

Handout 13a: Powerpoints!

Do:	
Aim for no more than 2 minutes per slide.	
Start with the stakes	Use a story or a puzzle to motivate your presentation. What is the goal here?
Teach and entertain	Always remember that learning is painful and boring. People need to hear things multiple times to learn them. It's easier to learn from stories or images that are vivid (in contrast to facts) Learning styles aren't real. Everyone learns by doing and passive learning rarely works on its own.
Re-engage the audience every time you click with a transition phrase	SIGNPOSTING is the name of the game here. Each slide should clearly follow from the previous slide's content PREVIEW AND RECAP A LOT
Engage the audience	Get people to look around the room, to look at each other, to look at you, and to look at the screen. Make eye contact. Smile. Take up as much space as you can within your physical boundaries. Use people's names as much as you can. Let the audience know where they are in the toast. Pacing and emotional variation is good. Volume Ceiling for sure. Strategically use pauses.
Introduce yourself and your topic before you click past the title slide	
Keep it balanced	If you plan to stay on a particular point for a while, add more slides to maintain the pace. The pace should be pretty consistent with slide distribution even though your verbal pace and tone should vary throughout. If you linger on one slide for a long time then it will look like you are going off on a tangent and you are less prepared
Show don't tell	<ul style="list-style-type: none">● Use minimal text● Font size of 30 is ideal.● Avoid quotations● Avoid long passages of text. Use bullet points.
Make the slides pretty	<ul style="list-style-type: none">- Use infographics- Choose a visual theme- Keep the visuals consistent and predictable- Put your email and contact info on the last slide- Personalize the slides to your audience or location
Go for a joke	You can use pictures on your slides to make jokes :)
Include backup slides for Q+A	

Do not	
DO NOT READ a powerpoint!	And don't expect your audience to read while you are talking either
Don't make your images a distraction	Try to be sensitive about the audience. If an image is violent or otherwise distracting, ask whether it is necessary. If it is, don't leave that slide up for more than one minute.
Don't click until you're completely finished with a slide	Try to avoid clicking back. Don't rest on a slide without telling the listener what it means
Don't skip slides.	Don't click through a billion slides to get to the end on time, Even if you now think a slide is unimportant, take 5 seconds to explain why it's there.
Avoid video	Only include a video if it is absolutely necessary. You cannot compete with any video, so your own presentation will seem worse if you show a video in the middle of the presentation. <ul style="list-style-type: none"> • <i>Caveat:</i> Sometimes a video can work well at the beginning as the hook/motivating story
Don't stand still	Use the room and your body to point to the slides. Try to get people to look away from the screen as you are presenting.

Tips for Audience Engagement during a Powerpoint	
Think-Pair Share	Have people think about something and talk about it with their partners or their tables
Show of hands	Take a quick poll of the audience to check for understanding (sometimes works well if this is a slide you include at the beginning and end of the presentation)
Easy question	Throw out an easy question that anyone can shout out the answer to (even if it's just a low-stakes guess!) and then have the answer on the next slide.
Join the crowd	Walk out into the audience and join them to look at an important image that requires more scrutiny (e.g. if you are presenting something about art or a document)