

# **Making Power Point Presentations Powerful**

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# Power Point is so Visually Powerful that We Often Lose Sight of What it Creates

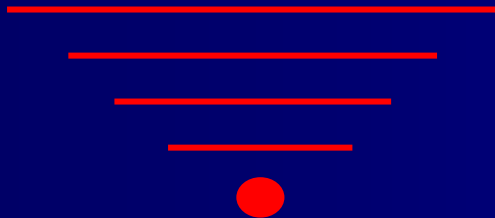
- A strong desire to “go linear” --- building and presenting from slides that resemble a report
- Difficult to read graphics (it uses the same package as word) --- there’s a difference between paper and a projector
- The capability and capacity to overload on information/text at the expense of trends, relationships, comparisons, insights etc.
- A verbal crutch for the speaker, rather than a visual aide for the audience

# Power Point Should Reflect that What is Presented First & Last is Retained Best

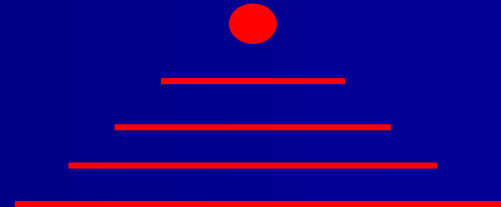
- The Box /Triangle should dominate the cover, first and last page
- The cover page should not only state the title but the overall theme or conclusion of the presentation.
- Avoid an "agenda", "table of contents" or "outline" on the very important first slide --- provide a summary of key messages
- End with conclusions (the summary on steroids) --  
- no "thank you" or just another slide

# Outside of the Class/Seminar Room We are Essentially Persuading, Not Educating

Educating means building a case w/ theories, derivations, experiments... then seeking truth



In persuading the conclusion is mentioned first, then supported with facts, theorems, etc.





## iShares Board Meeting Securities Lending Presentation

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June, 2005

*Should have conclusion or  
central message here or  
embedded in the title.*

# iShares Board Meeting *Agenda*

Overview of BGI's securities lending business

- People
- Process
- Technology
- Risk management

Lending performance on iShares funds

Analysis of securities lending performance

This is what  
will be  
remembered  
best – better to  
have messages  
here.

Last slide typically stays up the longest - it should have messages on it, not a thank you

Thank You.

# The *USA Today* Rule (Less is More) Should Guide Text & Format

- Avoid orphans --- they don't get noticed
- Limit the levels of information/detail
- Use consistent terms and abbreviations
- Never extract a page from a document or report
- Provide information in digestible bites --- no laundry lists, no lengthy text
- Use meaningful numbers --- no more than you have to
- Guidelines and templates are fine --- BUT they must match the speaker's strengths and weaknesses

# ✓ Review of Test Data Indicates Conservatism for Tile Penetration

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- ✓ ● The existing SOFI on tile test data used to create Crater was revised along with STS-87 Southwest Research data
  - ✓ – Crater over predicted penetration of tile coating significantly
    - ✓ ◆ Initial penetration to described by normal velocity
      - ✓ ◆ Varies with volume/mass of projectile (e.g., 200 ft/sec for 3cu. In)
      - ◆ Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
        - ◆ Test results do show that it is possible at sufficient mass and velocity
      - ◆ Conversely, once tile is penetrated SOFI can cause significant damage
        - ◆ Minor variations in total energy (above penetration level) can cause significant tile damage
    - Flight condition is significantly outside of test database
      - ◆ Volume of ramp is 1920cu in vs 3 cu in for test



## Faculty and Staff Committees

University Faculty

University Research Board

Council of the Princeton University Community

Faculty Advisory Committee on Policy

Library and Computing

Classrooms and Schedule

Emergency, Safety, and Risk Management

Conflict of Interest in Research

Government Affairs

Public Lectures

President's Teaching Awards

Behrman Award for Achievement in the Humanities

*A laundry list is not digestible and is difficult to present*

*Too much text, mixed use of text, different topics*

## Honoring Our Commitment

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When PG&E National Energy Group acquired Brayton Point Station in 1998, we pledged to continue environmental improvements made during the 1990s. Today, we are fulfilling that pledge and taking it even further by proposing a comprehensive plan that invests **a quarter of a billion dollars** to:

- Achieve substantial reductions in air emissions
- Achieve substantial reductions in water usage and heat discharge
- Move towards a goal of recycling 100 percent of coal ash within five years

By making these investments, we are confirming the importance of Brayton Point Station to the supply of reliable, affordable electric energy in New England, as well as our commitment to remaining a valuable part of the South Coast economy for many years to come.

# Honoring Our Commitment to Continue Environmental Improvements with a \$250M Investment

- Reduce NO<sub>x</sub> emissions by half --- 80% less than 1990 levels
- Reduce SO<sub>2</sub> emissions by half --- 70% less than 1990 levels
- Investigate greenhouse gas reductions through efficiency improvements, sequestration and methane capture
- Achieve substantial reductions in water usage and heat discharge
- Recycle 100 % of coal ash within five years

*An active title conveys the slide's main point.  
The bullets break up the text – easier to remember and speak from.*



*Well written text that is more suitable for a website or document.*

The Graduate School maintains centralized control over graduate education, but must remain responsive to the priorities of the University and the needs and aspirations of the departments and programs, and depends on support from all administrative units of the University. Therefore, maintaining close contact with the entire campus is essential to the health of the Graduate School.



# Maintaining Close Contact with Entire Campus is Essential to a Graduate School's Health

- Maintains centralized control over graduate education
- Must remain responsive to the priorities of the University and the needs and aspirations of the departments and programs
- Depends on support from all University administrative units

*A rough example with a more active and descriptive title and digestible bullets.*

# Take a Lesson from the Classroom, Use a Talk & Chalk Approach

- Focuses attention
- Talking about what everyone is looking at
- Paces delivery (more pausing)
- Dynamic effect --- don't give the game away too soon
- Provides more authority, spontaneity & liveliness (flip charts optimize this effect)

# Make Charts and Plots As Simple as Possible --- the *USA Today* Rule

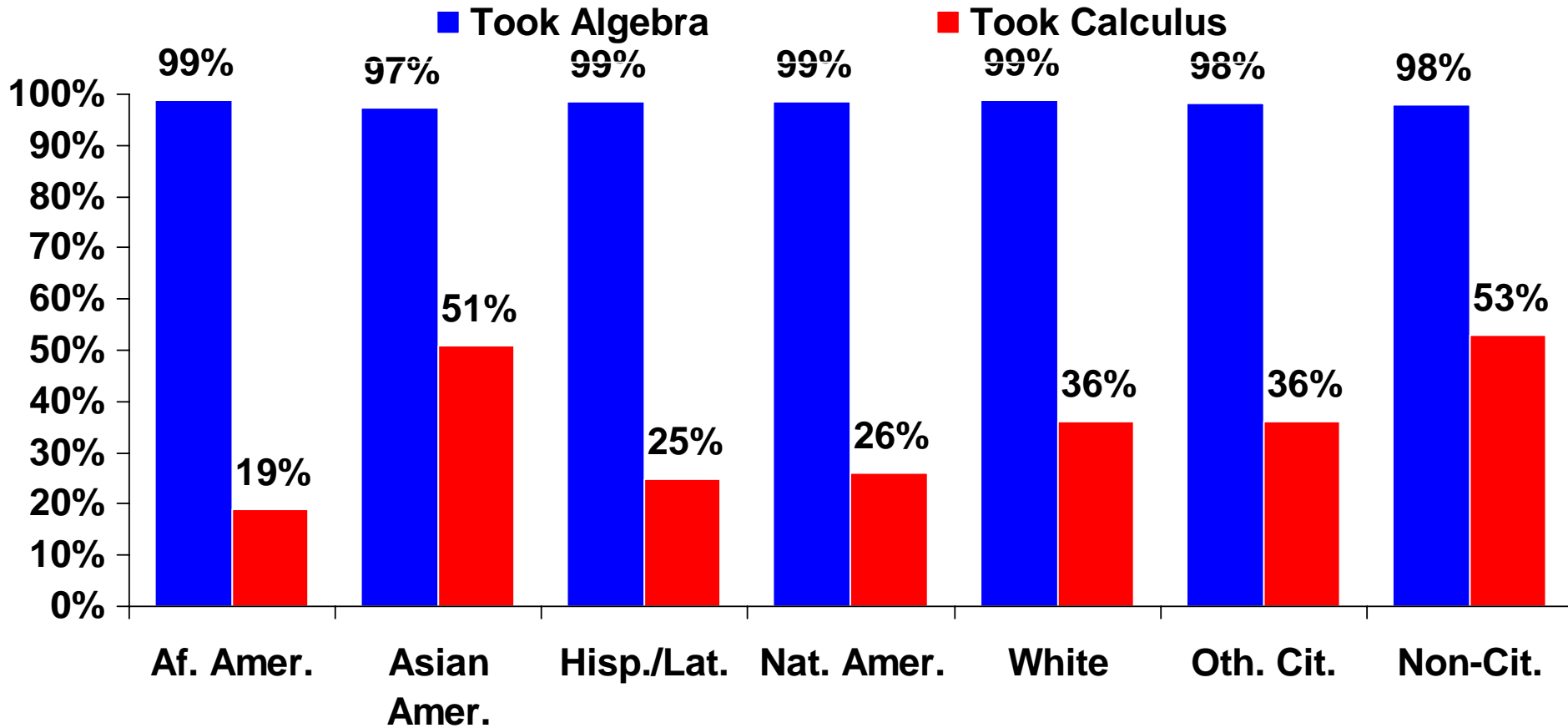
- People don't like to (and won't) read side-ways
- Charts and graphs should convey trends and relationships not detail
- Avoid excessive background lines --- no one is going to jump up and scale off a plot
- Don't over label bar charts --- minimize numbers
- Media won't use complicated charts and plots --- so they "modify" them

# First-Time Full-Time Freshmen Attending Four-Year Colleges and Universities (N=1,491) By Selectivity: 2002

	<b>Total</b>	<b>African American</b>	<b>Asian American</b>	<b>Hispanic</b>	<b>White</b>
U.S. Pop. Ages 18-24 (2000)	26,541,000	3,810,000 14.4%	1,038,000 3.9%	3,956,000 14.9%	17,496,000 65.9%
Total First-Time Freshman Enroll.	1,290,694	136,019 10.5%	76,292 5.9%	106,194 8.2%	877,744 68.0%
Most Comp. (64)	75,837	4,277 5.6%	12,104 16.0%	4,966 6.5%	45,343 59.8%
Highly Comp. (95)	119,089	6,674 5.6%	10,233 8.6%	6,863 5.8%	87,369 73.4%
Very Comp. (240)	272,083	15,015 5.5%	20,732 7.6%	14,281 5.2%	204,258 75.1%
Competitive (609)	498,203	53,337 10.7%	22,371 4.5%	29,628 5.9%	360,333 72.3%
Less Comp. (302)	169,901	36,643 21.6%	6,434 3.8%	13,729 8.1%	99,407 58.5%
Non-Comp. Yr. (102)	59,308	12,333 20.8%	1,512 2.5%	4,143 7.0%	36,924 62.3%
Specialized Admission (79)	10,874	1,002 9.2%	623 5.7%	629 5.8%	6,009 55.3%

*This was the 1<sup>st</sup> slide presented --- excessive numerical values (92 in total) & poor title*

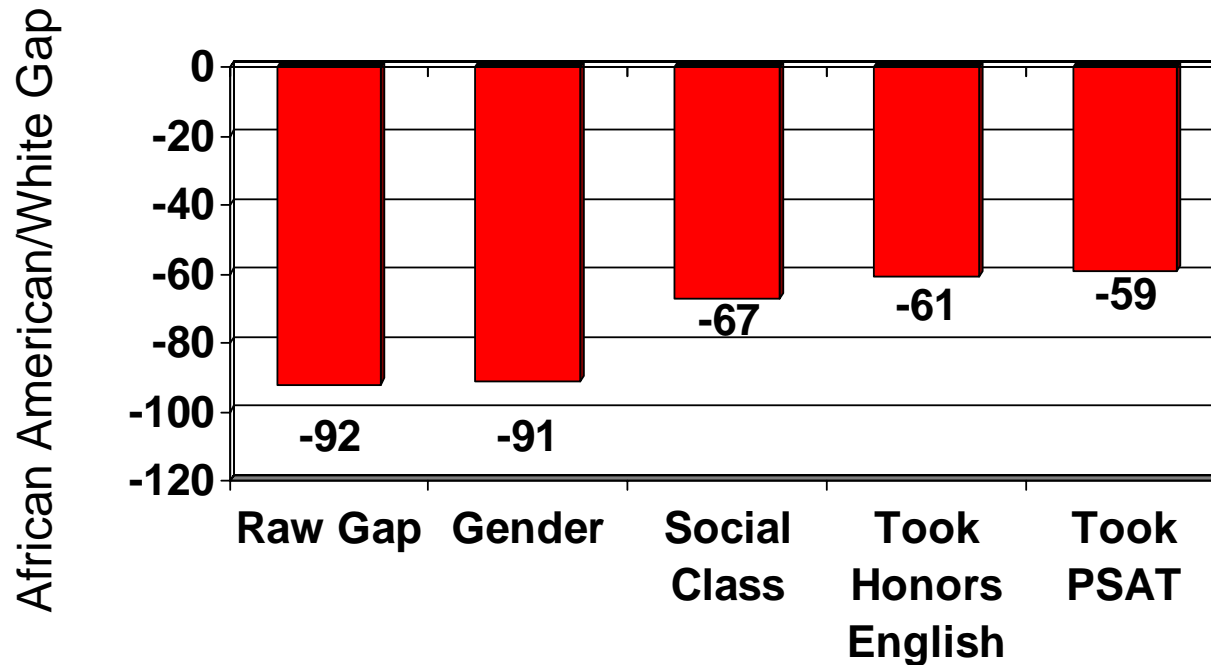
# African American 1999 SAT Takers Had Similar Participation Rates in Algebra but not Calculus



*No need for an x-axis --- redundant with plot.*

# Student Characteristics Influencing the African American/White SAT-Verbal Gap

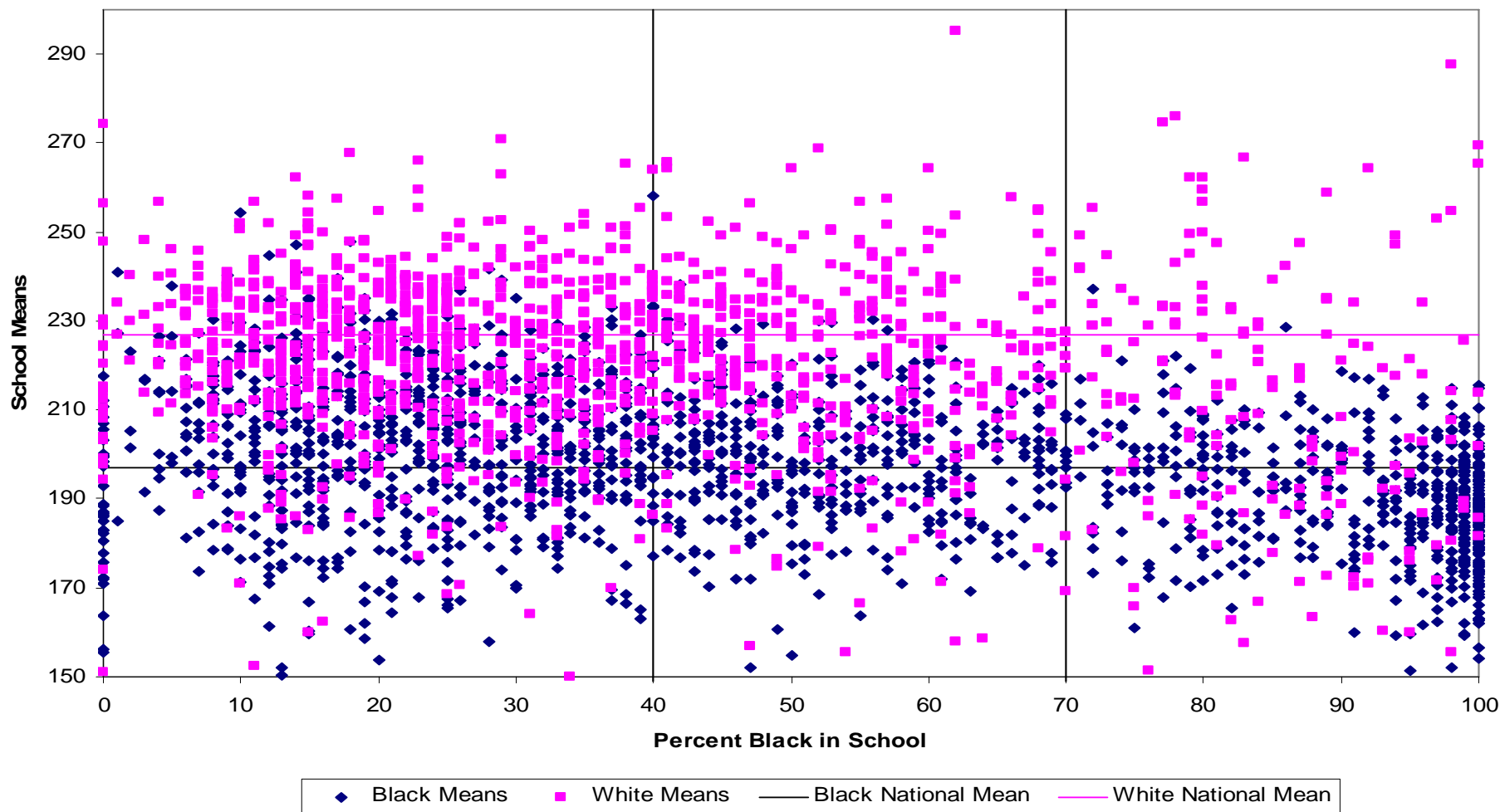
(n = 87,795 African Americans, 589,548 Whites)



Unstandardized regression coefficients; Whites are comparison group. All coefficients significant ( $p < .001$ )

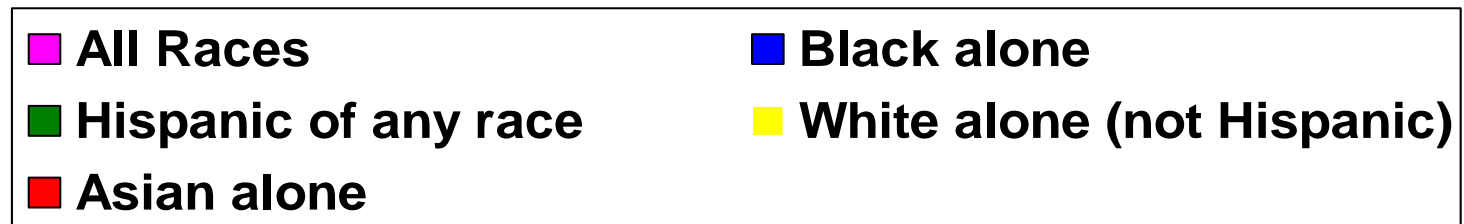
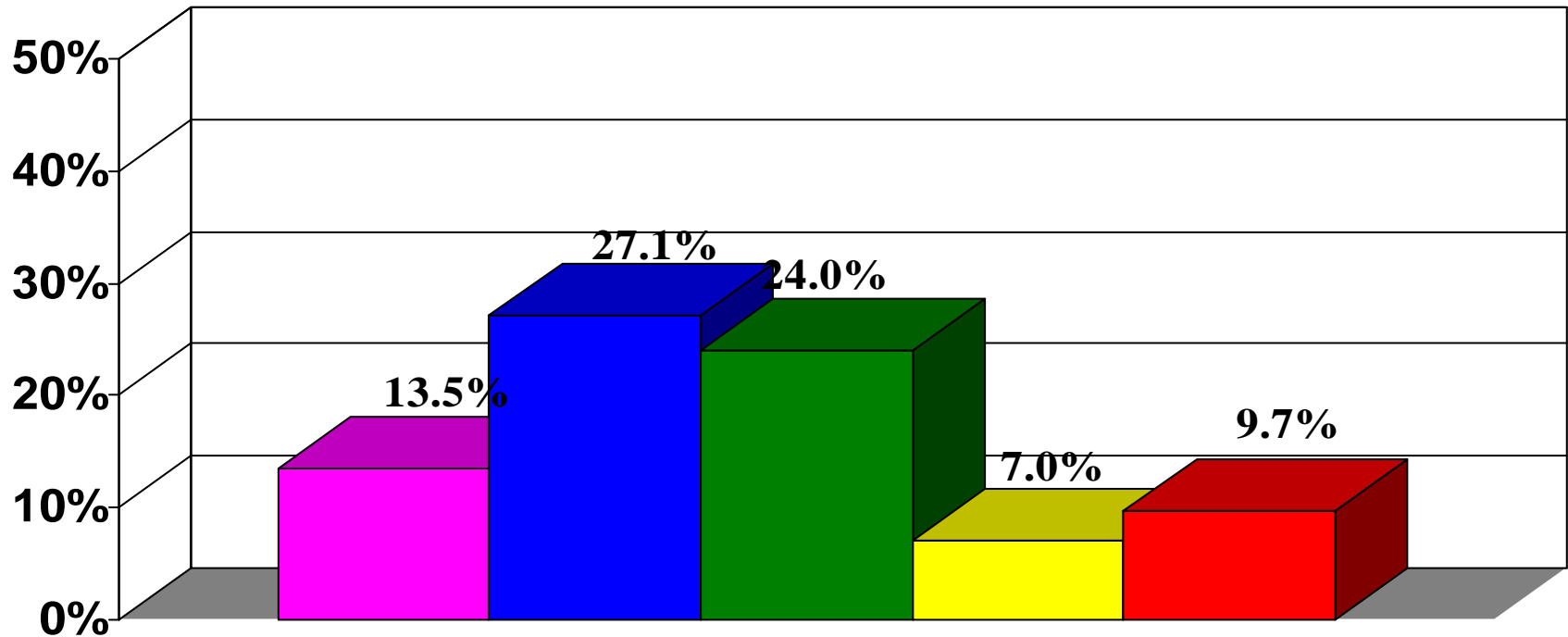
*No need for x-axis or background lines.  
Also x-axis is labeled sideways.*

# NAEP 2003 Grade 4 Reading Assessment: Average within-school Scale Scores for Black and White Students in Schools with at Least 5 Assessed Black Students, by Percentage of Black Students in School



Poor use of colors. Slide should be built showing scores for each group separately, then combined. Title fails to convey powerful message of plot

# Poverty Rates for Families in Households with Related Children Under Age 18



*would be more powerful visual arranged in ascending/descending order.*

# The "Cracker Jack Prize" Should Guide Individual Slide Titles

- Each slide title should convey the essence of the slide --- avoid passive topics
  - Limited to 12 words or less
  - Make use of active words/phrases
  - Avoid the linear thinking of the "take away" at the bottom
- 
- Just flipping through the presentation and reading the titles would be persuasive

# Brayton Point Station: Economic Benefits to the SouthCoast

## Ongoing Economic Benefits of Brayton Point Station:

- 240 full-time jobs
- \$15.7 million in annual payroll
- \$7.8 million annually in purchases of local goods and services
- \$11.4 million in local property taxes paid annually
- Affordable electricity to power 1.5 million homes and businesses in Southeastern New England

## Additional Economic Benefits of Environmental Improvement Plan:

- Investing a quarter billion new dollars in the SouthCoast economy while improving environmental performance
- 300 to 500 construction jobs, many from local building and trade unions
- Millions of dollars more spent on purchases of local goods and services

Example of a passive,  
topical title

# Brayton Point Generates Vital Electricity, Millions of Economic Benefits and Hundreds of Jobs

## Ongoing Economic Benefits of Brayton Point Station:

- 240 full-time jobs
- \$15.7 million in annual payroll
- \$7.8 million annually in purchases of local goods and services
- \$11.4 million in local property taxes paid annually
- Affordable electricity to power 1.5 million homes and businesses in Southeastern New England

4/26/02

## Additional Economic Benefits of Environmental Improvement Plan:

- Investing a quarter billion new dollars in the SouthCoast economy while improving environmental performance
- 300 to 500 construction jobs, many from local building and trade unions
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*Example of an active, descriptive title*

# The 3 Vs Govern the Presenter --- Vocal & Visual Projection Dominate

Verbal	Vocal	Visual
	<ul style="list-style-type: none"><li>• pausing</li><li>• pace</li><li>• inflection</li><li>• volume</li></ul>	<ul style="list-style-type: none"><li>• hands</li><li>• head</li><li>• eyes</li><li>• posture</li></ul>

**I didn't say you stole my book.**

# Never Let the Audience Know That They Can Get By Without You

- Simply reading the text verbatim means that anyone could be the presenter. (Speak ~120 words/min but read >>300 words/min)
- Avoid going linear --- there's no requirement to cover every bullet or follow the order of the bullets
- Place emphasis on unstated insights, personal experience
- Like Mark twain said, "practice spontaneity"

# Power Point Needs to be Harnessed and the Speaker Liberated

- Its not a report --- it's primarily a persuasion & information tool that should be driven by a message box or triangle
- Graphs and charts are better than text --- keep them simple and easy to read so that trends and relationships can be shown
- Text should be organized into digestible pieces --- less is more
- Optimally used as visual aide for the audience --- with the speaker adding "spontaneous" insights and personal experience