

10. Create slides people will remember.

Harvard Business Review: <https://www.youtube.com/watch?v=OeV2fHEM4RI>

Date: 2012 / **Author:** Nancy Duarte [CEO, Duarte, Inc] / **Time:** 3:08

Introduction

i) Basic overview	<i>We have all suffered through power point presentations, which are power point read-a-longs and the audience zones out</i>
ii) Presentations used correctly will...	
iii) What does her company do?	

___ / 2

1) _____

iv) Why no slides in small informal settings?	
v) What can you use instead?	

___ / 3

2) _____

vi) Why not start with slide software?	
vii) What 's the benefit?	

___ / 3

3) _____

viii) Why?	
ix) What can happen if too complicated?	
x) what's the solution?	

___ / 4

4) _____

xi) Why?	
xii) What is the advice?	

___ / 3

5) _____

xiii) What should you have on slides?	
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___ / 2

Summary

ivx) T _____ preparation of visuals can stop b _____ presentations and make your next speech more p _____.
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___ / 3

Overall Score: ___ / 20

10. Create slides people will remember **ANSWERS**

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Introduction

i) Basic overview	We have all suffered through power point presentations, which are power point read-a-longs and the audience zones out.
ii) Presentations used correctly will...	Used in the right way slides can make ideas stand out and be remembered.
iii) What does her company do?	My firm helps create persuasive presentations = ¼ million of them

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1) Use slides effectively

iv) Why ditch the slides in small informal settings?	Instead spend time shaping a conversation. It's easier to make a personal connection.
v) What can you use instead?	Use the white board or create a few graphics to collaborate around.

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2) Write slides after prepared speech

vi) Why not start with slide software?	Tempting to dive into the slide software but it forces you to think about content linearly and small chunks.
vii) What 's the benefit?	First hammer out what you want to say and then think about the visual = craft a whole message rather than small pieces.

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3) Design slide people understand in 3 seconds

viii) Why?	People can only process one stream of information at time
ix) What can happen if too complicated?	So if the slide is too complicated they will be reading instead of listening to you
x) what's the solution?	Simplify the content so to help the audience to remember what you said.

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4) Storyboard one concept per slide

xi) Why?	keep slides simple = one concept per slide.
xii) What is the advice?	Before you open slide software, sketch out your slides on post-it notes. Small size forces to simplify & rearrange them really easily.

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5) Remember slides are a visual medium

xiii) What should you have on slides?	Use an informative diagram, interesting chart, photograph that helps make your point. Don't project the words you say (give a hand out)
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Summary

ivx) Thoughtful preparation of visual can stop boring presentations and make your next speech more persuasive .
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Overall Score: ___ / 20