



Why Most PowerPoint Presentations Suck!

**And how to ensure
that yours don't**

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betterpresenting.com

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Why do people start presentations this way? Are you so accustomed to suffering through Death by PowerPoint, that you barely even noticed that I gave a hall-of-fame performance of Death by PowerPoint to begin this webinar?

Agenda

- The presentation world at large
- Dynamic data in a dynamic world
- Theoretical models for communications
- Cognitive styles of learning
- Understanding associative pathways
- Achieving understanding and connectedness
- Corrections in the business marketplace
- Tapping into neutral emotional flow
- Preparing for next-generation learning theories

About the host

- Over 15 years in the presentation community
- Leadership within the industries
- Forging new ideas and practices

How is it that 99% of us use a tool that is the object of such derision? How did we get to this place?

The answer lies in this number...

The Pain

15
Minutes
of infamy

Most people spend **less than one hour** learning PowerPoint.

They spend the next **five years** using the same limited skills.

Those who do it fast are thought to be **experts**.

Those who teach others are called **gurus**.

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Results of a poll of 100 businesspeople and their audiences after giving a talk. Talk about your disconnect...

The Pain

Are you a good communicator?

17 "Yes he was."

86 "Yes I am."

Was he a good communicator?

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Most people who give presentations craft their messages upside-down. They start with themselves instead of focusing on their audiences.

The Pain

It's all about whom??

Does your presentation focus on your **company's virtues** or on your **audience's needs?**

Our mission

We uniquely combine expertise and technology with a relentless focus on successful outcomes for our clients.

Company Profile

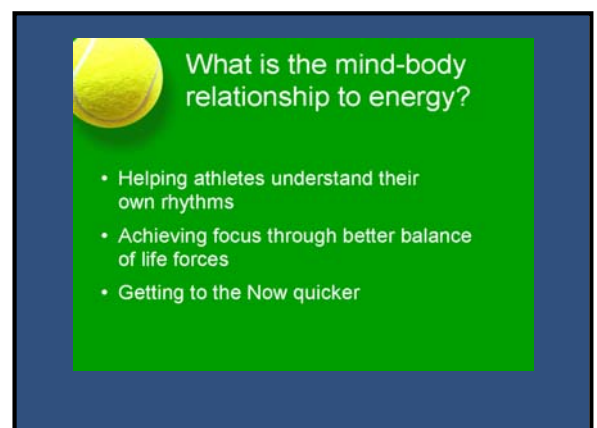
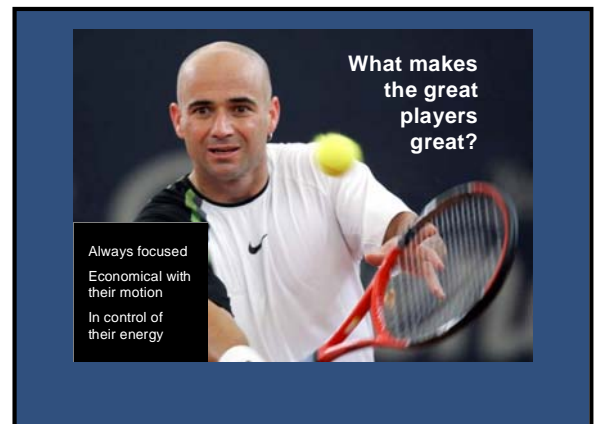
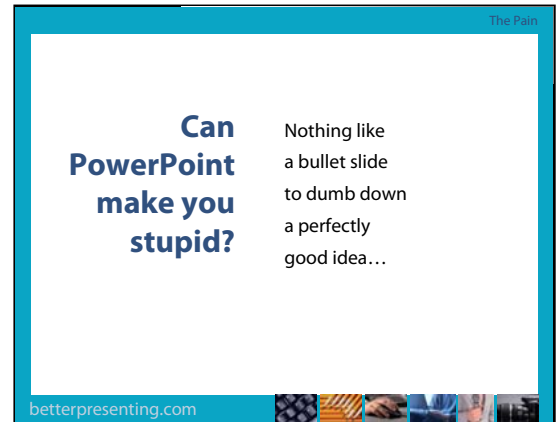
We work with leading companies to improve customer loyalty.

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When presenters try to fit an idea into slide format, they often get into trouble

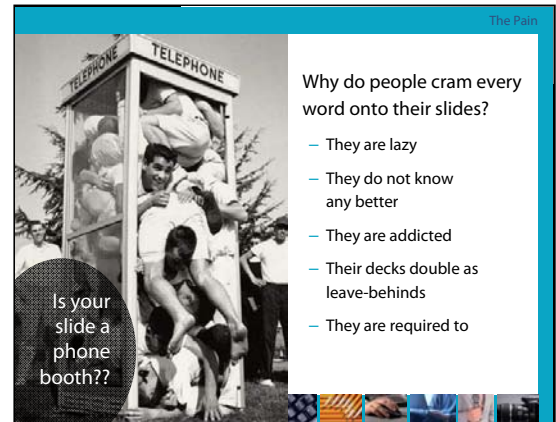
They explain the slide instead of sharing their ideas.

I call that going on defense.

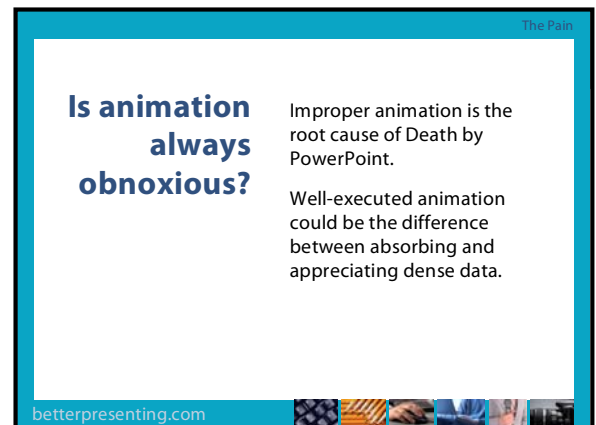


Two of the leading causes of Death by PowerPoint, year after year:

Too much text placed on a slide...



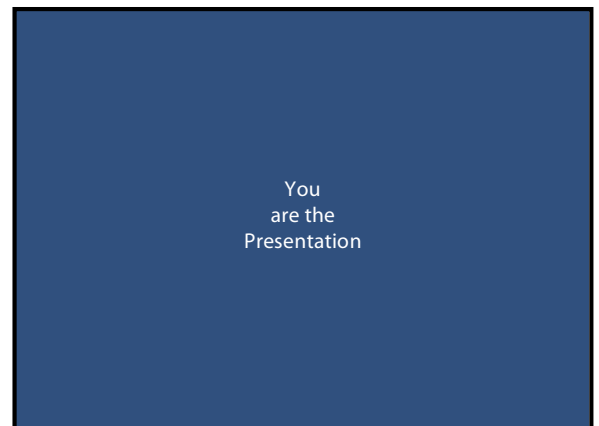
...and misuse of animation



Most think they can't design good slides. They're wrong. Often, they have not had the opportunity, or they don't even know what it means to be a designer.



Single most important piece of advice that I can give you...




It would take a prepared and disciplined presenter to not go on defense when faced with a slide like this.

Same presenter would do fine with this slide and the audience would prefer it.

Key Learning Points

- For drug development teams, the common use of the term "labeling" refers to the Prescribing Information.
 - In the US, it is the US Package Insert or USPI
 - In the EU, it is the Summary of Product Characteristics, or SmPC or SPC.
- The general term "labeling" also encompasses information for patients such as:
 - In the US: the Patient Package Insert and Medication Guide
 - In the EU: the Package Leaflet



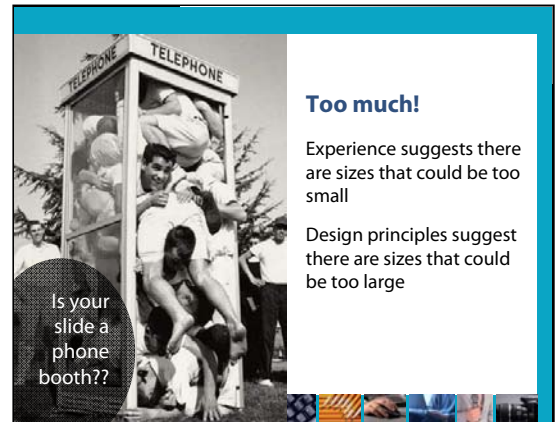
Labeling

KEY LEARNING POINTS

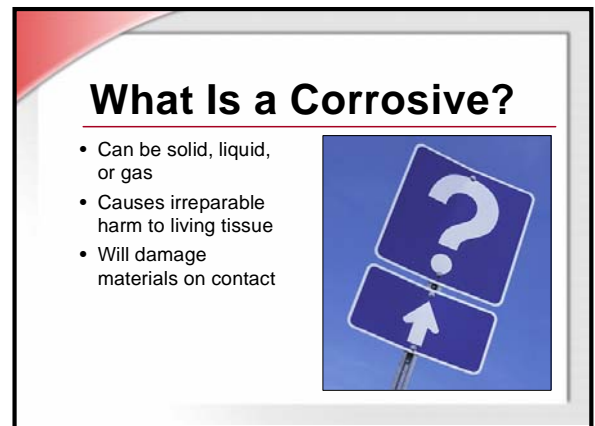
- **USA** US Package Insert (USPI)
Patient Package Insert and Medication Guide
- **Europe** Summary of Product Characteristics (SPC)
Package Leaflet



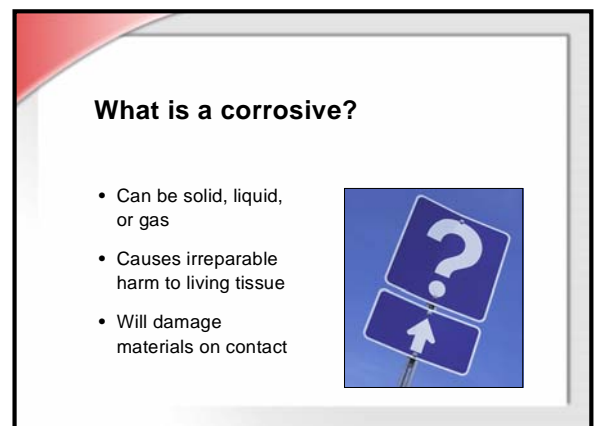
It's obvious when text is too small, but not as clear when it is too big.



All of the components here compete for your attention.



Here they are all made more prominent when reduced in size by 50% and allowed to have their own space.

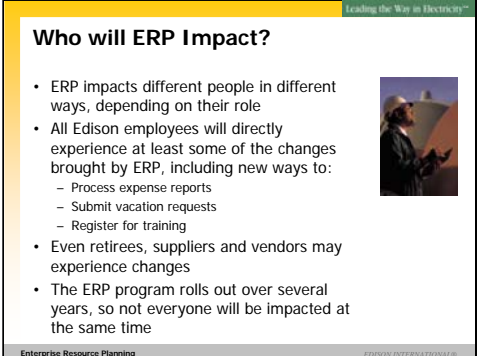


The Three-Word Challenge

Strip out all extraneous text

Revel in all that white space


And enjoy the opportunity to think like a designer, for perhaps the first time ever.



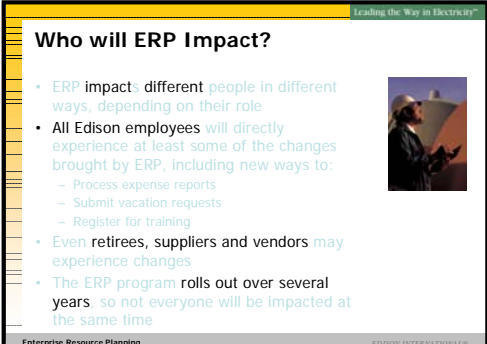
Leading the Way in Electrify™

Who will ERP Impact?

- ERP impacts different people in different ways, depending on their role
- All Edison employees will directly experience at least some of the changes brought by ERP, including new ways to:
 - Process expense reports
 - Submit vacation requests
 - Register for training
- Even retirees, suppliers and vendors may experience changes
- The ERP program rolls out over several years, so not everyone will be impacted at the same time




Enterprise Resource Planning EDISON INTERNATIONAL®



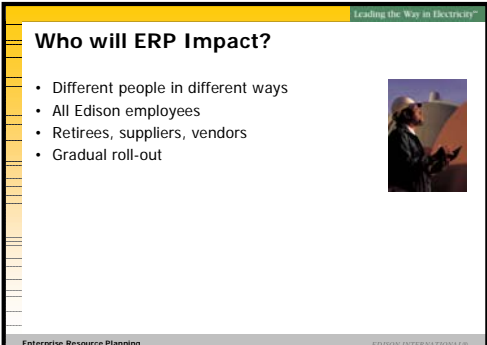
Leading the Way in Electrify™

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Enterprise Resource Planning EDISON INTERNATIONAL®




Leading the Way in Electrify™

Who will ERP Impact?


- Different people in different ways
- All Edison employees
- Retirees, suppliers, vendors
- Gradual roll-out



Enterprise Resource Planning EDISON INTERNATIONAL®



Leading the Way in Electrify™



ERP's Impact

Different people in different ways

All Edison employees

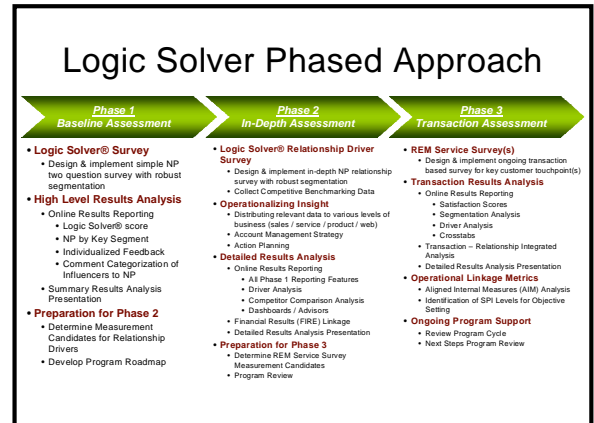
Retirees, suppliers, vendors

Gradual roll-out

Enterprise Resource Planning EDISON INTERNATIONAL®

Four reasons why people create too much text:

1. They don't know any better.



2. They are addicted.

3. They are trying to create one set of slides for their visuals and their handouts.

Heritage Professional Center

Development Agreement:

- Achieve long-term economic and social goals
- Ensure that the intent of the C-F zone is preserved by prohibiting certain land uses that would otherwise be allowed w/in the C-G zone (i.e. entertainment uses and automobile repair garages).
- Developer shall construct a minimum of 7.5 acres of the property for commercial/retail development (As Revised on the Errata Sheet).
- Phase 3 Retail - Shall be developed w/ at least 80% of the total building s.f. of businesses where 75% of their income is sales tax or transient occupancy tax.
- Tax Exemption Restrictions - Ensures that the City will receive an annual payment of the full property tax value if the tenant or developer receives a property tax exemption.

City of Chino Hills City Council presentation January 22, 2008

4. They are required to.

We hit our stride in 2006

- Sales were up over 200% in every region where we have a local presence.
- New hires have stayed on board for an average of 48 months since 2001.
- Renewed spending on internal training has created a vested and well-prepared work force.
- Acquisition of BrightLight Plastics more than doubled our production capacity.
- We finally beat Synoptics in the annual softball game!

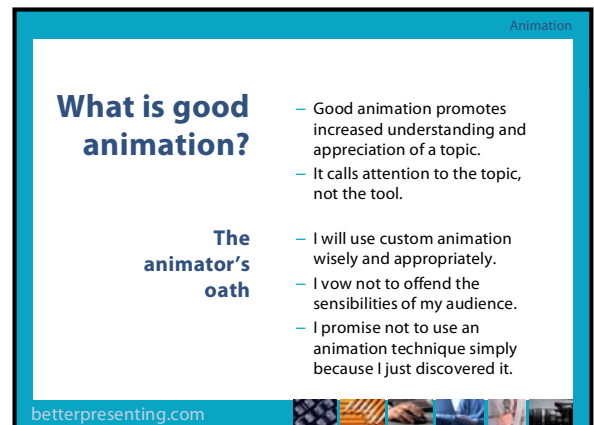
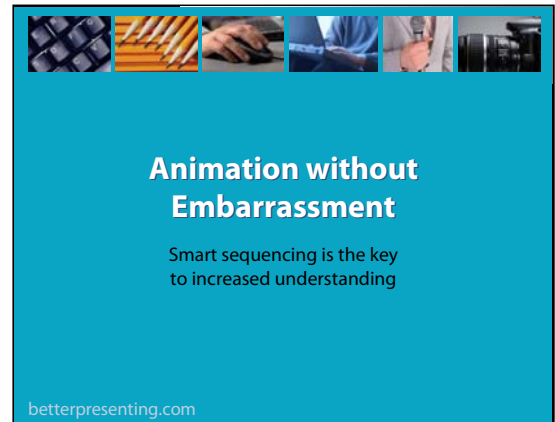
Technical Analytics Corp. | Annual Shareholders Meeting

Abused animation always ranks in the top three of biggest annoyances.

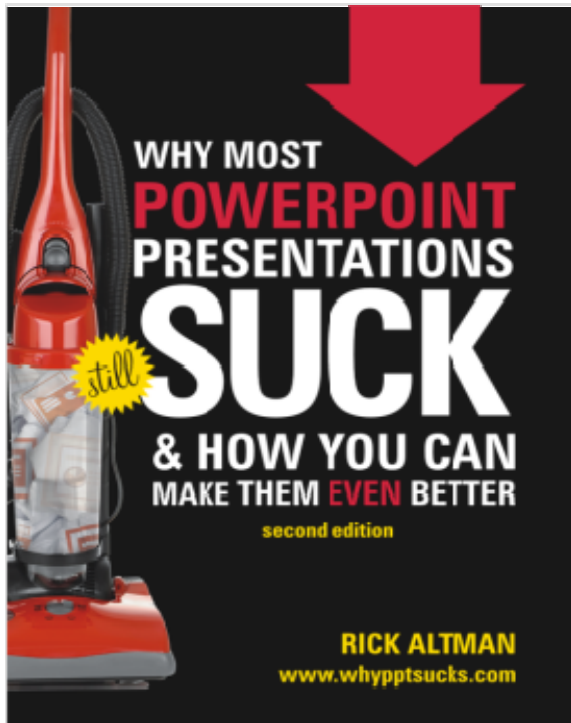
Yet when used properly, it can be the most valuable tool in the shed.

Make increased understanding your primary goal.

Commit to memory your Hippocratic Oath



Ongoing consulting,
training, emergency help:
www.BetterPresenting.com



The book with the most
inflammatory title

www.betterppt.com/the_book

The Presentation Summit:
October 17-20, San Diego CA
Four invaluable days for the
presentation professional
www.PresentationSummit.com

