Better Business Graphics: Avoiding Death by Powerpoint
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• Do you?
  – Prepare and deliver your own presentations
  – Collaborate with others on design and content
  – Deliver summary reporting data to management
“Zeroth Law”

- Identify your message
- Stay on message!
An Experiment
Lesson One

- Don’t use the default settings
An Experiment
Lesson One

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An Experiment
Lesson One

• Don’t use the default settings
Lesson One

• Don’t use the default settings
Click to add title

• Click to add text
• Default sizes draw the eye away from content
  – Mostly, you don’t need slide titles, anyway
• Default sizes draw the eye away from content
  – Mostly, you don’t need slide titles, anyway
• Use light text on dark backgrounds
  – Works better under most lighting conditions
No Multitasking!

- Your audience will listen, or read – not both
  - Saying something important? Keep the screen content-light
  - Need a content-rich screen? Take a drink of water
- Handouts might work against you
• Pictures aren’t as distracting as text
  – Add visual interest
  – May emphasize a point
• Motion calls attention to itself
  – That can be good, or bad
Graphs and Charts

- The presentation environment works against you
- Stay simple!
- Stay on message!
The defaults work against you
Wide lines, big fonts
Make your point!
Mix up your formatting

Don’t always use a standard bullet list hierarchy

Be artistic!
• The Triple Constraint
  – Scope
  – Schedule
  – Resources
The Triple Constraint

Scope ——— Schedule

Resources
The Triple Constraint

Scope

Resources

Schedule
Managing A Long Story

- Break it into sections
  - Q & A between sections
  - Engage your audience
- Throw in a non sequitur or two
THINK
THINK
Agenda

- Introduction
- Part I
- Part II
- Conclusion
Agenda

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- Part II
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- Part I
- Part II
- Conclusion
Handouts?

- Provide a note-taking space
- Allow you to include supplemental material
- Will be terribly distracting during your presentation!
• Don’t ignore intellectual property markings
  – Copyright notice
  – Licensing, if desired
Executive Reports & Dashboards

• Spreadsheets are good for packaging
• Protect your raw data, formatting, & formulas
• Provide macros & controls for fancy stuff
  – Expand / contract subtotals
  – Inter-page navigation
Thank you for coming!

- Questions / comments?
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*If I had more time, I would have written a shorter letter.*

– Blaise Pascal

{ Additional exhibits follow this slide }
My Mistakes

{ Retrospective comments in red }
Career Management Concept

{ I did not need this title }

• What is Career Management?
  – An active, continuous process
  – NOT a job-hunting activity (only)

{ Not everybody grew up with the same cartoons as I did. }
Some Really Bad Slides
( Not Mine ! )
Afghanistan Stability / COIN Dynamics – GOVERNANCE

WORKING DRAFT

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