



■ Communication in the Digital Age:

How to make exceptional presentations in spite of PowerPoint

Mark Jones

Executive External Strategy and Communications Fellow

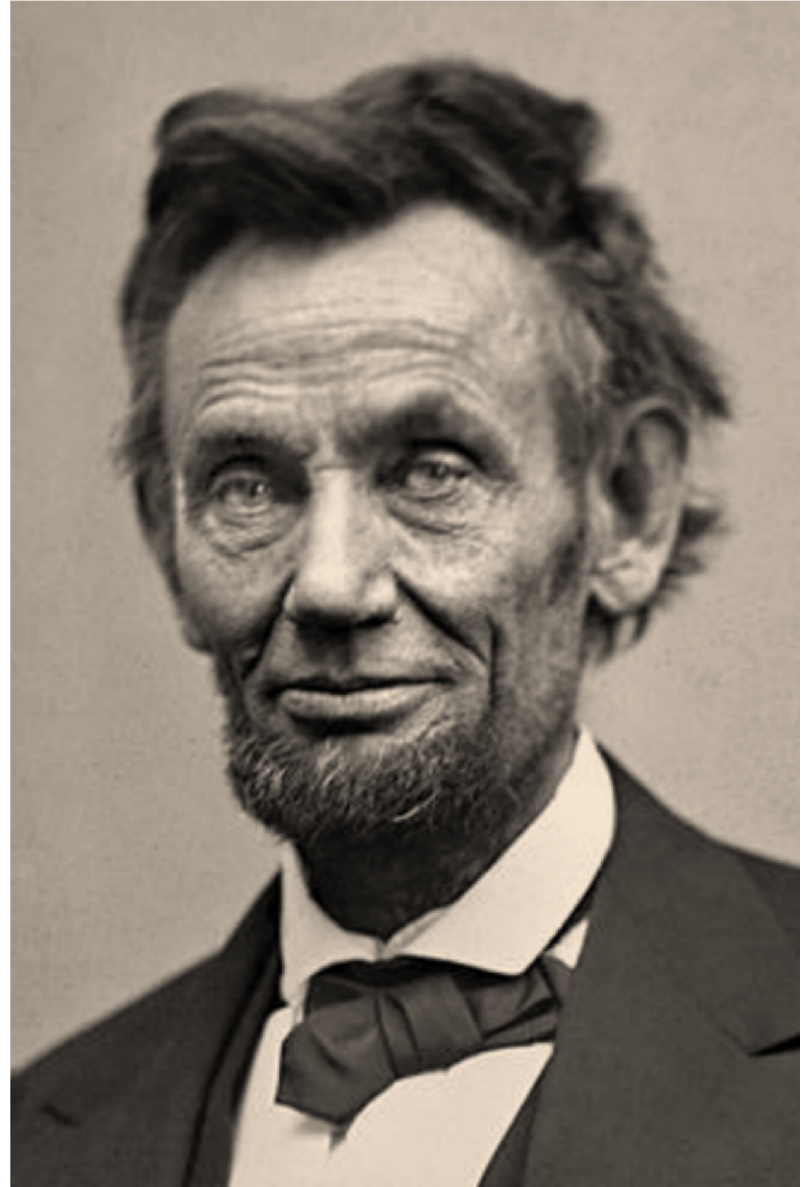
ACS National Meeting

13 March 2016

Dow.com/innovation







*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% |



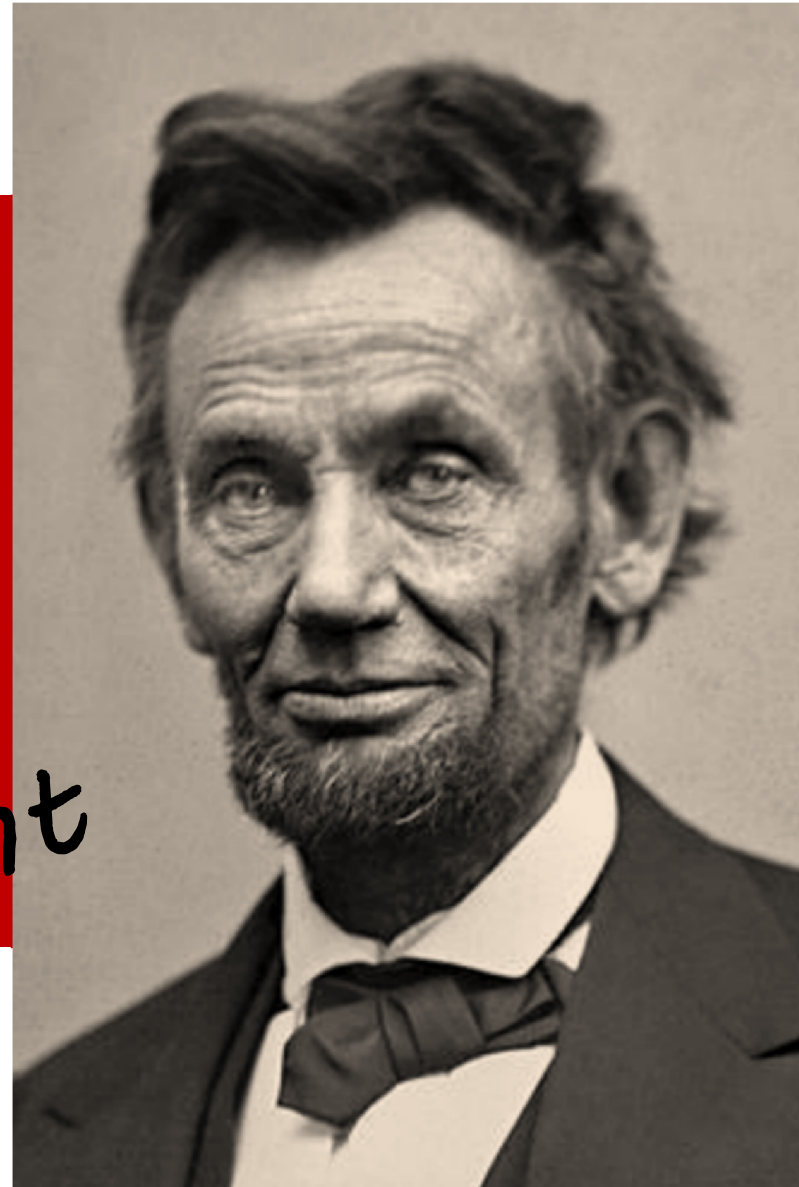
Gene Anderson



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

^ point

*Google Peter Norvig PowerPoint
Gettysburg – fun stuff*



Lincoln quote modified by Duarte



■ PowerPoint Poisoning

Dilbert by Scott Adams

INTRODUCED THE CONCEPT OF POWERPOINT
POISONING



April 26, 2010

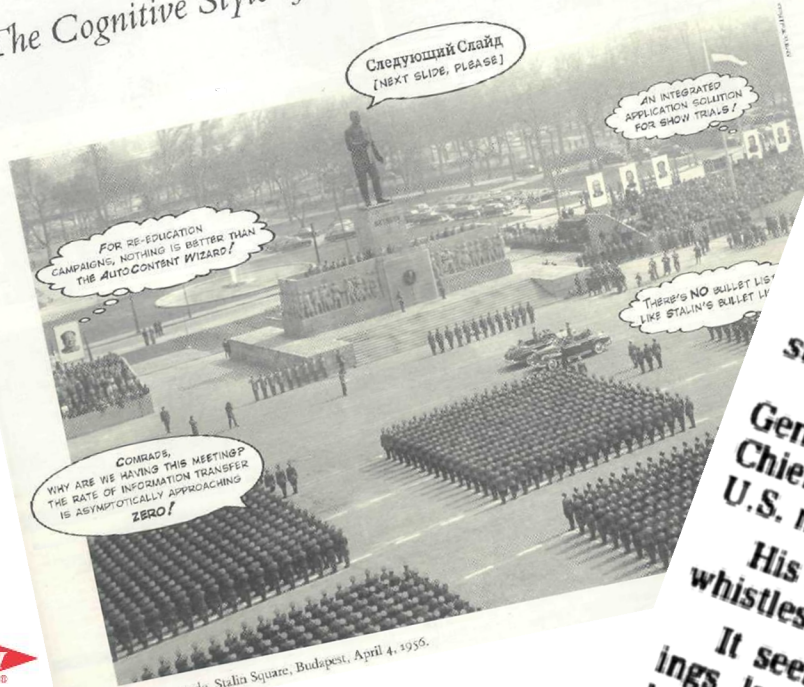
We Have Met the Enemy and He Is PowerPoint

By ELISABETH BUMILLER

WASHINGTON — Gen. Stanley A. McChrystal, leader of the U.S. forces in Afghanistan, was shown a slide by Edward R. Tufte

“W
his

The Cognitive Style of PowerPoint



Military parade, Stalin Square, Budapest, April 4, 1956.



leader of the U.S. forces in Afghanistan, was shown a slide by Edward R. Tufte

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
Staff Reporter of THE WALL STREET JOURNAL
WASHINGTON — Earlier this year, Gen. Hugh Shelton, chairman of the Joint Chiefs of Staff, issued an unusual order to U.S. military bases around the globe. His message: enough with the bells and whistles—just get to the point. It seems that briefings larded with boom-

Too many bright minds are leaving the defense 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



■ The Six Signals All Audiences Want to Hear



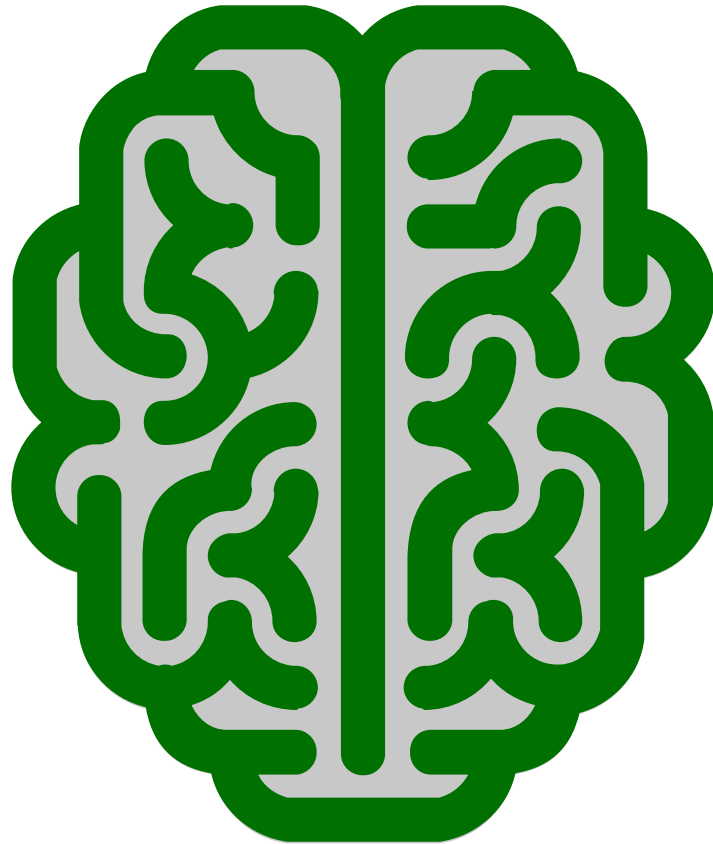
- 1. I will not waste your time*
- 2. I know who you are*
- 3. I am well organized*
- 4. I know my subject*
- 5. Here is my most important point*
- 6. I am finished*



Ed Wohlmuth in The Overnight Guide to Public Speaking



■ Mind Ready



ready



■ Always Influence, Never Inform



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



■ Memorable is Good

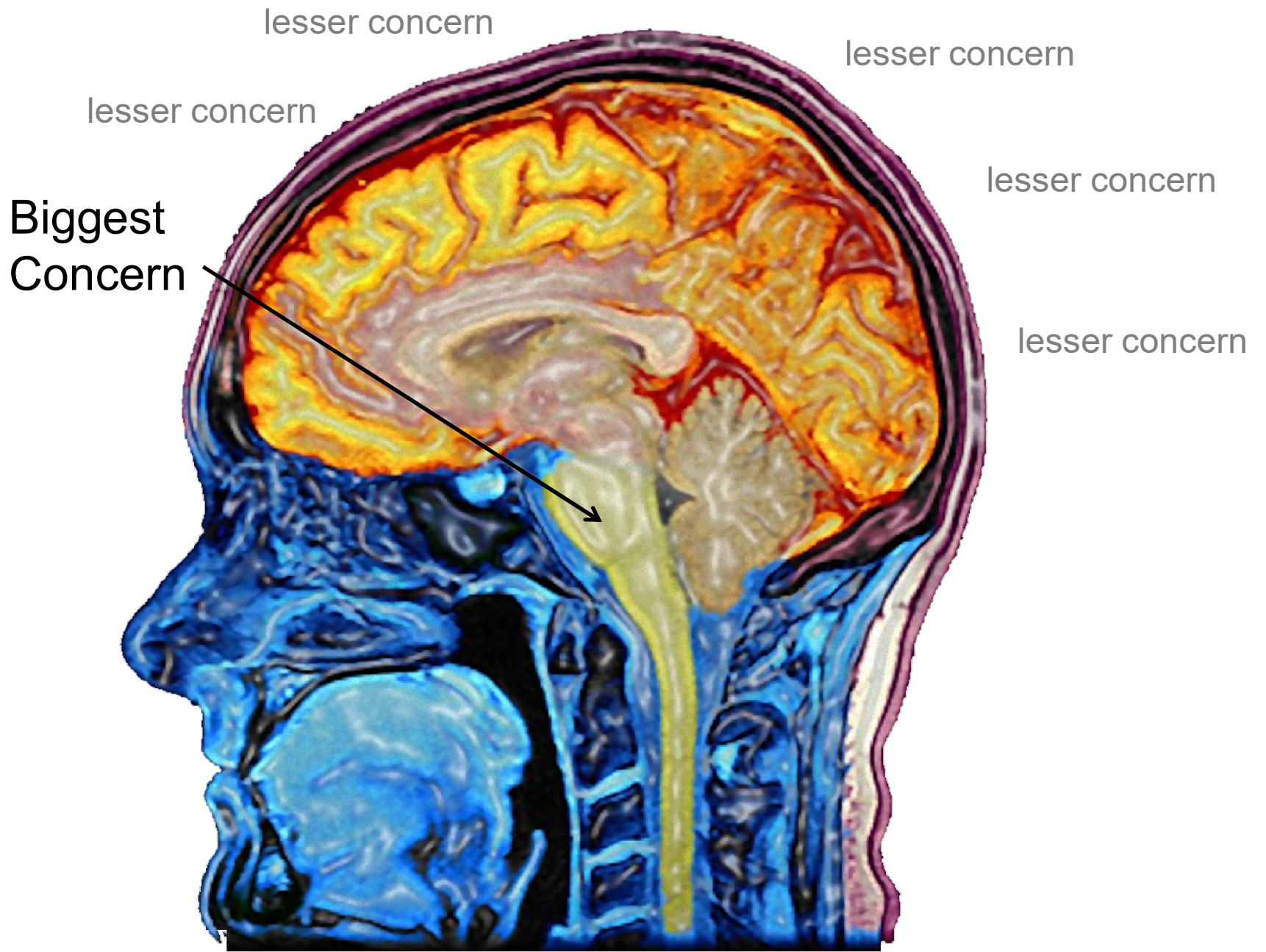
Which is better for the environment?

A meat-eater in a Prius



A vegan in a Hummer





■ Five Principles of Data Presentation

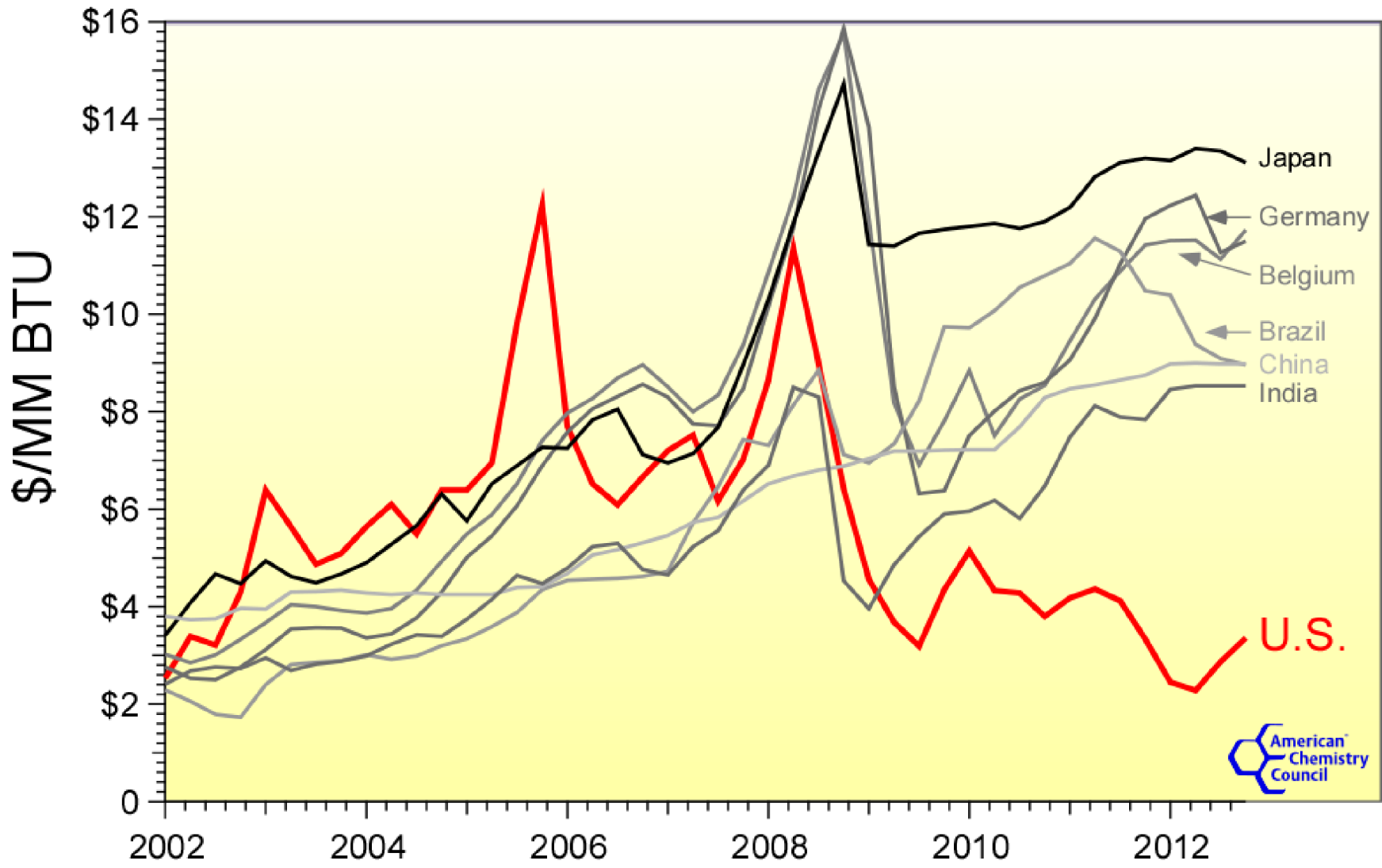


- Tell the truth
- Get to the point
- Pick the right tool
- Highlight what is important
- Keep it ~~simple~~
appropriate



Nancy Duarte in Slideology



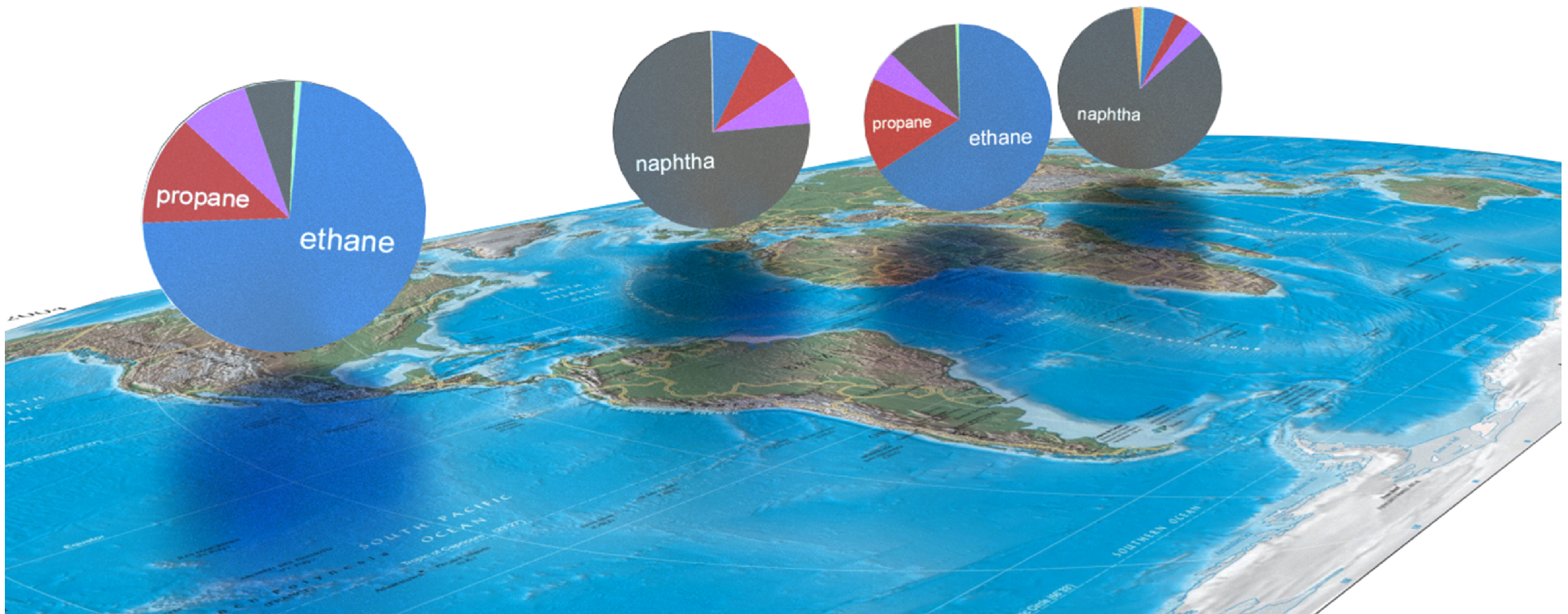


American
Chemistry
Council



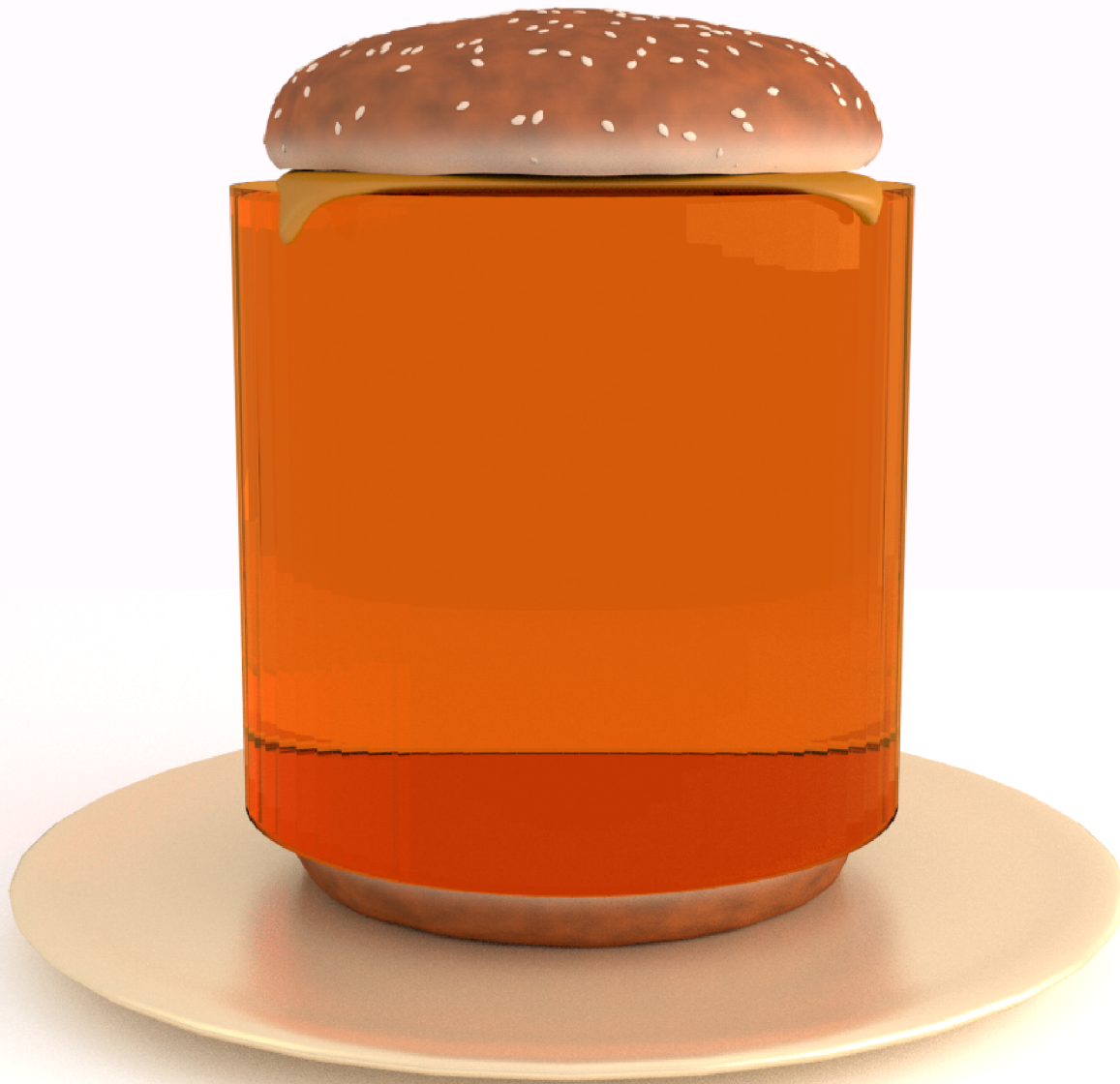
Global Feedstock Slates Differ

ethane propane butane naphtha MTO/CTO other

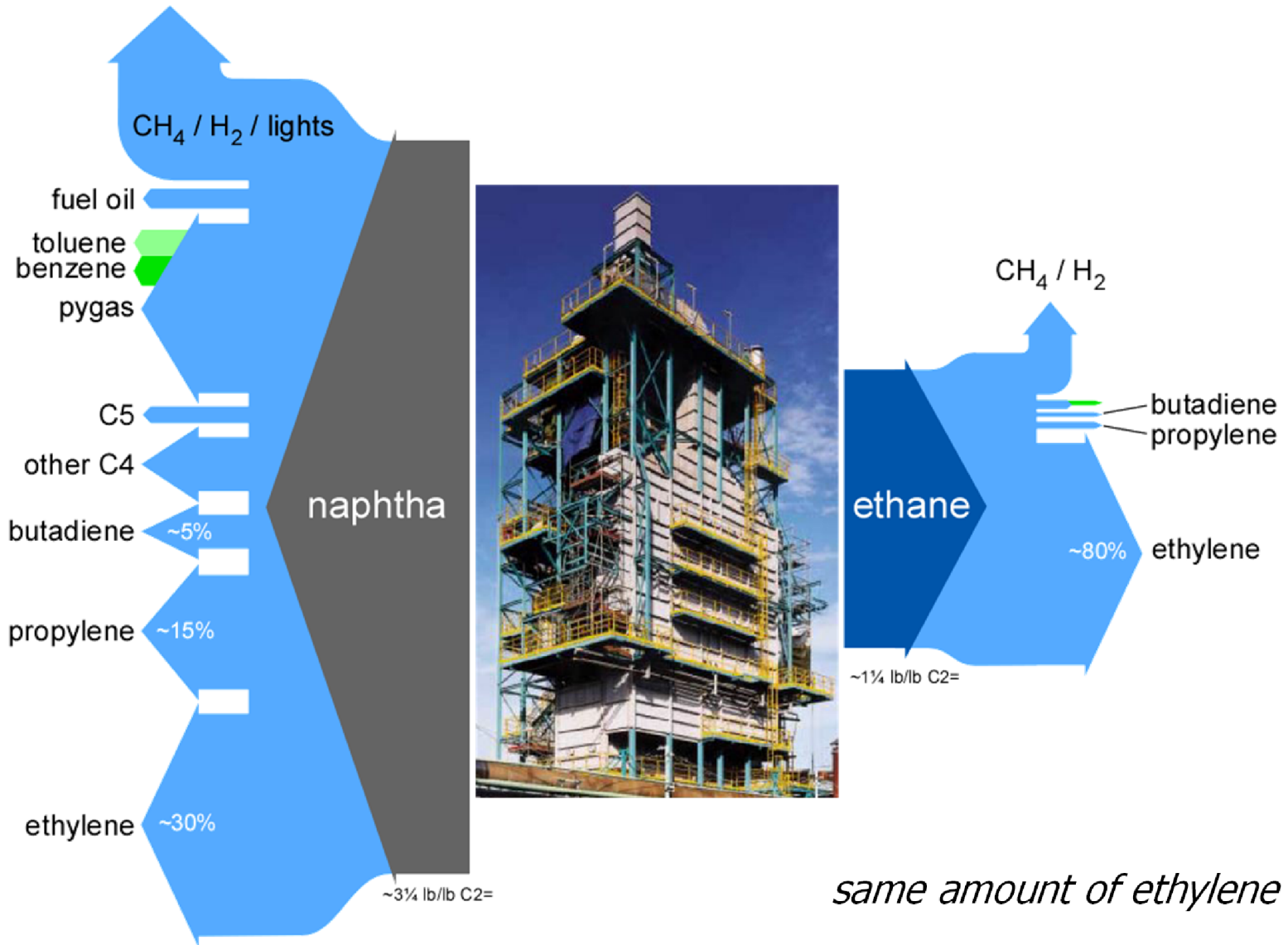


■ Embodied Fossil Energy

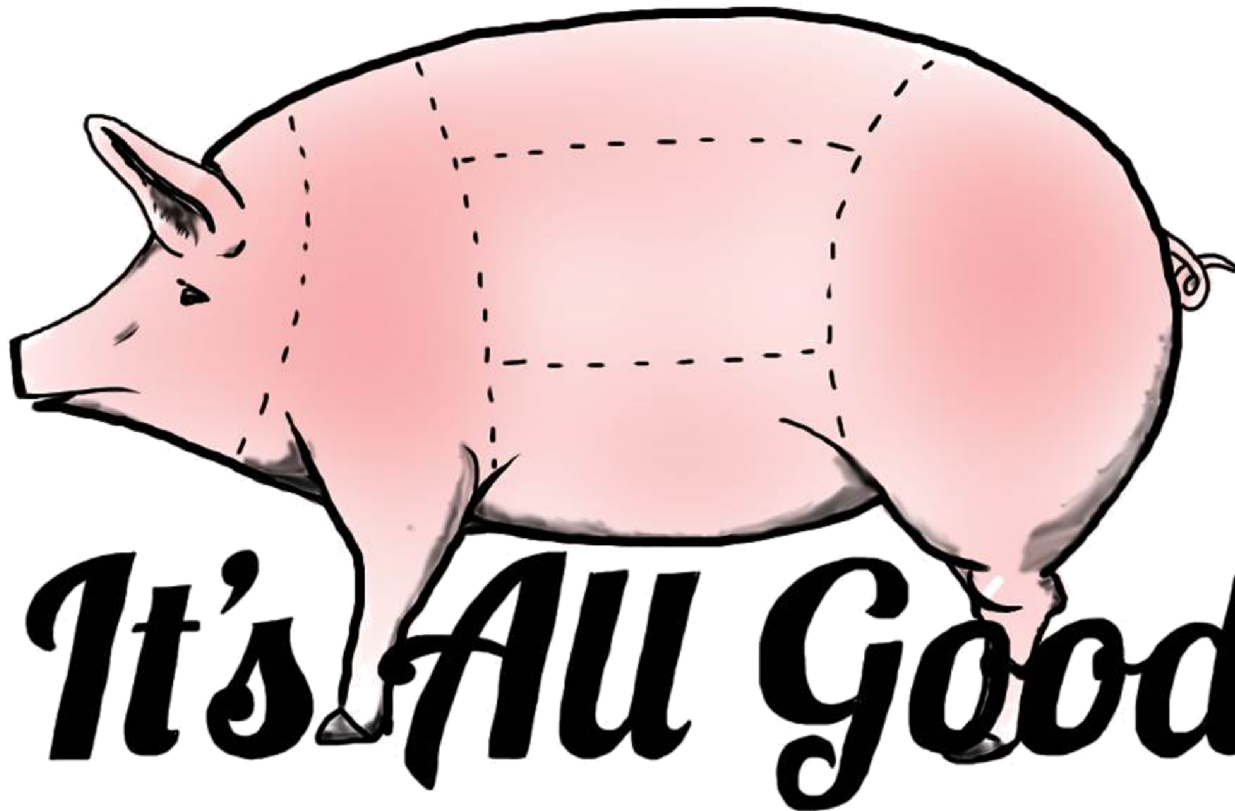




Naphtha vs Ethane Cracking Comparison



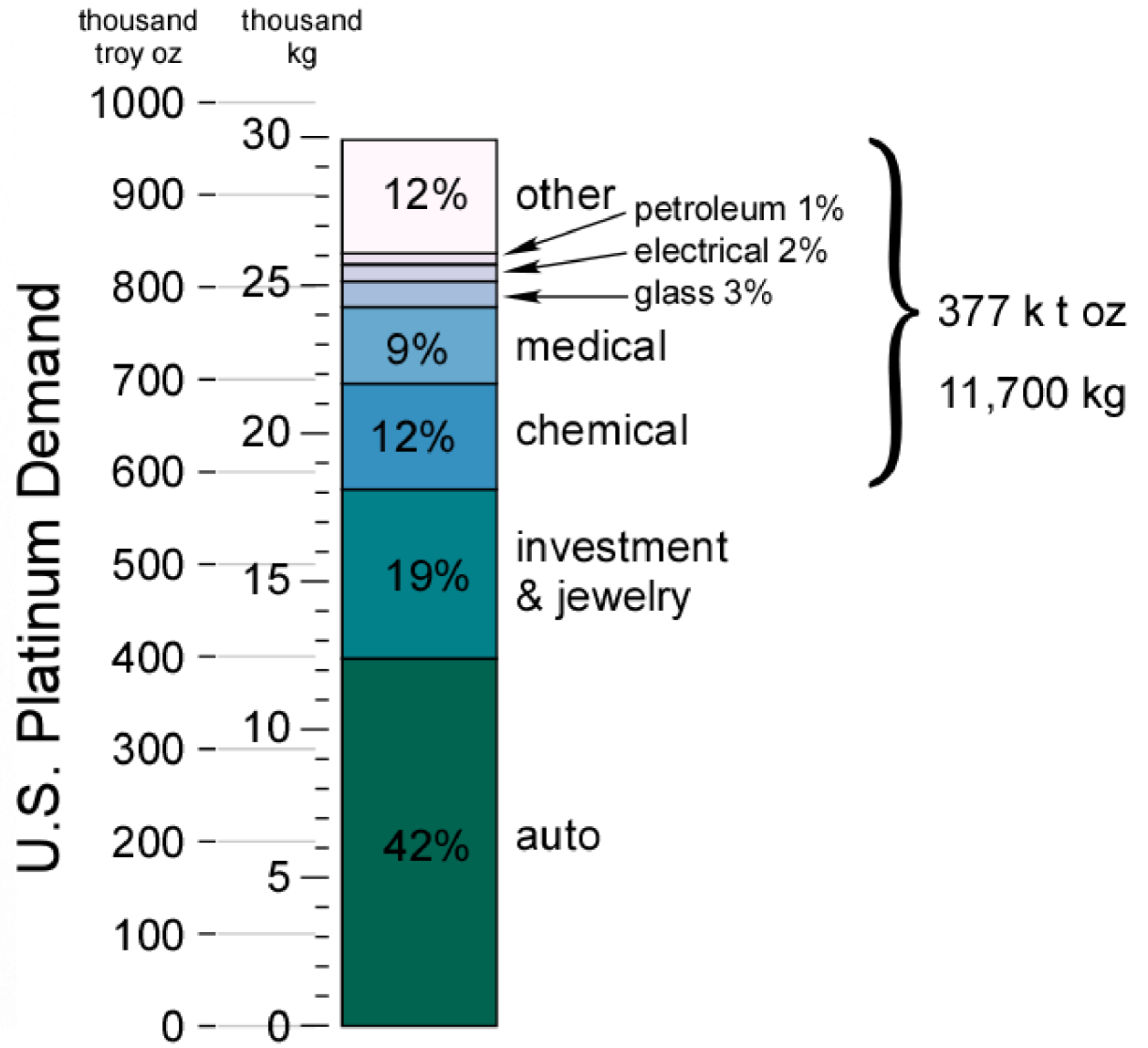
■ All Reaction Products Find Uses



It's All Good!



What is my Pt footprint?



1991 Top 50 U.S. Chemical Companies



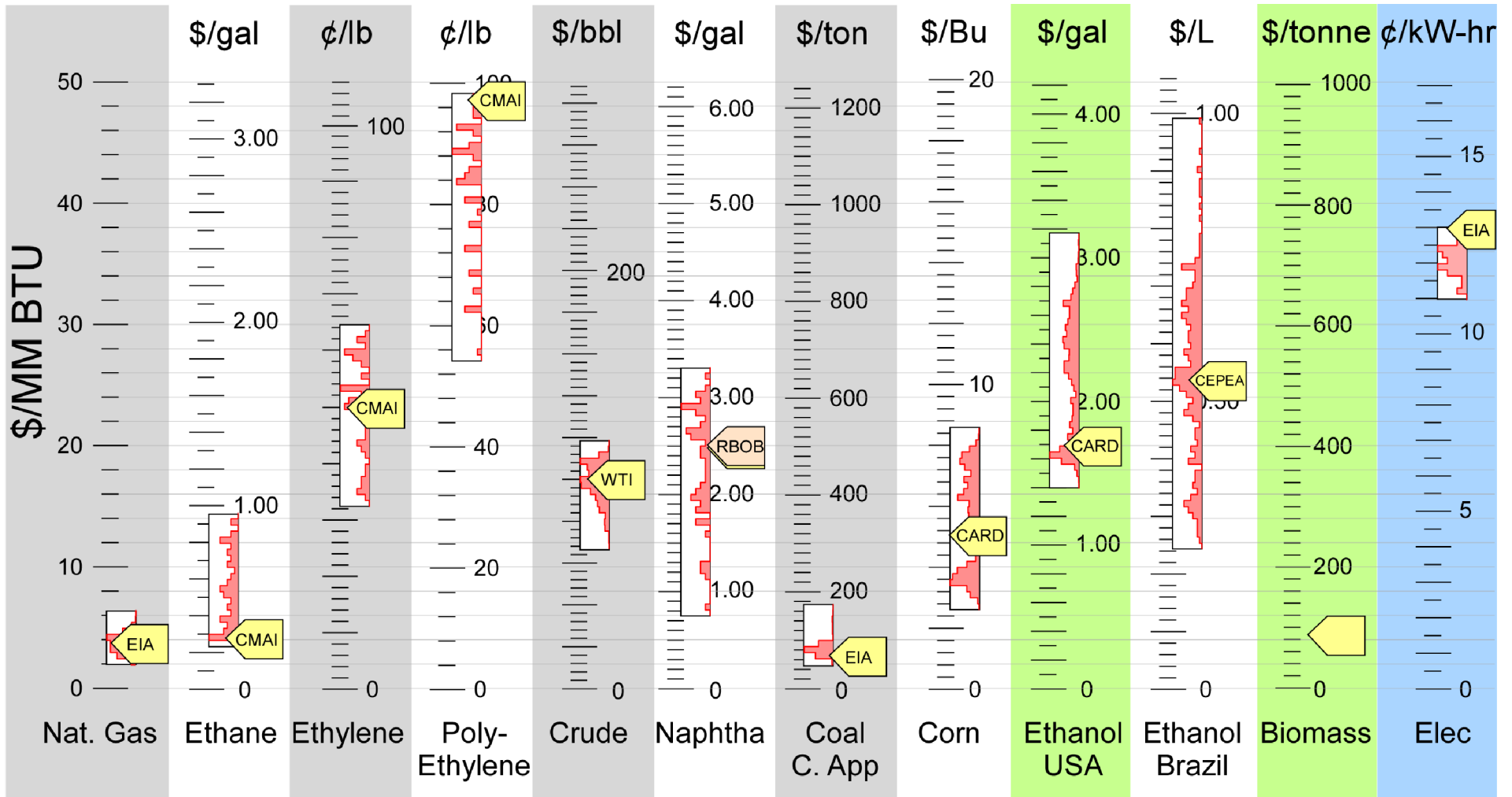
1991 Top 50 U.S. Chemical Companies Today



updated from version shown in on 10 Sept 2015



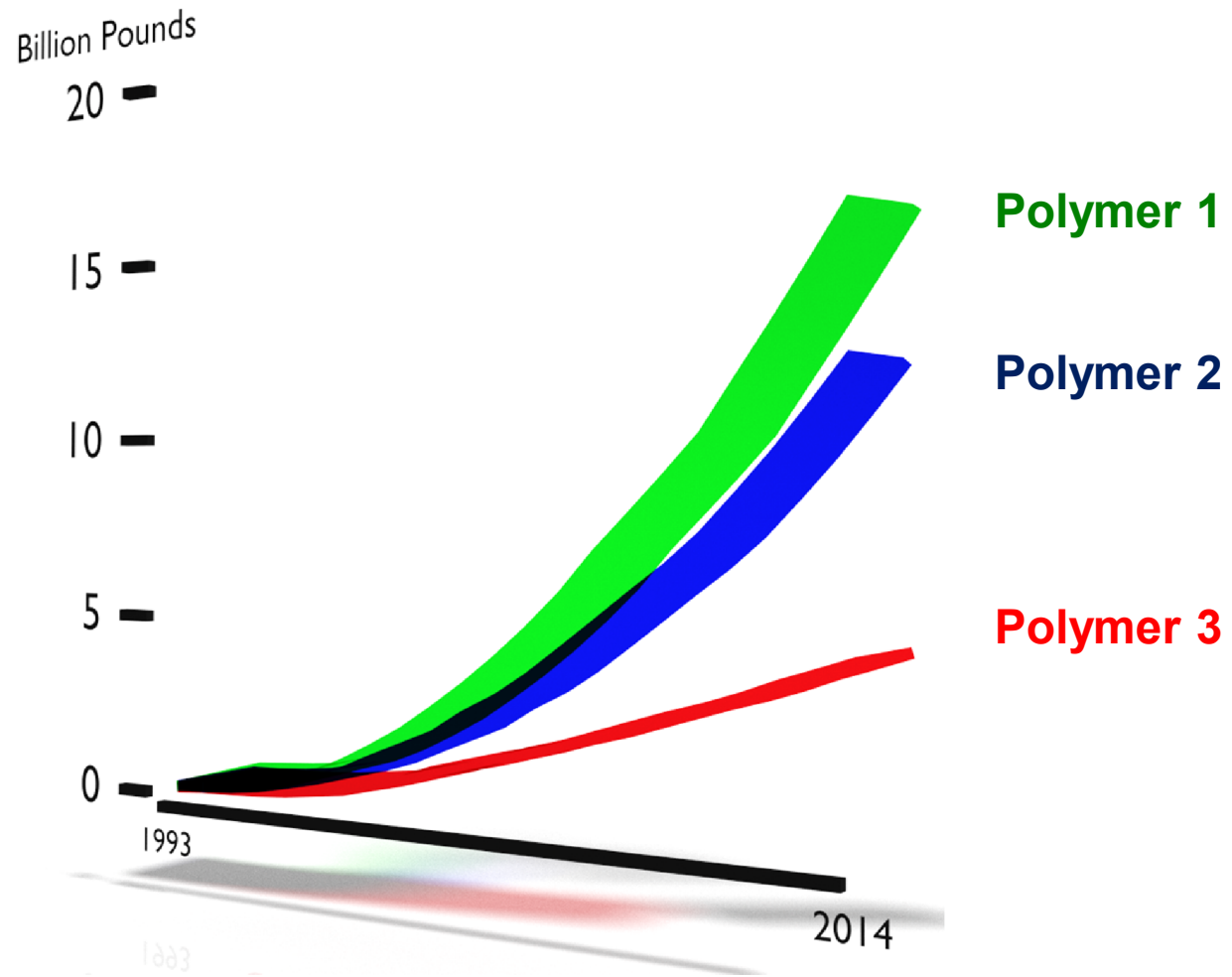
Data Rich Slide



■ Watch Out for Traps

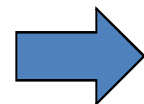
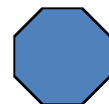


■ Getting Carried Away





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





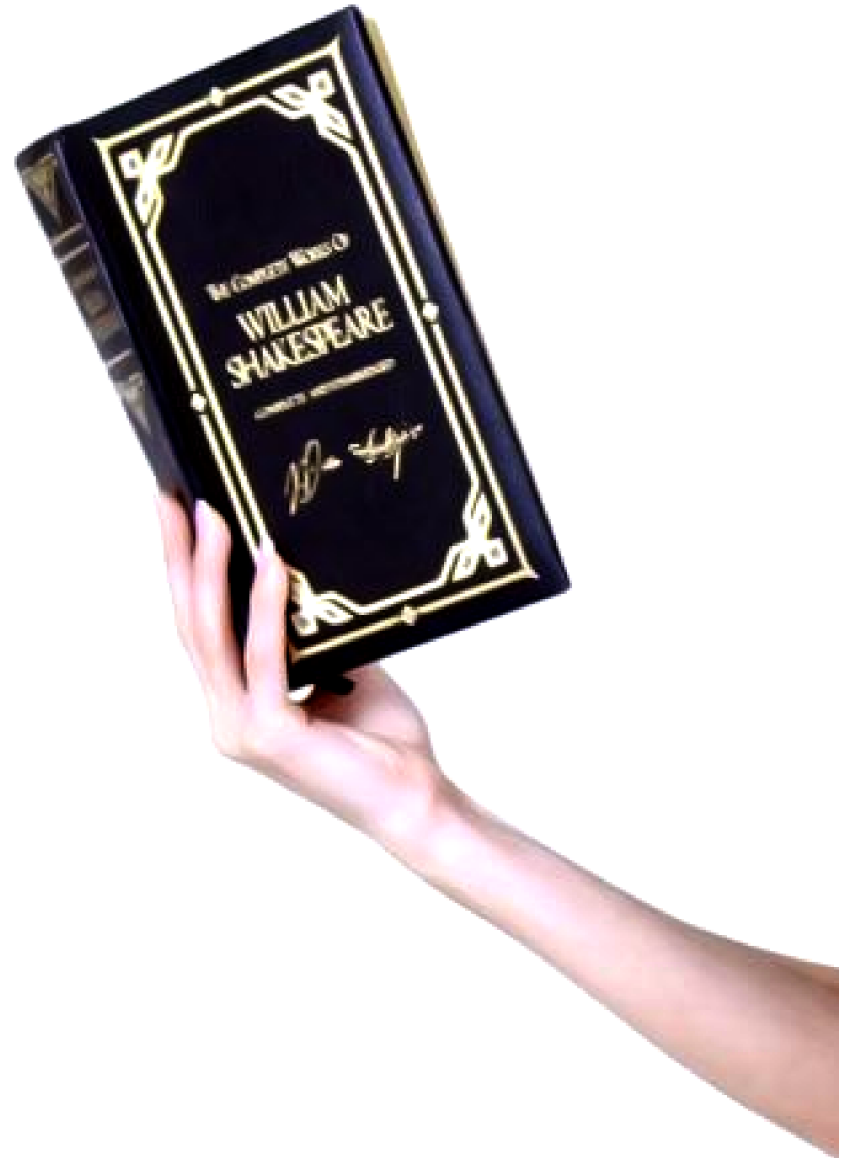
■ Command the Room



from <http://genius.com>

■ Your Hands

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.



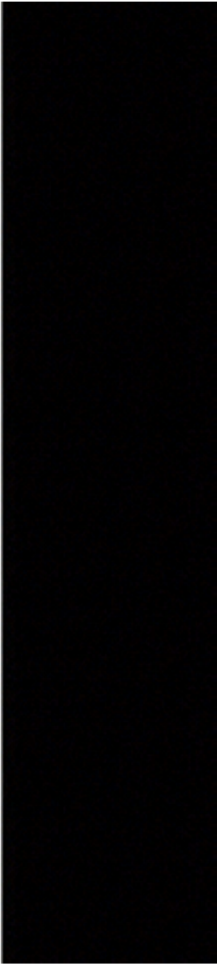
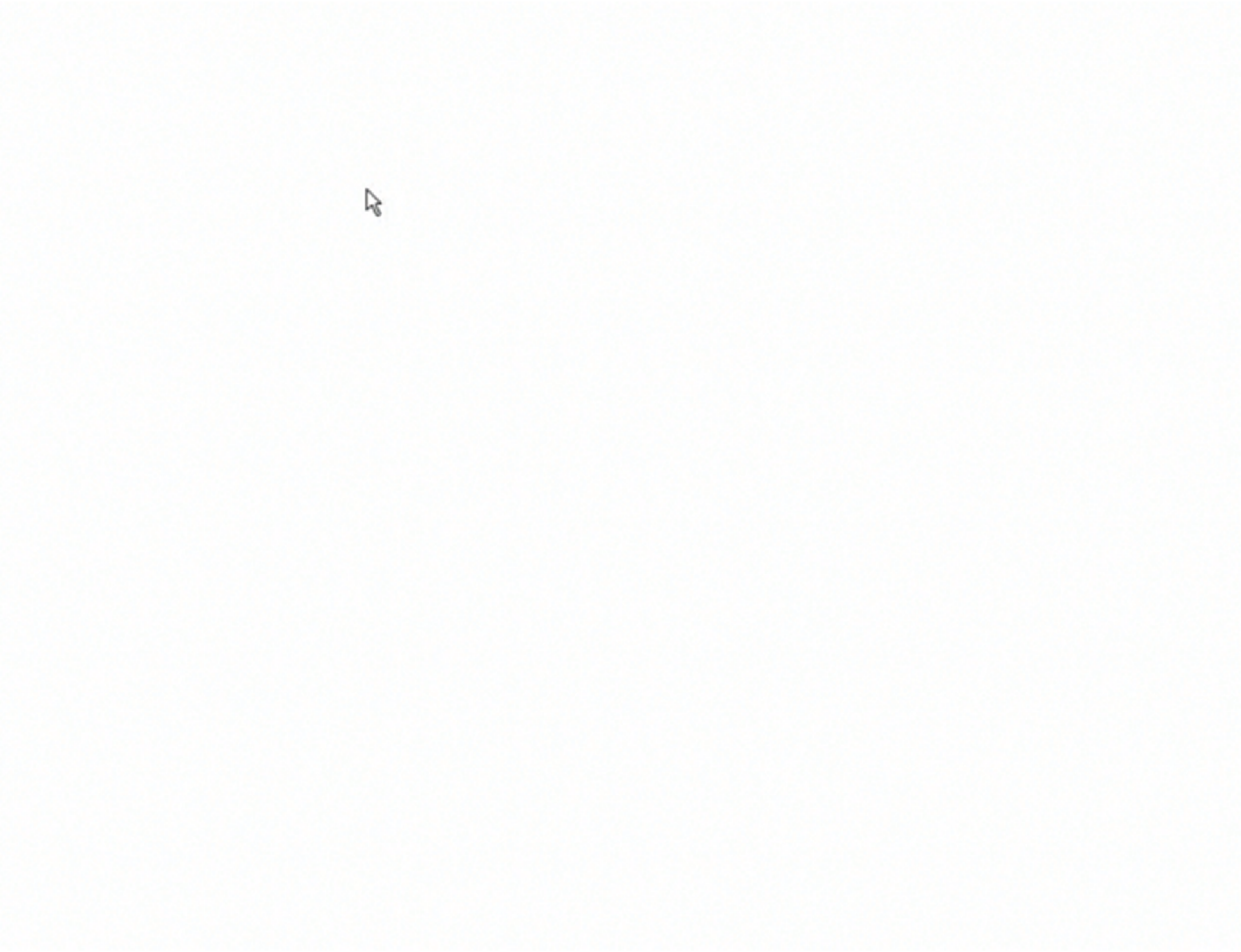
■ No Visual Feedback



you must create opportunities to get feedback

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

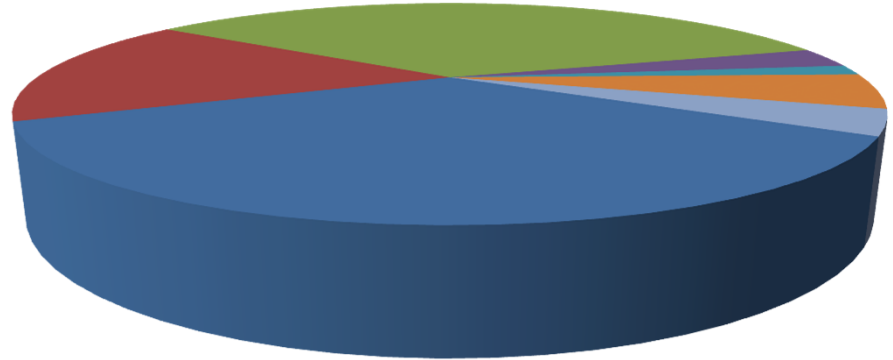
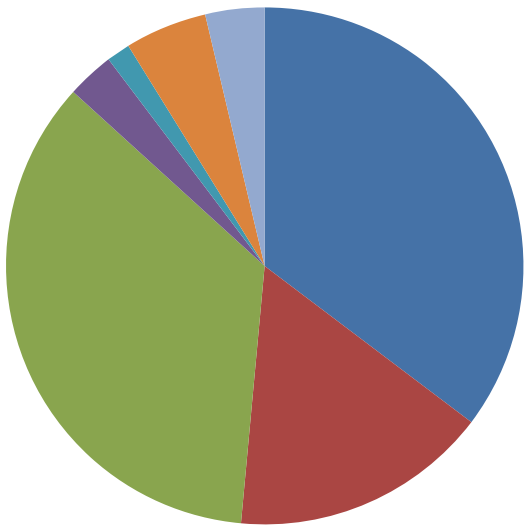


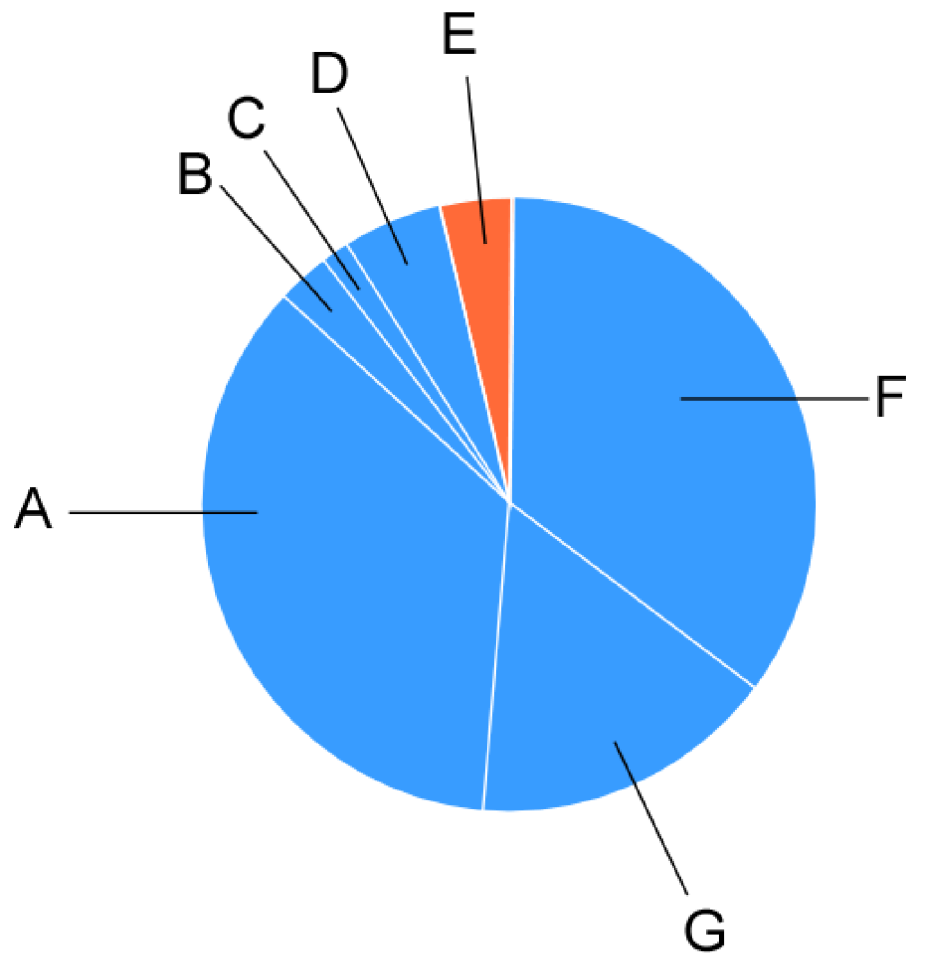
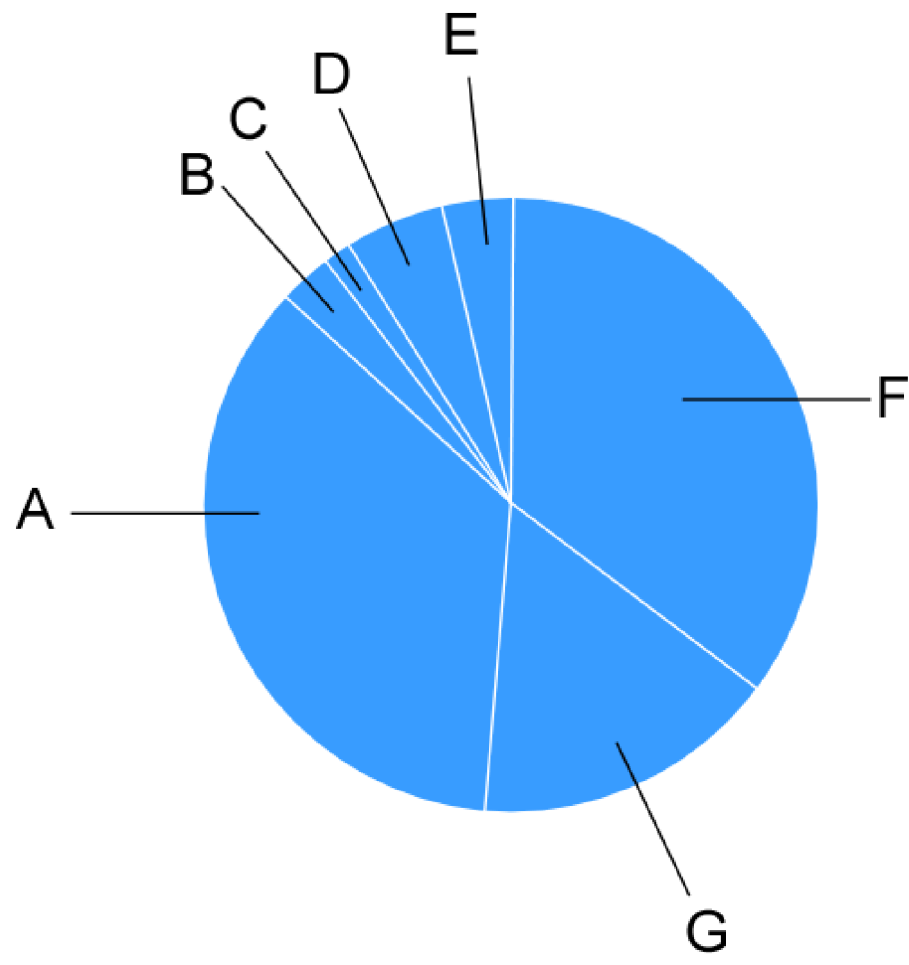


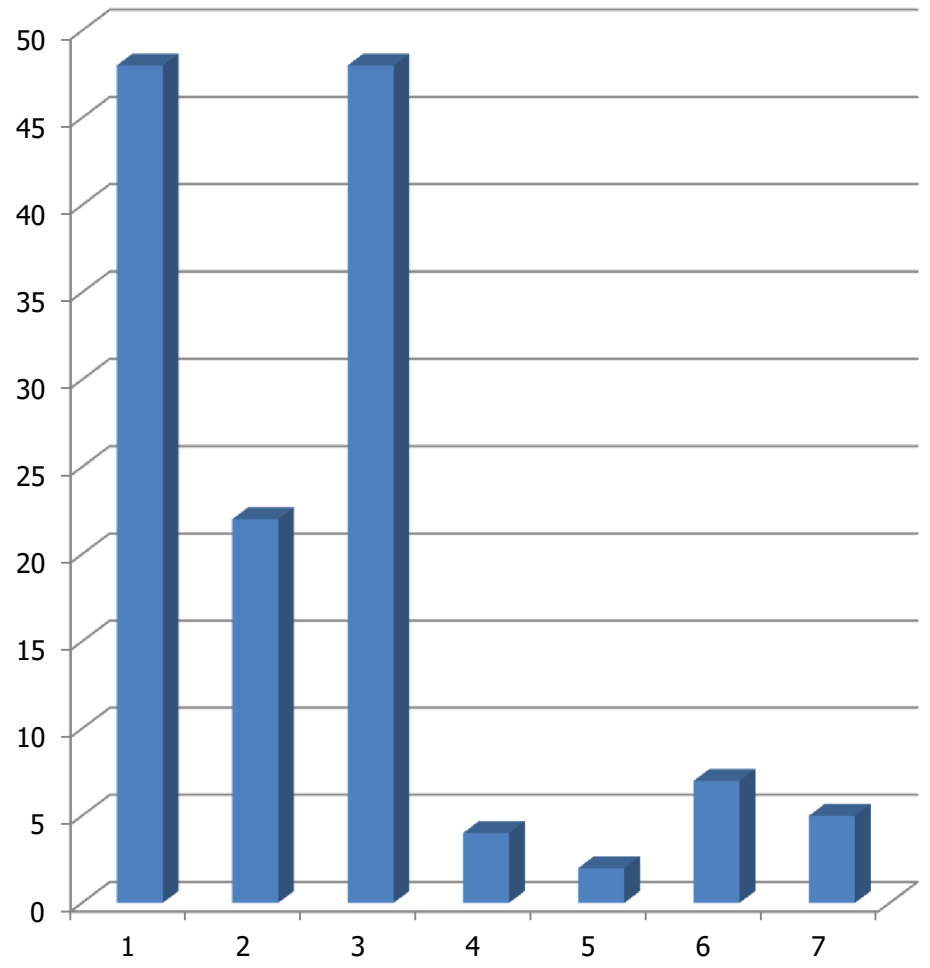
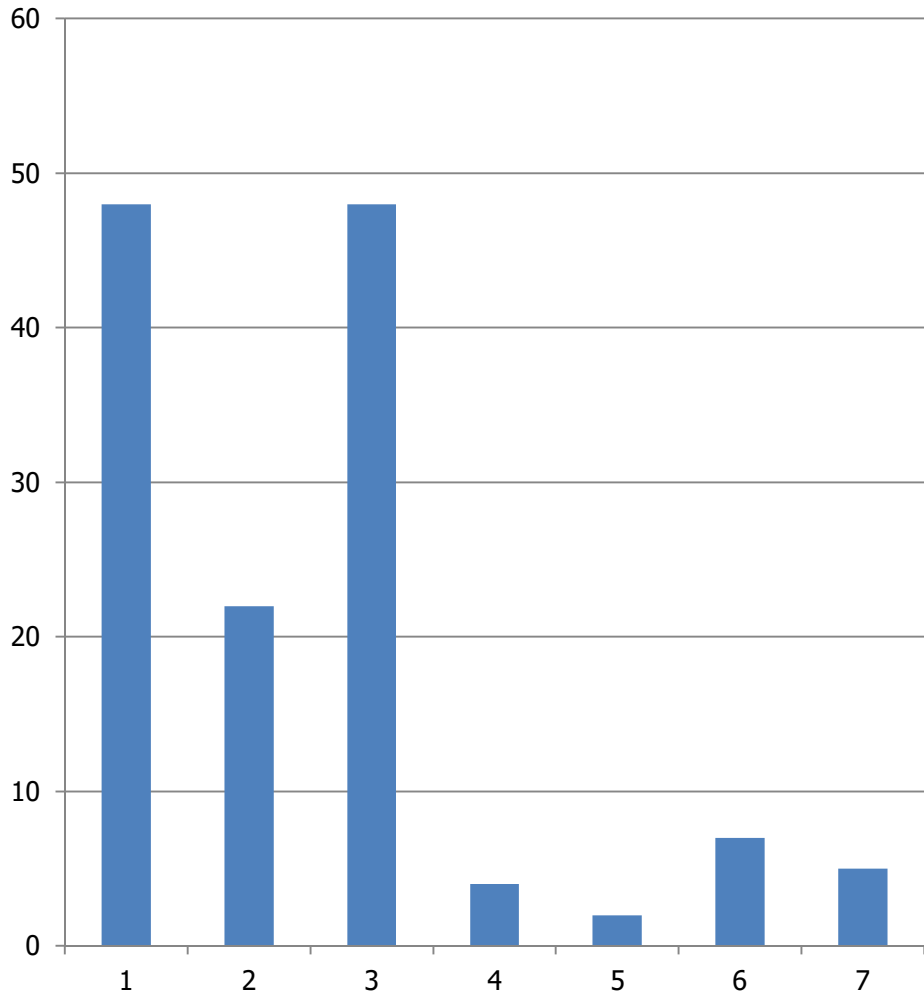
Microsoft[®]

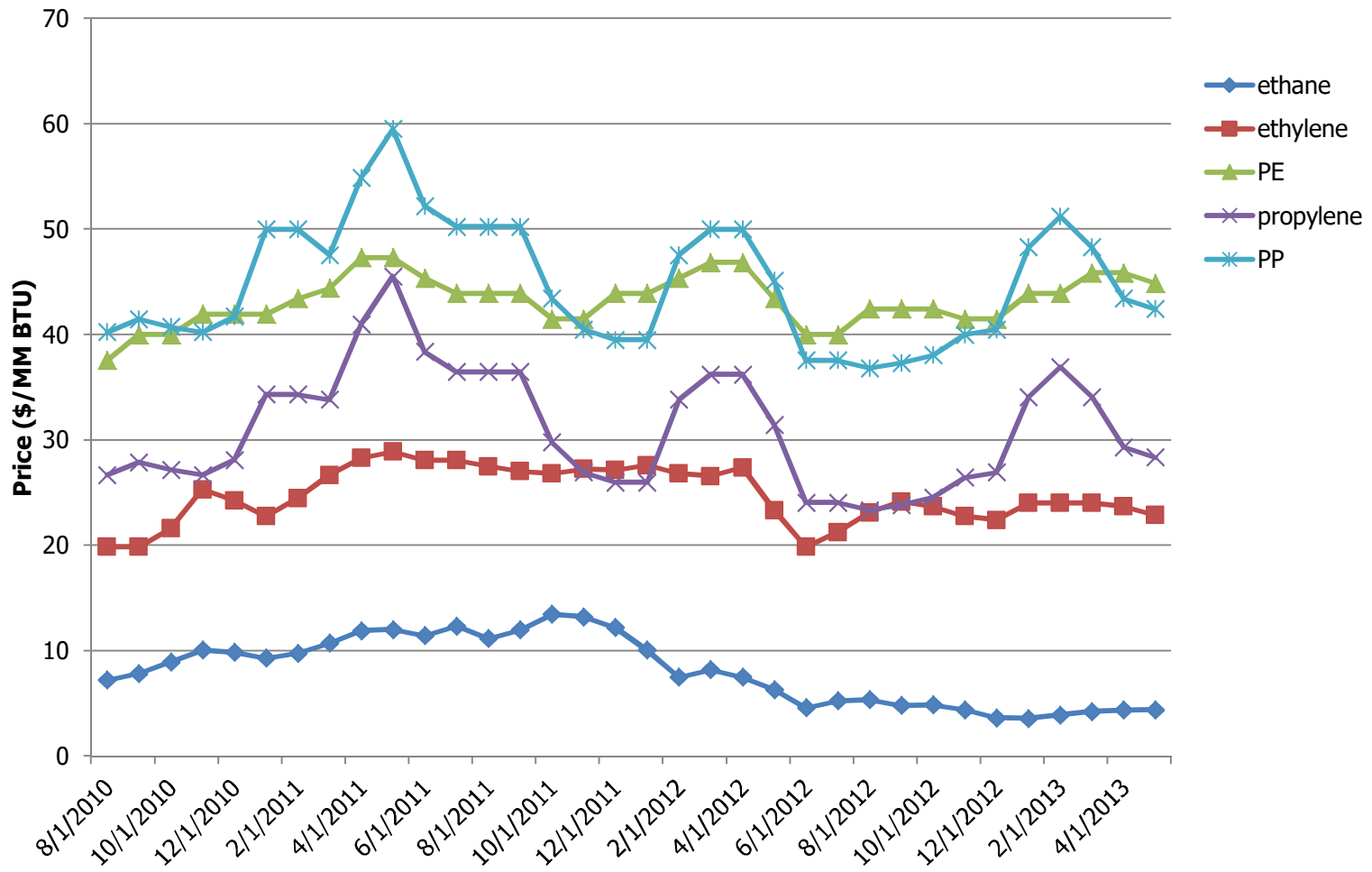
Bad Ideas





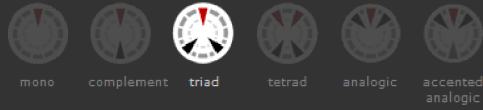






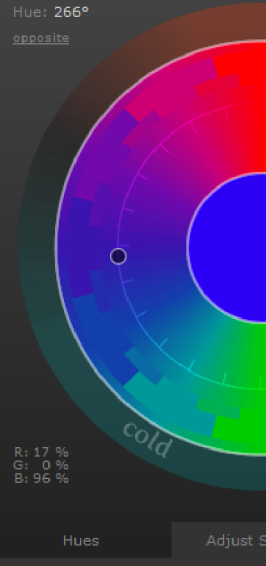
Color Scheme Designer

2002-2010 © Petr Stanicek • v3.51 • [Blog & News](#)



Scheme ID: 4a32q--WqW0w0

CREATE
FREE
STUNNING
WEBSITES
GO >>



Number of data classes: 6

Nature of your data:
 sequential diverging qualitative

Pick a color scheme:

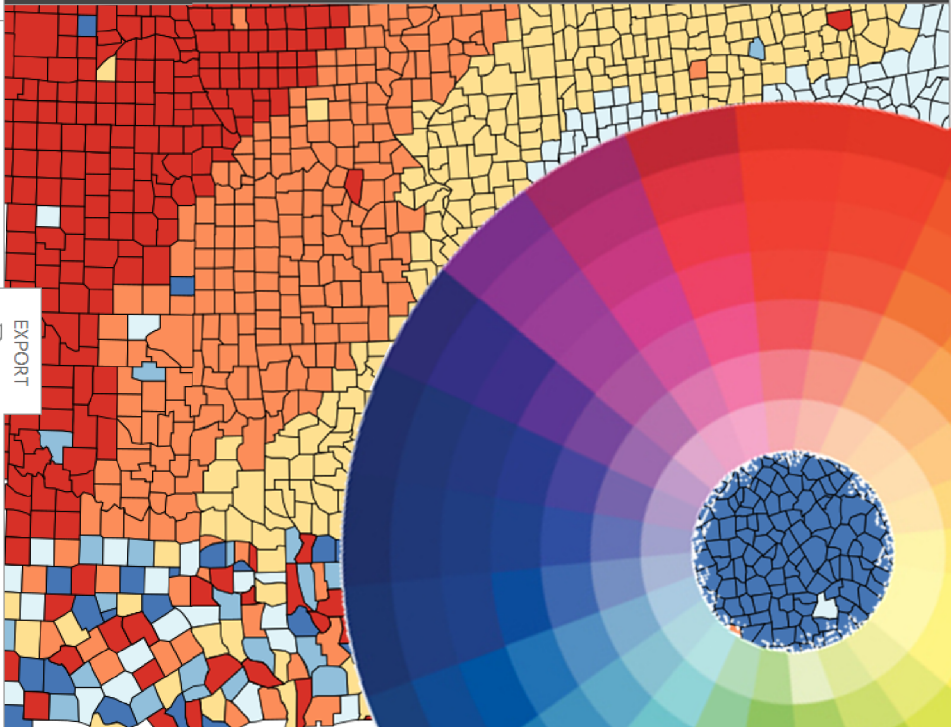
Only show:
 colorblind safe
 print friendly
 photocopy safe

Context:
 roads
 cities
 borders

Background:
 solid color
 terrain

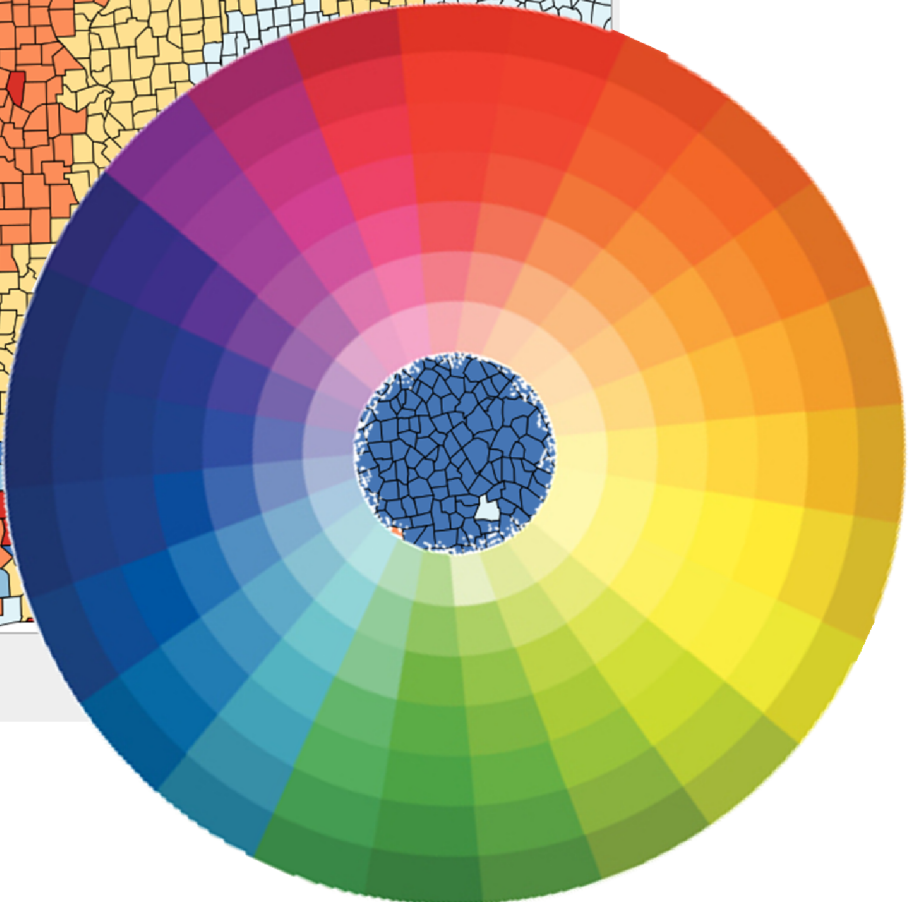
color transparency

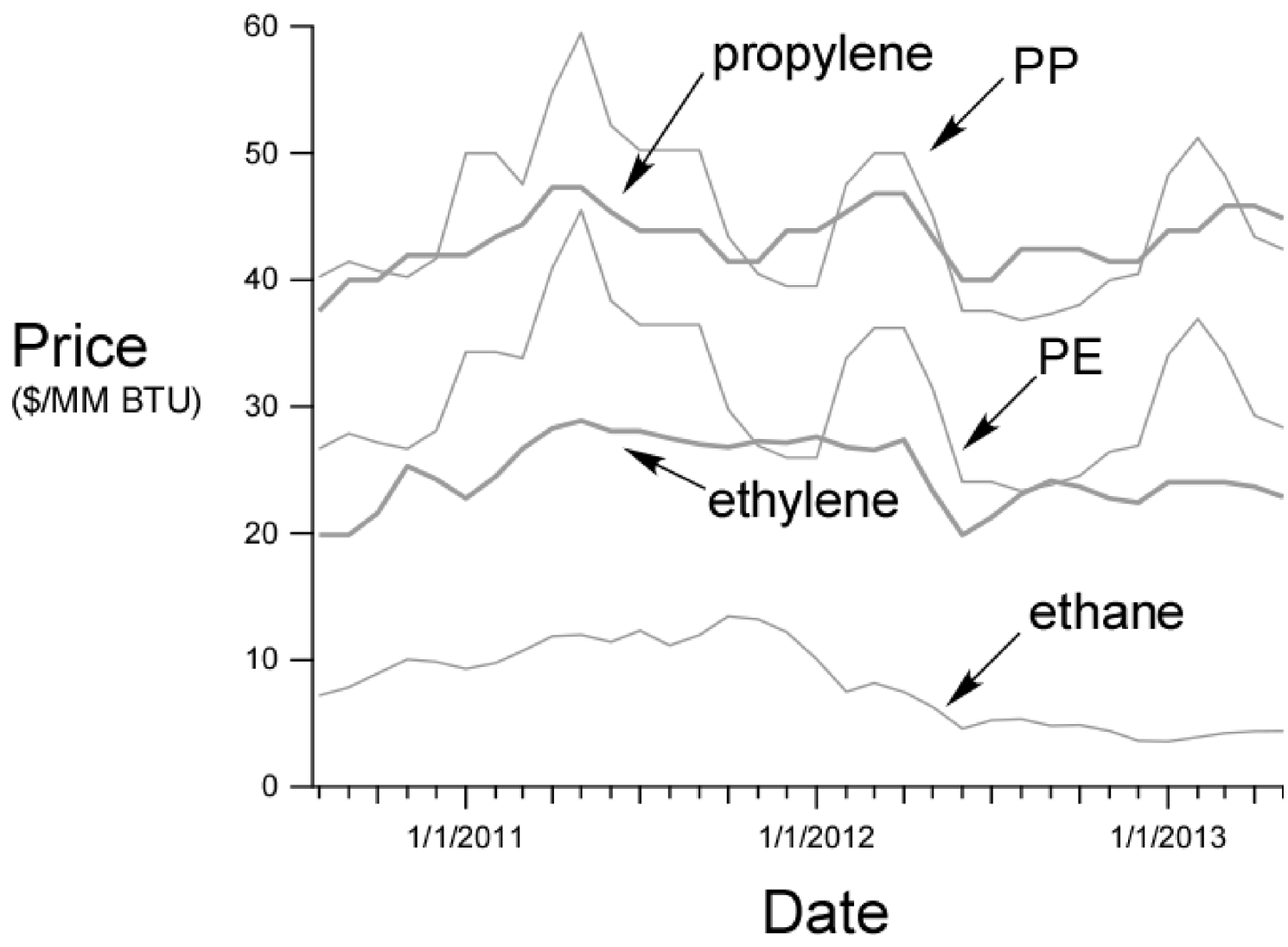
[how to use](#) [updates](#) [downloads](#) [credits](#)

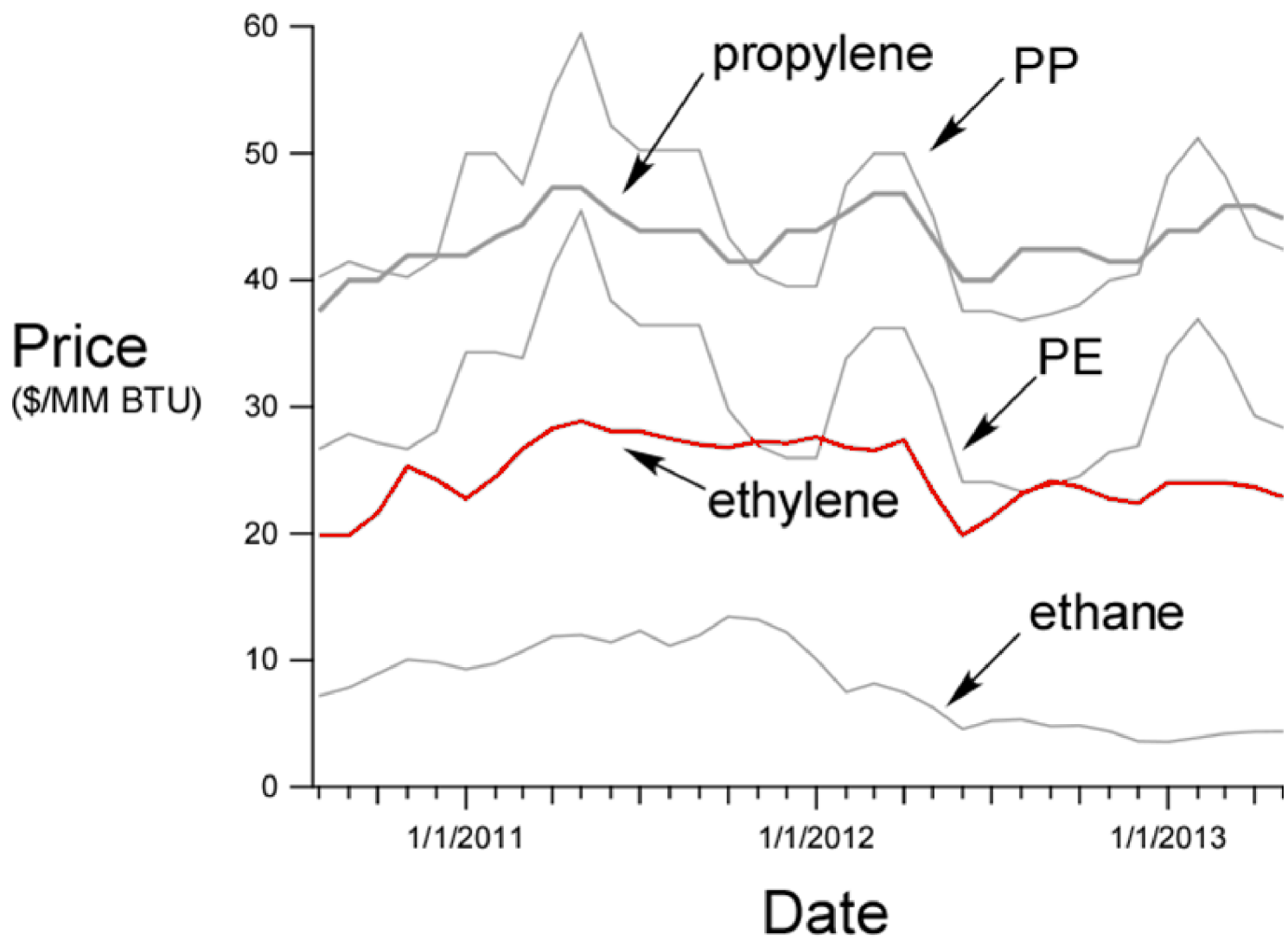


COLORBREWER 2.0
color advice for cartography

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[Back to ColorBrewer 1.0](#)





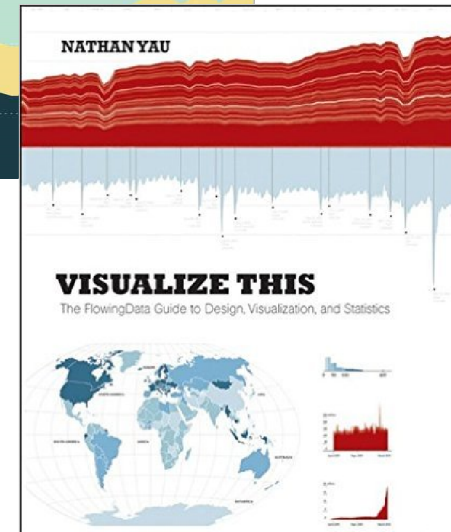
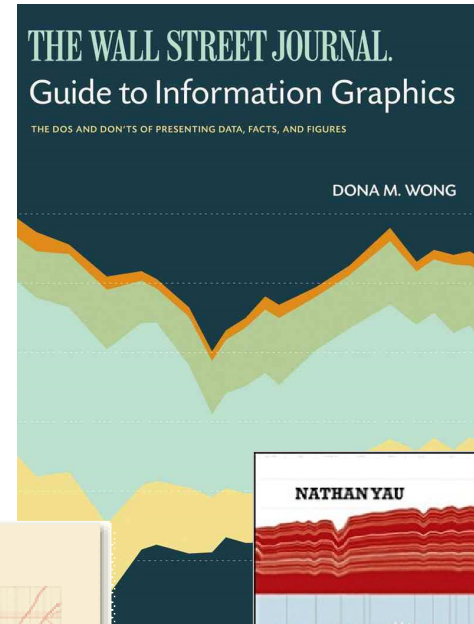
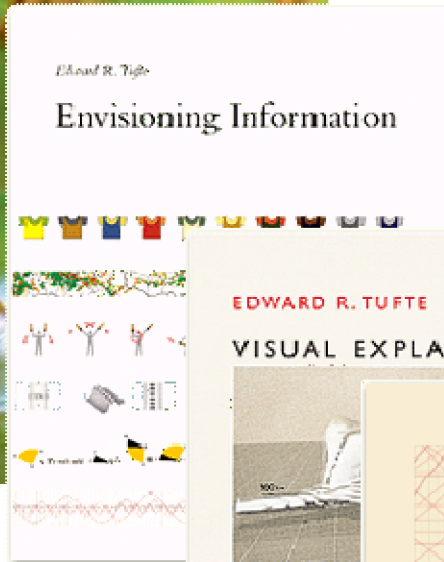


■ My Tips

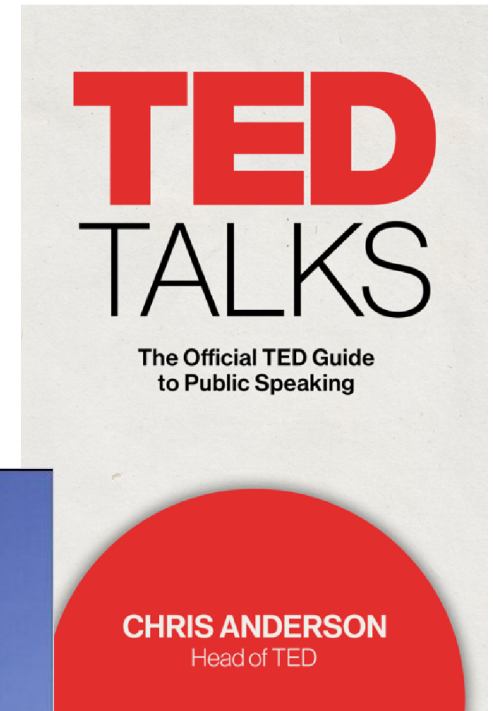
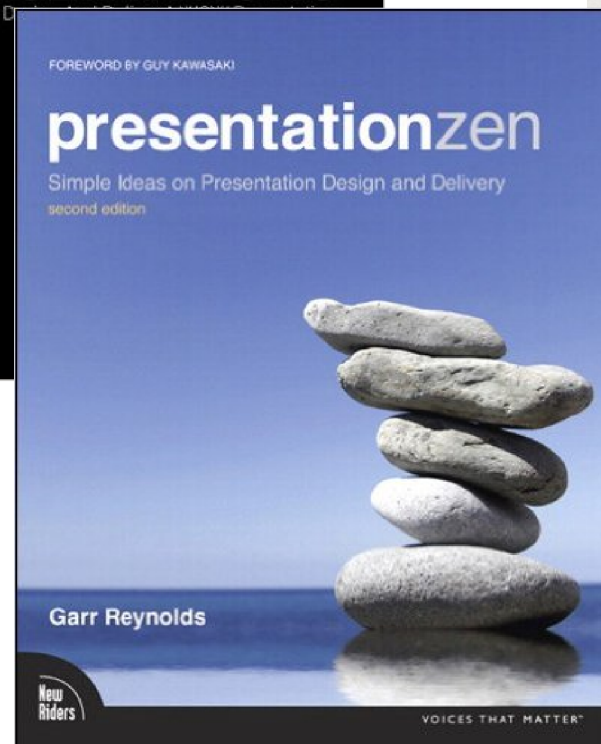
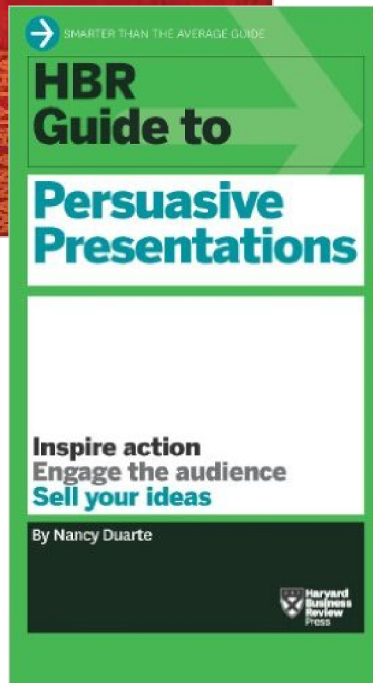
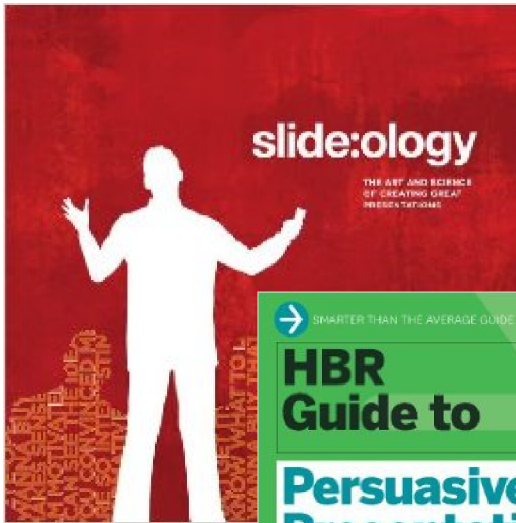


- *focus on what you say*
- *influence, never inform*
- *focus on making your work mind-ready*
- *memorable is almost always good and pictures excel at memorable*
- *make the information density right for your audience*
- *don't let tools get in the way*
- *script at least the first 5 minutes- most valuable real estate; best last 5, too*

Favorite References – Display of Information



Favorite References - Presentations





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



Nancy Duarte in HBR Guide



■ Duarte's Golden Rule

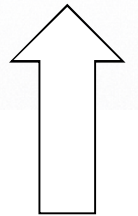


*Never give a presentation you
wouldn't want to sit through.*

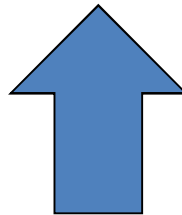


Nancy Duarte in HBR Guide





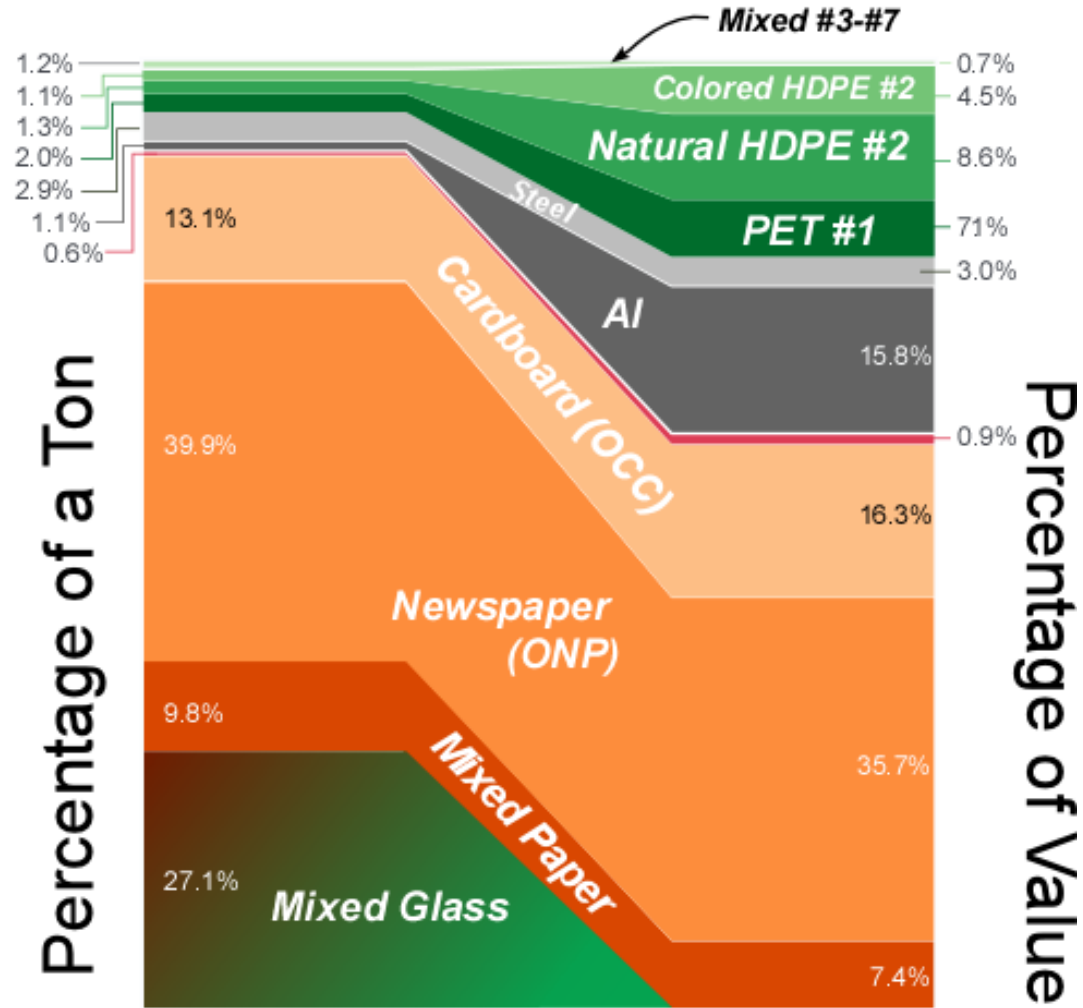
■ Skip Ahead Slide



■ Pitfalls

- animation is almost always bad
- don't do real time demos
- avoid eye candy that detracts from your message
- labels and error bars!
- inflexibility

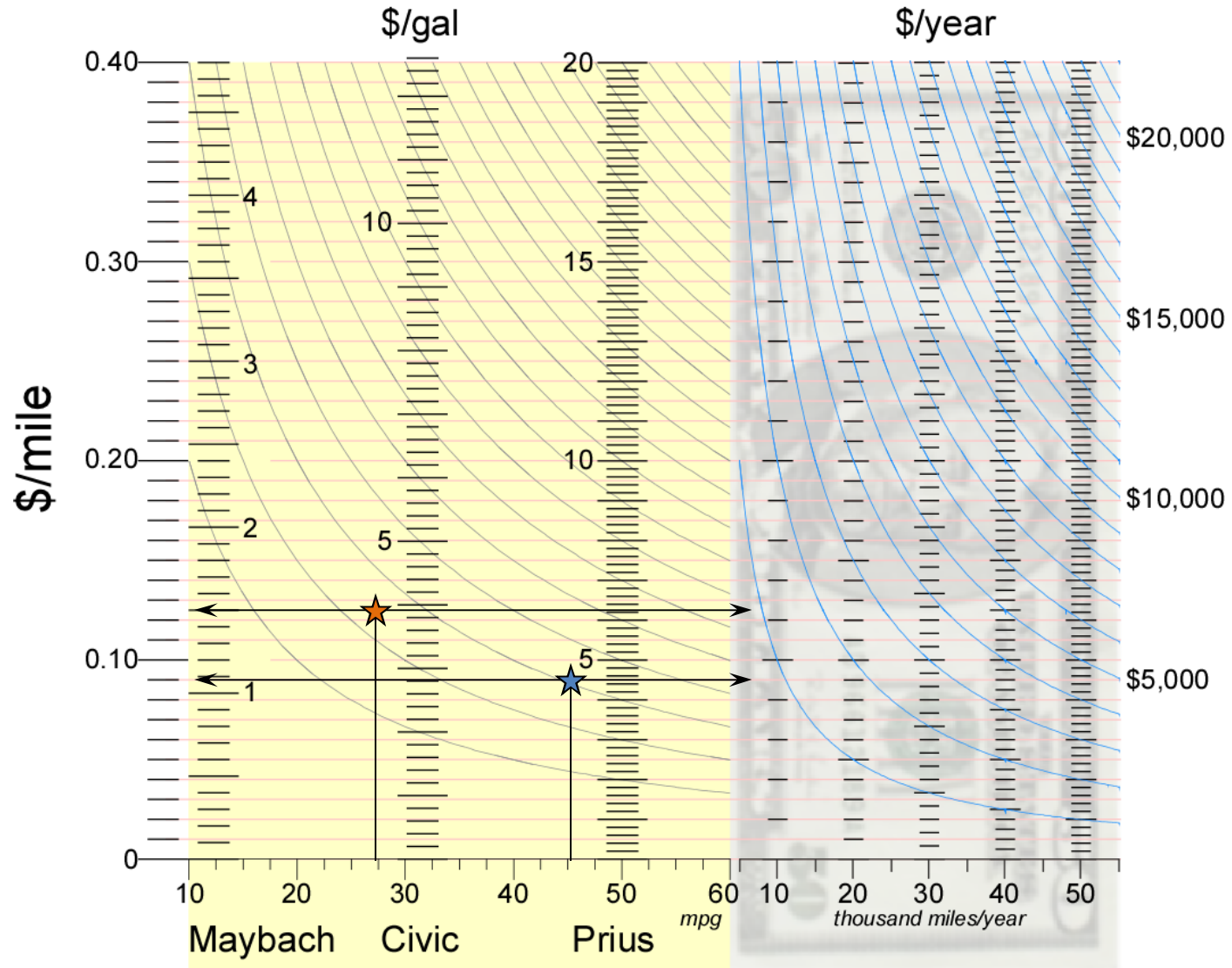
Value of Recycled Materials



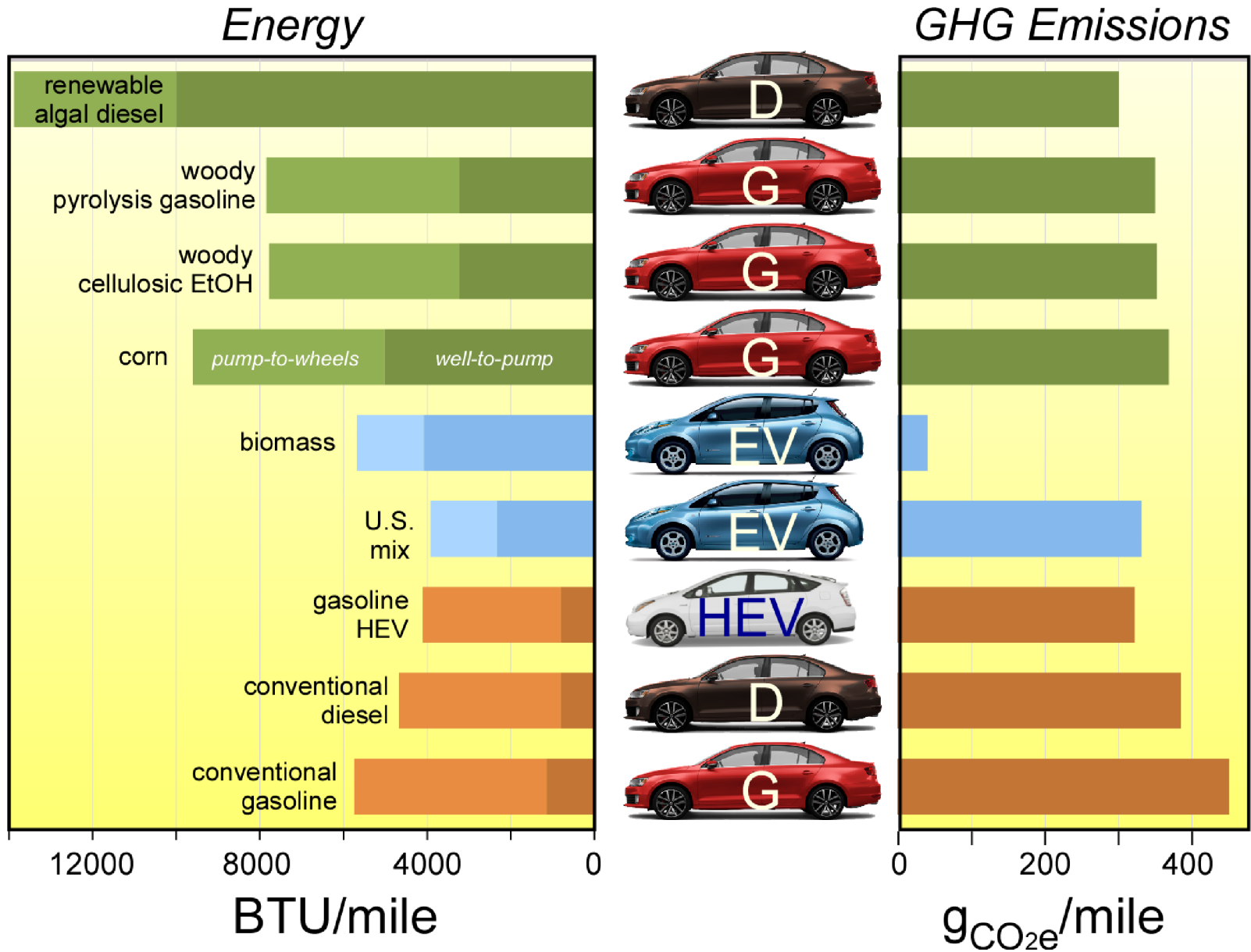
source: RRS from recycling.com and published in November 2015 Resource Recycling



■ Data Rich Slide

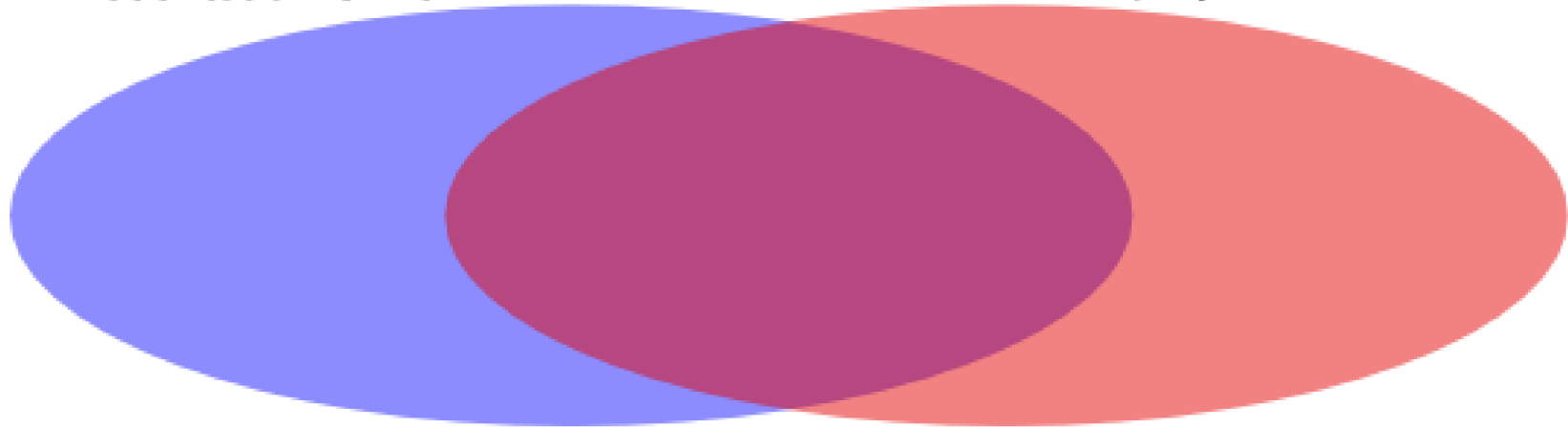


Target the Message



Presentation Skills

Display of Information



Duarte

slides as chorus

Godin

the atomic method

Tufte

“Mr. Info Density”

Wong

WSJ