

# Power(ful) Presentations

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*No slides?* I don't believe the best hand-outs, to support a presentation, are those mini slides you see printed from PowerPoint. I also believe that taking notes—should be left to the audience members. Each participant has their own style of learning, and their own responsibility for taking what they need in terms of the content you are sharing. Perhaps the best "handout" would be an audio, or video recording of the presentation. I hope these notes are helpful.

## John's Five Points to Power:

1. Remember: you are the presentation.
2. Strive for quality graphics and type.
3. Always tell a story.
4. Images above words.
5. Double Funnel and Chunk.

Too many times I see folks worrying about the slides. Of course, I have ideas for your slides, but the most important thing to remember here is that you—a

real, live, walking and talking person—are the presentation. The slides support your message and your content. "Experts" will tell you to have charisma and to interject humor. I think being yourself is important, because it will allow you to be confident and honest.

If you dress-up to present, you can also "dress-up" your slides by using the highest quality visuals you can afford. Keep your slides simple. But use high-quality fonts, step-up to a higher-quality program (if you can—I swear by Keynote on my Macintosh), and only use graphics that command respect—strive for high resolution photos. You can find high-quality photography now on *Flickr.com*. Do a search through their Creative Commons materials, and give credit to the photographer.

Telling a story is sometimes hard with some material. But coming up with a story is an excellent way to hold an audience's attention. Supplant that story with great visuals.

Images are interpreted first by the brain. We don't have to decode them in the same way we do words and sentences to get meaning. Some images will appeal to us emotionally, which can help with our communication of content.



Use photos first, before diagrams and clip-art style images. Clip-art isn't real-life, it approaches iconic representation which takes more decoding time.

Scaffold your material by "double funnel"-ing it. Start with what you are going to cover, then cover it. Then share with us that organization at the end. Heck, even re-use the same slide.

Then, as you present, divide up your slides and talk with clearly-defined sections. "Chunk-up" your content into these bite-sized pieces. I use slides to change focus for each chunk.

#### **Recommend Websites:**

- [www.flickr.com/creativecommons](http://www.flickr.com/creativecommons)
- [www.istockphoto.com](http://www.istockphoto.com)
- [openphoto.net](http://openphoto.net)
- [pdphoto.org](http://pdphoto.org)
- [www.presentationzen.com](http://www.presentationzen.com)
- [media.baruch.cuny.edu/faculty/jbelland/powerpoint/](http://media.baruch.cuny.edu/faculty/jbelland/powerpoint/)

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