

PRESENTS EXCEPTIONAL PRESENTATIONS IN SPITE OF POWERPOINT



MARK JONES

Executive External Strategy & Communications Fellow
The Dow Chemical Company





*A presentation
succeeds because of what
you say, not because of
what you show.*

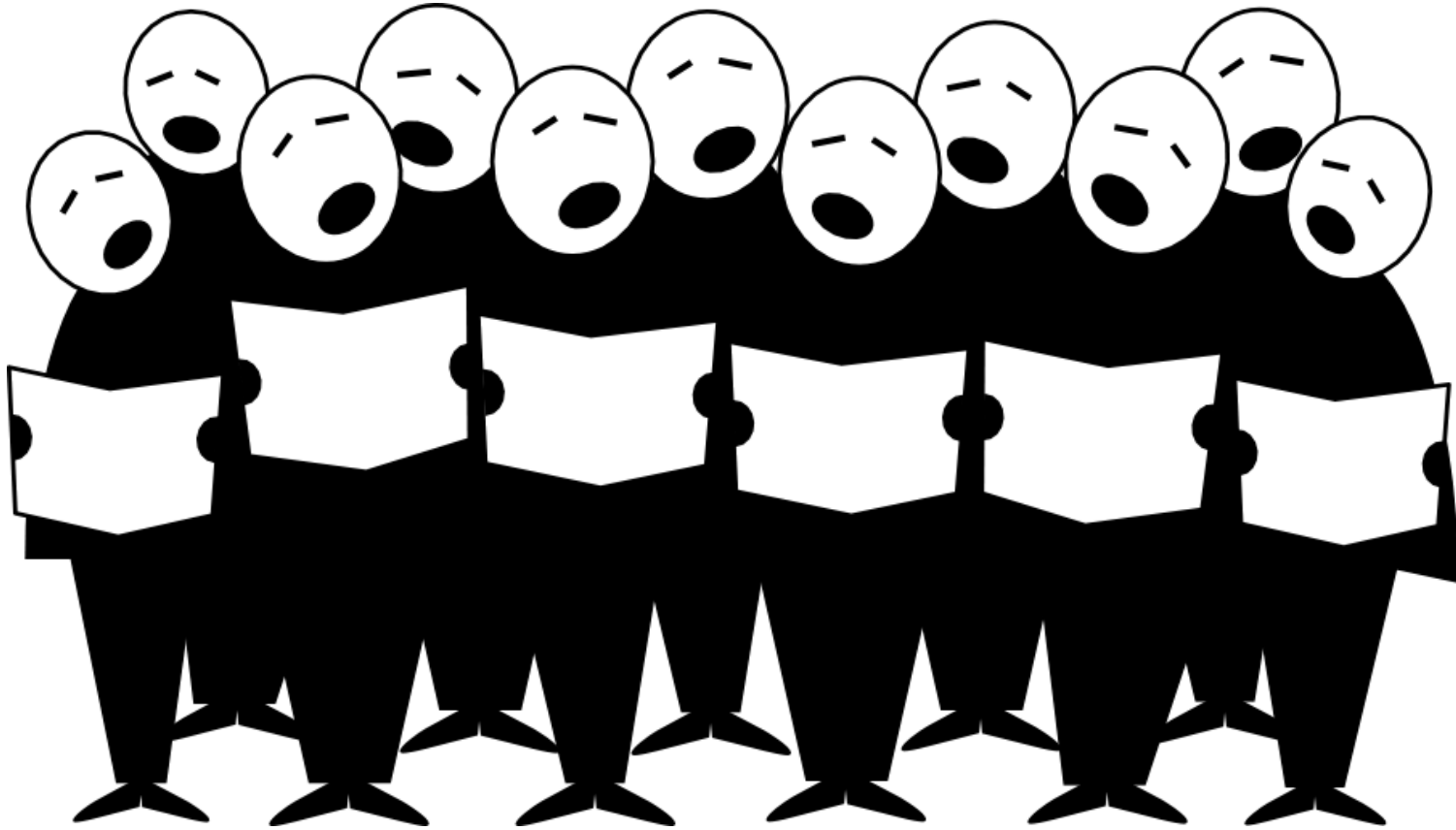


Why Use Visual Aids?

	Recall in 3 hrs	Recall in 3 days
Telling (alone)	70%	10%
Showing (alone)	72%	20%
Telling and Showing Together	85%	65%



Slides as Chorus

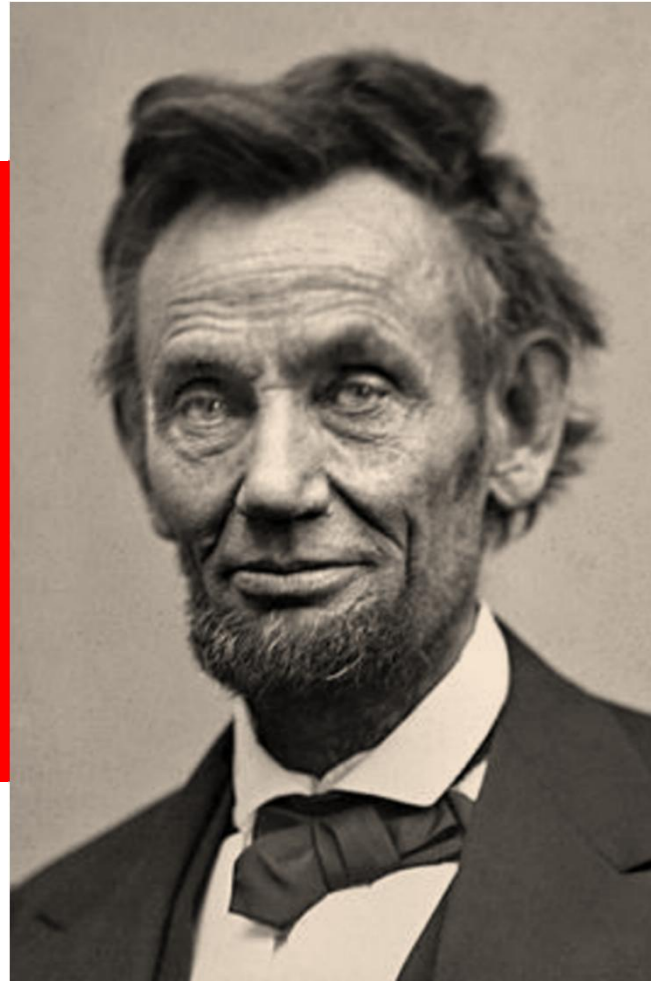


concept by Duarte

Nearly all men can stand adversity, but if you want to test a man's character, give him power.

*^
point*

*Search Peter Norvig PowerPoint Gettysburg
– fun stuff*



Lincoln quote modified by Duarte

PowerPoint Poisoning Introduced

Dilbert by Scott Adams

INTRODUCED THE CONCEPT OF POWERPOINT POISONING

<http://dilbert.com/strip/2000-08-16>

August 16, 2000



Poll Question #1



PowerPoint is cited as a contributing factor in?

- a) The Watergate Scandal
- b) The Space Shuttle *Challenger* disaster
- c) The 2008 Recession
- d) The sinking of the *Titanic*



PowerPoint Implicated in Both Space Shuttle Disasters



<https://images.nasa.gov/details-S86-38989.html>



April 26, 2010

We Have Met the Enemy and He Is PowerPoint

By ELISABETH BUMILLER

WASHINGTON — Gen. Stanley A. McChrystal, the leader of the U.S. forces in Afghanistan, was shot by a Taliban sniper last summer. More than 200 American troops were killed in the attack.

Edward R. Tufte
“Why is his PowerPoint presentation so bad?”

The Cognitive Style of PowerPoint



What's Your Point, Lieutenant? Just Cut To the Pie Charts

The Pentagon Declares War On Electronic Slide Shows That Make Briefings a Pain

By GREG JAFFE

REPORTER OF THE WALL STREET JOURNAL

WASHINGTON — Earlier this year, Gen. Stanley A. McChrystal, chairman of the Joint Chiefs of Staff, issued an unusual order to his bases around the globe. The message: enough with the hellfire and brimstone — just get to the point. It seems that the boom in PowerPoint presentations — just get to the point — are leaving the sector? A





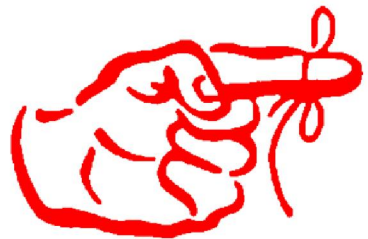
Designing a presentation without an audience in mind is like writing a love letter and addressing it 'to whom it may concern'.



Ken Haemer
Presentation Research Manager, AT&T

in HBR Guide to Persuasive Presentations





99.9999% of presentations are to *influence*. Never fall into the trap of thinking your job is only to *inform*.



Six Signals All Audiences Want to Hear



1. I will not waste your time
2. I know who you are
3. I am well organized
4. I know my subject
5. Here is my most important point
6. I am finished



Ed Wohlmuth in The Overnight Guide to Public Speaking





Command the Room



from <http://genius.com>

Gene Anderson

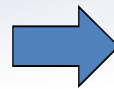


Use your hands – they are great pointers
– but don't do anything with them that you
couldn't do while holding a book or tablet.

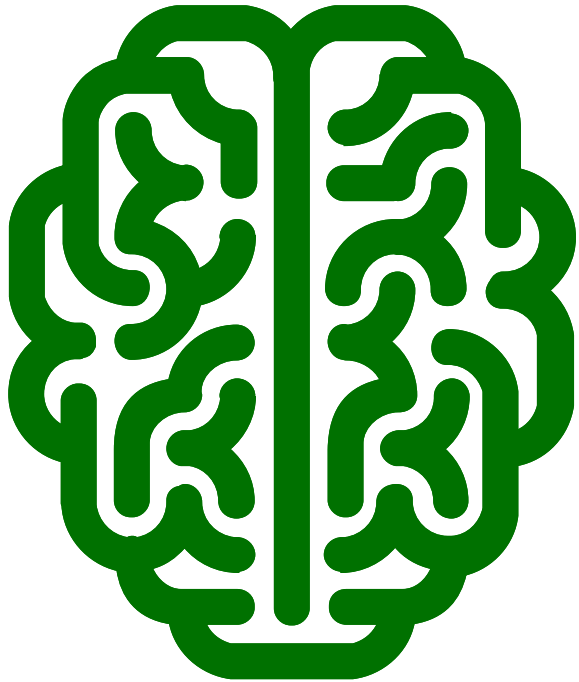




Use hyperlinks in the document to give yourself flexibility to shorten or amplify topics



 Mind Ready



ready





The beginning is the most important part of the work.



Plato





**No one can remember
more than three points.**



Phil Crosby



Memorable Is Good

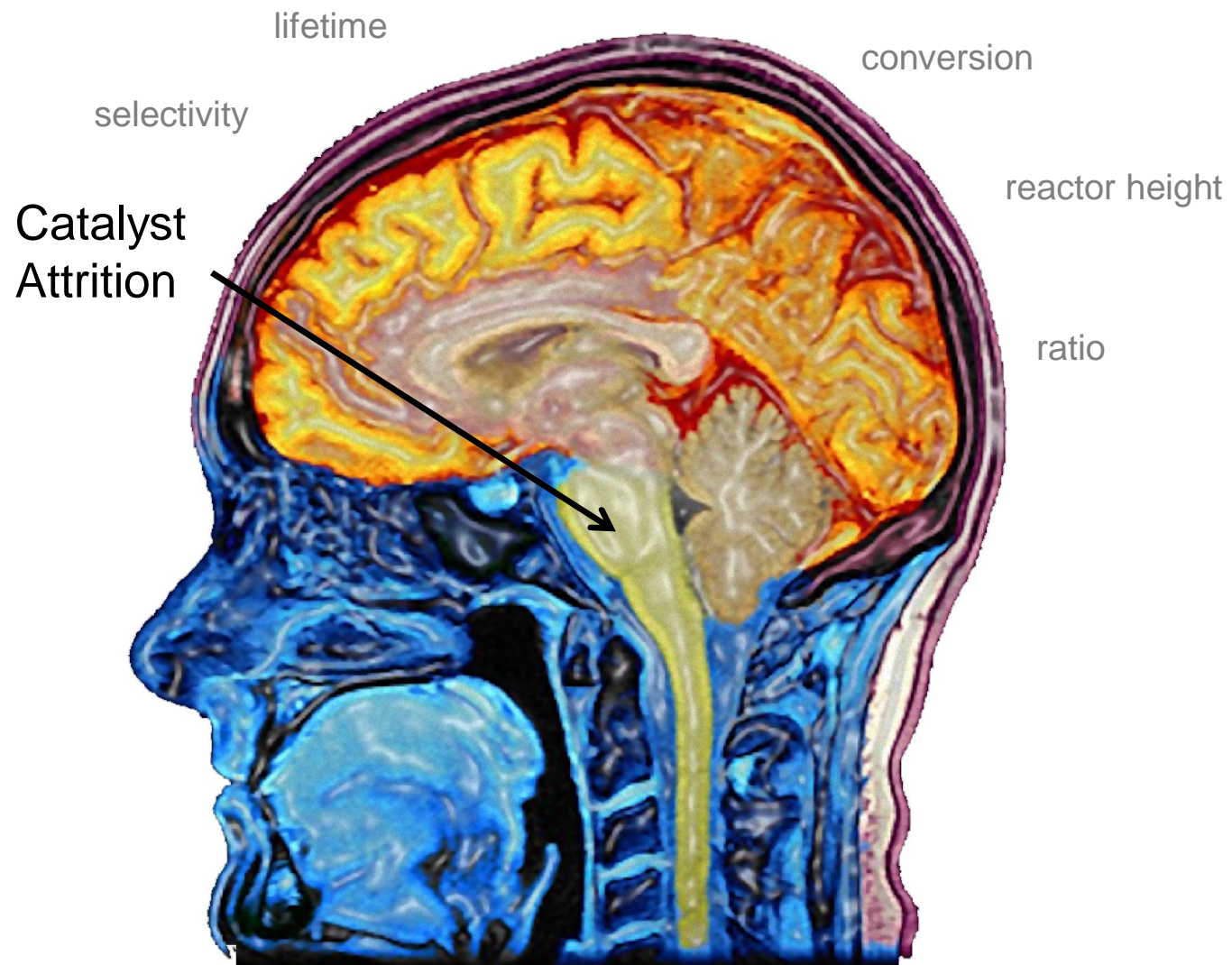
Which is better for the environment?

A MEAT-EATER IN A PRIUS



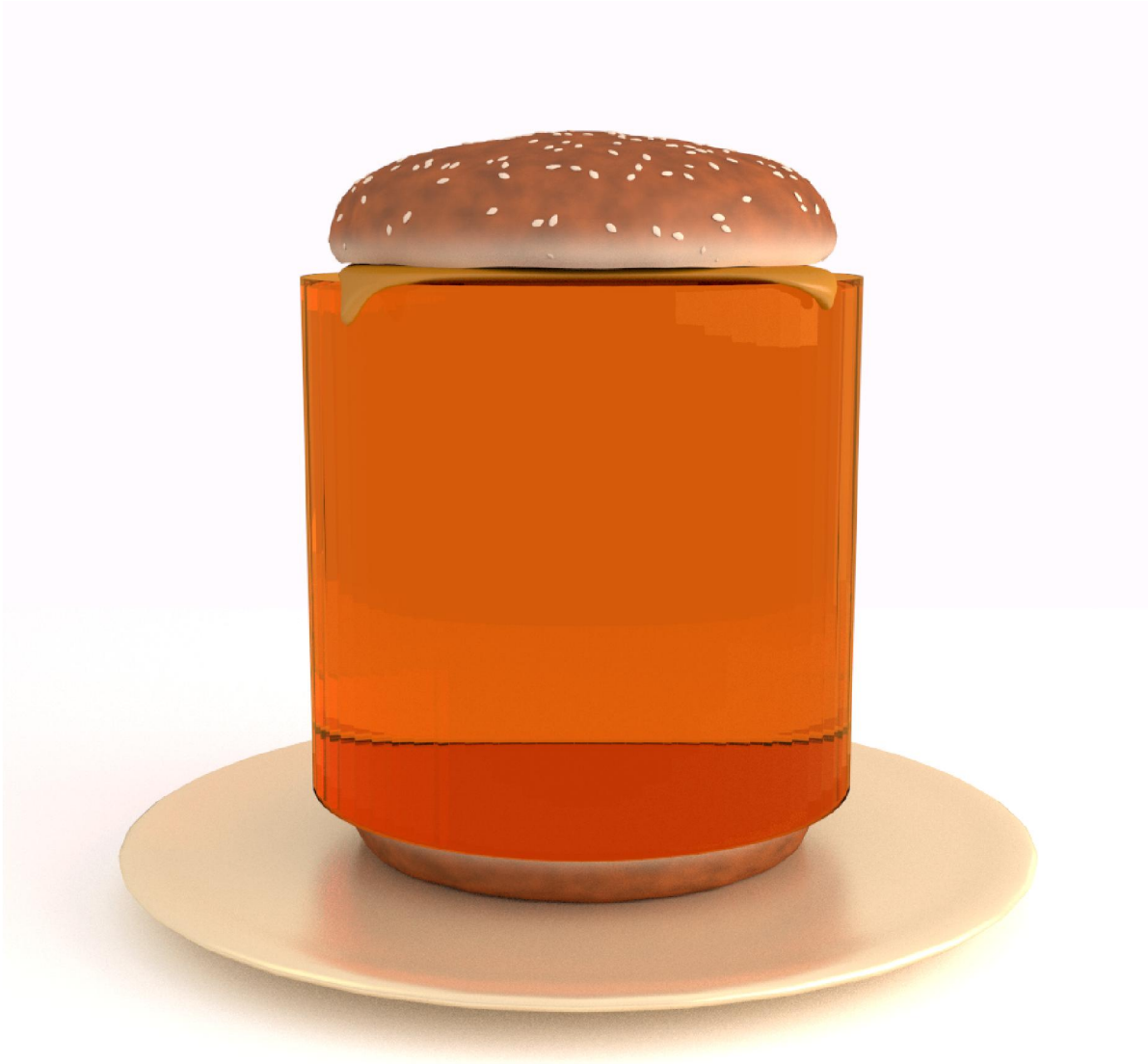
A VEGAN IN A HUMMER





Embodied Fossil Energy





1991 Top 50 U.S. Chemical Companies



1991 Top 50 U.S. Chemical Companies **TODAY**



■ Poll Question #2



What number of slides is appropriate for a presentation?

- a) 42
- b) Approximately one for every two minutes of the presentation
- c) Approximately one every 5-6 seconds
- d) Approximately one per minute
- e) Approximately one every 5-6 minutes





*Don't worry about
slide count. Just make
your slides **count**.*

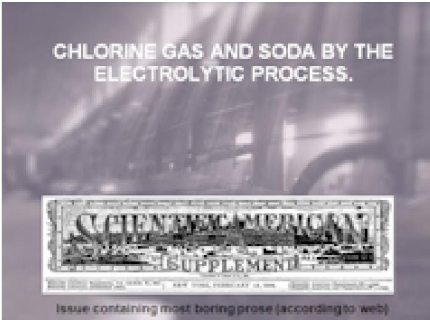


Nancy Duarte in HBR Guide



The Multi-slide Slide

Dreaded



- decomposition of a solution of common salt by means of an electric current
 - direct conversion into chlorine gas and caustic soda solution
- known for a long time by electro-chemists
 - first sound commercial basis
 - Mr. James Greenwood, after years of development
- perfected an electrolytic process for the direct production of caustic soda and chlorine,
 - other chemical products, too
 - plant at Phoenix Wharf, Battersea, London
 - funded by Caustic Soda and Chlorine Syndicate, London
- uses ingenious method by which the electrolyzed products are separated, and their recombination rendered impossible.

- uses a specially constructed diaphragm
 - composed of a series of V-shaped glass troughs
 - fitted in a frame within each other with a small space between them
 - tightly packed with asbestos fiber
- uses a compound anode
 - carbon plates with a metal core to increase the conductivity
 - treated to render it non-porous and impervious to attack by the nascent chlorine evolved on its surface
- first anode invented that is at all suitable for working on a large scale
 - constitutes a marked advance in the apparatus used in electrolytic methods of production

- in operation for several months
 - installation consists of five large electrolytic vessels
 - each fitted with five anodes and six cathodes arranged alternately
 - anodes and cathodes separated by the special diaphragms
 - each vessel is thus divided into ten anode or chlorine sections and six cathode or caustic soda sections
- anodes and cathodes in each vessel are connected up in parallel similar to an ordinary storage battery
 - five electrolytic vessels are connected up in series
 - current is produced by an *Edell-Parker* dynamo
 - electromotive force required to overcome the resistance of each vessel is about 4.4 volts
 - current density of 10 amperes per square foot of electrode surface

- fifty anodes are connected by means of tubes, the inlet being at the bottom and the outlet at the top of each section
 - cathode sections are connected in the same manner
- the electrolytic vessels are charged with a solution of common salt, through which a current of electricity is then passed, thus decomposing or splitting up the salt into chlorine and sodium
 - sodium converts into caustic soda
- automatic circulation of the solutions is maintained by placing the charging tanks at a slight elevation, and the vessels themselves on platforms arranged in steps
- solutions are pumped back from the lowest vessel to their respective charging tanks

- chlorine gas evolved is conveyed by means of main and branch tubes into several absorbers
 - milk of lime, kept in a state of agitation, takes up the chlorine, thus making it into bleaching or chlorate liquor
 - chlorine to be made into bleaching powder is conveyed into leaden chambers and treated with lime in the usual manner
- caustic soda solution can be used as is
 - if solid form, and practically free from salt, is required then the caustic alkaline liquor is transferred from the electrolytic vessels to evaporating pans, where it is concentrated to the required strength by evaporation and at the same time the salt remaining in the solution is eliminated by precipitation.



CHLORINE GAS AND SODA BY THE ELECTROLYTIC PROCESS.



Issue containing most boring prose (according to web)

Five Principles of Data Presentation

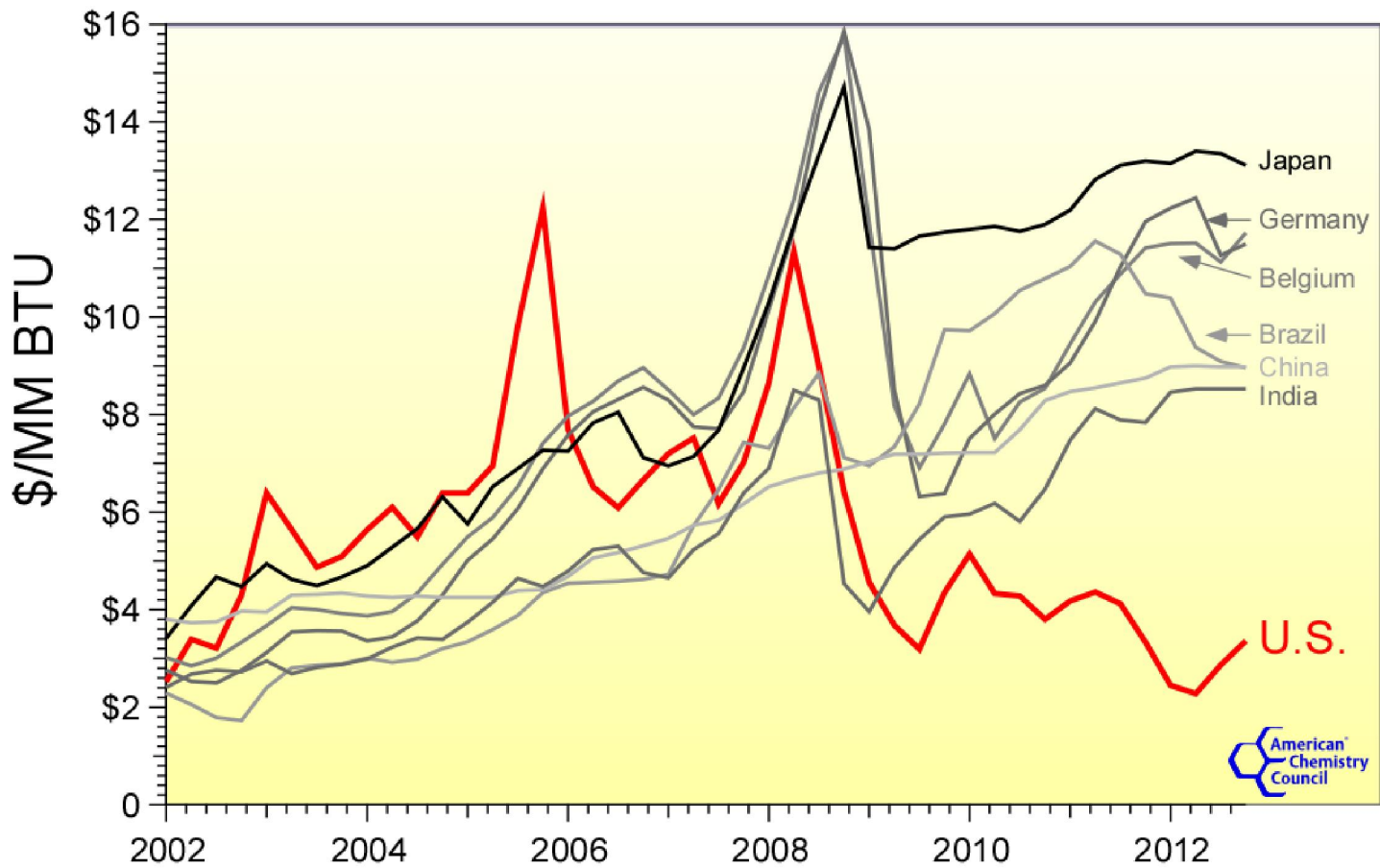


- *Tell the truth*
- *Get to the point*
- *Pick the right tool*
- *Highlight what is important*
- *Keep it ~~simple~~*

appropriate

Nancy Duarte in Slideology

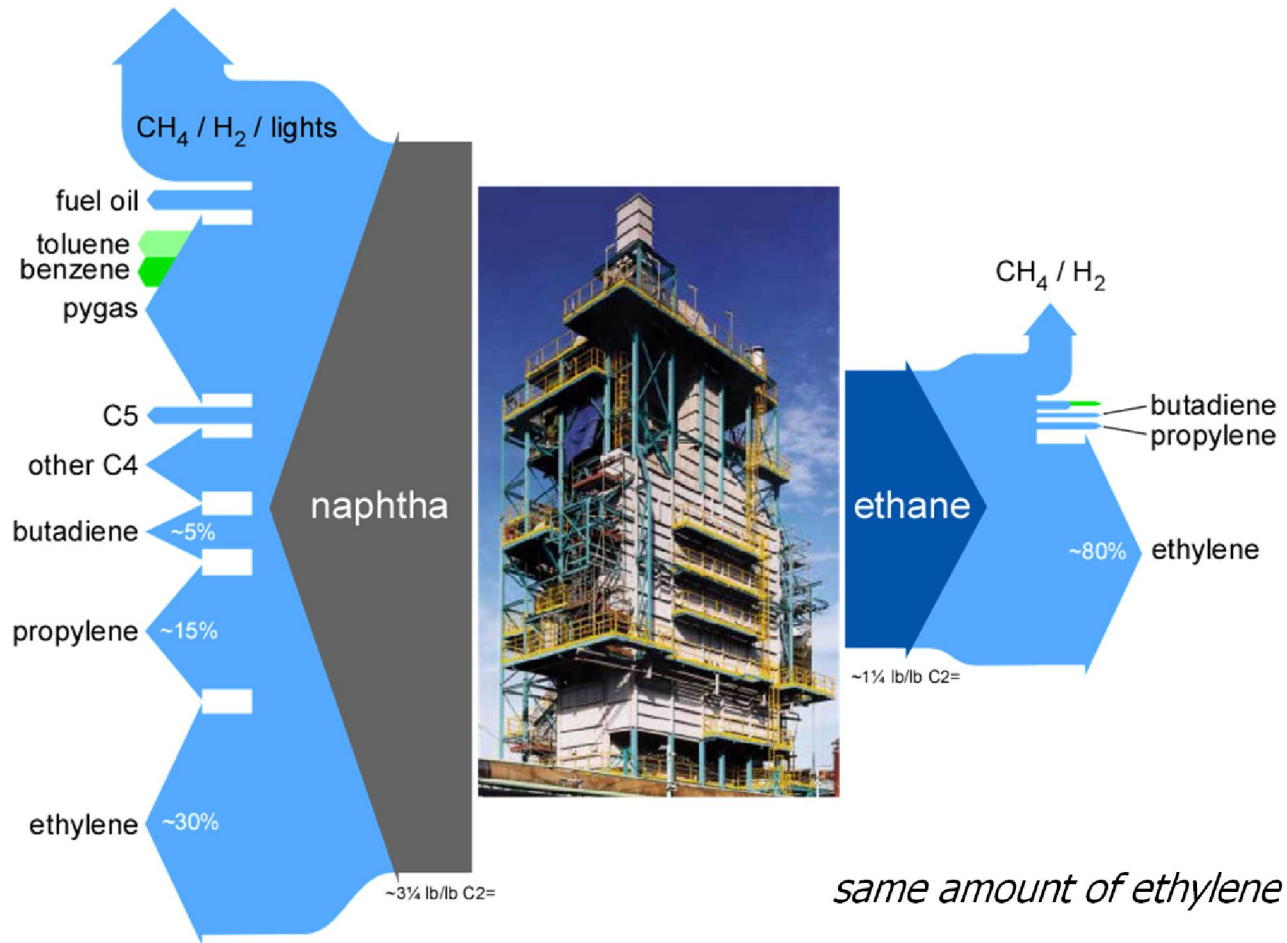




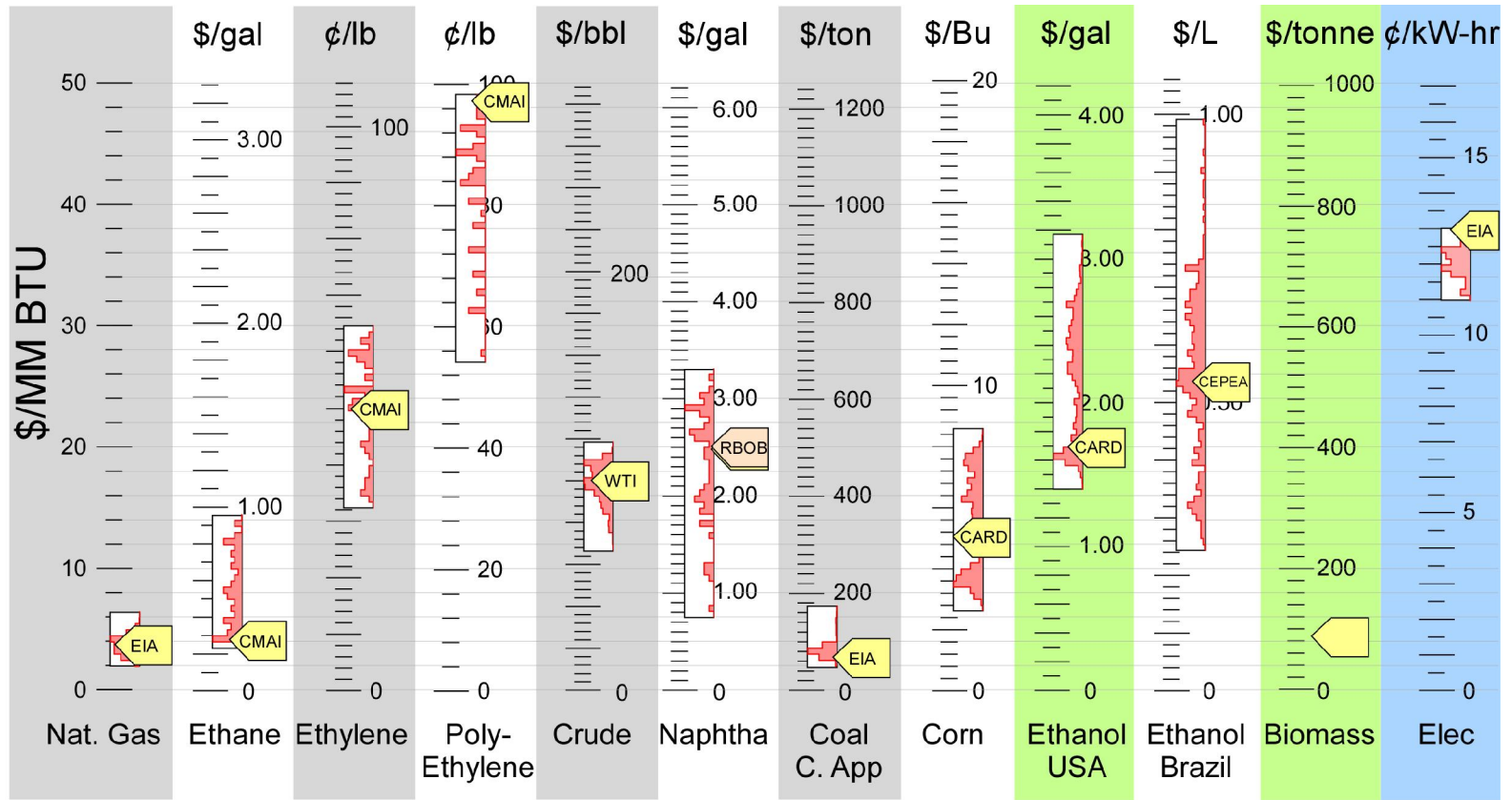
American
Chemistry
Council



Naphtha / Ethane Cracking Comparison



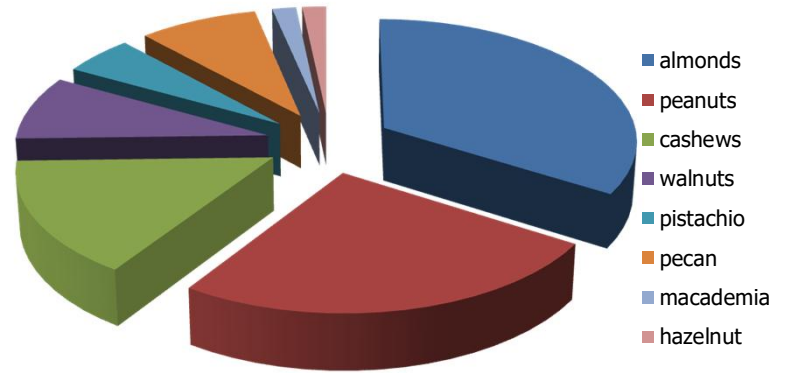
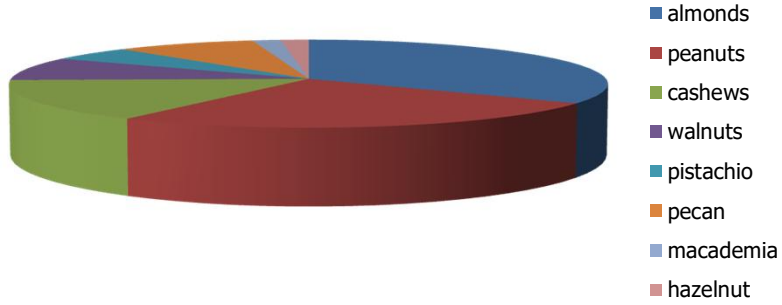
Example of Data Rich Slide

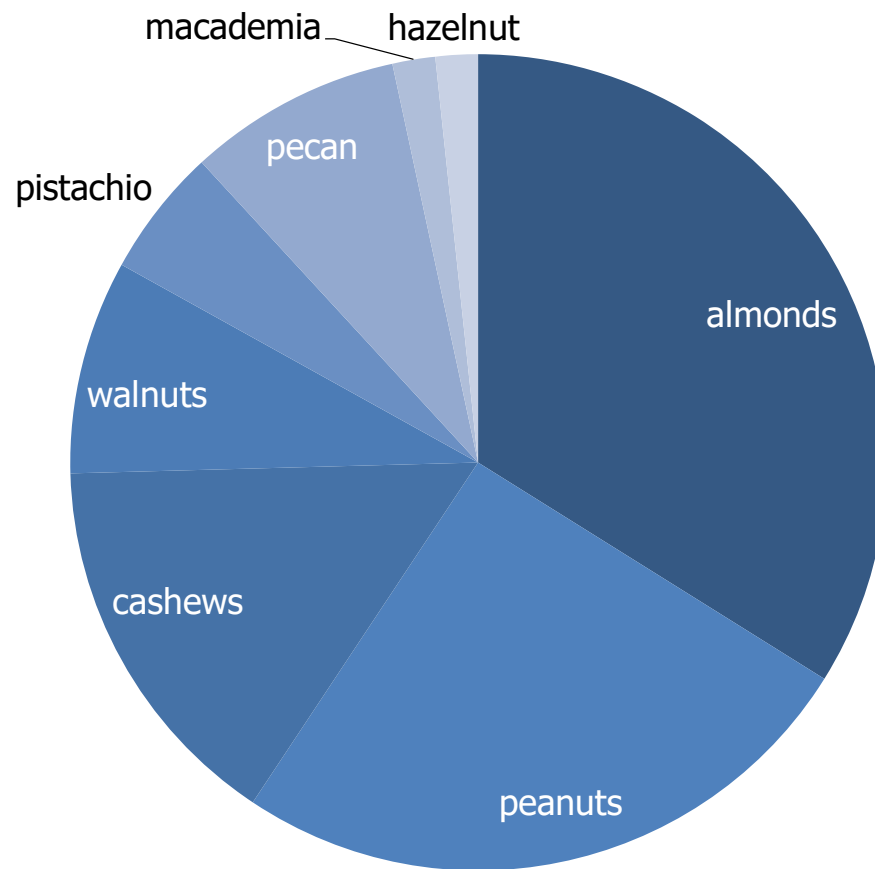


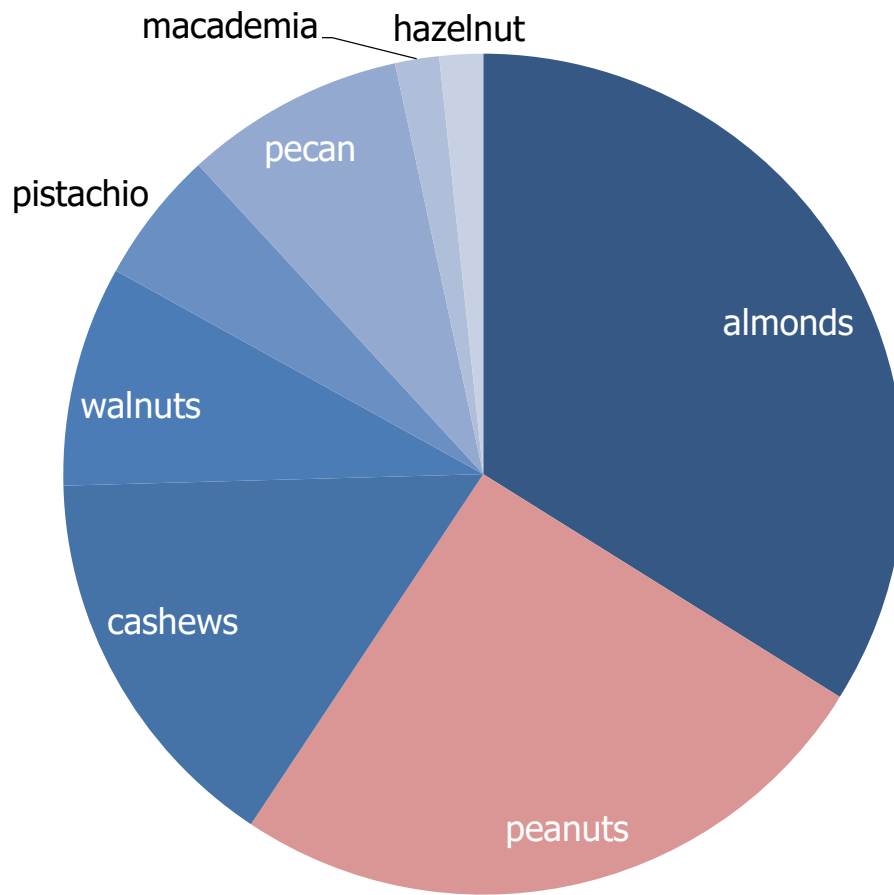
Microsoft[®]

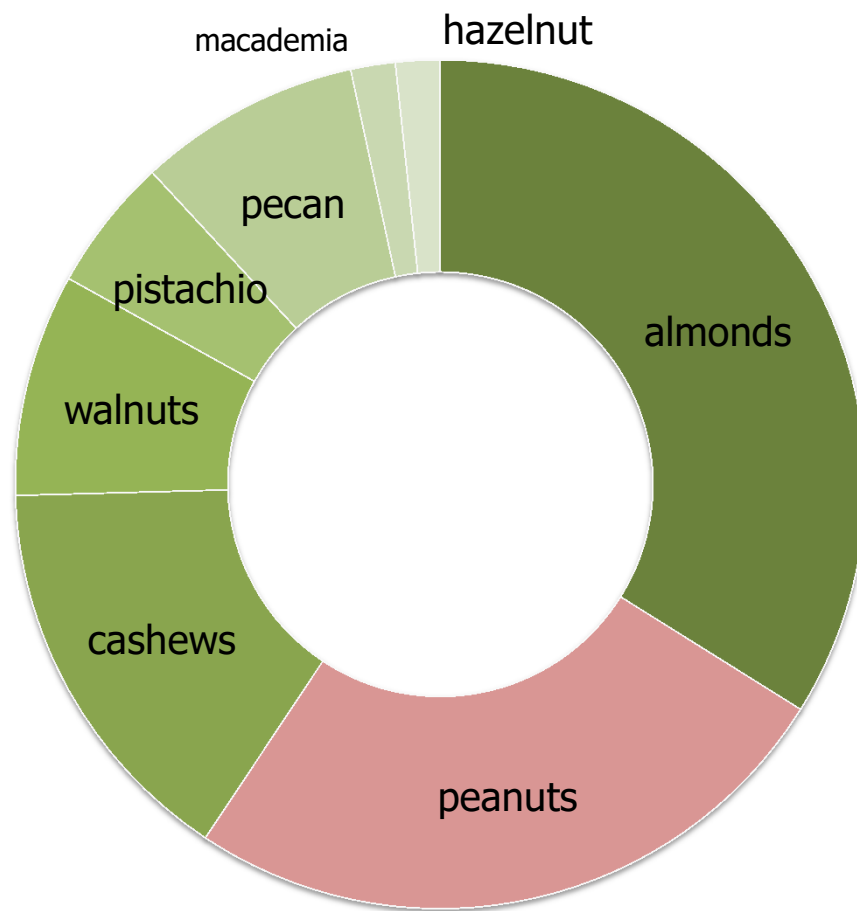
Bad Ideas

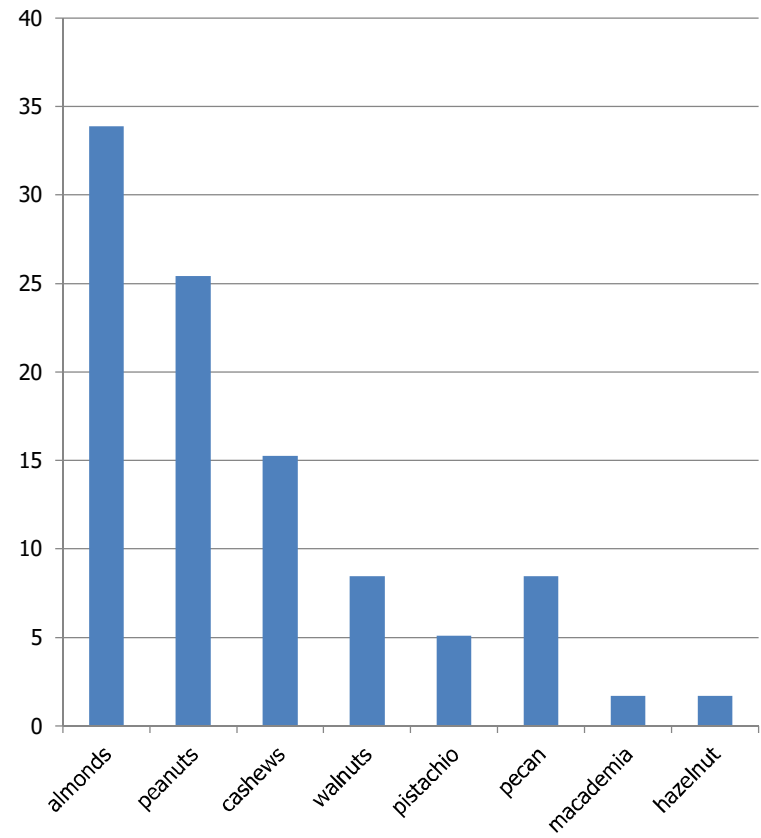
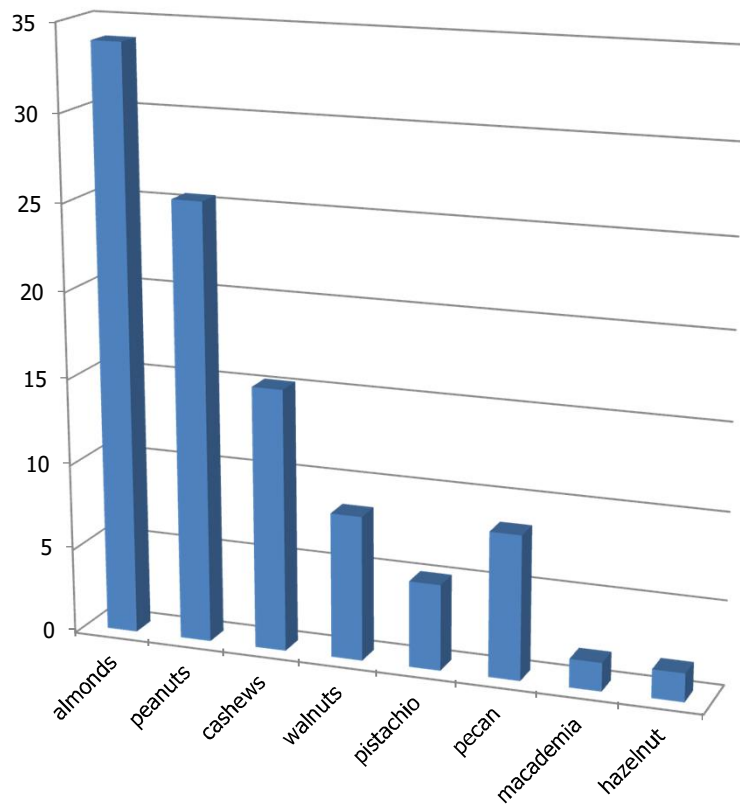


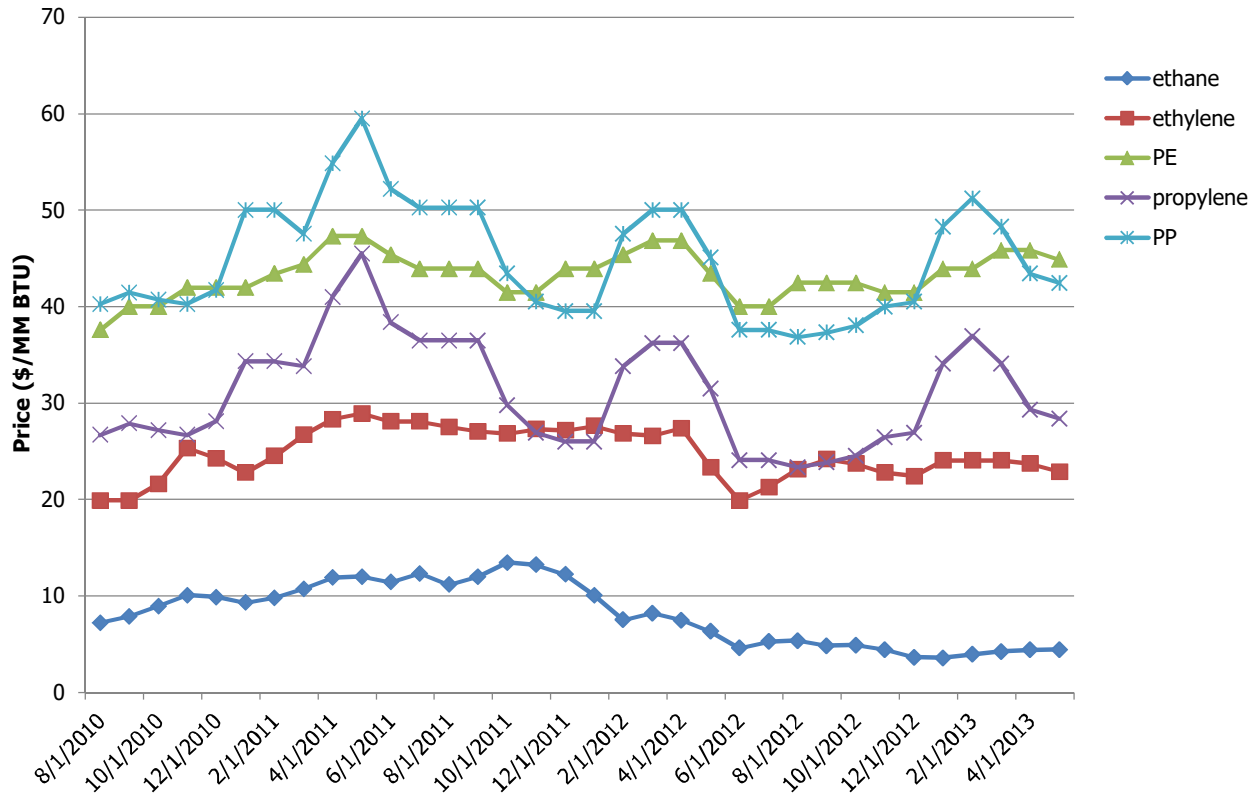


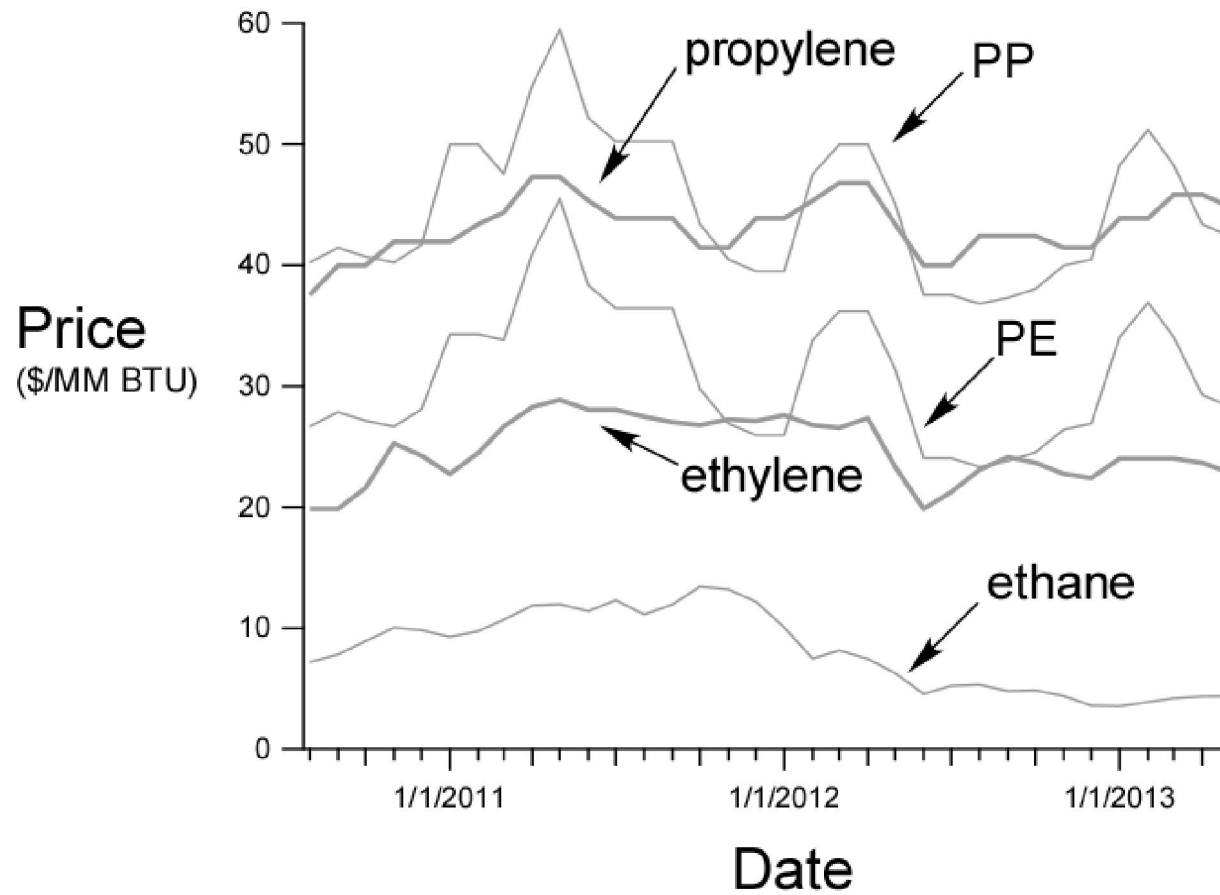


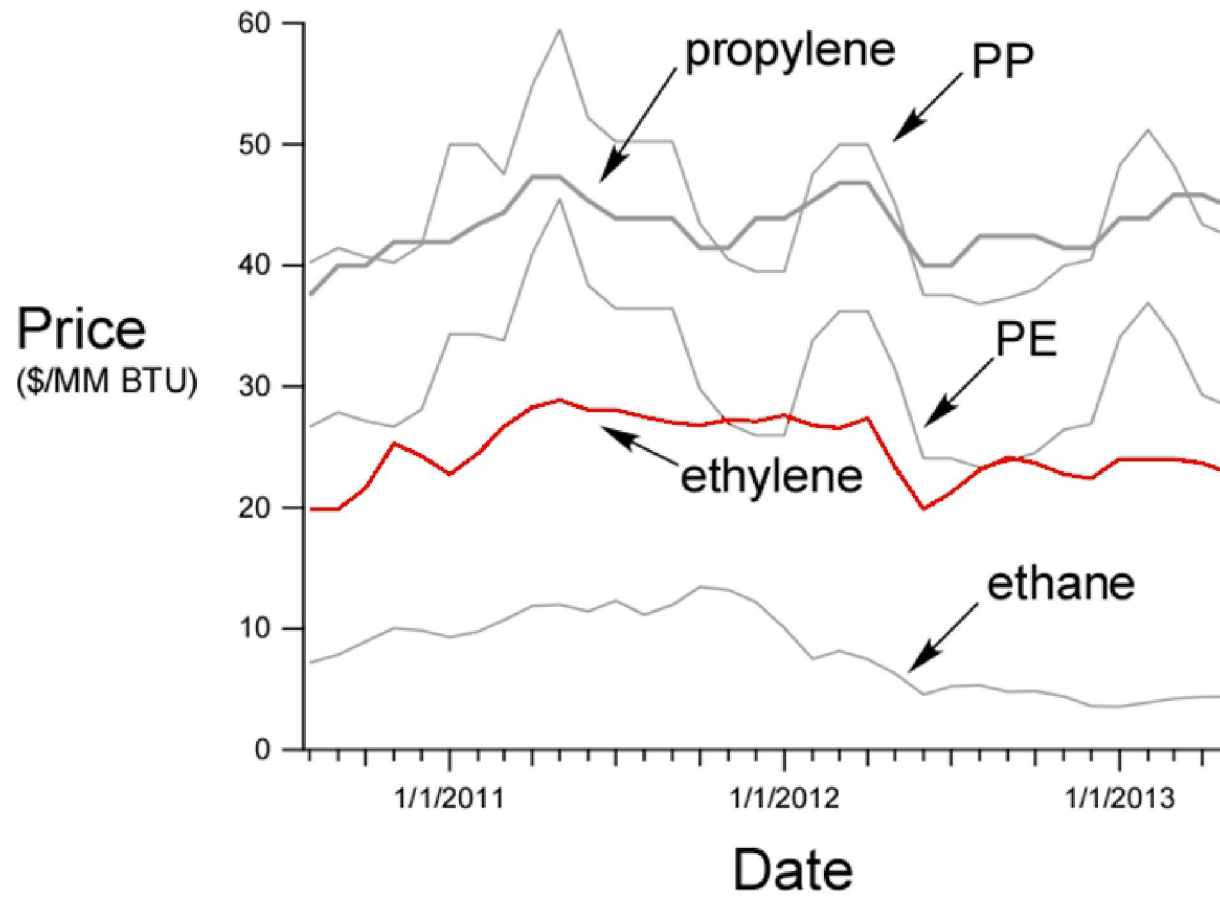




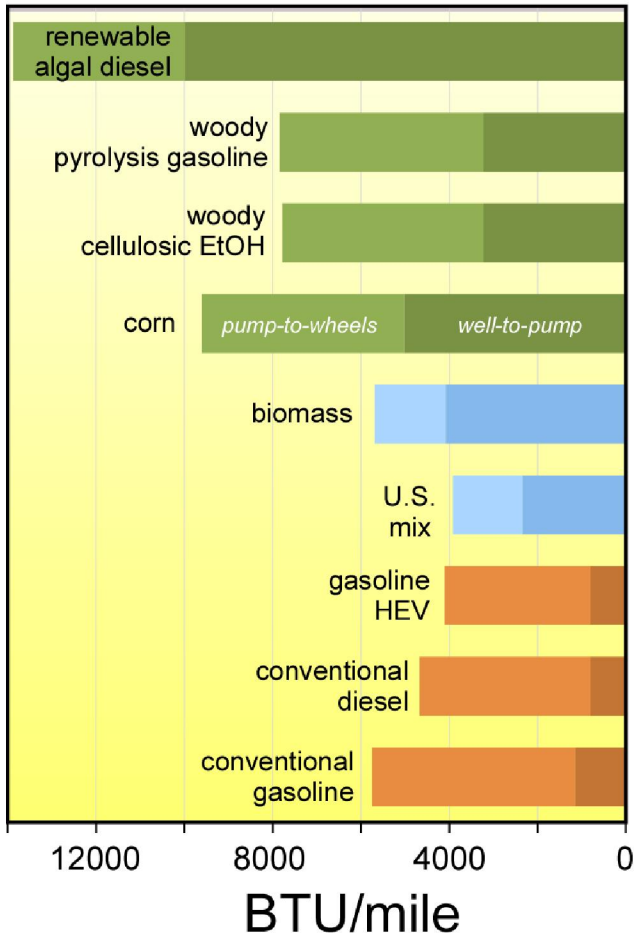




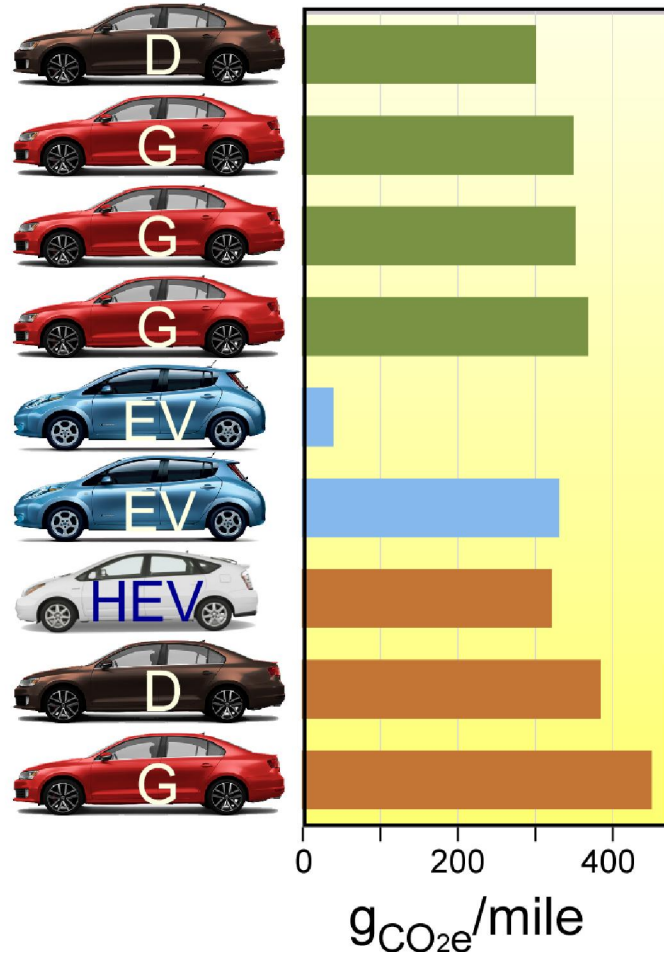




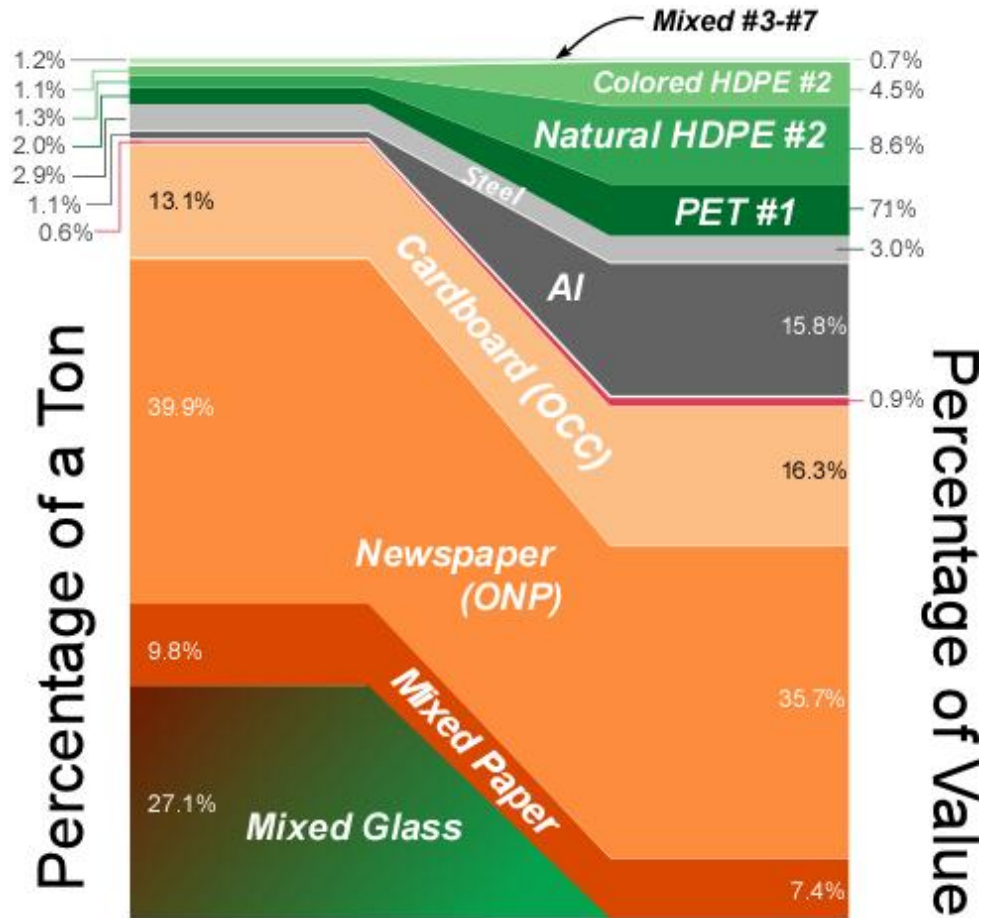
Energy



GHG Emissions

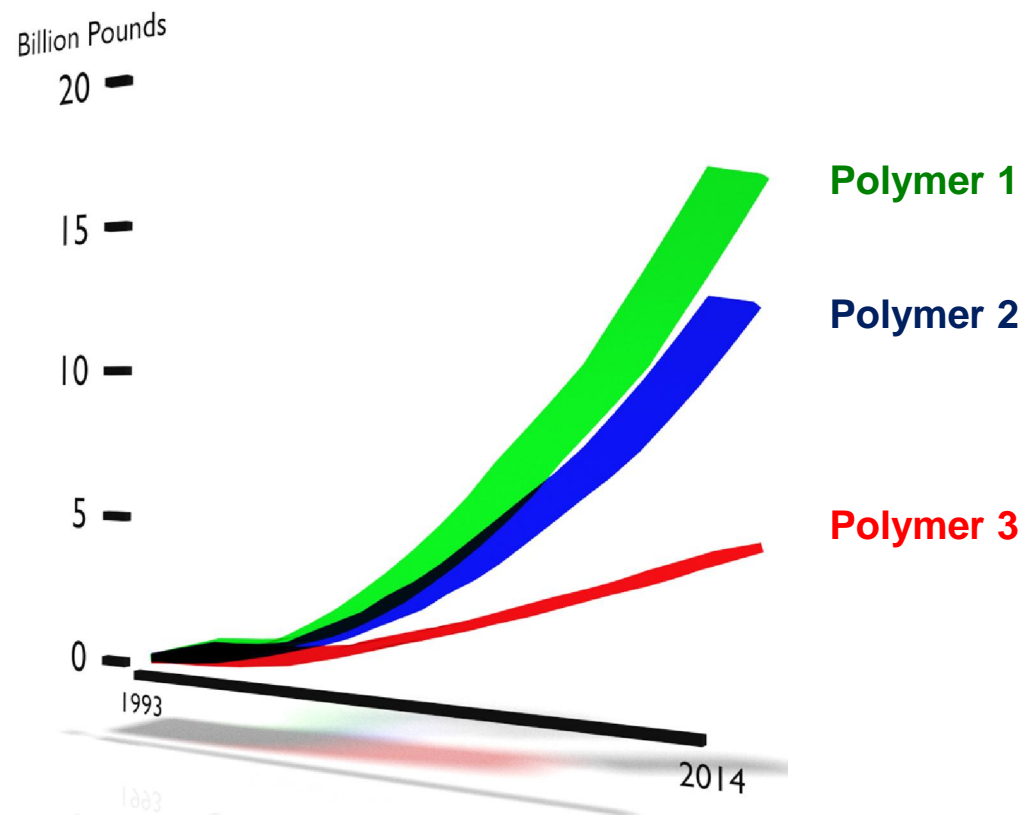


Value of Recycled Materials



source: RRS from recycling.com and published in November 2015 Resource Recycling







The top 10 Payment Card Processors account for 57% of the total number of Merchant Outlets in 2010.



Distribution of the top 100 Payment Card Processors

@CBinsights 28 Jun 2017



Just Because
it doesn't
PowerPoint
mean you
Lets You Do
should!
Something....



TIPS

focus on what you say

influence, don't inform



TIPS

- be prepared
 - *practice*
 - *script at least the first 3 minutes- most valuable real estate*



TIPS

don't let tools get in the way



TIPS

- make your presentation mind-ready
- *memorable is almost always good and pictures excel at memorable*
- make the information density right for your audience



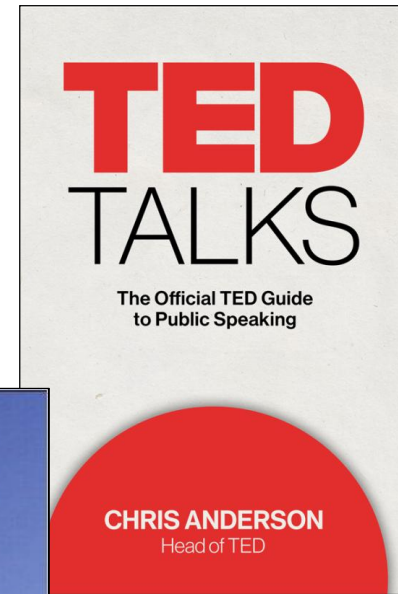
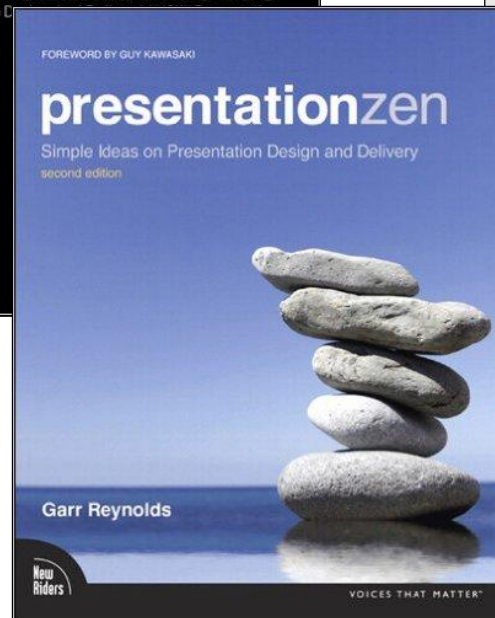
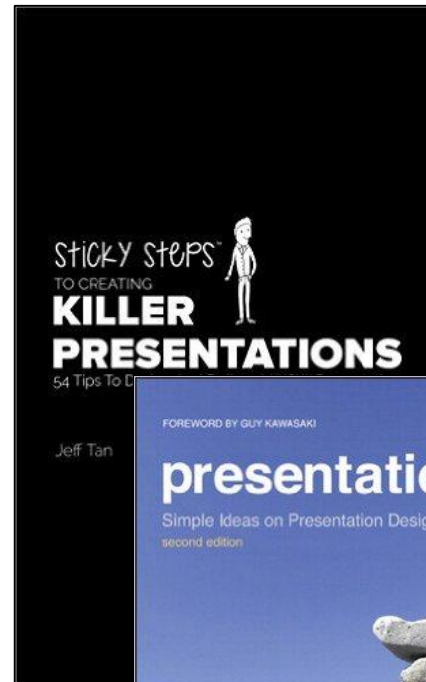
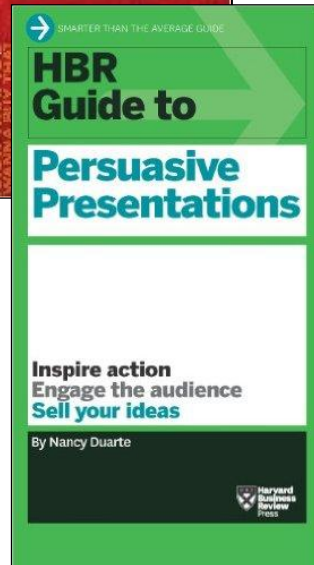
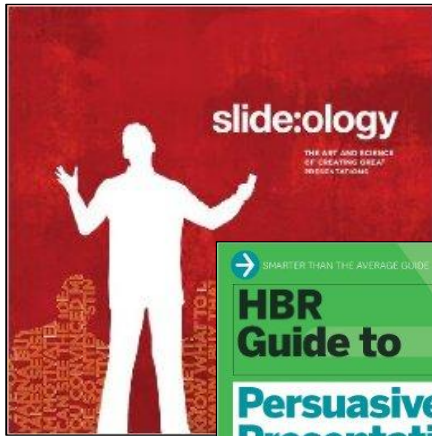
- animation is almost always bad
- don't do real time demos



Favorite References – Display of Information



Favorite References – Presentations



 Duarte's Golden Rule



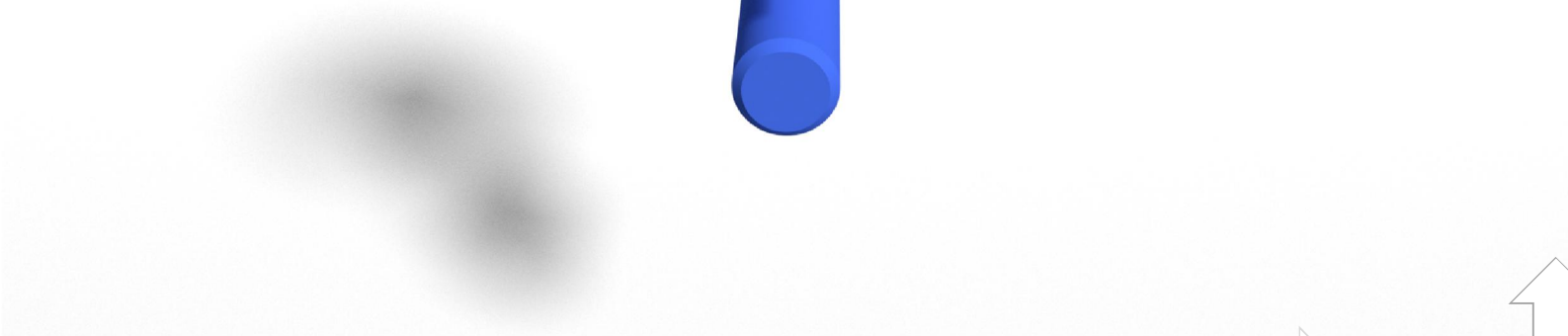
**Never give a presentation
you wouldn't want to sit
through.**



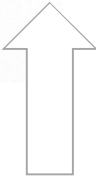
Nancy Duarte in HBR Guide

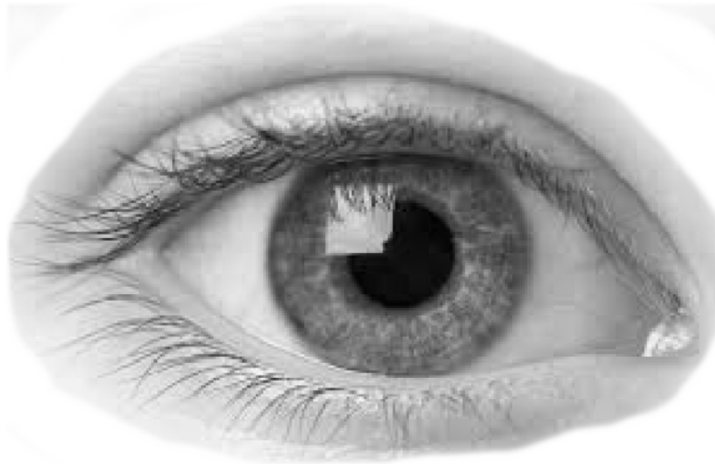


visit mjphd.net for slides and links

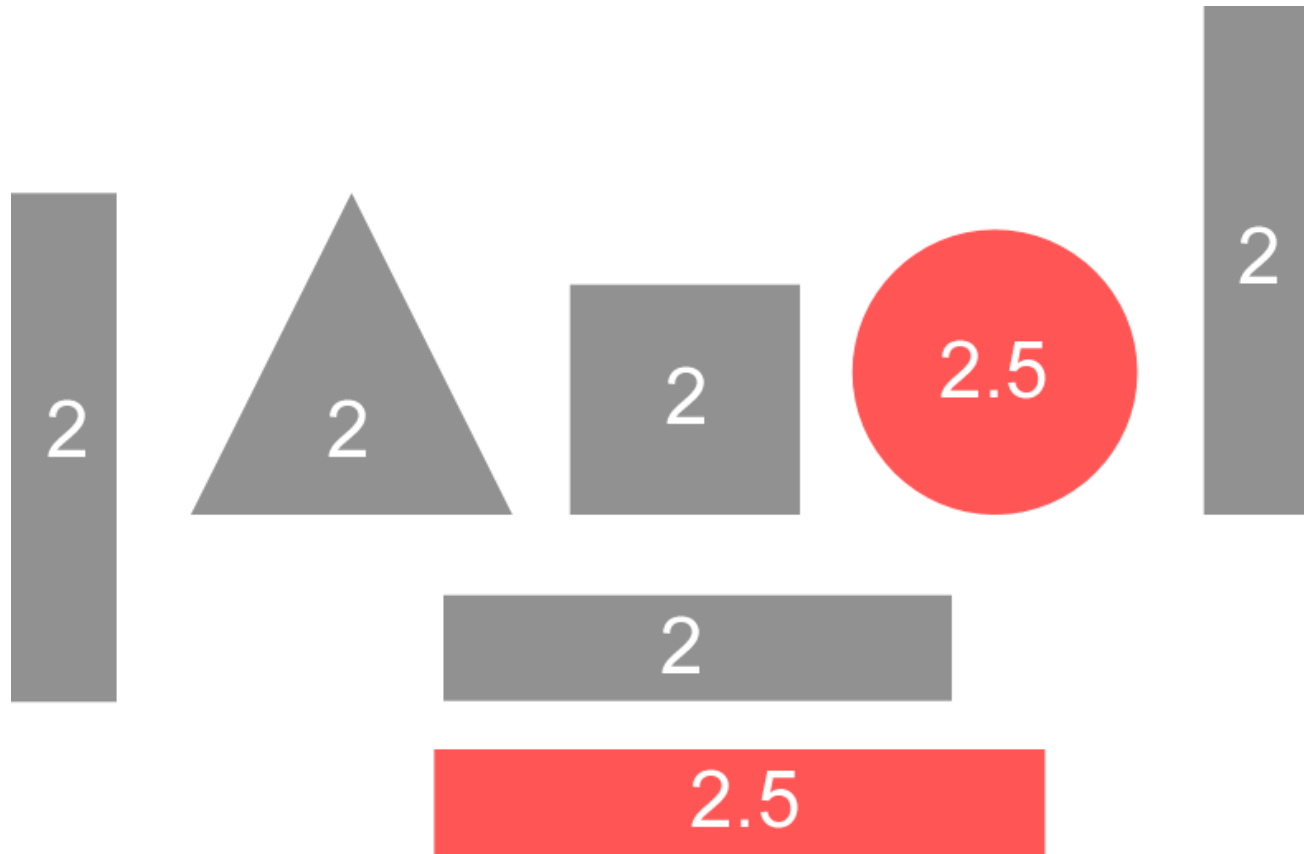


f









Font Choice

Focus on readability.



Sans serif

Arial

Segoe

Tahoma

Serif

Times New Roman

Averia

Bookman

Century

Trouble

Comic Sans

Bazooka

Script

Fancy

Wierd

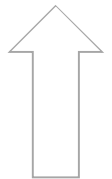
STRANGE

Swirly

BZAPPE

Specialty

COMMODITY





SANFORD AND SELNICK

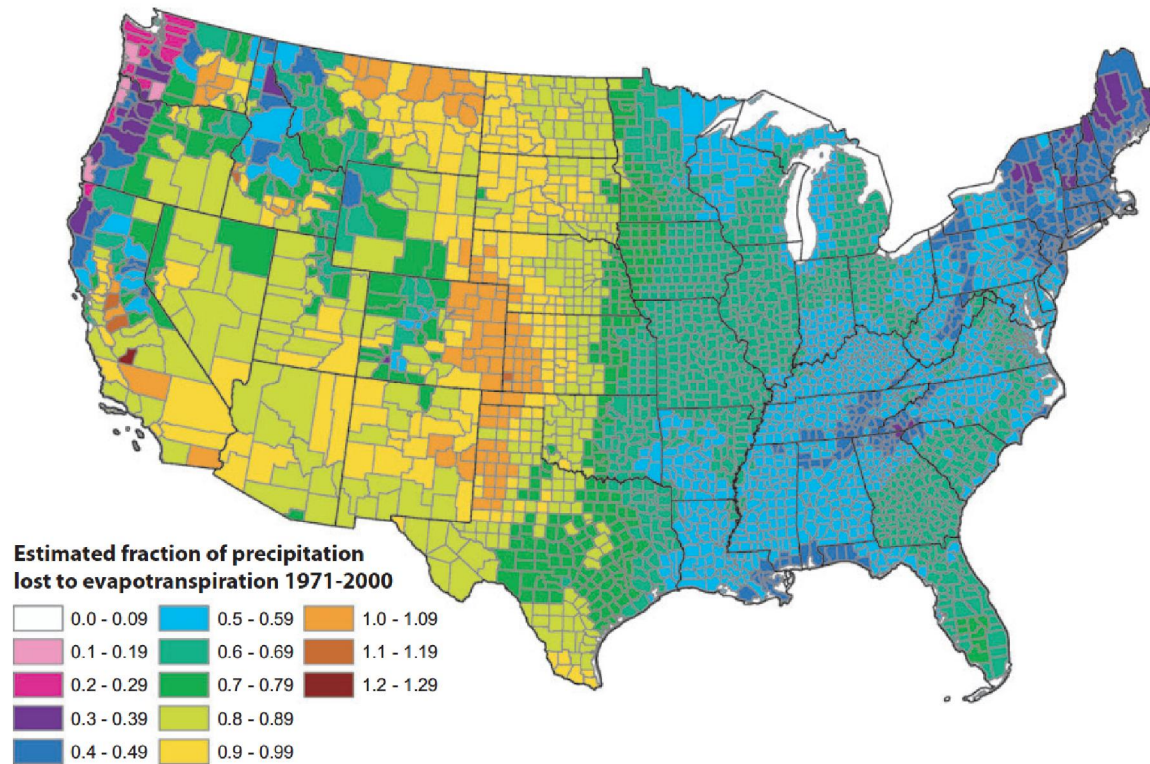
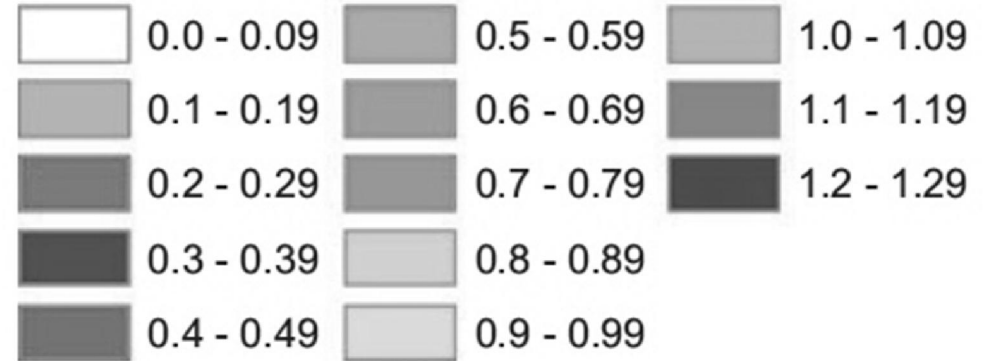
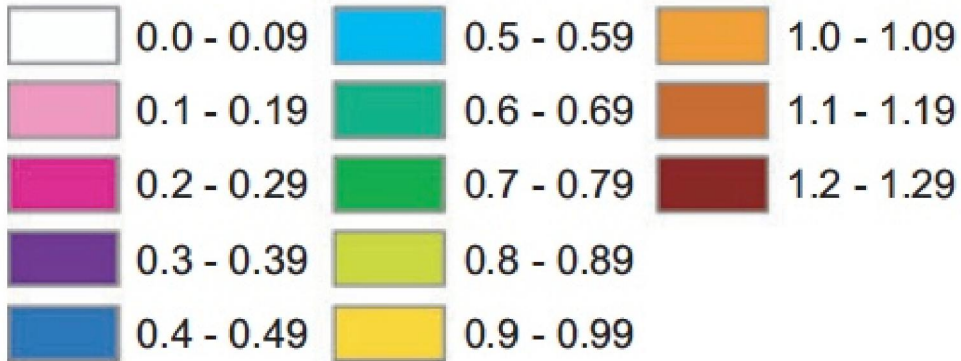


FIGURE 13. Estimated Mean Annual Ratio of Actual Evapotranspiration (ET) to Precipitation (P) for the Conterminous U.S. for the Period 1971-2000. Estimates are based on the regression equation in Table 1 that includes land cover. Calculations of ET/P were made first at the 800-m resolution of the PRISM climate data. The mean values for the counties (shown) were then calculated by averaging the 800-m values within each county. Areas with fractions >1 are agricultural counties that either import surface water or mine deep groundwater.



<https://eagereyes.org/basics/rainbow-color-map>

Luminosity



Number of data classes: 4 how to use | updates | downloads | credits

Nature of your data:
 sequential diverging qualitative

Pick a color scheme:
 Multi-hue: Single hue:

Only show:
 colorblind safe
 print friendly
 photocopy safe

Context:
 roads
 cities
 borders

Background:
 solid color terrain
 color transparency

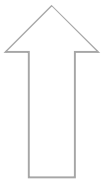
4-class BuGn
 HEX
 #edf8fb
 #b2e2e2
 #66c2a4
 #238b45

EXPORT

COLORBREWER 2.0
 color advice for cartography

© Cynthia Brewer, Mark Harrower and The Pennsylvania State University
[Source code and feedback](#)
[Back to Flash version](#)
[Back to ColorBrewer 1.0](#)

axismaps



Skip Ahead / Supplemental Material Slide

