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.”

Power of Self-Reflection

John Dewey (1859 -1952)
BEFORE:

What is your number?

Rate your expertise doing presentations using PowerPoint

• On a scale of 1-10:
  ✔ 1 being not comfortable
3-2-1 Exit Slip

Record your self-reflection
- 3 things I learned
- 2 *aha* moments
- 1 question I still have
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.
1. **Irrelevant Picture (Capital first letter)**
2. No white space (No capital for first letter)
3. Grammar:
   - 1\textsuperscript{st} person/not 3\textsuperscript{rd}
   - 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
So what makes a great presentation?
Creating Effective Presentations: Three Main Ideas

**Organization**

- Create a presentation outline

**Clarity**

- Select 1-5 important points for each topic
  - *No more than 7
- Summarize essential information

**Practice**

- Know how to tell the story
- 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
PowerPoint Presentation: Outline

Title

COVID-19 Problem

Introduction

Thesis Statement

Argument 1
Reopen schools

Argument 2
Vaccinations

Argument 3
Herd Immunity

Detail
Detail

Detail
Detail

Detail
Detail

Detail
Detail

Conclusion

COVID-19 Solution
Establish the Focus: Problem & Solutions

COVID-19 Problems

COVID-19 Solutions
Map the Journey to Destination

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

Where they are.
COVID-19 Problems

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.”

Source:
Option 2: Ask a question

What is the #1 predictor of your lifespan?
Short Distances to Large Gaps in Health

Life expectancy at birth (years):
- Shorter
- Longer

1 mile

Red Line
Green Line
Orange Line

81 YRS
LINCOLN PARK

85 YRS
LODGE

72 YRS
EAST GARFIELD PARK

79 YRS
GAGE PARK

69 YRS
WASHINGTON PARK

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https://multco.us/file/29320/download
Presentation: Opener

The Hook: Make them pay attention

Learning Goals: Identify 3-5 main ideas

Agenda: Brief outline of what you are covering
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

Less is more!
Choose 3-5 main ideas
Select the most essential information and discard the rest
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
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

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

<table>
<thead>
<tr>
<th>Period</th>
<th>Airlines</th>
<th>Hotels</th>
<th>OTAs (online travel agency)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 7 to 13</td>
<td>5.6%</td>
<td>7.5%</td>
<td>2.1%</td>
</tr>
<tr>
<td>January 14 to 20</td>
<td>3.2%</td>
<td>11.6%</td>
<td>16.6%</td>
</tr>
<tr>
<td>January 21 to 27</td>
<td>-4.0%</td>
<td>4.9%</td>
<td>12.1%</td>
</tr>
<tr>
<td>January 28 to Feb 3</td>
<td>1.9%</td>
<td>6.2%</td>
<td></td>
</tr>
<tr>
<td>February 4 to 10</td>
<td>-4.0%</td>
<td>4.6%</td>
<td>9.1%</td>
</tr>
<tr>
<td>February 11 to 17</td>
<td>5%</td>
<td>7.6%</td>
<td>7.8%</td>
</tr>
<tr>
<td>February 18 to 24</td>
<td>-6.2%</td>
<td>-7.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>February 25 to March 2</td>
<td>-20.5%</td>
<td>-16.5%</td>
<td></td>
</tr>
</tbody>
</table>

Presentation: Closer

Closer + Q&A
10-15 min

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!

Stop to Reflect

Record your self-reflection: 1 aha moment

What is an aha moment during this presentation?
Continuing to Create Effective Presentations

Organization
What to Say

Focus
Problem/Solution

Build
Outline

Clarity
How to Say It

Design
Slides

1-2-3 Action
Practice
Slides reinforce my words, they do not repeat them.
What Makes a Great Slide?

**Check list for effective slides:**

- White space
- 20 words or less on ENTIRE slide
- Tahoma - Font size 24+
- Photos or illustrations - relevant

**If the slide has several bullets:**

- Use animation to control information flow
- Start bullets with same part of speech

**Nouns – first word for each bullet**

**Verbs – first word for each bullet**

Royalty free and labeled for commercial re-use

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Pixabay, Iconfinder, Creative Commons, Font Awesome
Slide Design Techniques

Organization
What to Say

Focus
Problem/Solution

Build
Outline

Reuse slide anchors to reinforce concepts

Design
Slides

Highlighter box

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

1-2-3 Action Practice

Gray out irrelevant parts
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
Practice!

- Eye contact
- Posture
- Hand gestures
- Voice - inflection
- Smile
- Story telling (don’t read)
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?
AFTER Poll:

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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
Questions
&
Answers