Creating & Delivering Presentations for eLearning Professionals
LS12 - 613
I have to present? That's ruff!
Dr Steve Yacovelli
Owner & Principal
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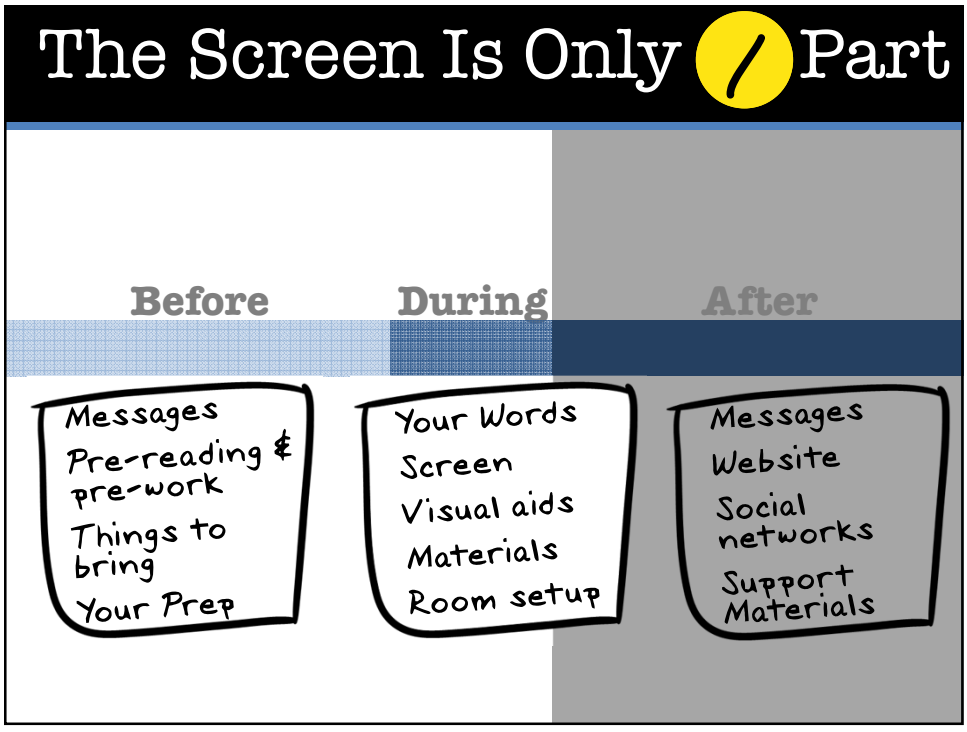
#topdoglearning
not Steve
top dog learning group
human learning & performance consulting

#1 Fear
#2 Fear
* Based upon 2001 Gallup Poll

Today's Session
1
Intro-duction
2
Message Design
create
show
data
3
impact
Message Delivery
body
4
Closing

WARNING!

WARNING!
we are here!
... not down here!

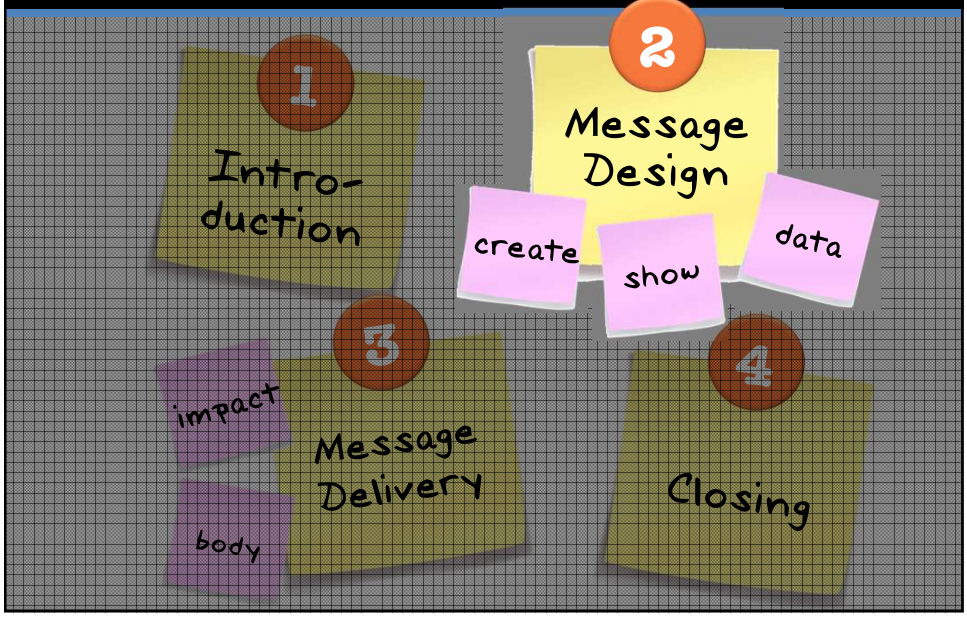

The Screen Is Only 1/ Part
Before
During
After
Messages
Pre-reading & pre-work
Things to bring
Your Prep
Your Words
Screen
Visual aids
Materials
Room setup
Messages
Website
Social networks
Support Materials

# Handouts

Optional:
take notes
in the
handout

http://bit.ly/tdlg_eguild12-a

# Today's Session



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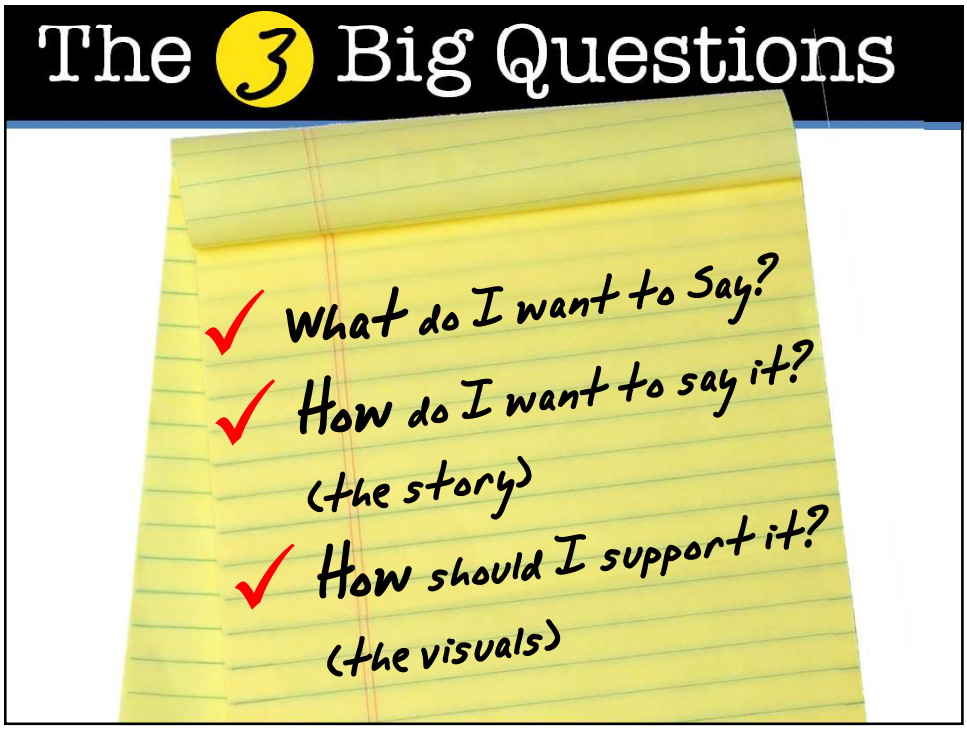
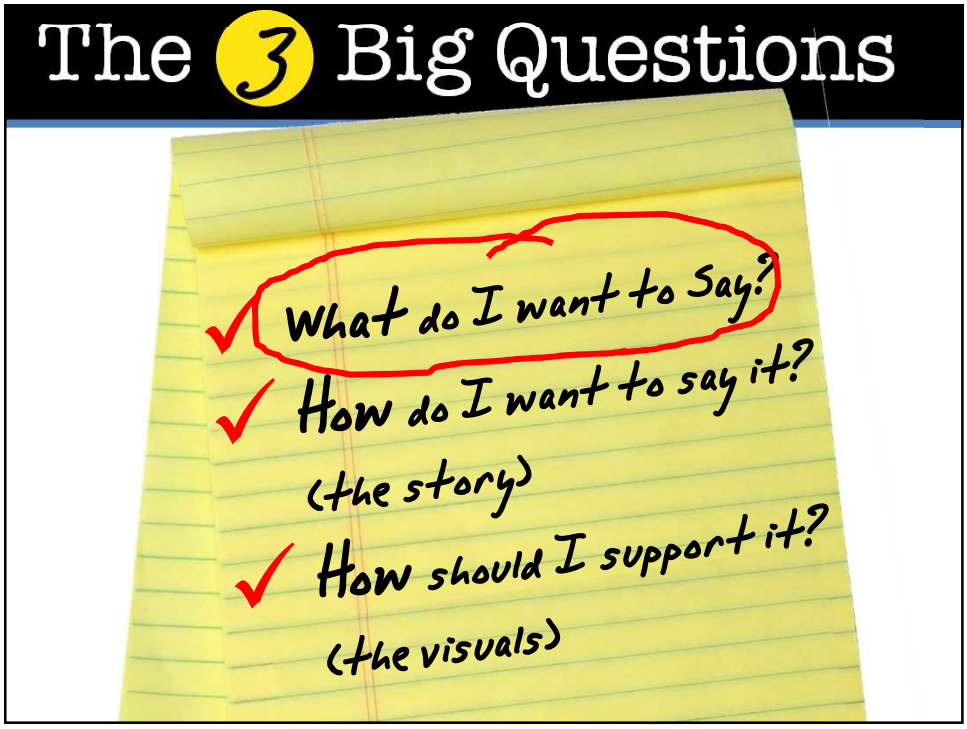
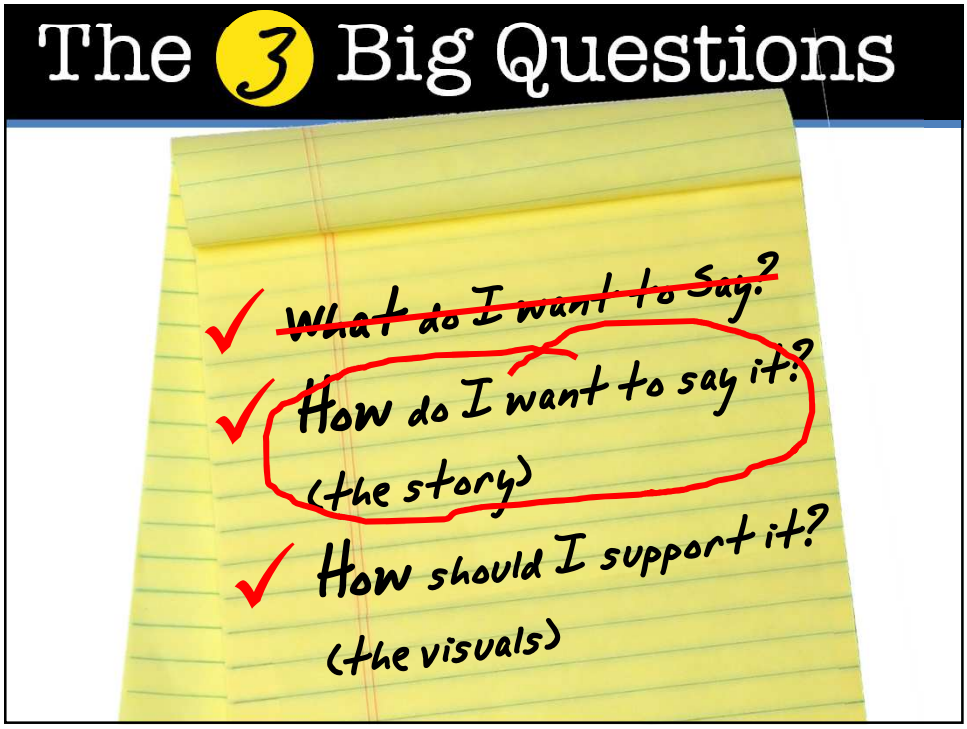



The 3 Big Questions
What do I want to Say?
How do I want to say it?
(the story)
How should I support it?
(the visuals)

Your Effective Story
move from
move to
apathy
confused
delay
disagree
disapprove
forget
pessimistic
skeptical
uncomfortable
interest
clear
do
agree
recommend
remember
optimistic
hopeful
comfortable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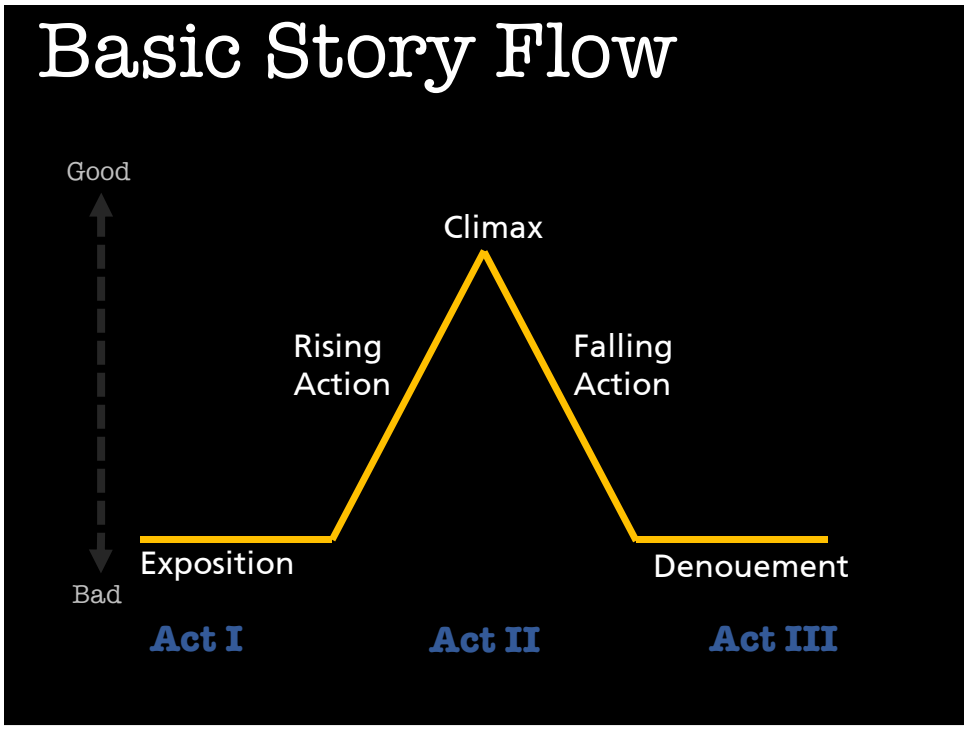
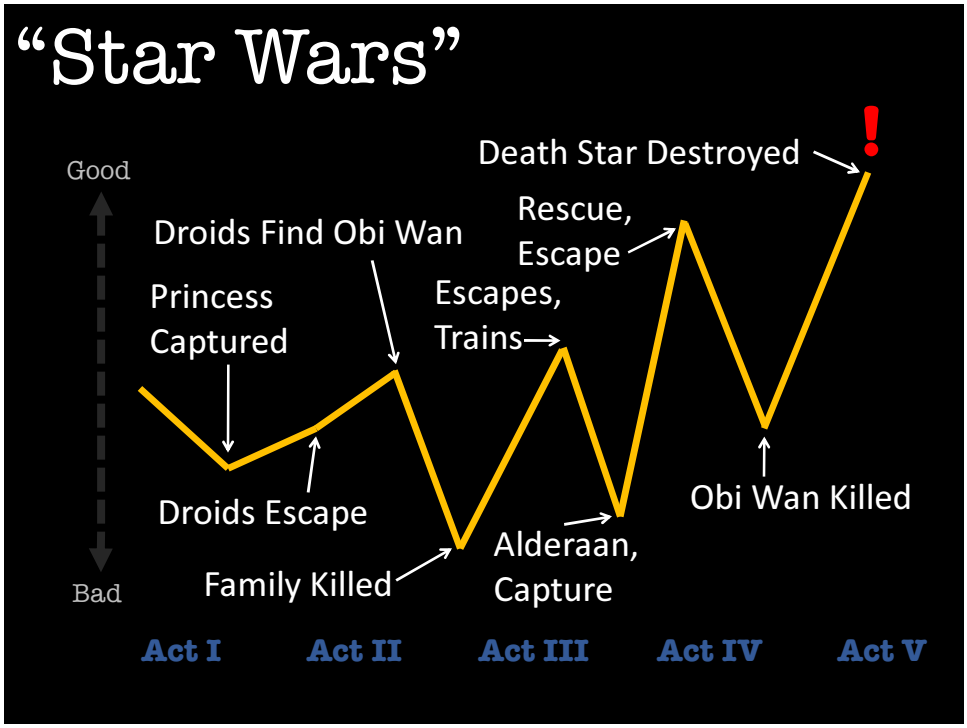
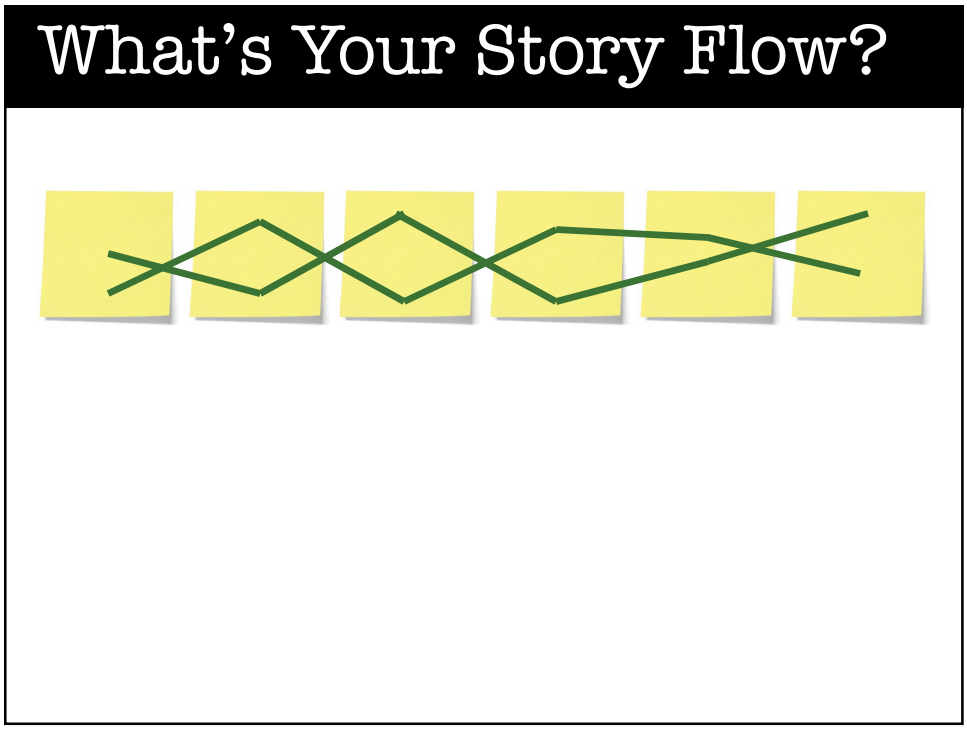
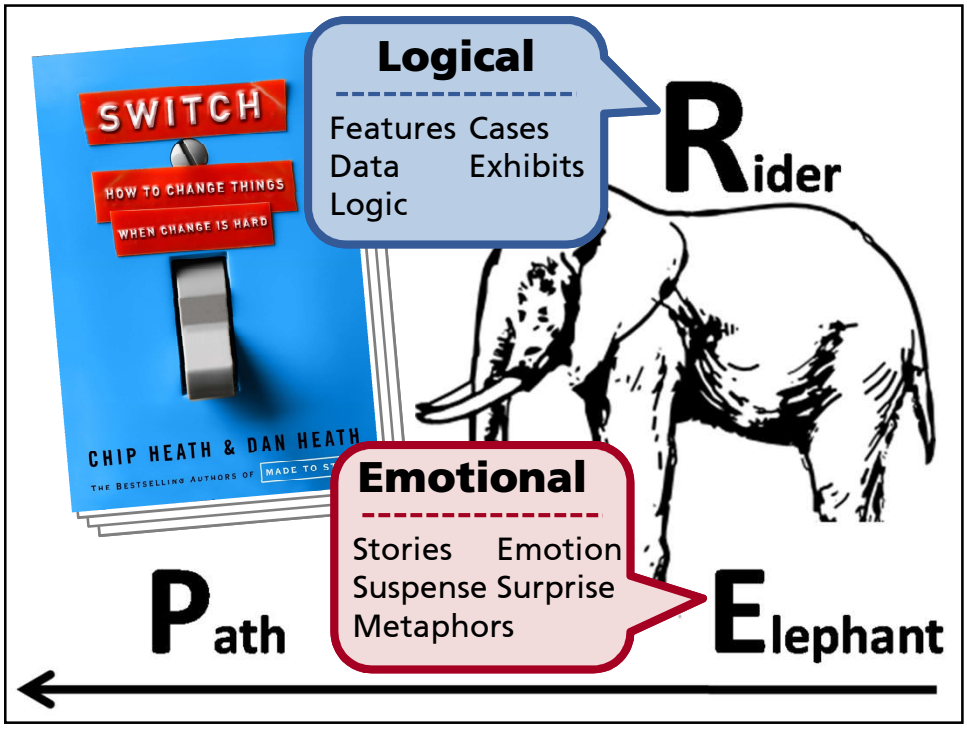
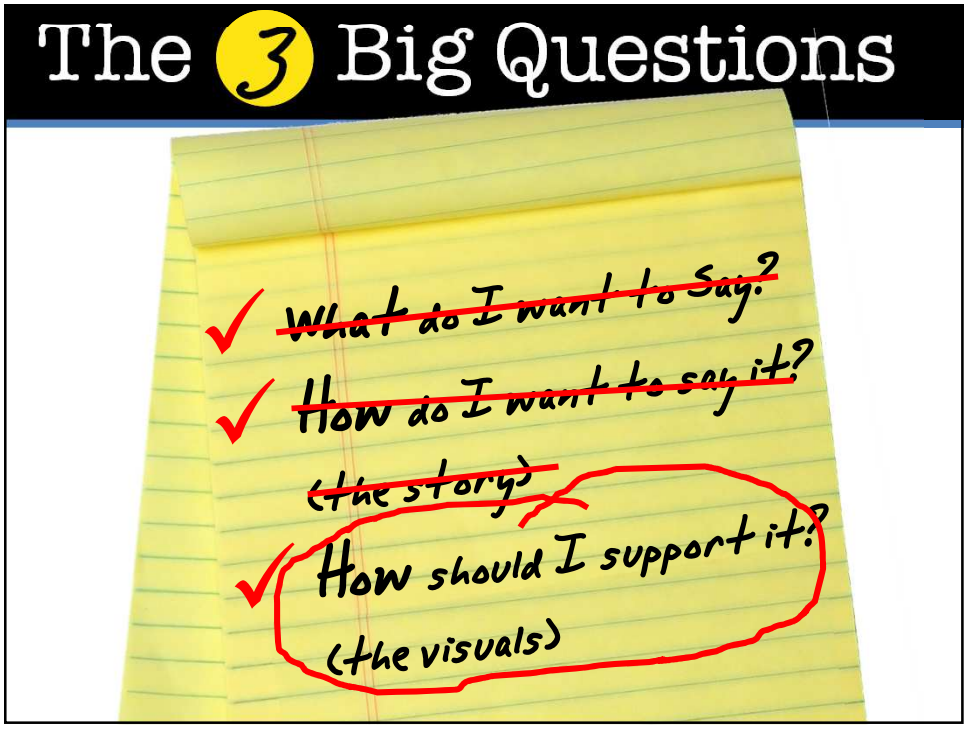

Basic Story Flow
Good
Bad
Climax
Rising Action
Falling Action
Exposition
Denouement
Act I
Act II
Act III


"Star Wars"
Good
Bad
Princess Captured
Droids Find Obi Wan
Droids Escape
Family Killed
Escapes, Trains
Alderaan, Capture
Rescue, Escape
Death Star Destroyed
Obi Wan Killed
Act I
Act II
Act III
Act IV
Act V


What's Your Story Flow?

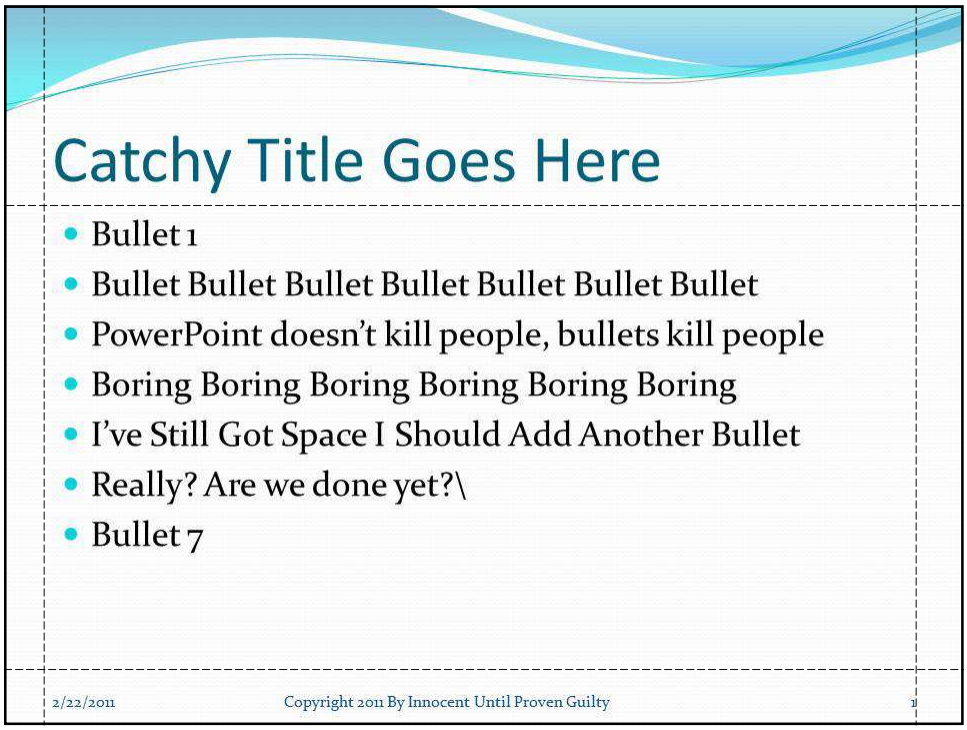

SWITCH
HOW TO CHANGE THINGS
WHEN CHANGE IS HARD
CHIP HEATH & DAN HEATH
Logical
Features Cases
Data Exhibits
Logic
Rider
Emotional
Stories Emotion
Suspense Surprise
Metaphors
Path
Elephant

S.T.A.R. Moment
"Something They'll Always Remember"
Evocative Visuals
Repetition
Emotional Storytelling
Dramatization
Shocking Statistics
Courtesy: TED.com and Inconvenient Truth


The 3 Big Questions
What do I want to say?
How do I want to say it?
(the story)
How should I support it?
(the visuals)

Different Formats, Different Designs

Good Design
=
Clarity
of Message


Catchy Title Goes Here
Bullet 1
Bullet Bullet Bullet Bullet Bullet Bullet Bullet
PowerPoint doesn't kill people, bullets kill people
Boring Boring Boring Boring Boring Boring
I've Still Got Space I Should Add Another Bullet
Really? Are we done yet?\
Bullet 7
2/22/2011
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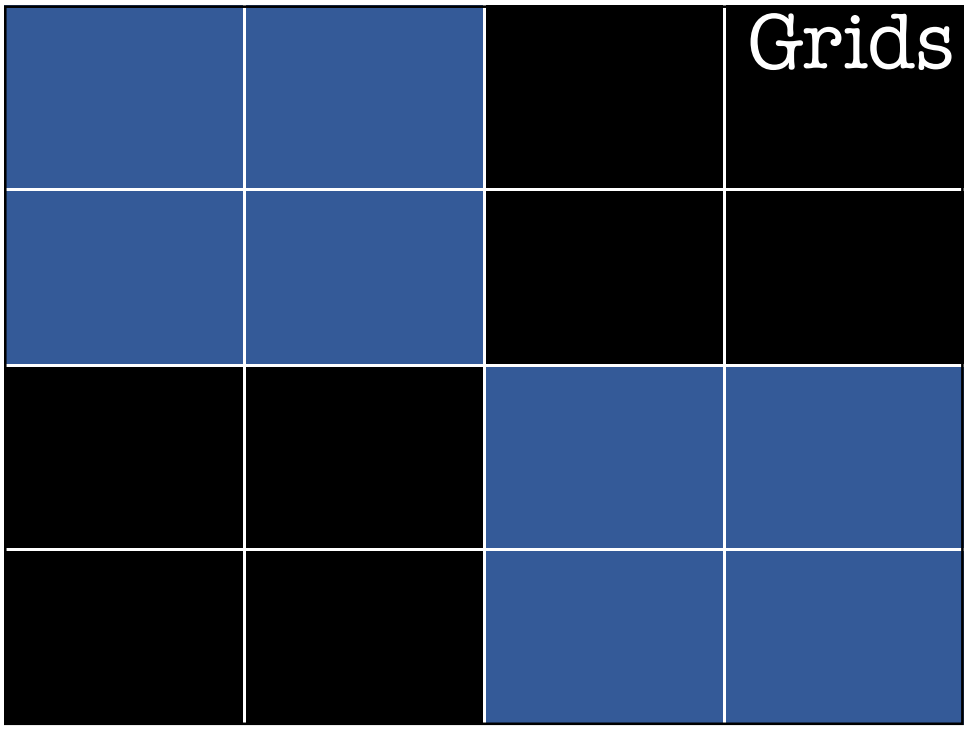
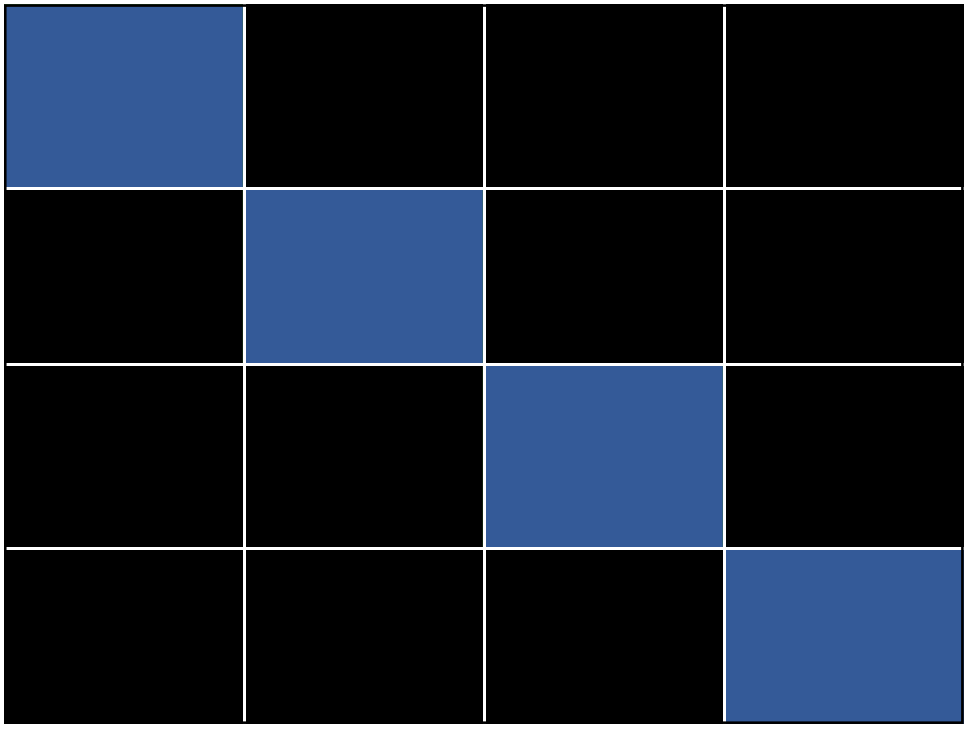
1

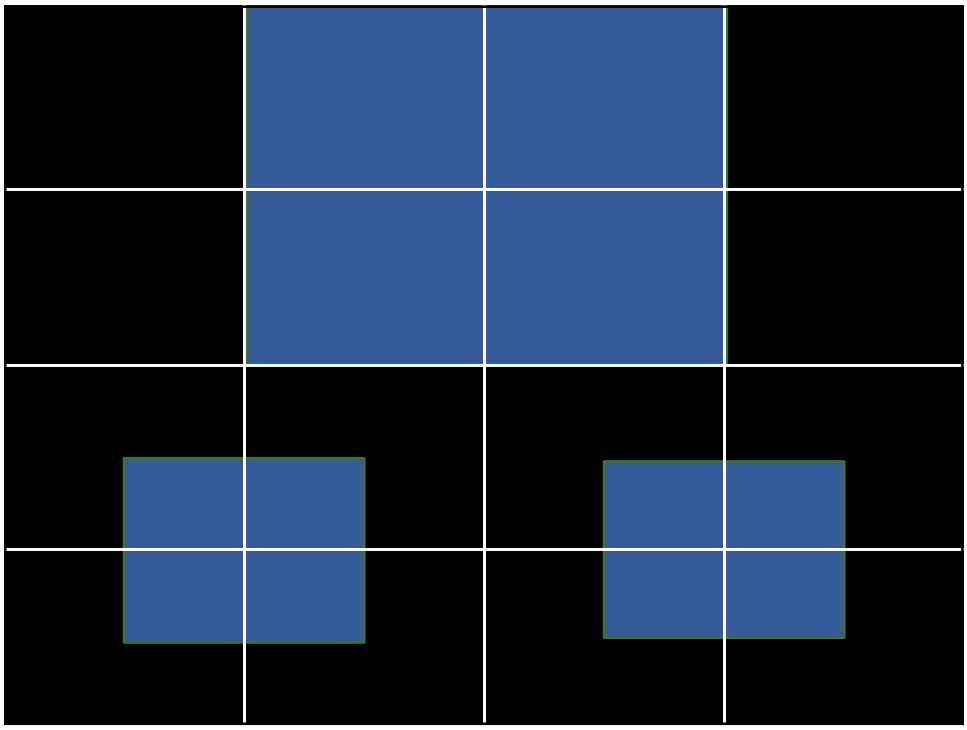
## Some Difficult Problems

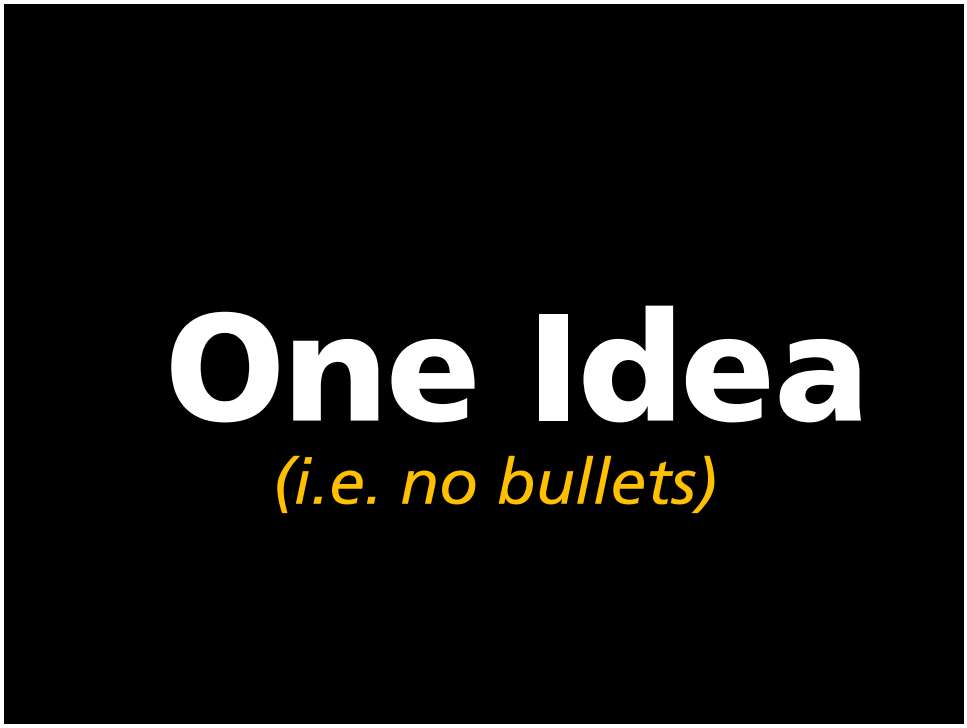
Preserving ecosystems.
Strengthening the immune system.
Encouraging innovation in dynamic economies.
Understanding markets.
Controlling the Internet (e.g. controlling viruses and spam).
Predicting changes in global trade.
Providing for sustainable human growth.

**Systems with many interacting agents that learn or adapt.**



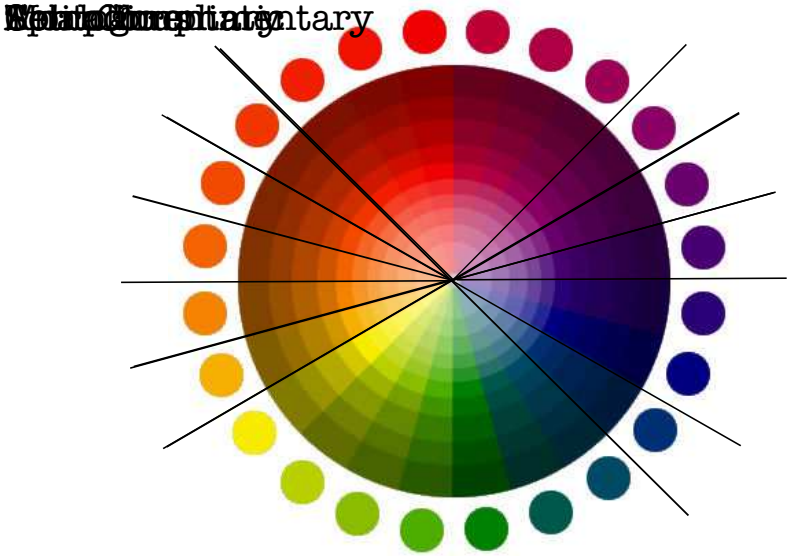


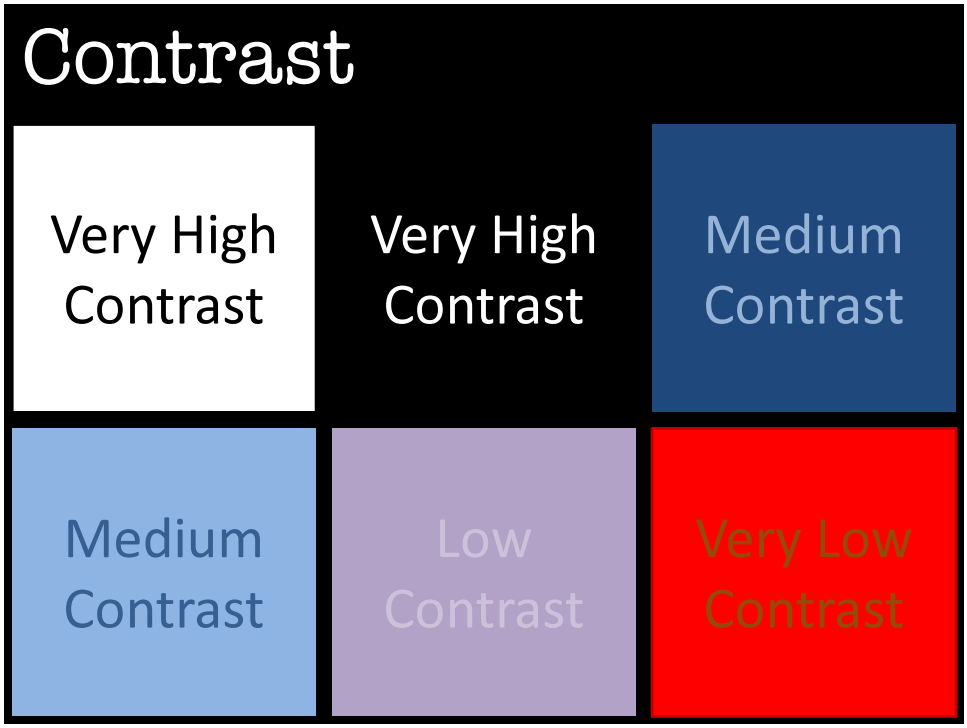



One Idea
(i.e. no bullets)

Peace

# Colors




Contrast
Very High Contrast
Very High Contrast
Medium Contrast
Medium Contrast
Low Contrast
Very Low Contrast

Fonts
Slide Titles
Major Point
Minor point
Footnote

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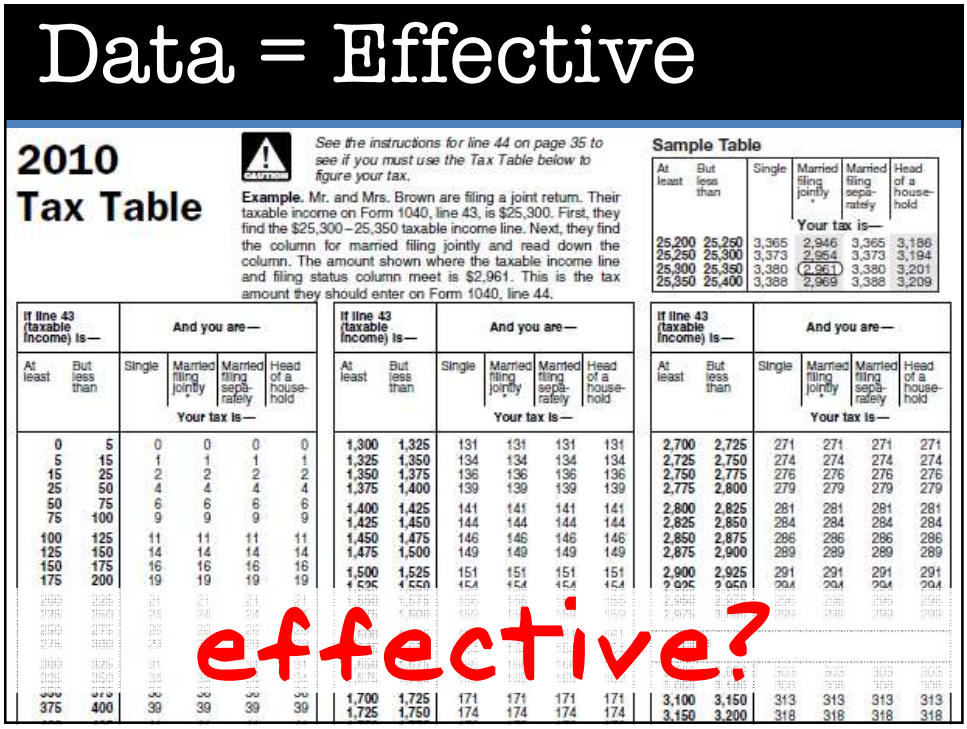
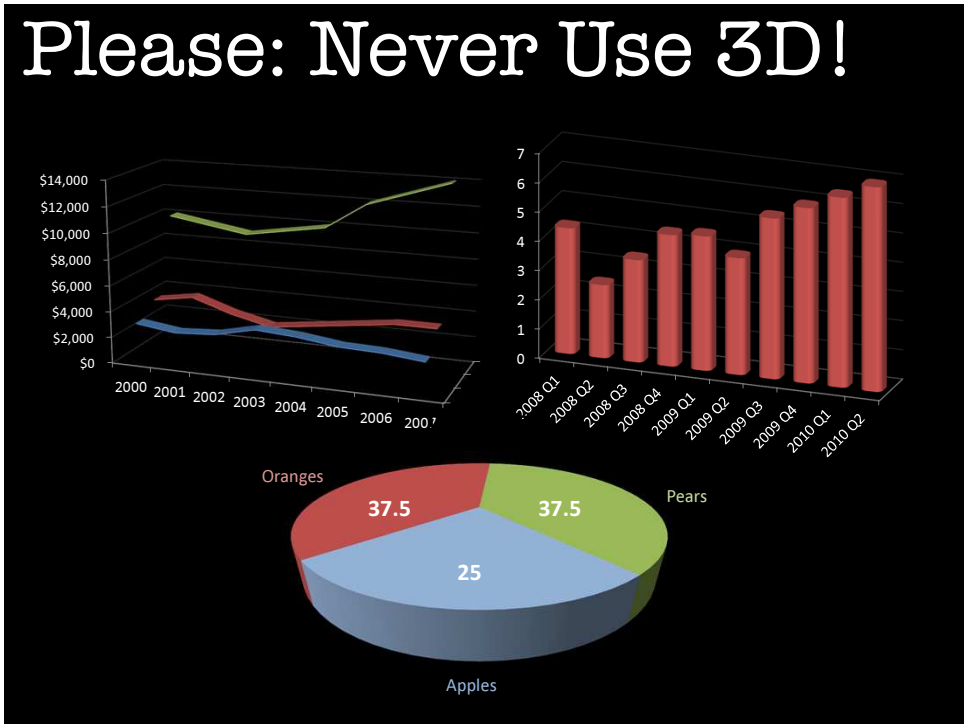
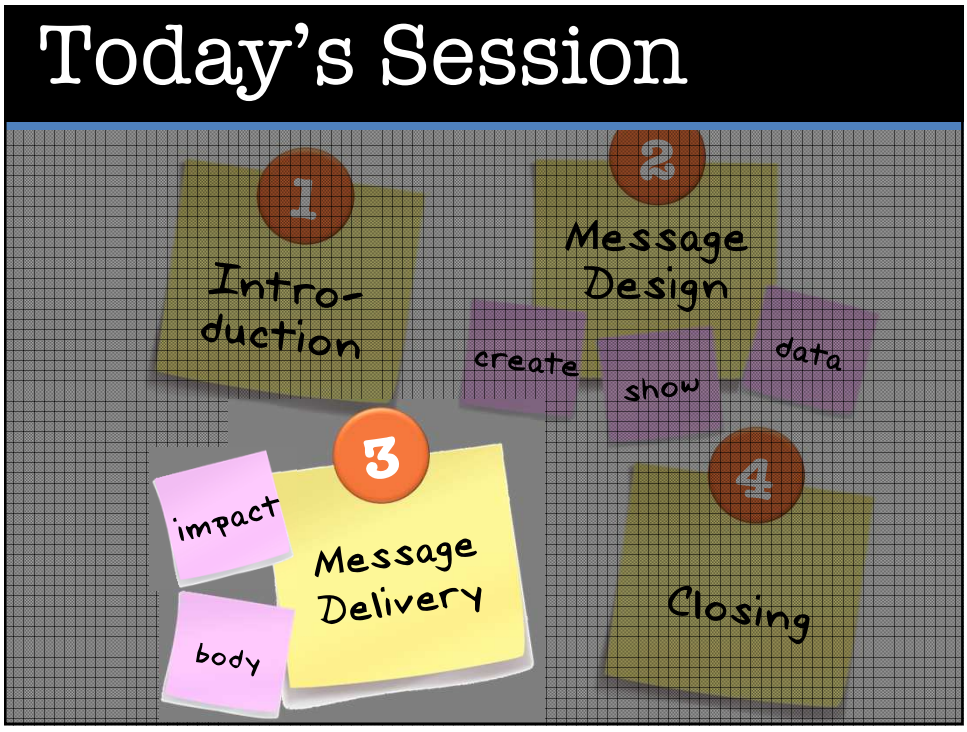
# Data = Effective




# Tell Your Story ...


Please: Never Use 3D!
$14,000
$12,000
$10,000
$8,000
$6,000
$4,000
$2,000
$0
2000 2001 2002 2003 2004 2005 2006
7
6
5
4
3
2
1
0
2008 Q1 2008 Q2 2008 Q3 2008 Q4 2009 Q1 2009 Q2 2009 Q3 2009 Q4 2010 Q1 2010 Q2
Oranges
37.5
37.5
Pears
25
Apples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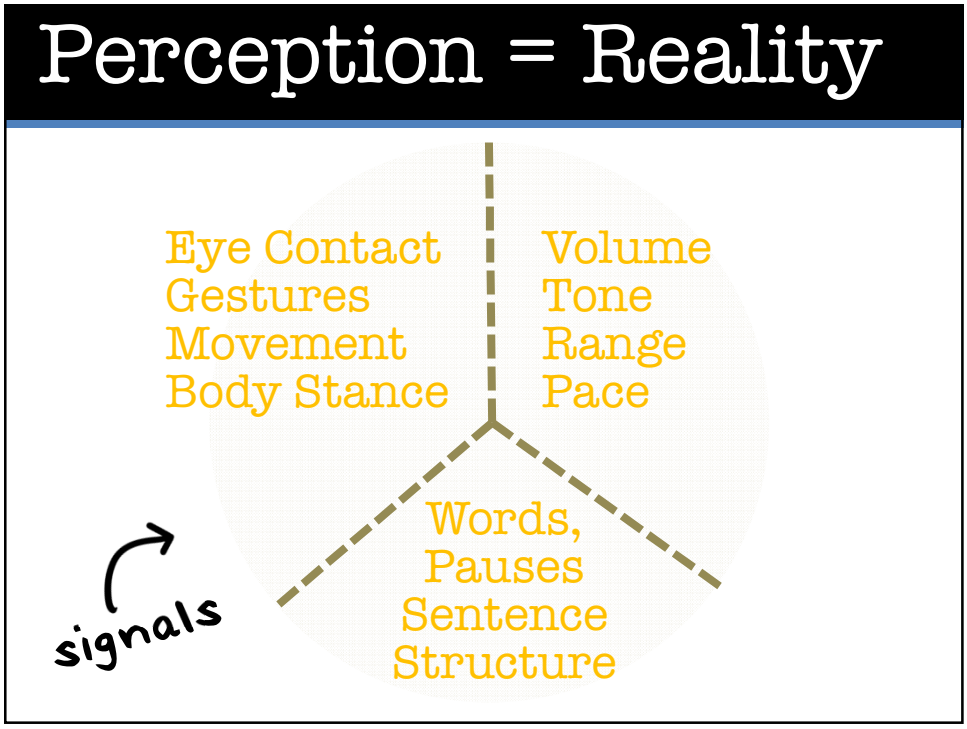
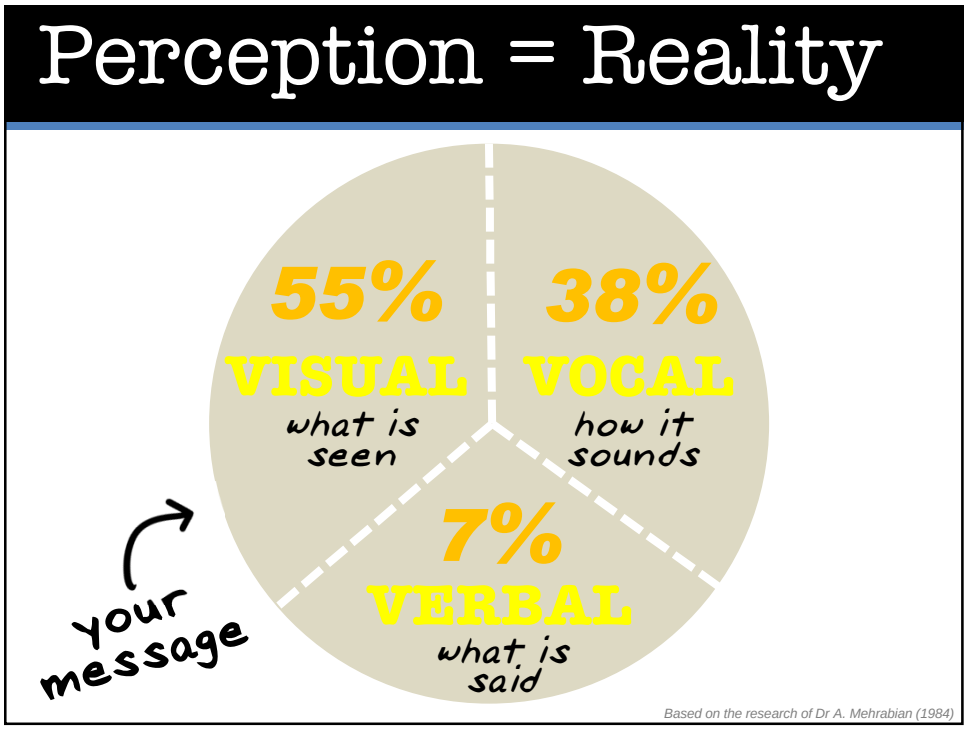
#1 Fear
#2 Fear
* Based upon 2001 Gallup Poll

Photo credit: Hanna-Barbera


Perception = Reality
Eye Contact
Gestures
Movement
Body Stance
Volume
Tone
Range
Pace
Words,
Pauses
Sentence
Structure
signals


Perception = Reality
55%
VISUAL
what is seen
38%
VOCAL
how it sounds
7%
VERBAL
what is said
your message
Based on the research of Dr A. Mehrabian (1984)

Managing the "Fear"
smile!

Managing the "Fear"
smile!
eye contact

Managing the "Fear"
smile!
eye contact
muscle tense / release

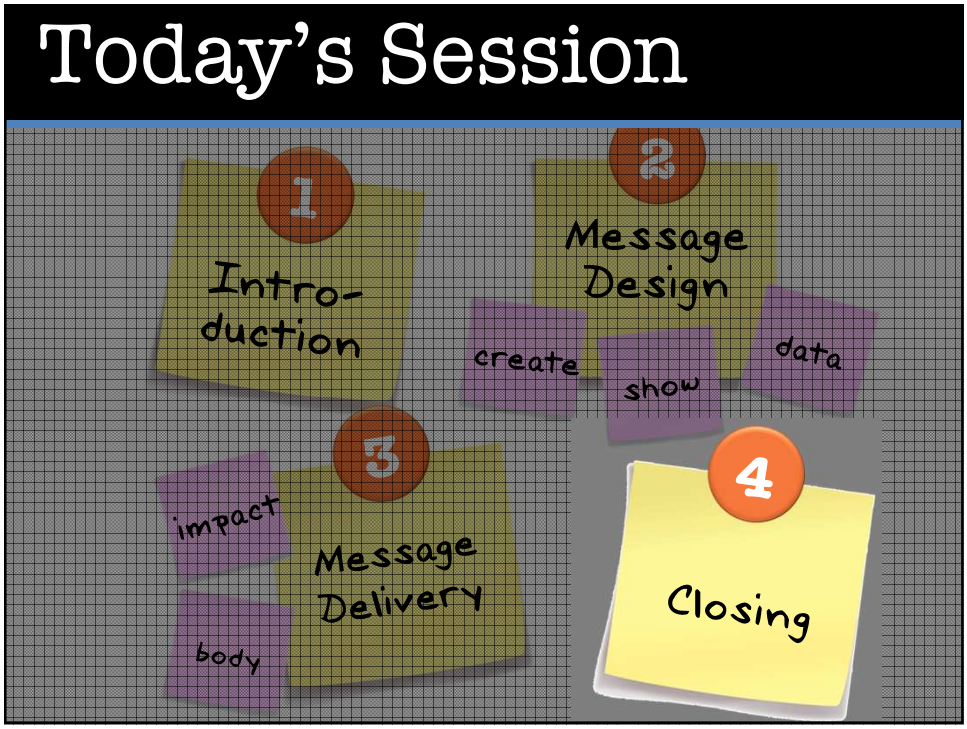
Managing the "Fear"
smile!
eye contact
muscle tense / release
breathe

Managing the "Fear"
smile!
eye contact
muscle tense / release
breathe
positive self-talk

Managing the "Fear"
smile!
eye contact
muscle tense / release
breathe
positive self-talk
neutral body stance

Managing the "Fear"
smile!
eye contact
muscle tense / release
breathe
positive self-talk
neutral body stance
own the room

Managing the "Fear"
smile!
eye contact
muscle tense / release
breathe
positive self-talk
neutral body stance
own the room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THANK YOU!
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