2 *aha* moments**
- **1 question I still have**

Reflect

My Bad Presentation

- We've all been to presentations with presenters who make no eye contact because they're too busy staring at the wall of bullet point text next to a vague irrelevant image

- This isn't an effective way to present information because it prevents you from being human and in turn makes your audience feel like lifeless robots

- I get that it can be intimidating to deliver a presentation without relying on the slides to help you fill in the gaps.

- But It would be better to bring your script printed out (or even better, in notecard form) to give your presentation.

- I realize I'm counterintuitively providing actual information here I'm going to the next slide now.

My Bad Mistakes

1. Irrelevant Picture (Capital first letter)

2. No white space (No capital for first letter)

3. Grammar:

   - 1st person/not 3rd

   - Contractions – We've; isn't; I'm

4. Consistency of Format (Capital first letter)

   - Bullets - start with same part of speech

   - This/I = Pronouns & But = Conjunction

5. Too many words > 100

6. Script/not prompts

7. Casual conversation/not formal writing style

Lifeless presenter

Too much info

So what makes a great presentation?

Tech glitches

slide

Creating Effective Presentations: Three Main Ideas

Organization

Presentation flow

Clarity

Summarize essential information

Practice

Know how to tell the story

Create a presentation outline

Select 1-5 important points for each topic

*No more than 7

Rehearse in front of a mirror & with family/friends

Creating Effective Presentations

Organization
What to Say

Focus
Problem/Solution

Build Outline
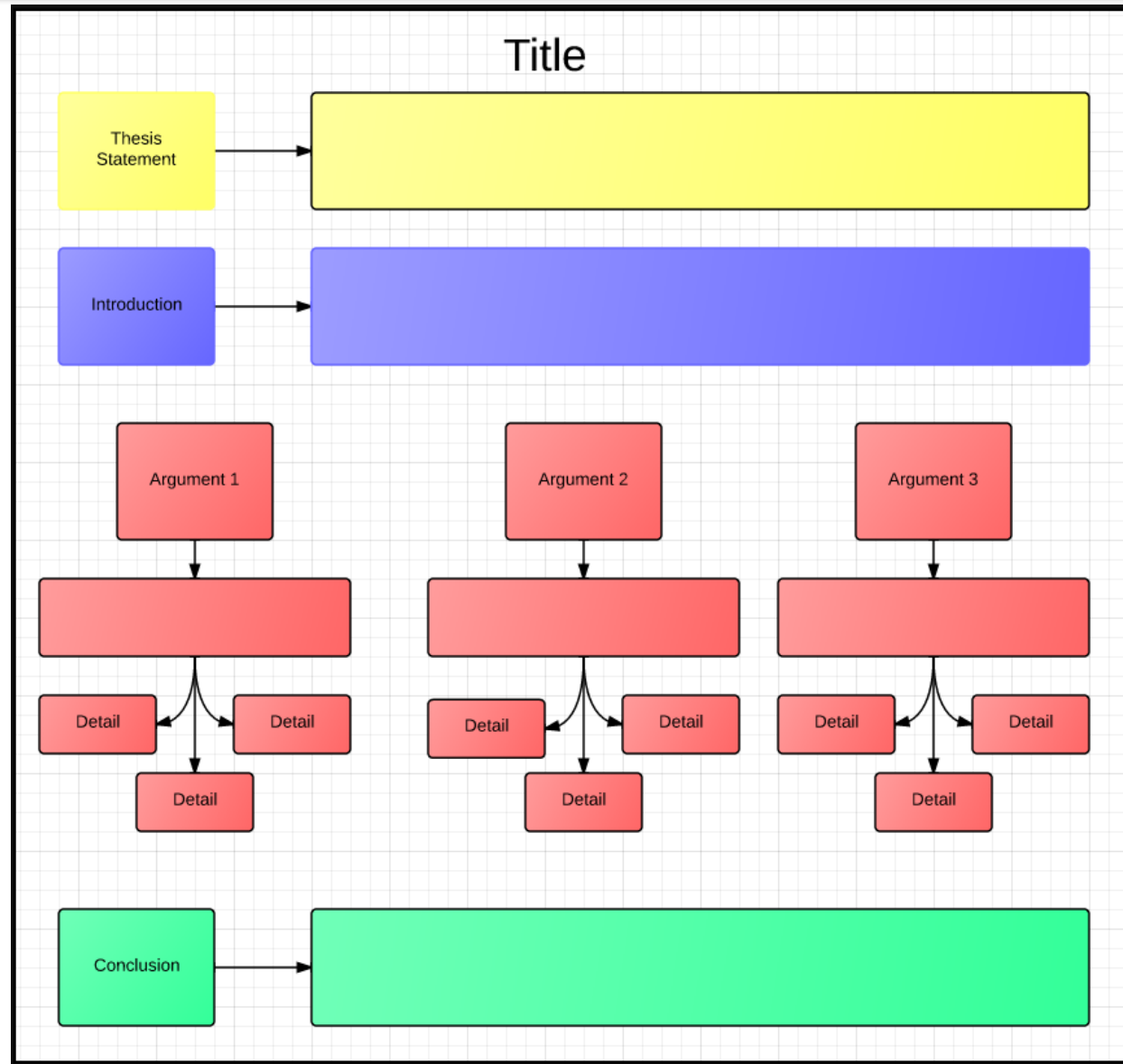
Clarity
How to Say It
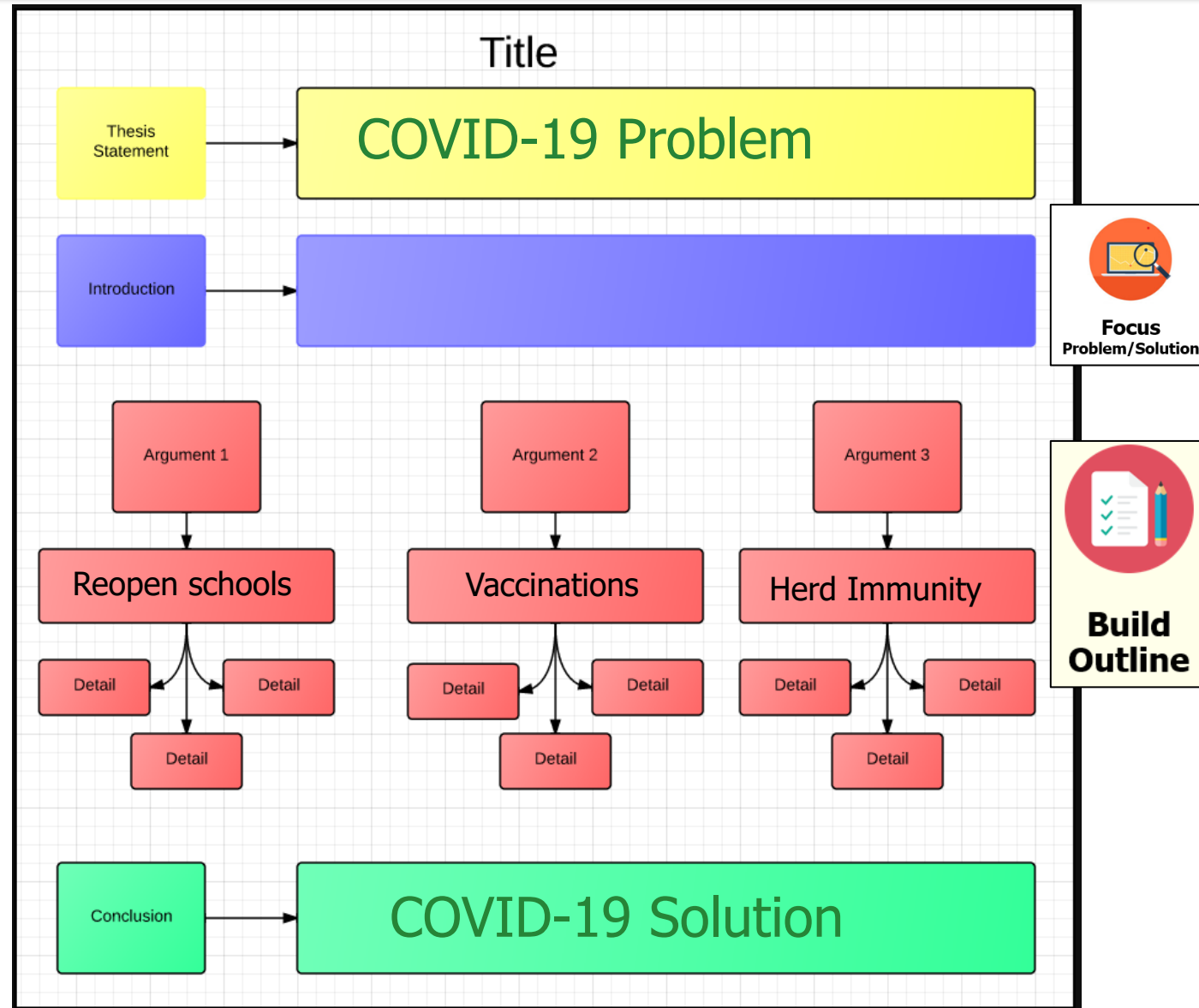
Design Slides

Practice
How to Tell It

1-2-3 Action

Outline: Research Paper & PowerPoint Presentation

PowerPoint Presentation: Outline

Focus
Problem/Solution

Build
Outline

Design
Slides

1-2-3 Action
Practice

Establish the Focus: Problem & Solutions

A → B

Where they are.

Where you want them to be.

COVID-19 Problems

COVID-19 Solutions

Map the Journey to Destination

Where they are.

Where you want them to be.

Audience Profile

Who is your audience?

What is motivating them?

What are their interests or concerns?

Solution/Destination

What ideas are participants taking away?

Are participants empowered to take action?

How are participants feeling?

Sample Project: Analyze the Impact of COVID-19 on a Business in your Career Field
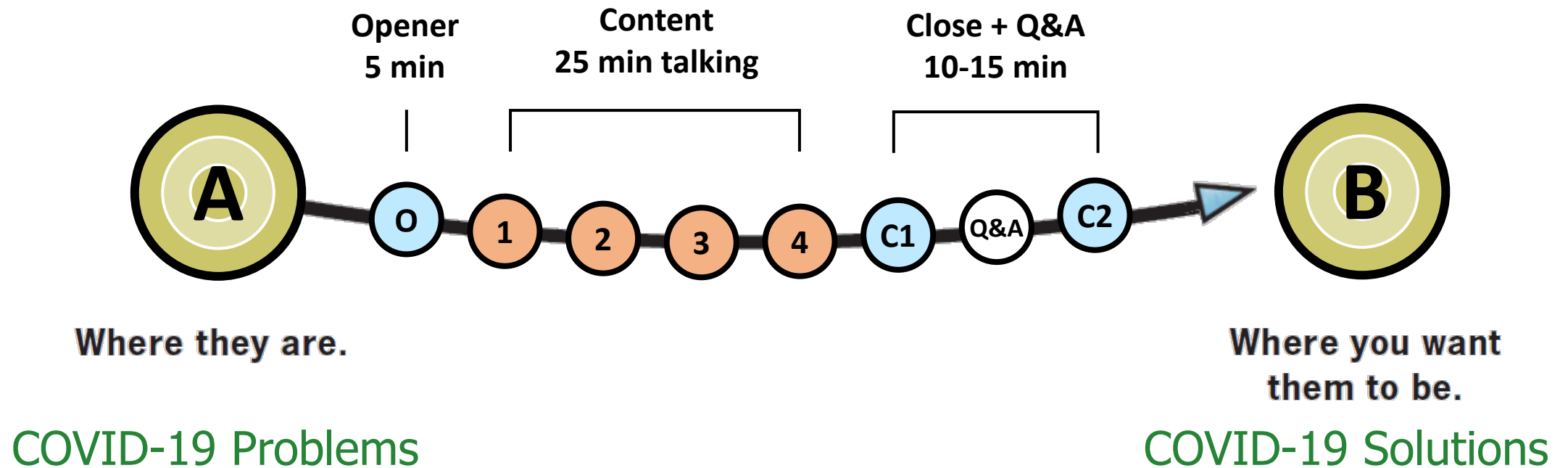
Focus
Problem/Solution

Build
Outline

Design
Slides

1-2-3 Action
Practice

Build Presentation Outline

Opener
5 min

Content
25 min talking

Close + Q&A
10-15 min

A — Where they are.

COVID-19 Problems

O 1 2 3 4 C1 Q&A C2

B — Where you want them to be.

COVID-19 Solutions

Timing is a sample for a one hour session

You have 90 seconds to hook your audience

What Makes a Good Hook?

Option 1: Tell a Story

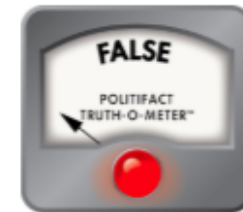**Option 2: Ask a Question**

Option 3: Share a Relevant Statistic

Facebook posts

stated on July 9, 2020 in a Facebook post:

"The CDC may have to stop calling COVID-19 an 'epidemic' due to a remarkably low death rate."

FALSE
POLITIFACT
TRUTH-O-METER™

Source:
https://www.politifact.com/factchecks/2020/jul/13/facebook-posts/no-cdc-not-verge-no-longer-calling-covid-19-epidem/

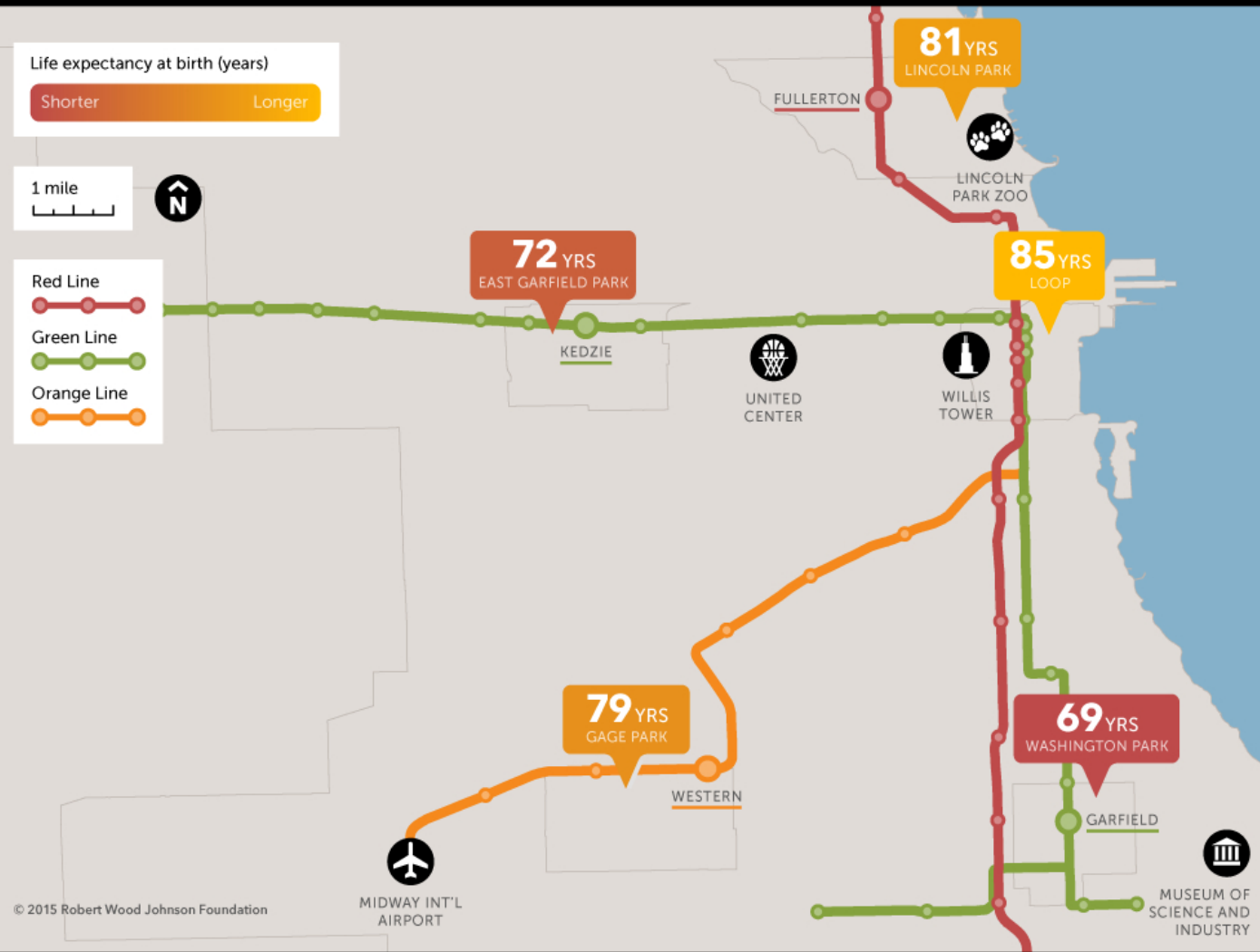# Option 2: Ask a question

What is the #1 predictor of your lifespan?

Presentation: Opener

Opener
5 min

O

1
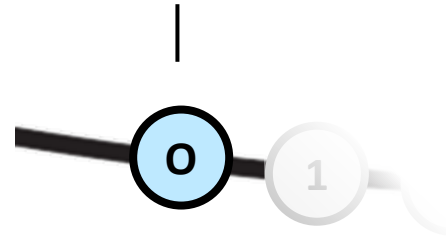
O1

The Hook:
Make them pay
attention

O2

**Learning
Goals:**
Identify 3-5 main
ideas

O3

Agenda:
Brief outline of
what you are
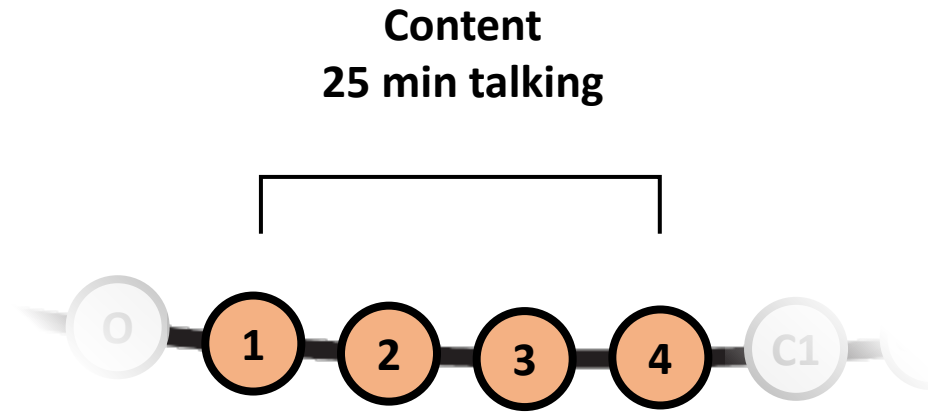covering

NAF BE FUTURE READY

Opener: Introduction

COVID-19 Business Impact Analysis Project

- Introduce audience to the COVID-19 Impact Project

- State the COVID-19 problem

- Review the pros/cons in solving the problem

- Explain the solution to the problem

Presentation: Core Content

Content
25 min talking

O 1 2 3 4 C1

Less is more!

Choose 3-5 main ideas
Select the most essential
information and discard the
rest

Core Content: Main Ideas

COVID-19 Business Impact Analysis Project

1. **Driving Question or Problem Statement**

2. **Business Description: Role/Products/Services**

3. **Impact of COVID-19 on Business**

   - **Economic**
   - **Staffing**
   - **Product lines**

4. **DATA ANALYSIS**

5. **Conclusion – Solve the problem**

DATA ANALYSIS *Use a simple graph*

Source

OUTDOOR INDUSTRY ASSOCIATION
TOGETHER WE ARE A FORCE:

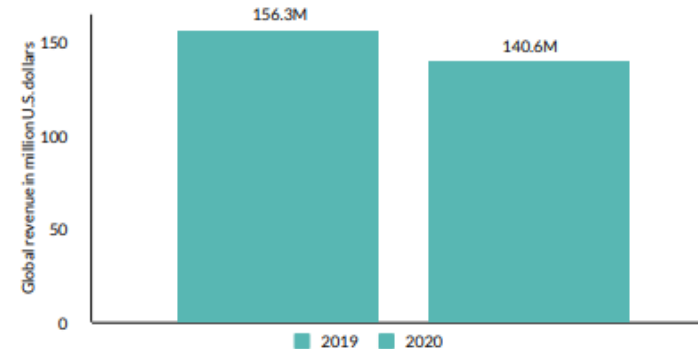March **2020**

Economic Impact of COVID-19

Balance sheet total

$-15.6 billion

Estimated loss in tourism industry revenue

Impact on US Tourism

Travel and tourism industry revenue for the United States in 2019 and projected impact of the COVID-19 pandemic in 2020
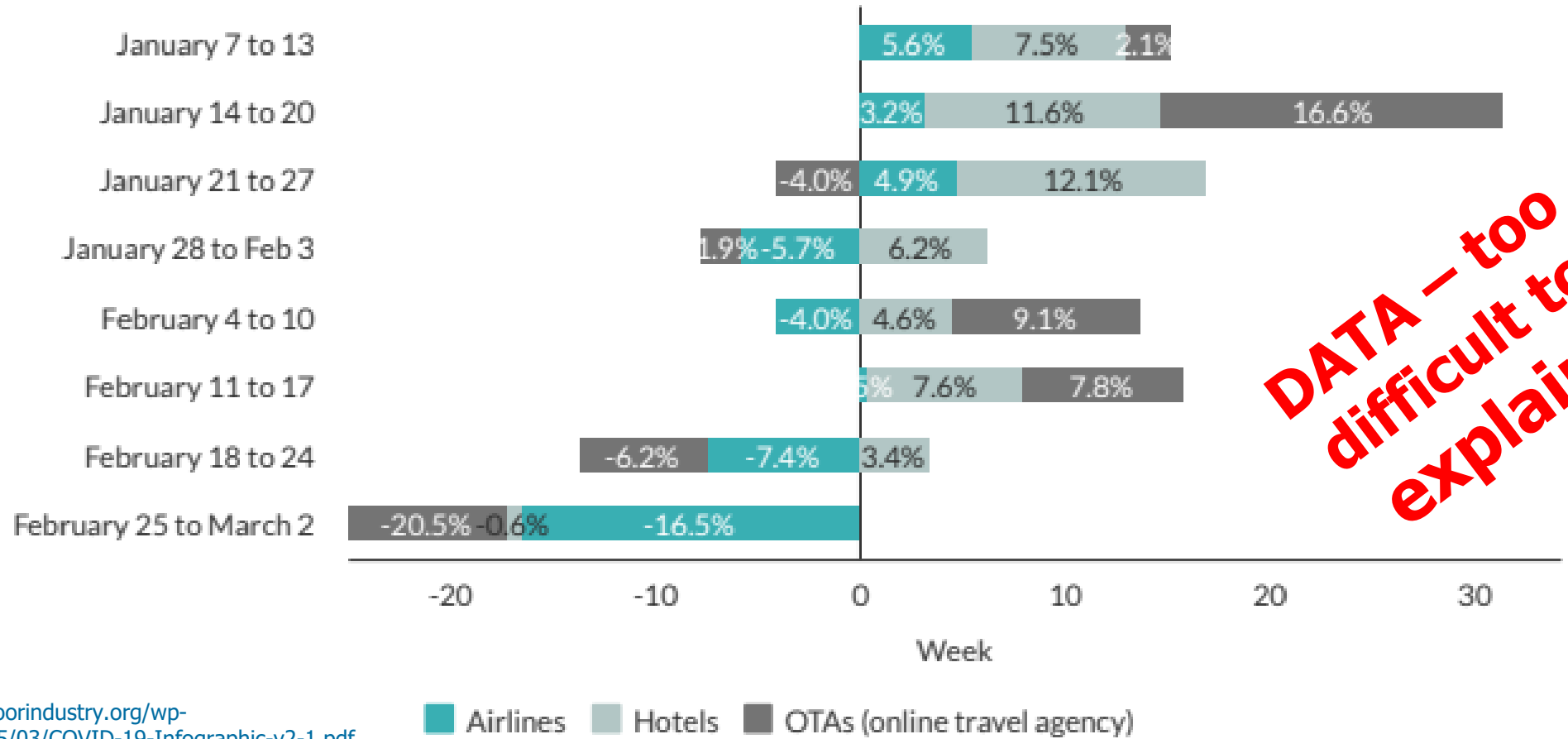
156.3M

140.6M

Global revenue in million U.S. dollars

2019 2020

Source: https://outdoorindustry.org/wp-content/uploads/2015/03/COVID-19-Infographic-v2-1.pdf

US Travel Sales

Percent change in weekly travel sales due to the coronavirus (COVID-19) outbreak in the United States in 2020, by sector by week
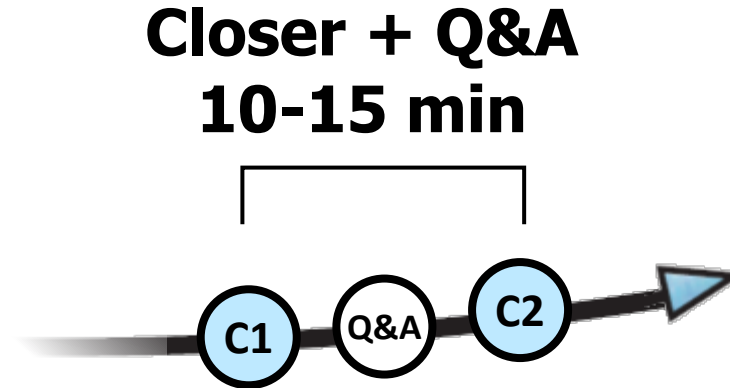
DATA ANALYSIS

DATA – too difficult to explain!

Week	Airlines	Hotels	OTAs
January 7 to 13	5.6%	7.5%	2.1%
January 14 to 20	3.2%	11.6%	16.6%
January 21 to 27	-4.0%	4.9%	12.1%
January 28 to Feb 3	1.9% -5.7%	6.2%	
February 4 to 10	-4.0%	4.6%	9.1%
February 11 to 17	6%	7.6%	7.8%
February 18 to 24	-6.2%	-7.4%	3.4%
February 25 to March 2	-20.5% -0.6%	-16.5%	

-20   -10   0   10   20   30

Week

■ Airlines   ■ Hotels   ■ OTAs (online travel agency)

Source: https://outdoorindustry.org/wp-content/uploads/2015/03/COVID-19-Infographic-v2-1.pdf

27

Presentation: Closer

**Closer + Q&A
10-15 min**

C1   Q&A   C2

C1

Closer #1:
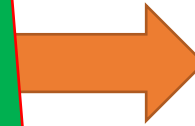Recap the 3
main ideas

Q&A

Q&A:
Do not end
here!

C2

Closer #2:
1-2 mins to
leave them
INSPIRED and
ready to act

The Power of Self-Reflection!

Record your self-reflection:
1 *aha* moment

Stop to Reflect

What is an **aha** moment during this presentation?

NAF | BE FUTURE READY

Continuing to Create Effective Presentations

Organization

What to Say

Clarity

How to Say It

Focus
Problem/Solution

Build
Outline

Design
Slides

1-2-3 Action
Practice

Slides reinforce my words, they do not repeat them.

NAF | BE FUTURE READY

What Makes a Great Slide?

Check list for effective slides:

Nouns – first word for each bullet

- ❑ White space

- ❑ 20 words or less on ENTIRE slide

Royalty free and labeled for commercial re-use

- ❑ Tahoma - Font size 24+

- ❑ Photos or illustrations - relevant

pixabay   ICONFINDER

creative commons   Font Awesome

If the slide has several bullets:

- ❑ Use animation to control information flow

- ❑ Start bullets with same part of speech

Verbs – first word for each bullet

Slide Design Techniques

Organization

What to Say

Icons have similar look, size, even spacing, & alignment

Focus
Problem/Solution

Build
Outline

Design
Slides

1-2-3 Action
Practice

Reuse slide anchors to reinforce concepts

Highlighter box

Gray out irrelevant parts

NAF · BE FUTURE READY

The Power of Self-Reflection!

Record your self-reflection:
Jot down 1 **fact** that you learned so far
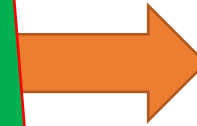
Virtual Interaction:

Everyone, type in 1 **fact** in the chat.

Finishing the Process of Creating Effective Presentations

Organization

What to Say

Focus
Problem/Solution

Build
Outline

Clarity

How to Say It

Design
Slides

Practice

How to Tell It

1-2-3 Action

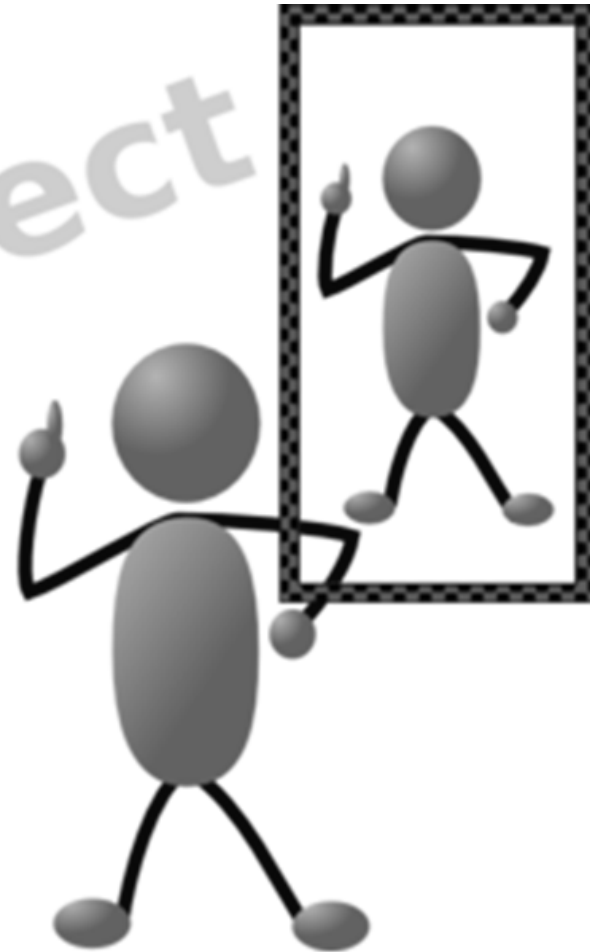# Practice!

Practice!

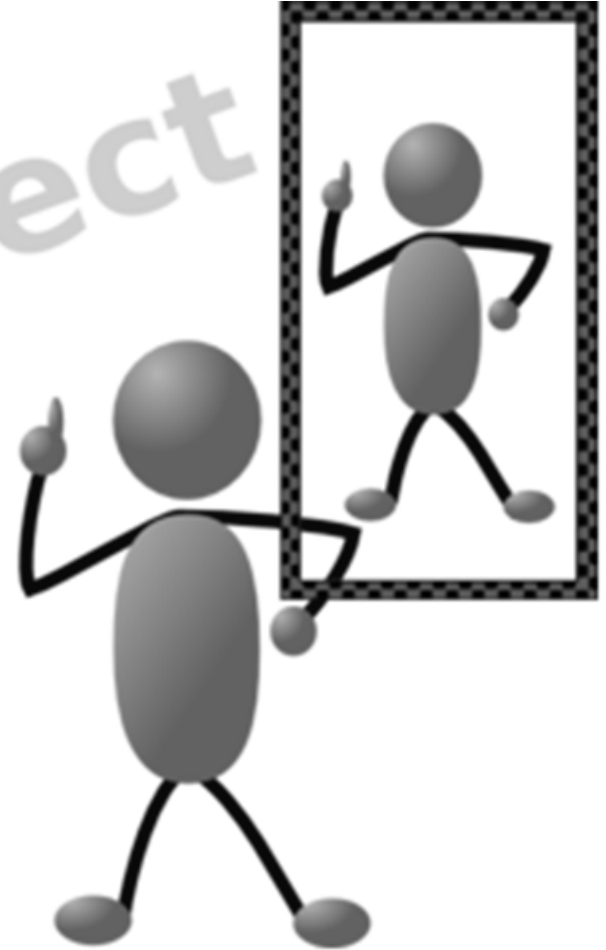### Practice!

In the mirror or with friends

Reflect

Practice!

- **Eye contact**

- **Posture**

- **Hand gestures**

- **Voice - inflection**

- **Smile**

- **Story telling (don't read)**

Reflect

Final Review: Ask Yourself

Organization:

❑ Are my main ideas specific?

❑ Is information well sequenced?

Clarity:

❑ Can I cut 50% of my text?

❑ Are bullets short prompts?

❑ Are my pictures relevant?

Practice:

❑ How do I stay calm?

❑ What do I do when I stumble?

❑ Who can give me pointers?

The Power of Self-Reflection

Reflect

AFTER Poll:

What is your number?

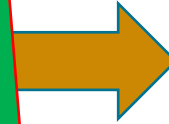**Rate your expertise doing presentations using PowerPoint**

- **On a scale of 1-10:**
  - ✓ **1 being not comfortable**

The Power of Self-Reflection

3-2-1 Exit Slip

Record your self-reflections
- **3 things I learned**
- **2 *aha* moments**
- **1 question I still have**

Virtual Interaction:

Everyone, type in one take away in the chat.

Contact Info:
cdelterzo@naf.org

BE FUTURE READY

Questions
&
Answers