



Lights! Camera! Traction!

Seven Stellar Strategies to Help Your PowerPoint* Resonate with Audiences

NALP '13 – Tampa

#1 Takeaway



*PowerPoint is a registered trademark of Microsoft Corporation

Introduction

The Three S's of PowerPoint



What is the role of each?

The Seven Tips

1. Be a _____.

2. One _____ per slide.

3. Highlight what's _____.

4. Think _____. (Pictures are better than words.)

5. Embrace the ____ X ____ Principle.

6. Strive for _____.

7. Use _____ wisely.

Six Good Questions to Ask Yourself When Creating Slides

1. Why am I showing this slide?
2. Will it help my audience comprehend, process, and act more on my information?
3. Is my point immediately clear to the audience?
4. What is the least amount of information I need to show to get my point across?
5. How much slide variety do I have? (A good mix of text, charts, and images?)
6. Is this slide “speaker dependent?”

PowerPoint Tools (and Short Cuts)

Slide Show

- Talk to people, not screens
- “B” key – blacks and unblacks the screen
- “W” key – whites and unwhites the screen
- Ctrl+P – changes pointer into a pen
- Press “E” key to erase what you’ve drawn with on your slide
- “*Number*”→Enter – jumps to that slide, (i.e. press “1→4→Enter” and it takes you to the 14th slide)
- Try to avoid clip art if you can – better, higher quality royalty free images are easily found online (see the “Where To Go” for websites)
- Go multimedia – enhance the impact of your slides by using other types of visual aids like flip charts, video, props, etc.

Other Slide Tips

- 24pt. minimum type size for slides (12pt. is fine for handouts)
- Use a sans serif font for online slides (Ariel, Helvetica, etc.)
- Use a serif font for handouts (Times, Baskerville, etc.)
- Use color, bold, and underlining to highlight key words
- No more than two fonts per slide
- Be judicious with your use of animation and transitions
- Ctrl+K – creates a hyperlink to any file on your computer

*****IMPORTANT: For a complete list of PPT shortcuts, press “F1” while in slide show mode.*****



Helpful Resources

Quotations

- www.thinkexist.com – scores of thought-provoking quotes from a variety of sources
- www.great-quotes.com – over 54,000 quotes
- www.bartleby.com – 11,000 literary quotes (Bartlett's)
- www.quoteland.com – thousands of quotes searchable by category
- In Google, type key word(s) for which you need a quote, then add a plus sign and the word quote
 - Example: "time to change" + quote
 - Google will then find a huge list of quotes that have the words "time to change" in them
 - This approach works well for lesser-known quotes that may not necessarily be found in traditional quote sites like the ones listed above

Images/Pictures

- Free Sites
 - www.google.com/images (Google Images) – these are "free" images, **BUT YOU MUST GET PERMISSION FROM THE IMAGE'S OWNER BEFORE YOU CAN USE THEM**
 - www.flickr.com/creativecommons – thousands of royalty free images
 - www.morguefile.com – large free database of images
- Pay-per-Image Sites
 - www.123rf.com – download great images for \$1-\$3 apiece
 - www.fotolia.com – similar to 123rf.com above
 - www.istockphotos.com – thousands of inexpensive images
 - www.photos.com – large image database; users can download as many images royalty-free and use them as much as they like (\$140/month)

Comic Strips

- www.cartoonbank.com – access to every New Yorker comic strip; users can download individual comic strips (\$20 for unlimited use of one comic)
- www.kingfeatures.com – similar to Cartoon Bank this site has access to a vast assortment of comic strips from the “Amazing Spiderman” to “Zits”; users can download comic strips (\$20/year per comic)

Stories

- The best resource for stories is your own life experience – things that happen to you at work, on vacation, going about your everyday life.
- The next best source for stories is your friends, relatives and co-workers – listen and take note of the things you hear them say
- Start a “story file” – have a place where you keep all these great stories.
- The last step is to simply match up the stories you have collected with the topic you’re addressing in your presentation(s).

Steve Hughes helps people look and sound smart when they talk.

For more information about his programs and resources, please visit: www.HitYourStride.com.



FOR FURTHER READING

Atkinson, Cliff. Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire. Redmond, Washington: Microsoft Press, 2005.

Duarte, Nancy. slide:ology – The Art & Science of Creating Great Presentations. O'Reilly Media: Sebastopol, CA, 2008.

Gallo, Carmine. 10 Simple Secrets of the World's Greatest Business Communicators. Sourcebooks, 2005.

Reynolds, Garr. Presentation Zen: Simple Ideas on Presentation Design and Delivery. Berkeley, CA: New Riders, 2008.

Silverstein, Lori L., Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results. New York: National Storytelling Network Press, 2006.

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About the Speaker:

Steve Hughes is President ***Hit Your Stride, LLC***, a communications consultancy that helps people look and sound smart when they talk. He is the author the forthcoming book *Dazzle Me* (May 2013) and his seminars have been featured on NPR and BBC Radio. Steve is also the proud creator of “National Be Kind to Lawyers Day” which is observed annually on the second Tuesday in October (www.BeKindToLawyers.com).

Today he works with a host of blue chip clients including:

- **Law Firms:** *Shearman & Sterling, Kirkland & Ellis, Crowell & Moring, Bryan Cave, Seyfarth Shaw, Chadbourne & Parke*
- **Law Schools:** *UCLA, UVa, The JAG School, Washington U. in St. Louis, U. of Minnesota, U. of Missouri, U. of Idaho, Chapman U.*
- **State Bar Associations:** *Alaska, Illinois, Ohio, Oklahoma, Missouri, Pennsylvania, Utah, Wisconsin*
- **Fortune 500:** *Boeing, MetLife, Deloitte, Nestle Purina, MasterCard*
- **Associations:** *Law School Admission Council, Association of Corporate Counsel, ASTD, SHRM, Legal Marketing Association*

Prior to launching Hit Your Stride, Steve worked for 12 years in advertising and public relations where he delivered hundreds of presentations with millions of dollars on the line. Most recently he was a managing partner at an award-winning 40-person advertising agency in St. Louis.

Steve holds a BA in French Literature and European History from the University of Kansas and an MBA in Marketing from Washington University, where he was awarded the prestigious Olin Cup.

Steve's Other Programs:

- “Influence: The Art & Science of Changing Minds”
- “Instant Access: Making Great & Lasting First Impressions”
- “Own the Room: Captivating and Winning Over Any Audience”
- “Wildfire: Creating Interest in Your Practice with Everyone You Meet”
- “Rainmaking 1-2-3: Making BD a Natural Part of Your Daily Life”
- “Virtual Magic: Presenting with Excellence over the Phone/Web”
- “: The Surprising Personal & Professional Benefits of Giving without Keeping Score”

“The only reason to stand up and give a speech is to change the world.”

~ John F. Kennedy