

MJPhD

EXCEPTIONAL PRESENTATIONS IN SPITE OF POWERPOINT: *HOW TO COMMUNICATE IN THE DIGITAL AGE*


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31 May 2023

MJPHD.NET



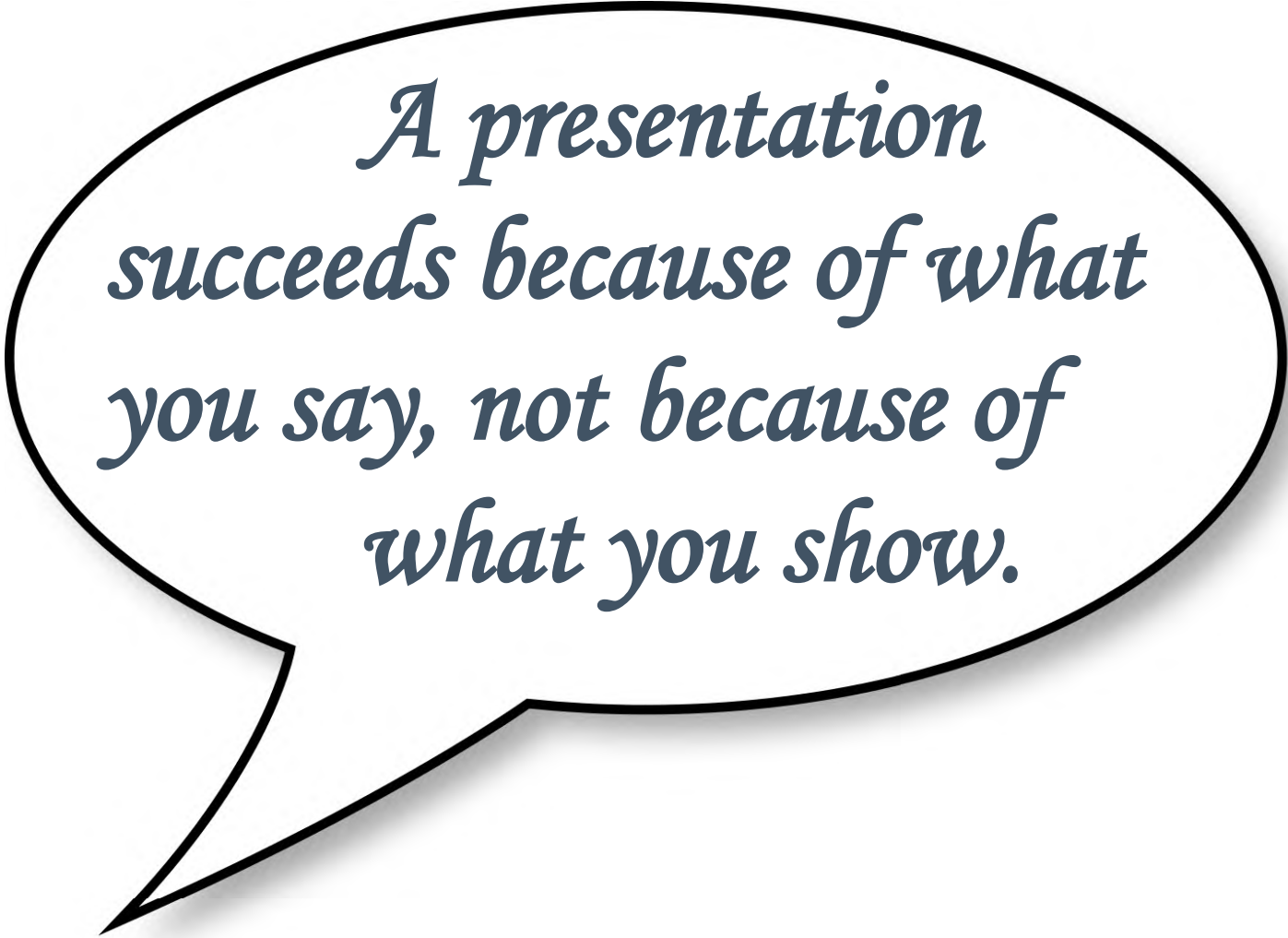
A smooth, light-brown rock is centered on a white background. The rock has a slightly textured surface and casts a soft shadow to its left. Inscribed on the rock in a black, serif font are the words "Jump and a net will appear" arranged in three lines.

Jump and
a net will
appear



MJPhD



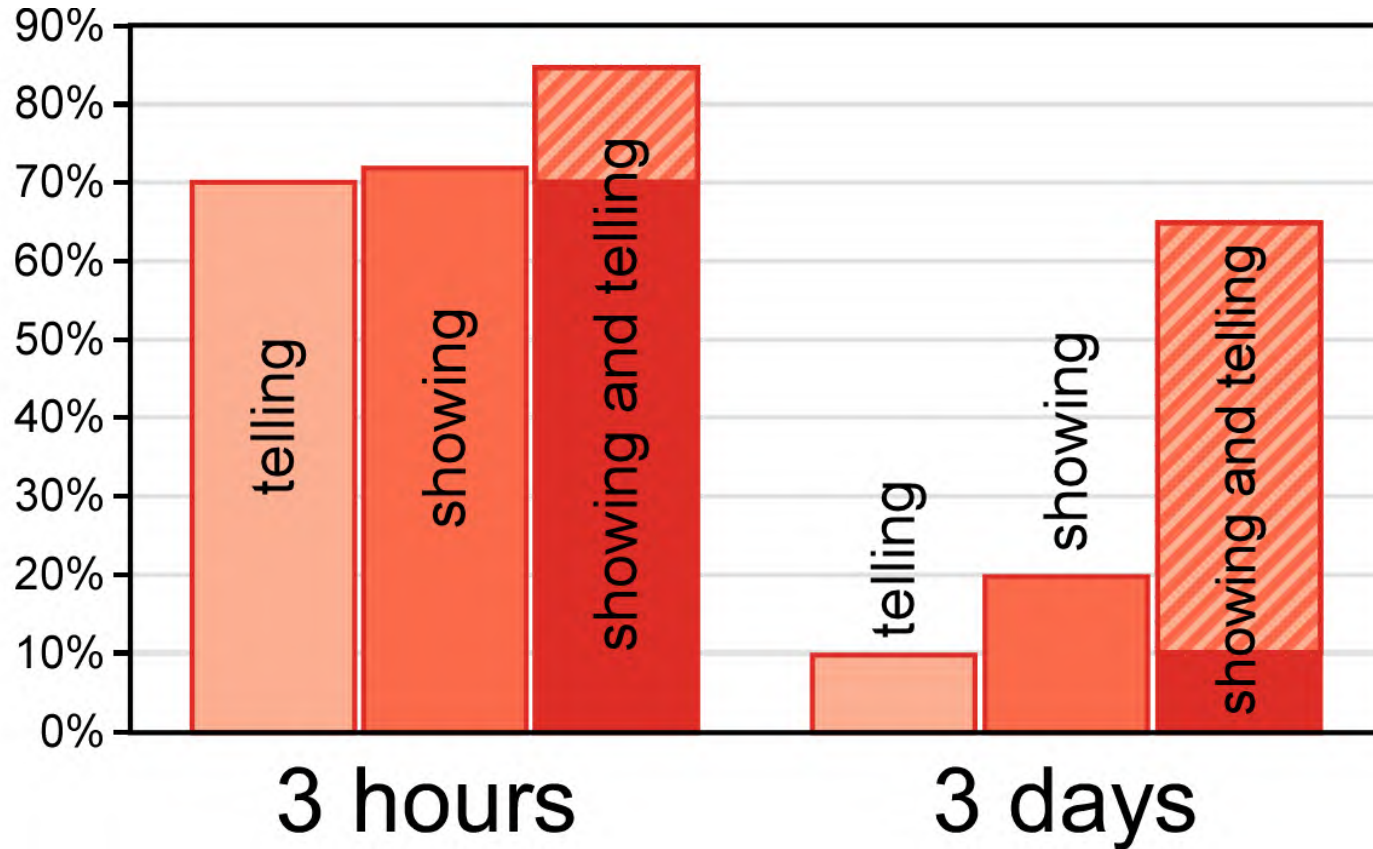
A large, black-outlined speech bubble with a drop shadow, containing the text:

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

WHY USE VISUAL AIDS?



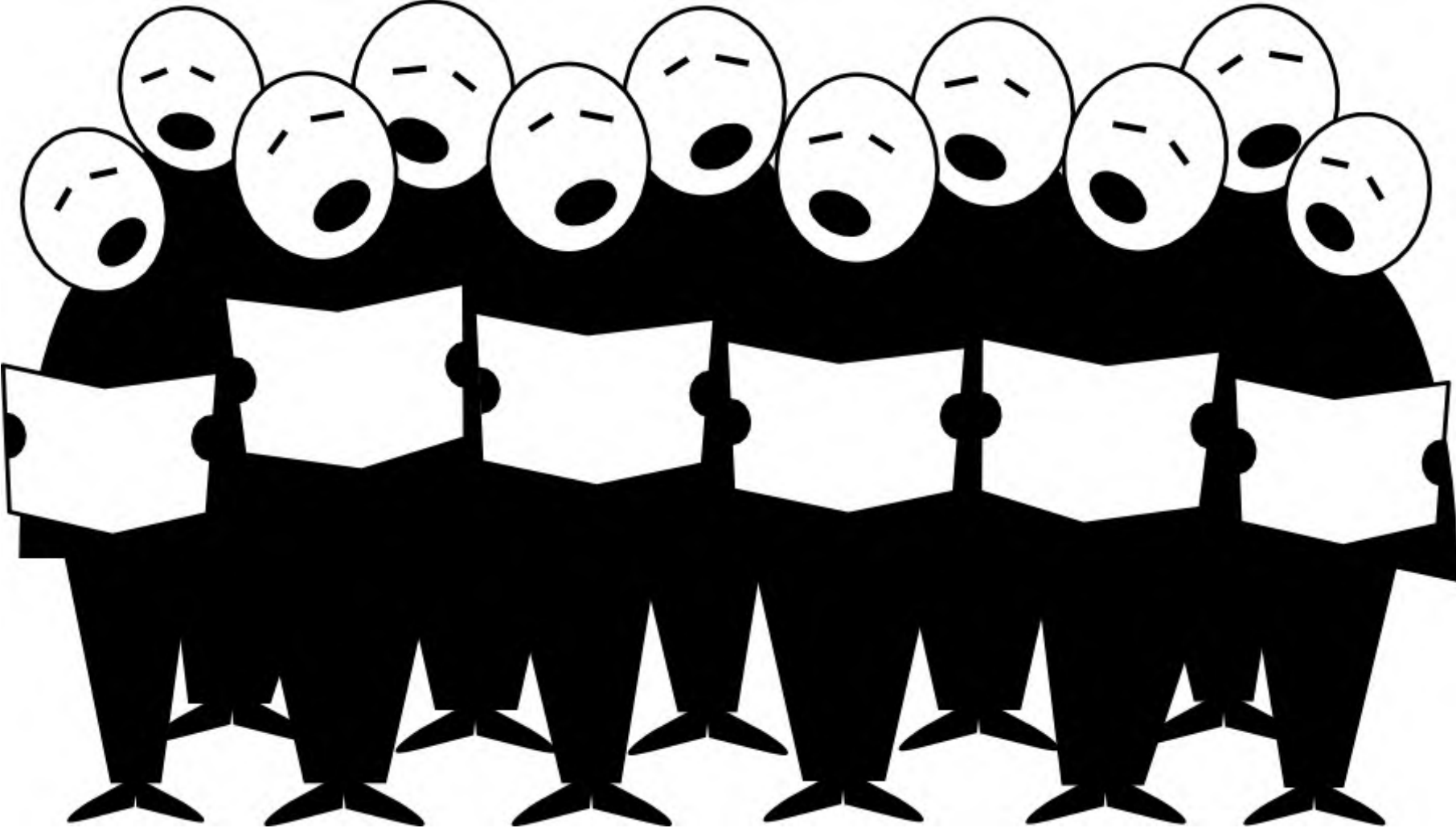
Recall



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

Gene Anderson

SLIDES AS CHORUS





COMMAND THE ROOM



LAYOUT



LAYOUT





**USE YOUR HANDS –
THEY ARE GREAT
POINTERS – BUT DON'T
DO ANYTHING WITH
THEM THAT YOU
COULDN'T DO WHILE
HOLDING A OR TABLET.**



TOOLS



TOOLS FOR VIRTUAL



Tools
Tactics
Strategy
Audience
Goal



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





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



No one can remember
more than three points.

Phil Crosby





The beginning is the most
important part of the work.

Plato



TOOLS



Dilbert by Scott Adams

INTRODUCED THE CONCEPT OF POWERPOINT
POISONING

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

August 16, 2000

The New York Times

April 26, 2010

We Have Met the Enemy and He Is PowerPoint

By ELISABETH BUMILLER

WASHINGTON — Gen. Stanley A. McChrystal, the leader of American forces in Afghanistan, gave a PowerPoint slide in Kabul last summer that outlined the new strategy, but looked more like a

“We’ll have won the war,” he interrupted in laughter.

Edward R. Tufte
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

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 e-mailed military briefings larded with electronic “slides” of booming tanks and spinning pie charts were gobbling up so much of the Defense Department’s classified bandwidth that they were slowing more-critical communications between headquarters and the field.

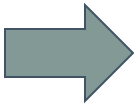
Too many bright, young junior officers are leaving the military for the private sector? A recent survey of captains at Fort Benning, Ga., cites the “ubiquity of the PowerPoint Army” as a prime reason for their disaffection. “The idea behind meetings is for us to sit in front of all our eyes glazing over,”



Way, G.P. and Greene, C.S., 2018. Bayesian deep learning for single-cell analysis. *Nature methods*, 15(12), p.1000.

PROACTIVELY PARANOID

Adam Bryant NYT Guide



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



YOU DON'T HAVE TO SHOW WHAT YOU INTEND TO SAY

Use animation to remove information that you want printed or seen in preview, but not to show during the talk.

shown in presentation mode



shown in preview and printed



Animated to disappear automatically

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

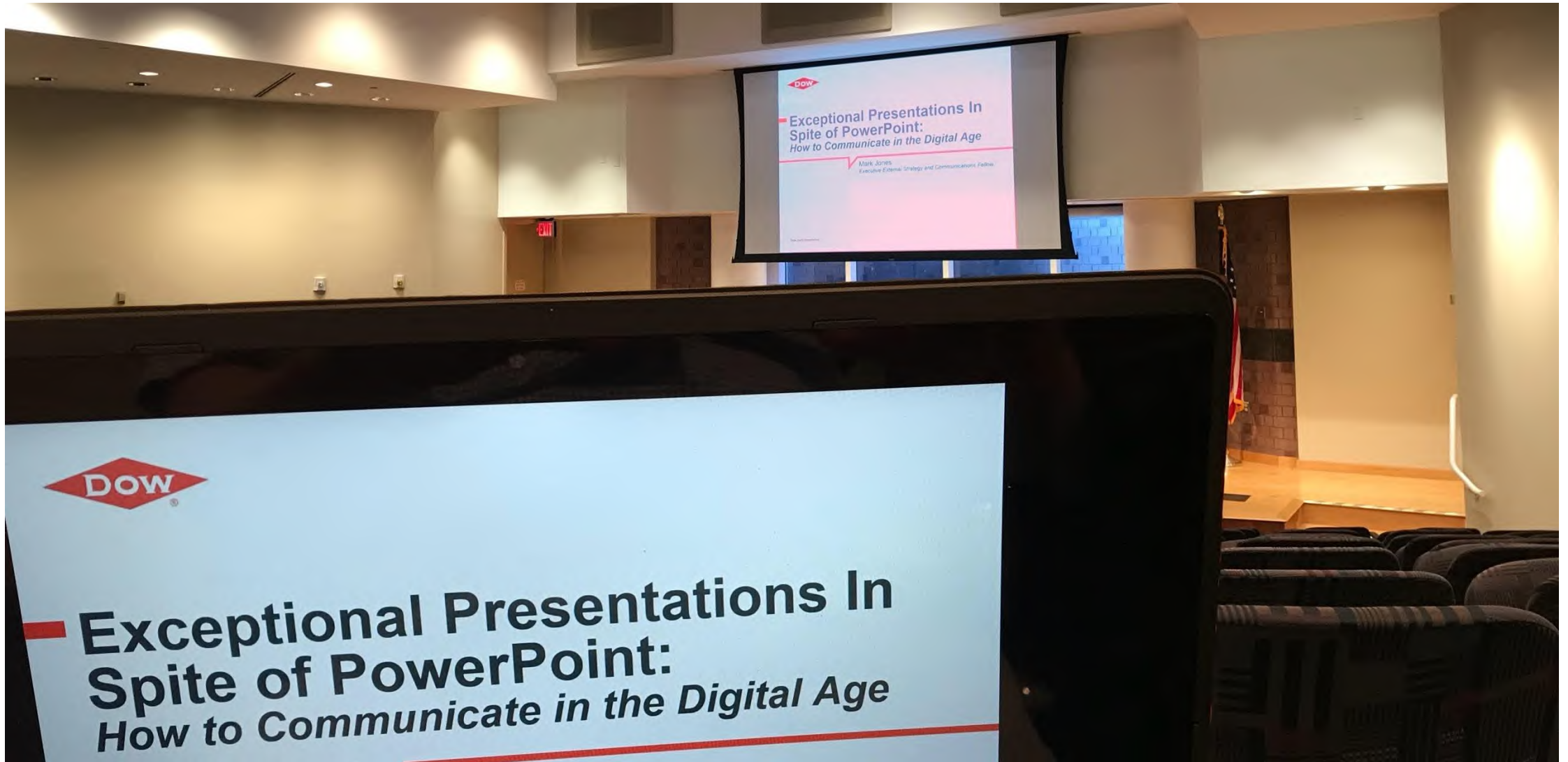
Swirly

BIZAPPE

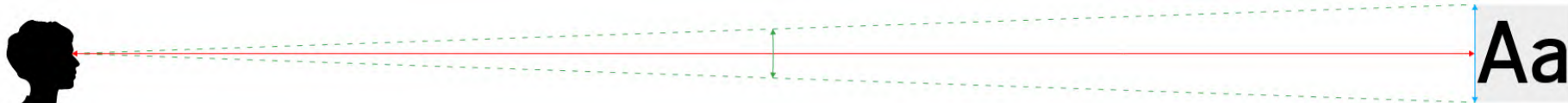
Specialty

COMMODITY

SIZE?



SIZE?



14 pt

36 pt

72 pt



4.5 pt (4.5)

11.6 pt (11.6)

23 pt



2.3 pt (2.3)

6 pt (6)

12 pt (12)

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 used commercially
 - 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 which each other with a small space between them
 - highly 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 Diesel-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 to make the free from salt, is required then the caustic alkali liquor is concentrated from the electrolytic vessels to evaporative 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.



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



Nancy Duarte in HBR Guide

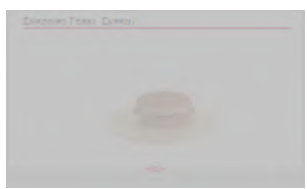
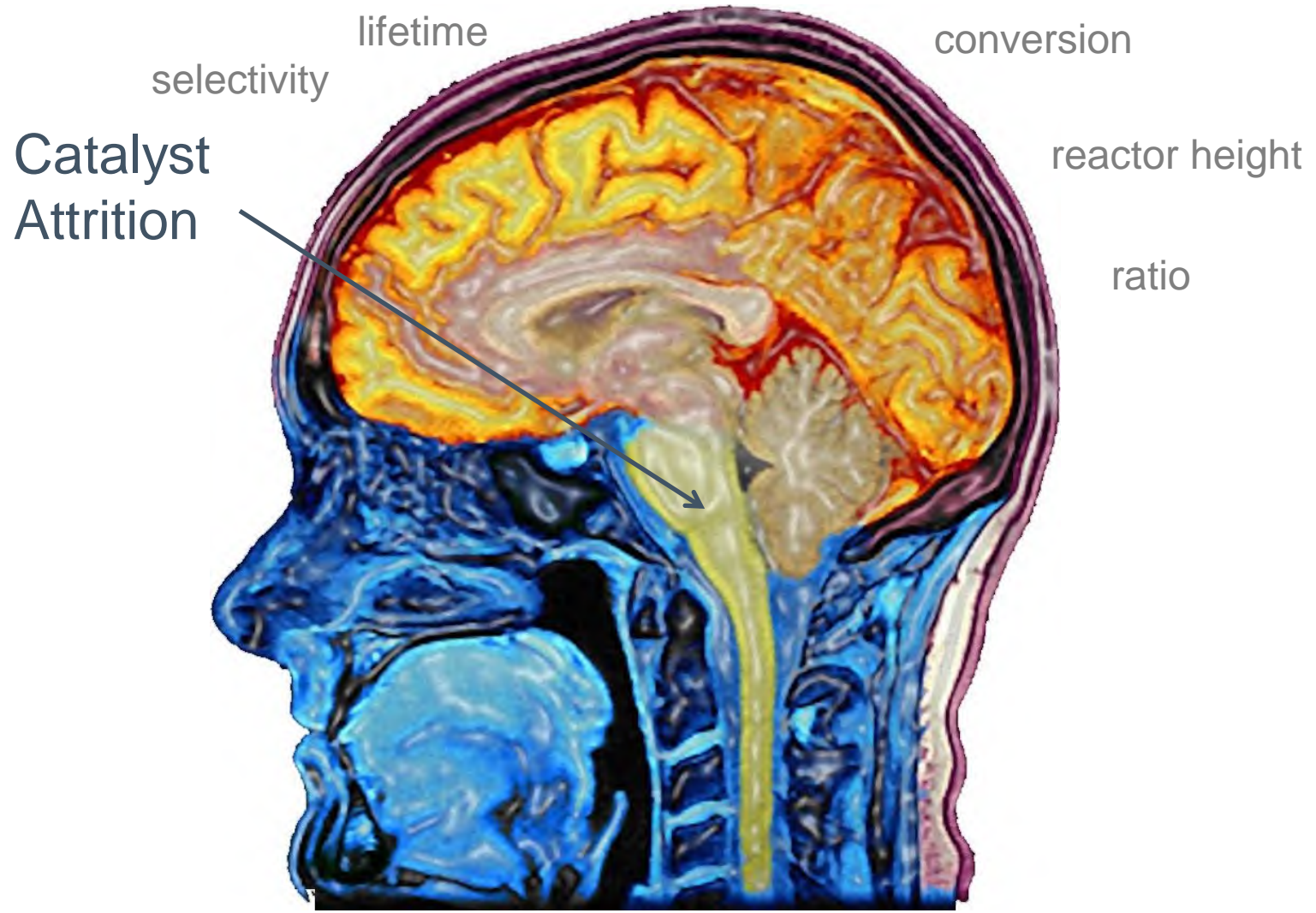
MEMORABLE IS GOOD

Which is better for the environment?

A meat-eater in a Prius



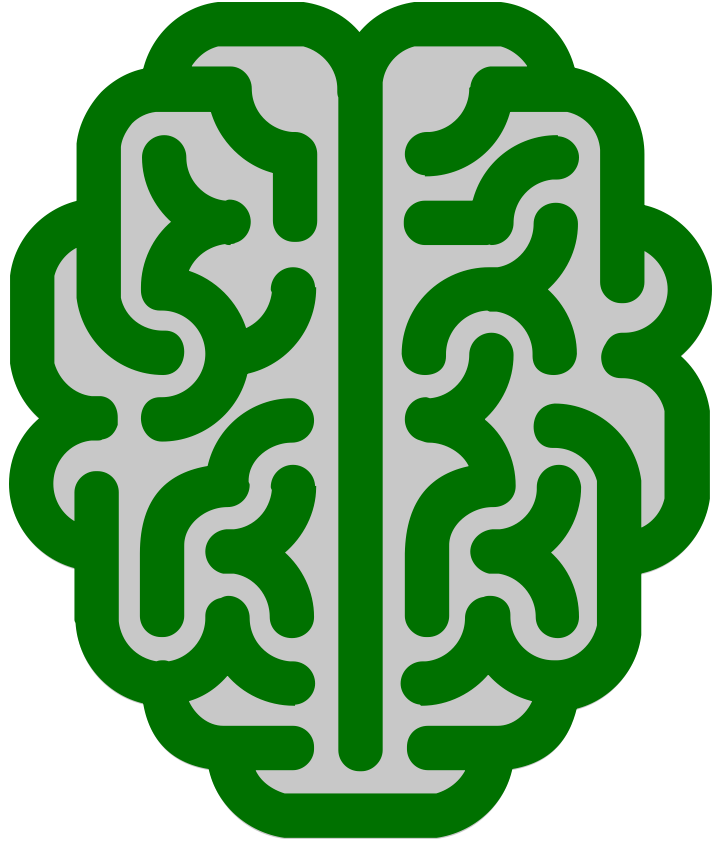
A vegan in a Hummer



EMBODIED FOSSIL ENERGY



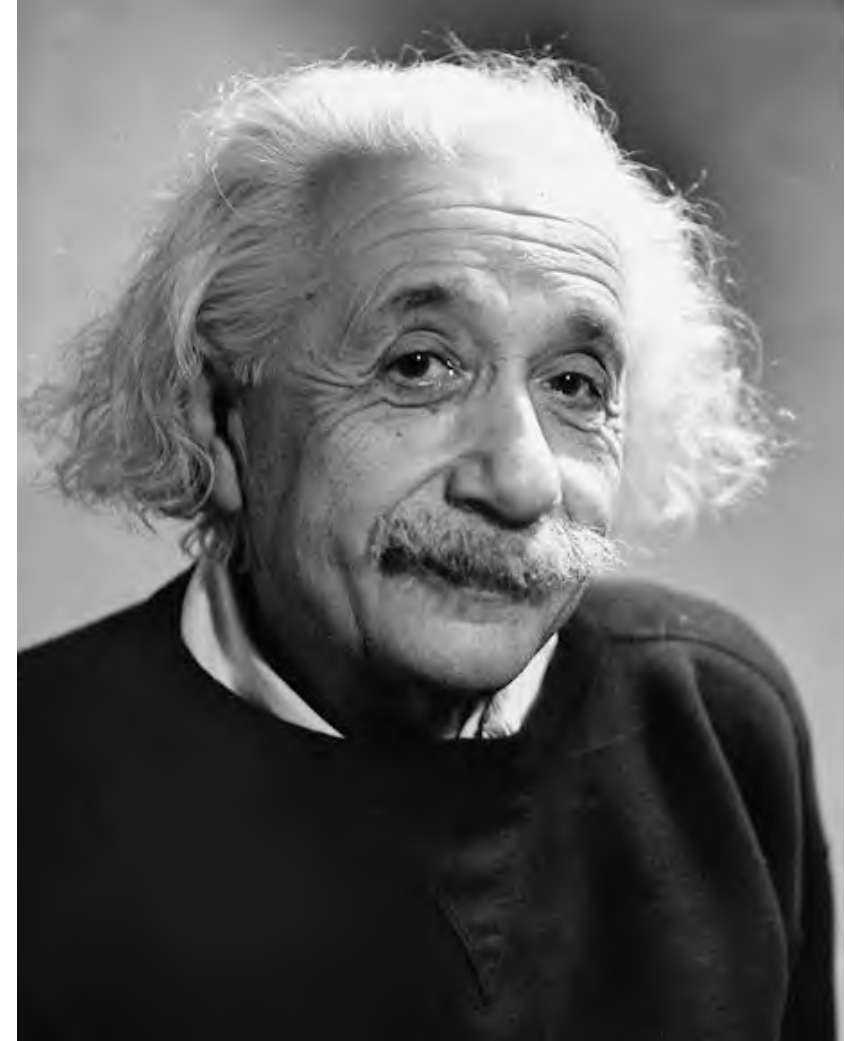




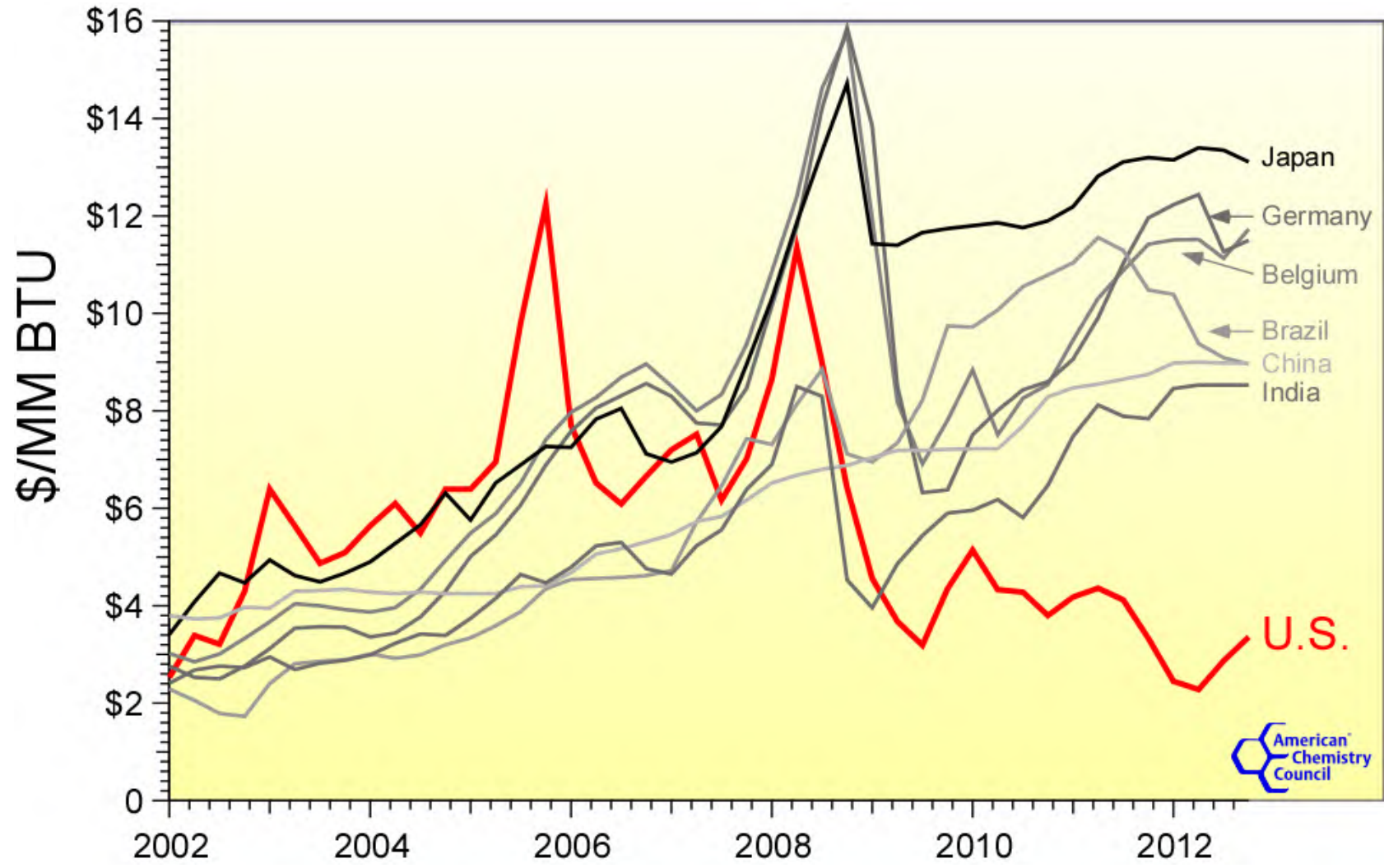
ready

Everything should
be made as simple
as possible, but not
simpler.

Albert Einstein



WORLD NATURAL GAS PRICES



American
Chemistry
Council

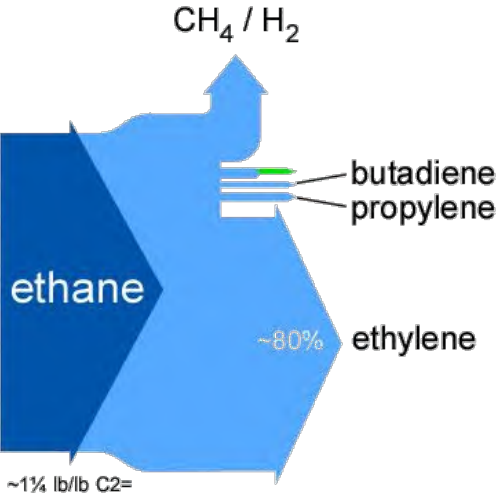
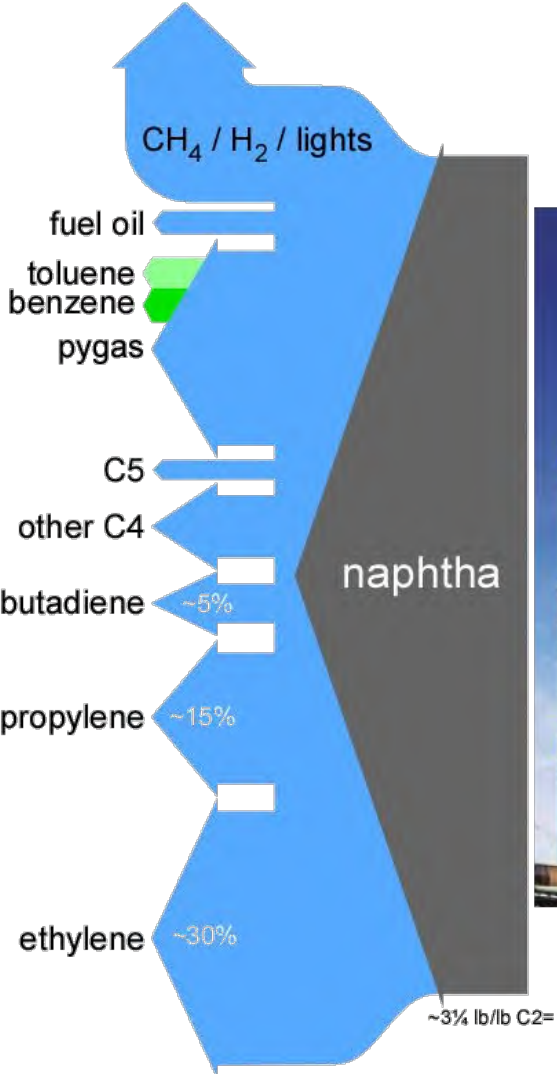
FIVE PRINCIPLES OF DATA PRESENTATION

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

Everything should be made as simple as possible, but not simpler.

Nancy Duarte in Slideology

NAPHTHA VS ETHANE CRACKING COMPARISON



same amount of ethylene



FIVE PRINCIPLES OF DATA PRESENTATION

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

Everything should be made as simple as possible, but not simpler.

Nancy Duarte in Slideology



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

POSTERS



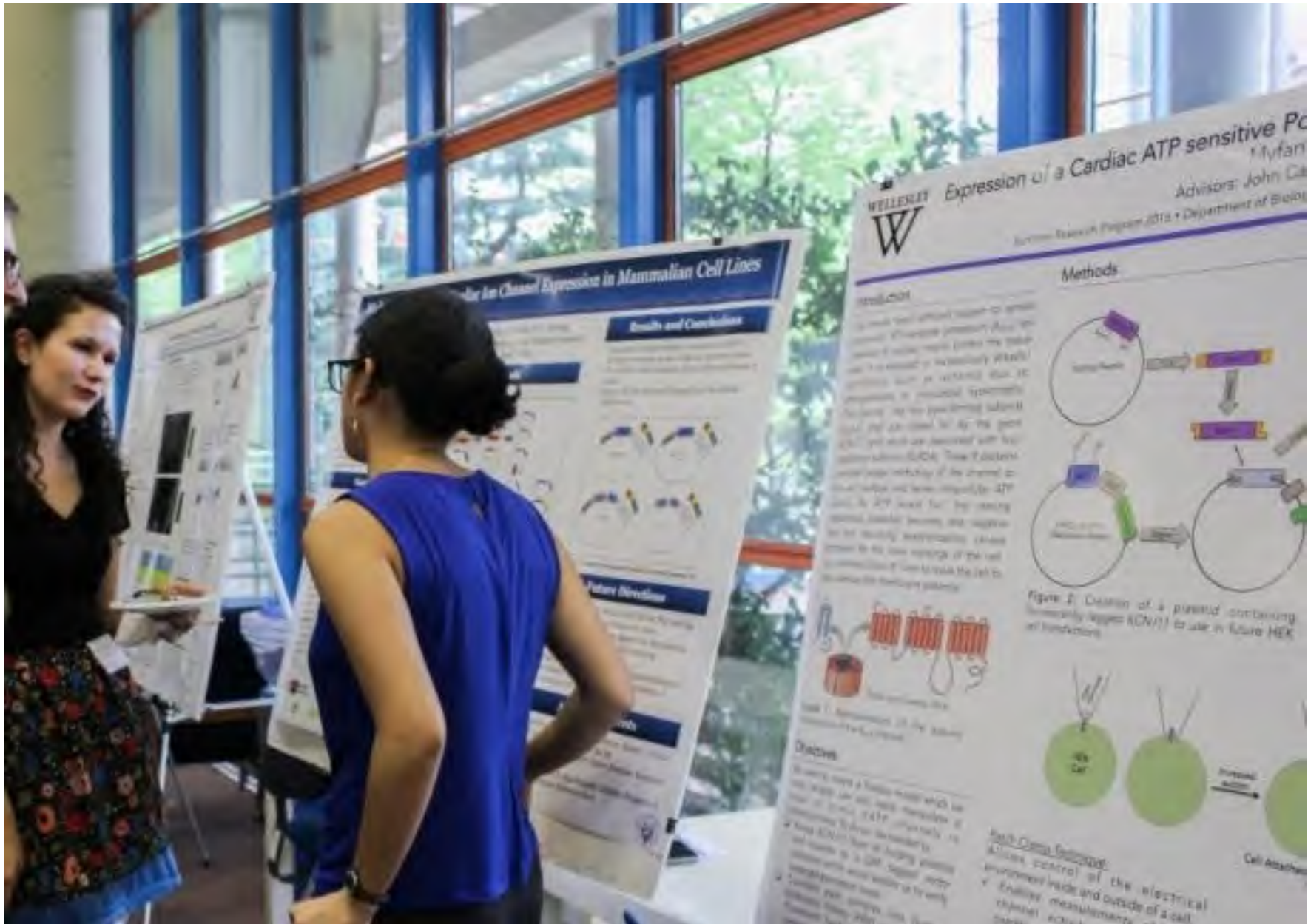
PosterNerds PowerPoint Template

- Asynchronous
- Interactive
- Untimed
- Multiple Intros
- Crowd Management

Tools
Tactics
Strategy
Audience
Goal

A high-angle photograph of a large, crowded poster session at a conference. The room is filled with people, many of whom are looking at posters displayed on black boards. The posters are arranged in long rows, and the people are walking through the aisles. In the background, there are signs for "LOBBY • RESTROOMS • 81". The overall atmosphere is busy and professional.

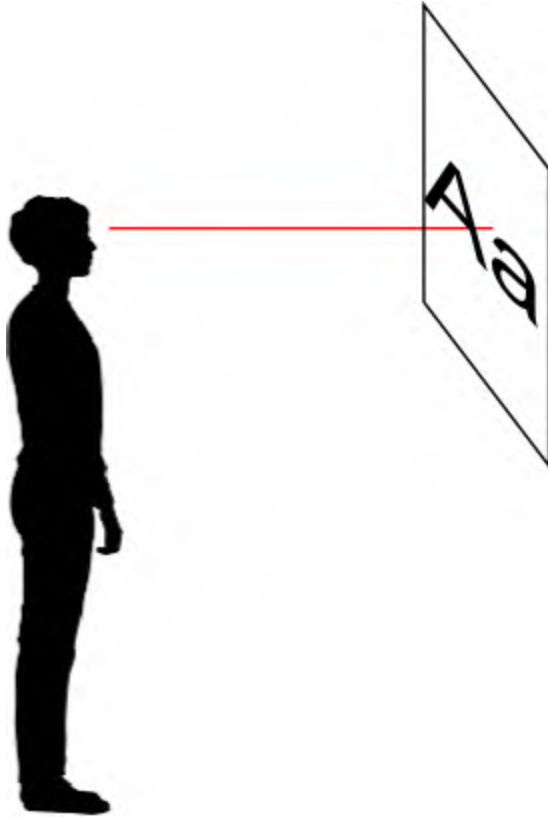
poster sessions are usually a dispiriting
waste of time for all involved.
Mike Morrison, Mi State Grad student



TIME



- 30 second
- 2 minute
- 5 minute
- 10 minute
- infinite



- font no smaller than 24 pt
- word count 250 or less
 - <150 probably better

Viewed from 2-4 feet

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

BIZAPPE

POSTERS



PosterNerds PowerPoint Template

'Betterposter' poster template

Title

Authors

Intro

- _____
- _____
- _____
- _____

Methods

1. _____
2. _____
3. _____
4. _____

Results



- _____
- _____
- _____

Discussion

- _____
- _____
- _____



Main finding goes here,
translated into **plain English**.
Emphasize the important
words.



Scan to
download the full poster

Extra Figures & Tables



2019 viral video by *Mike Morrison, Michigan State Grad student*

Templates for the *Betterposter* poster design by Mike Morrison to effectively create effective scientific posters.

Tools
Tactics
Strategy
Audience
Goal

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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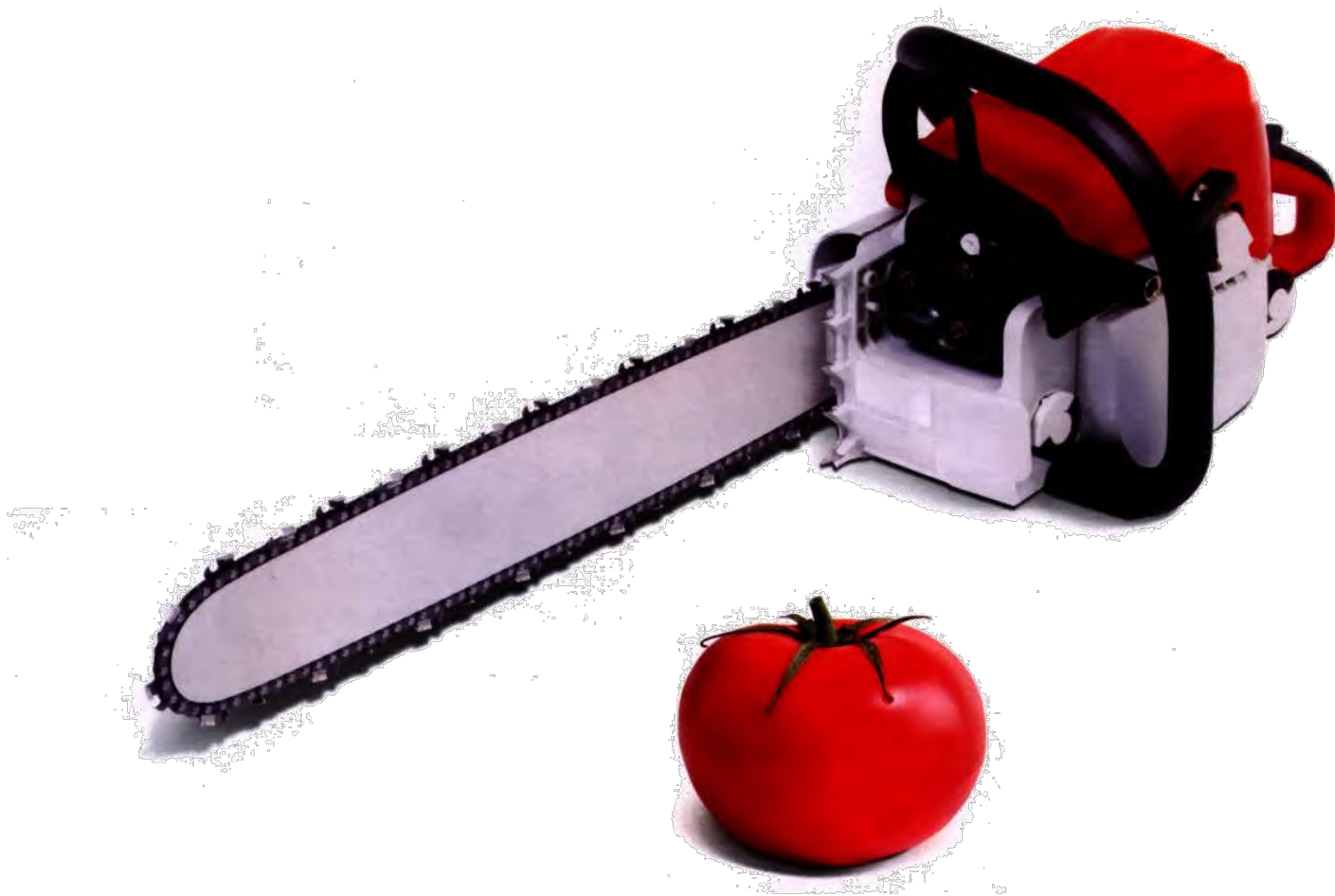
- Make yourself the focus when giving a presentation
 - when you have a live audience in front of you, act like it
 - slides as chorus



THE PRESENTATION IS FOR YOUR AUDIENCE

- Know your audience and craft the presentation for them
- focus on your key message(s)

- memorable is better than forgettable (pics memorable)
- make graphics *mind ready*
- info density right for material and audience

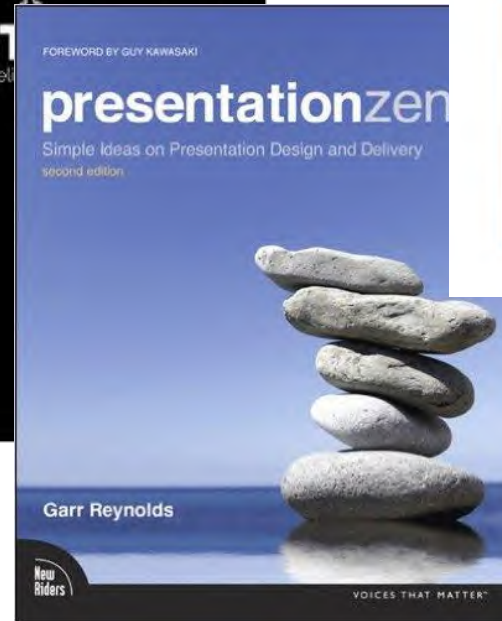
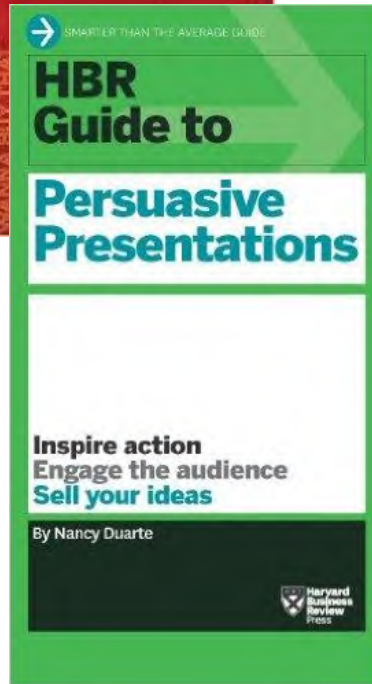
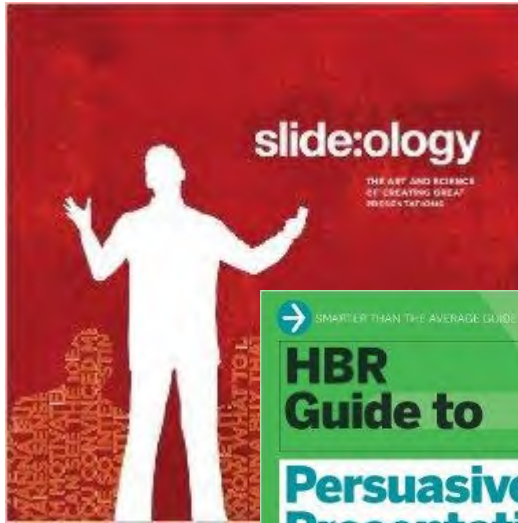


• don't let tools get in the way

- be prepared
 - *practice*
 - *script your intro*
 - *talk: at least the first 3*
 - *poster: 1-2 min*



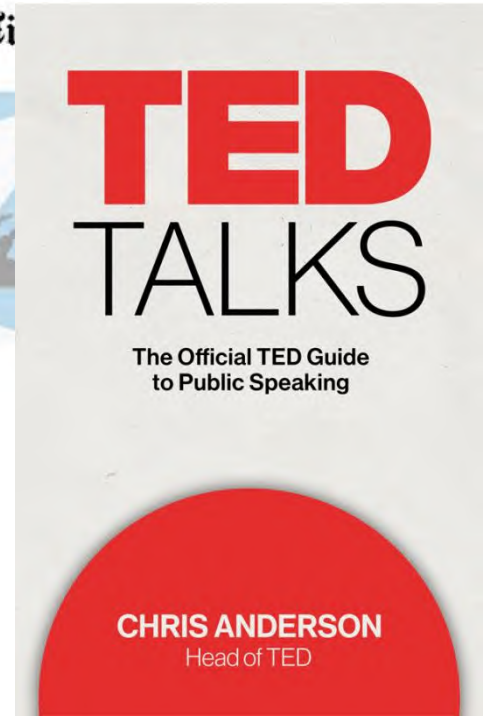
FAVORITE REFERENCES - PRESENTATIONS



How to Speak in Public

By ADAM BRYANT

The New York Times
November 2018





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

Nancy Duarte in HBR Guide





- Join!
- Listen to webinar tomorrow (acs.org/acs-webinars/library/carbon-sequestration.html)
- Speaker Directory (communities.acs.org/t5/ACS-Speaker-Directory/bg-p/speaker-service-2022)

mjphd.net/Presentations/MJones_PresSkills_Queens.pdf





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Skip Ahead Slide

