

# B

APPENDIX B

## Rules for a Bulletproof Presentation

**D**elivering compelling, bulletproof presentations is a skill you need to acquire for implementing change, so it is best to start learning now. I will assume that you have attended a presentation skills course, which is a prerequisite to bulletproof PowerPoint presentations. The speed of delivery, voice levels, using silence, and getting the audience to participate are all techniques that you need to be familiar with and comfortable using.

To assist you I have prepared a list of 25 rules for a good presentation as shown in Exhibit B.1.

### EXHIBIT B.1 Preparing and Delivering a Compelling Presentation Checklist

Prepare a paper to go with the presentation	<ol style="list-style-type: none"> <li>1. Always prepare a paper for the audience covering detailed numbers and so forth so that you do not have to show detail in the slides (see rule 2).</li> <li>2. Understand that the PowerPoint slide is not meant to be a document; if you have more than 35 words per slide, you are creating a report, not a presentation. Each point should be relatively cryptic and be understood only by those who have attended your presentation.</li> </ol>
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*(continued)*

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**EXHIBIT B.1** (continued)

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|-----------------------|---|
| Presentation planning | <ol style="list-style-type: none"> <li>3. Last-minute slide presentations are a career-limiting activity. You would not hang your dirty washing in front of a hundred people, so why would you want to show your audience sloppy slides? Only say yes to a presentation if you have the time, resources, and enthusiasm to do the job properly.</li> <li>4. Create time so that you can be in a “thinking space” (e.g., work at home, go to the library, etc.).</li> <li>5. Map the subject area out in a mind map and then do a mind dump on Post-it stickers covering all the points, diagrams, pictures you want to cover. Have one sticker for each point. Then place your stickers where they fit best. Using stickers makes it easy to reorganize them. This will lead to a better presentation.</li> </ol> |
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| Presentation content | <ol style="list-style-type: none"> <li>6. At least 10% to 20% of your slides should be high-quality photographs, some of which will not even require a caption.</li> <li>7. A picture can replace many words; to understand this point you need to read <i>Presentation Zen: Simple Ideas on Presentation Design and Delivery</i> by Garr Reynolds,<sup>1</sup> and <i>Slide:ology: The Art and Science of Creating Great Presentations</i> by Nancy Duarte.<sup>2</sup></li> <li>8. Understand what is considered good use of color, photographs, and the “rule of thirds.”</li> <li>9. For key points, do not go less than 30-pt-size font. As Nancy Duarte says, “Look at the slides in the slide sorter view at 66% size. If you can read it on your computer, it is a good chance your audience can read it on the screen.”</li> </ol> |
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<sup>1</sup>Garr Reynolds, *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, New Riders, 2008.

<sup>2</sup>Nancy Duarte, *Slide:ology: The Art and Science of Creating Great Presentations*, O’Riley, 2008.

**EXHIBIT B.1** *(continued)*

	<p>10. Limit animation; it is far better that the audience is able to read all the points on the slide quickly rather than holding them back.</p> <p>11. Use Guy Kawasaki's "10/20/30 rule." A sales-pitch PowerPoint presentation should have 10 slides, last no more than 20 minutes, and contain no font smaller than 30 pt.</p> <p>12. Be aware of being too cute and clever with your slides. The move to creating a lot of whitespace is all very well, provided your labels on the diagram do not have to be very small.</p> <p>13. Never show numbers to a decimal place nor to the dollar if the number is greater than 10,000. If sales are \$9,668,943.22, surely it is better to say, "approx. \$10 million" or "\$9.6 million." The precise number can be in the written document if it is deemed worthwhile.</p> <p>14. Never use clipart; it sends shivers down the spine of the audience and you may lose them before you have a chance to present.</p>
Use technology	<p>15. Where possible, if you are going to present on a regular basis, make sure you have a Tablet PC, which gives you the ability to draw when you are making points. This makes the presentation more interesting, no matter how bad you are at drawing.</p> <p>16. Have a simple remote mouse so that you can move the slides along independently of your computer.</p>
Practise, practise, practise	<p>17. Practice your delivery. The shorter the presentation, the more you need to practice. For my father's eulogy, I must have read it through 20 to 30 times. It still remains today the best speech I have ever delivered and the one I prepared the most for.</p>
Presentation itself	<p>18. Bring theatrics into your presentation. Be active as a presenter, walking up the aisle so that those in the back see you close up, vary your voice, get down on one knee to emphasize an important point. Have a bit of fun and your audience will, too. Very few things are unacceptable as a presenter.</p> <p>19. Always tell stories to relate to the audience, bringing in humor that is relevant to them. A good presenter should be able to find plenty of humor in the subject without having to resort to telling jokes. No doubt, some of the audience have heard the jokes and would rather hear them from a professional comedian.</p>

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**EXHIBIT B.1** *(continued)*

- 20. Make sure your opening words grab the audience’s attention.
- 21. Understand Stephen Few’s work on dashboard design if you are using graphs.
- 22. Always remember that the audience does not know the whole content of your speech, particularly if you keep the details off the slides; if you do leave some point out, don’t worry about it—they don’t know or would not realize the error.
- 23. If there has been some issue relating to transportation, technology, and so forth that has delayed the start, avoid starting off with an apology. You can refer to this later on. Your first five minutes is the most important for the whole presentation and must therefore be strictly on the topic matter.
- 24. Greet as many members of the audience as you can before the presentation, as it will help calm your nerves, and it will also give you the opportunity to clarify their knowledge and ask for their participation, such as at question time. The other benefit is that it confirms that nobody in the audience would rather be doing your role, so why should you be nervous?
- 25. If you are delivering a workshop at the end, shake hands with as many of the audience as possible by positioning yourself by the door when the audience leaves. This develops further rapport between presenter and audience.



In addition, I have included a checklist for preparing and delivering a presentation; see Exhibit B.2.

**EXHIBIT B.2** PowerPoint Presentations Checklist

**Planning**

Develop a purpose of the presentation.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have a goal for the number of slides you will need.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Perform a research of the subject.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you know your audience?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you know what they are like?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you know why they are coming to the presentation?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you know what their emotional drivers, points of pain are?	<input type="checkbox"/> Yes	<input type="checkbox"/> No



**EXHIBIT B.2** *(continued)***Planning**

Can you solve any of their problems?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have you thought about solutions that they can work with immediately?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have you thought of what handouts you can provide electronically to help them with the next steps?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have you thought about why they might resist your suggestions?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**The creative phase**

While you are creating, avoid editing as you are going along. As stated above, map the subject area out in a mind map and then do a mind dump on Post-it stickers covering all the points, diagrams, pictures you want to cover.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Review recent articles or recent seminars you have attended for clever and concise diagrams.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Find some diagrams that tell a story.	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**The editing phase**

The person preparing the slides needs to have attended a course on PowerPoint.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you using the whole slide? (Avoid using the portrait option for slides.)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you create a progress icon to show the audience of progress through a presentation?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Portrait pictures can be moved to one side and the title and text to the other.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are all detailed pictures expanded to the whole slide? (Ignore the need for a heading.)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Any typeface in a picture smaller than 24 point will need to be enlarged.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Limit bullet points to 5 to 6 separate points per slide.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Repeat a good diagram if you are talking about a section of it at a time.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have slides read through by someone who has good editing skills.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If you have pictures of people, do you ensure that they are looking toward the slide content?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

*(continued)*

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**EXHIBIT B.2** *(continued)***First run through of the presentation**

Once the slides have been edited, go straight into a full practice run with one or two of your peers in attendance.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Time the length and avoid any interruptions; the practice audience should note improvements as they are spotted.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Now repeat this process twice more; if it is a short, 15- to 20-minute presentation up to five full practices will be necessary. The shorter, the harder!	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Prepare the master copy of the slides so you can check all is clear, and courier to seminar organizer.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If workshop exercises are to be included, read through these carefully and get them checked for clarity by an independent person.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Print slides 3 to a page except for complex slides that should be shown on their own.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Test your laptop on at least two data shows, as some custom settings that maximize your network can prevent your laptop linking to the projector.	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**Night before**

Avoid late changes. Nothing annoys the audience more than the presentation being in a different order to the presentation handout. You will make a rod for your own back when you get requests for the missing slides!	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Always test the data show projector the night before if you are required to run it (you may find a missing cable).	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Carry with you a spare power extension lead and the standard laptop to data show cable.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Travel the night before (plane travel deadens the senses, it can effect hearing, and you cannot trust the schedules).	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If possible, bring a spare projector with you for extra protection.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Avoid alcohol the night before, as it will reduce the quality of your performance the next morning.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Bring your own laptop to the presentation.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Practice the night before, especially the first 5 minutes (you will need two stories in the first 5 minutes).	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**EXHIBIT B.2** *(continued)***On the day**

Do a brief run through the first 5 minutes at the proper speed before breakfast.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Light exercise is a great idea to freshen the mind (I usually go for a swim before I speak).	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Tell stories instead of jokes unless you are very good at it (joke telling requires excellent timing).	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Greet as many members of the audience as you can before the presentation. It will help calm your nerves and give you the opportunity to clarify their knowledge and ask for their participation, such as at question time.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
At the first break, meet with a sample of the audience and enquire about whether the material is of interest and about the pace of delivery. This may pick up any problems and thus helps improve the assessment ratings.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Never apologize to the audience; simply state the facts if there is a difficulty of some kind.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Run through an example of the workshop exercise to ensure every workshop group has the correct idea of what is required.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Recap what has been covered to date and ask for questions.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
At the end of the presentation, shake hands with as many of the audience as possible by positioning yourself by the door when the audience leaves. This develops further rapport between presenter and audience.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Celebrate—you have done your best.	<input type="checkbox"/> Yes	<input type="checkbox"/> No

