

Working with PowerPoint®



Be a Speaker with a Slideshow, NOT a Slideshow with a Narrator

When presenting with a slideshow, consider how it will be integrated into your delivery so it supports your presentation. Otherwise, the slideshow can take over and your speech becomes a slideshow with you just narrating to it.

You put words on the screen to REINFORCE what you say – not to give them required reading. NEVER make them choose between listening to you and reading the screen.

Delivery

Problem

Turning to look at the projected image to see what slide has come up (which means turning your back to the audience)

Turning to look at the projected image to be prompted about what to say next (which means turning your back to the audience)

Slide has too many words – but that's what you need to get sufficient prompting.

Solution

In Presenter View, you can see what slide is next before you click it.

Don't use your slides as prompt notes. Use the notes section and you can see them on the computer screen.

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Position

Check where you will stand and, if necessary, move so you don't block the audience's view of the slide or get between the projector and screen (throwing your shadow across it).

Be In Control

Use the 'B' key to occasionally blank the screen (or use a clicker if available) and force the audience to look at you. This establishes you as the key communicator because you are controlling what they see. Look for a significant moment where you can come to the centre of the speaking area, blank the screen and give them a powerful sentence (or two).

Slide Design



The 'Billboard Rule'

Just as billboards on the highway communicate – a slide has to be able to get the message across in two to four seconds.

High Contrast

Remember that it will never be as clear on the projected image as it is on your screen.



Powerful Images with few (or no) words

Think metaphorically. For example:

- A mountain to background a message about goals
- A clock to background a message about time management
- Hands passing a relay baton to background a message about teamwork

Use photographs with sufficient resolution (grainy images detract from your presentation). Be sure to place your words where than can be easily seen and to use a high-contrast colour.

Story Backdrop

The image on the screen can set the stage for your story.

Zoom In – Zoom Out

With a complex issue, it helps the audience to better understand if you have one 'master plan' slide from which you zoom in to examine the detail. Before moving to different detail, you zoom-out to remind them of the context.

If You Need a Lot of Words

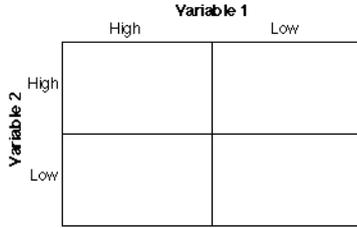
- Build up your message gradually to stop them reading ahead
- Dim the words as new words or phrases appear – but make them still readable as a reminder of what you've said.

Slide Graphics

The right graphic can significantly enhance the audience's understanding. Here are the options available.

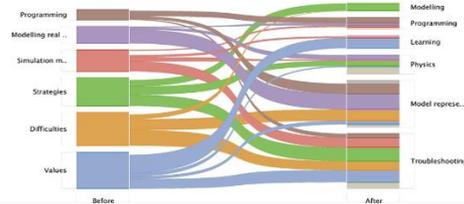
1. 2 X 2 Matrix

Very useful for representing a situation where there are two variables



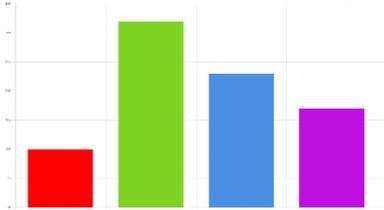
2. Alluvial Diagram or Sankey Chart

Uses nodes and streams to show how values move from one point to another and the change in composition of clusters over time.



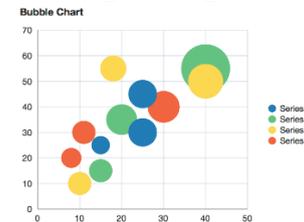
3. Bar or Column Chart

Familiar format to show the relationship between categories. Often used to compare discrete groups.



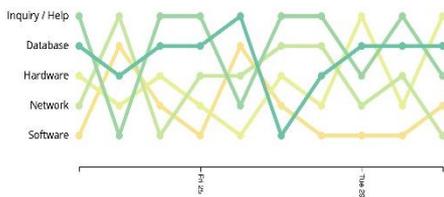
4. Bubble Chart

Dots are scattered along two axes. Variables are the size or colour of the 'bubbles'. Able to illustrate complex data (eg demographics)



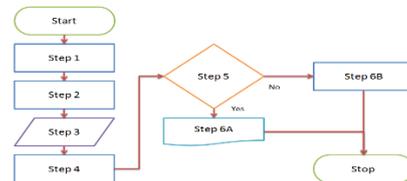
5. Bump Chart

Uses lines to show change in rank over time.



6. Flow Chart

Polygons and arrows to show a process. Often used to map out decision making.



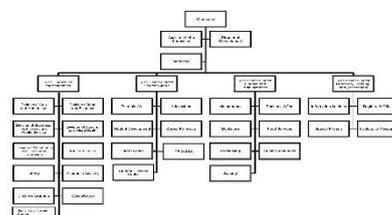
7. Geographical Chart or Map

Used to represent values attributed to locations and relationships between regions.



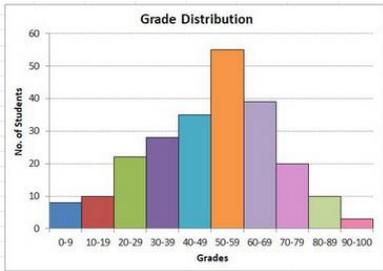
8. Hierarchical Chart (Org Chart or Family Tree)

Shows relationships and relative rank of a series of elements



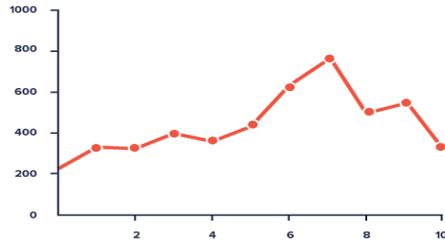
9. Histogram

Similar to a bar chart, but shows the distribution of values for one variable.



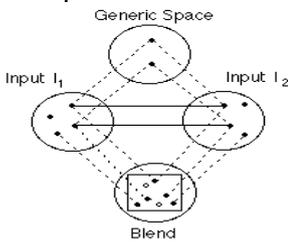
10. Line Chart

Connected points to show trends over time.



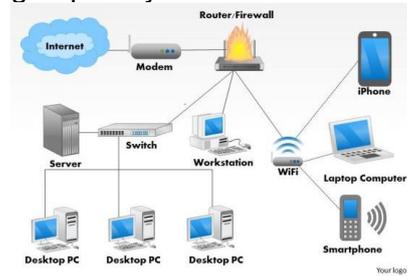
11. Metaphorical Chart

Arrows, pyramids and other shapes used to show a non-statistical concept. Often used to represent abstract concepts.



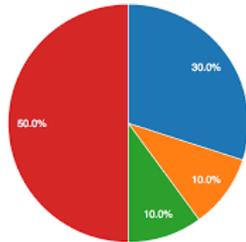
12. Network Diagram

Nodes and lines to show the relationship between elements in a group or system.



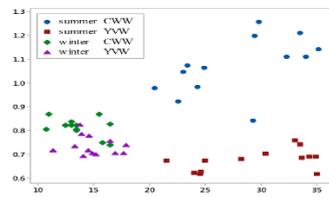
13. Pie Chart

A circle divided into sections to show the proportion of each component.



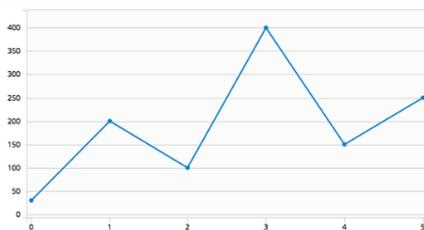
14. Scatter Plot

Dots arranged to show the relationship between different components against two axes.



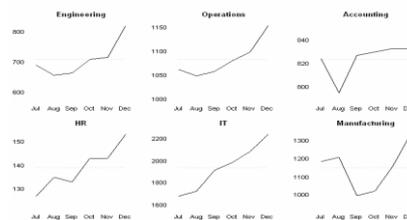
15. Slope Chart

Lines to show a simple change in values.



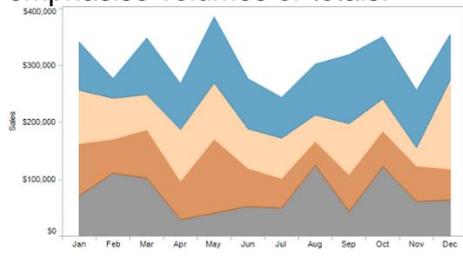
16. Small Multiples

A series of small charts to compare different categories measured against the same scale.



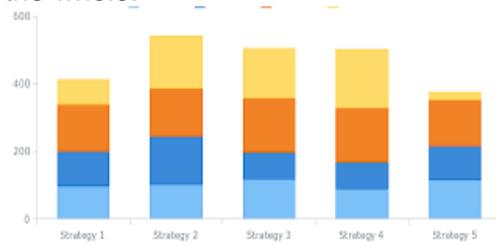
17. Stacked Area Chart

Lines plot a variable over time and area between lines is filled to emphasise volumes or totals.



18. Stacked Bar Chart

Bars divided into sections that each represent some variable's proportion to the whole.



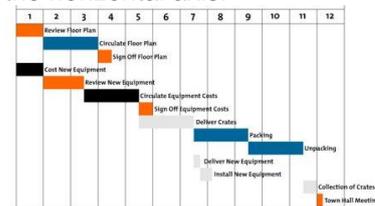
19. Table

Information arranged in columns and rows.

Salt Concentration (%)	Transmittance (%)				
	Trial #1	Trial #2	Trial #3	Trial #4	Trial #5
0	77.23	74.50	64.88	75.27	54.66
3	85.23	92.82	78.91	60.71	57.96
6	88.39	100.05	73.66	66.51	64.54
9	80.71	100.05	68.29	64.91	52.96
12	82.66	117.18	71.01	56.91	46.95
15	72.55	115.40	65.72	66.03	55.38

20. Gantt Chart

Used to illustrate a project schedule. This chart lists the tasks to be performed on the vertical axis, and time intervals on the horizontal axis.



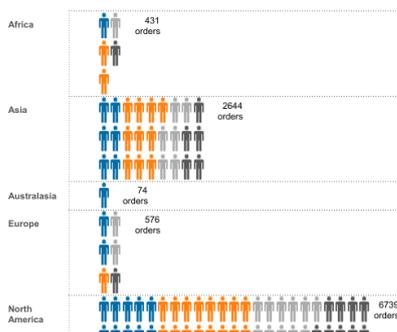
21. Treemap

A rectangle divided into smaller rectangles that each represent each variable's proportion to the whole.



22. Unit Chart

Dots or icons arranged to represent collections of individual values associated with categorical variables.



23. Venn Diagram

Shows all possible logical relations between a finite collection of different sets.



24. Mind Map

Used to visually organize information. A mind map is hierarchical and shows relationships among pieces of the whole.

