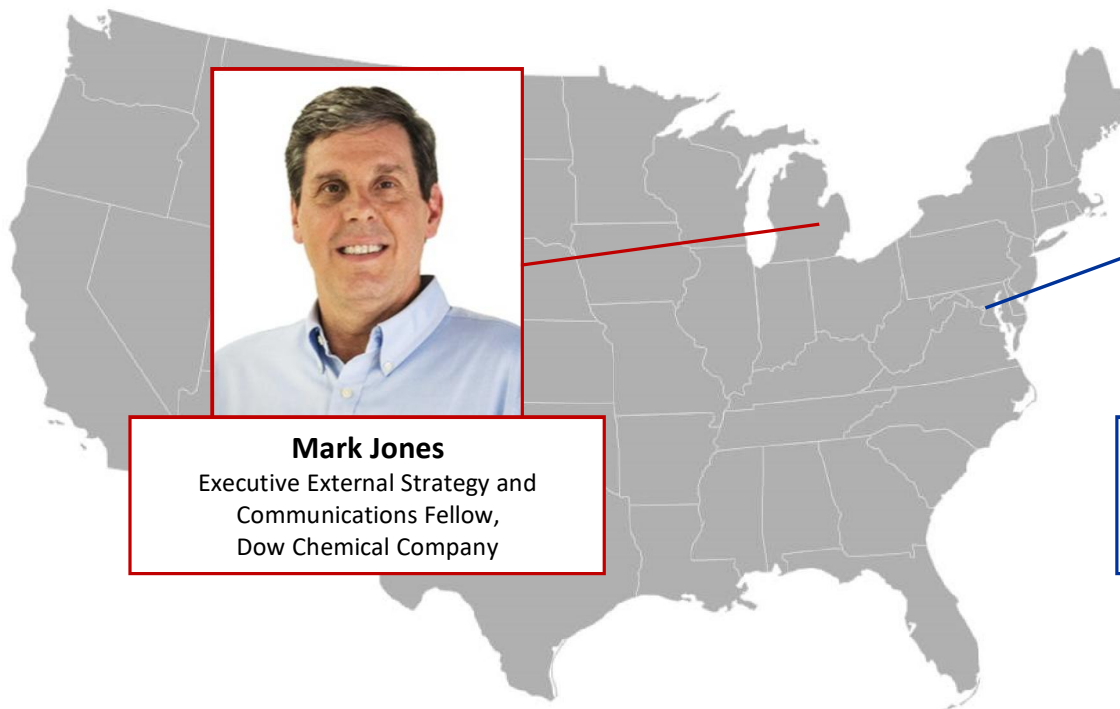


“Exceptional Presentations In Spite of PowerPoint: How to Communicate in the Digital Age”



Mark Jones
Executive External Strategy and
Communications Fellow,
Dow Chemical Company

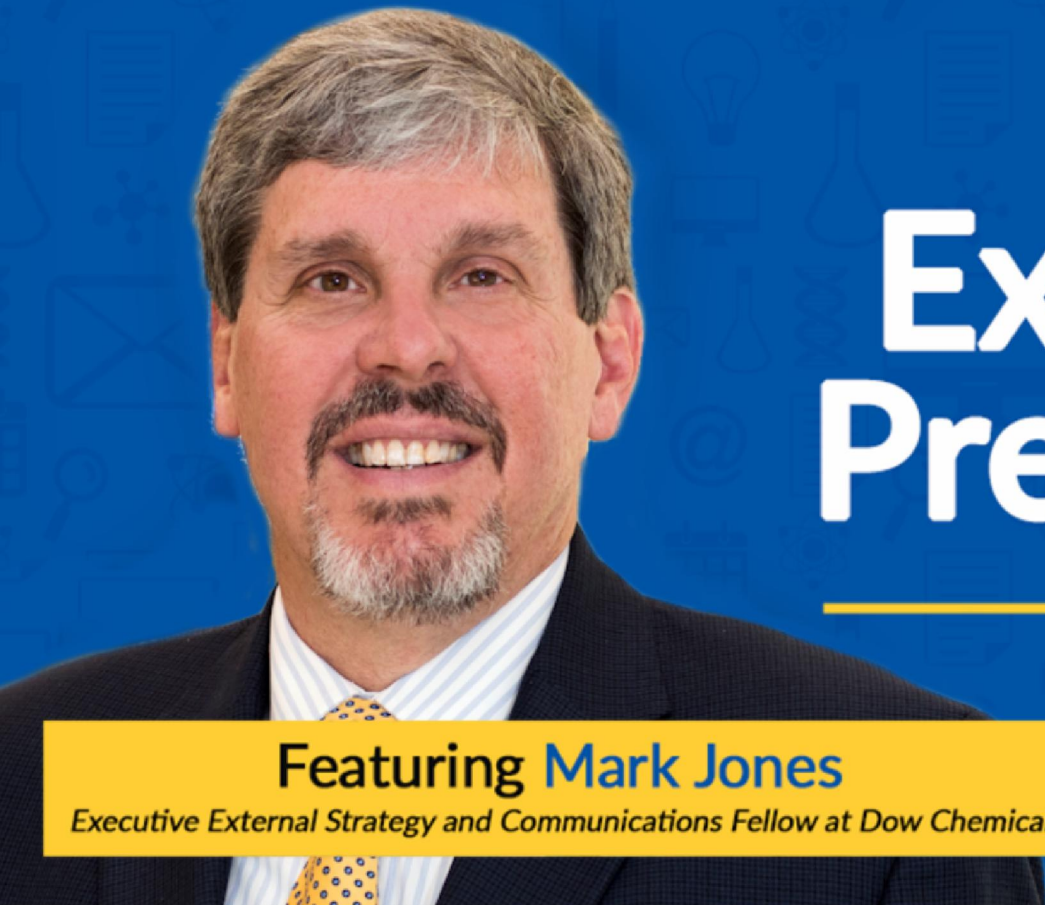


Bryan Tweedy
Senior Manager,
ACS Learning and Career Development
and Professional Resources

Slides available now and an invitation to view the recording will be sent when available.

www.acs.org/acswebinars

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Exceptional Presentations

— in spite of —

PowerPoint

Featuring **Mark Jones**

Executive External Strategy and Communications Fellow at Dow Chemical



Watch Live | Thursday, March 15 at 2pm ET



ACS Webinars

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*A presentation
succeeds because of what
you say, not because of
what you show.*





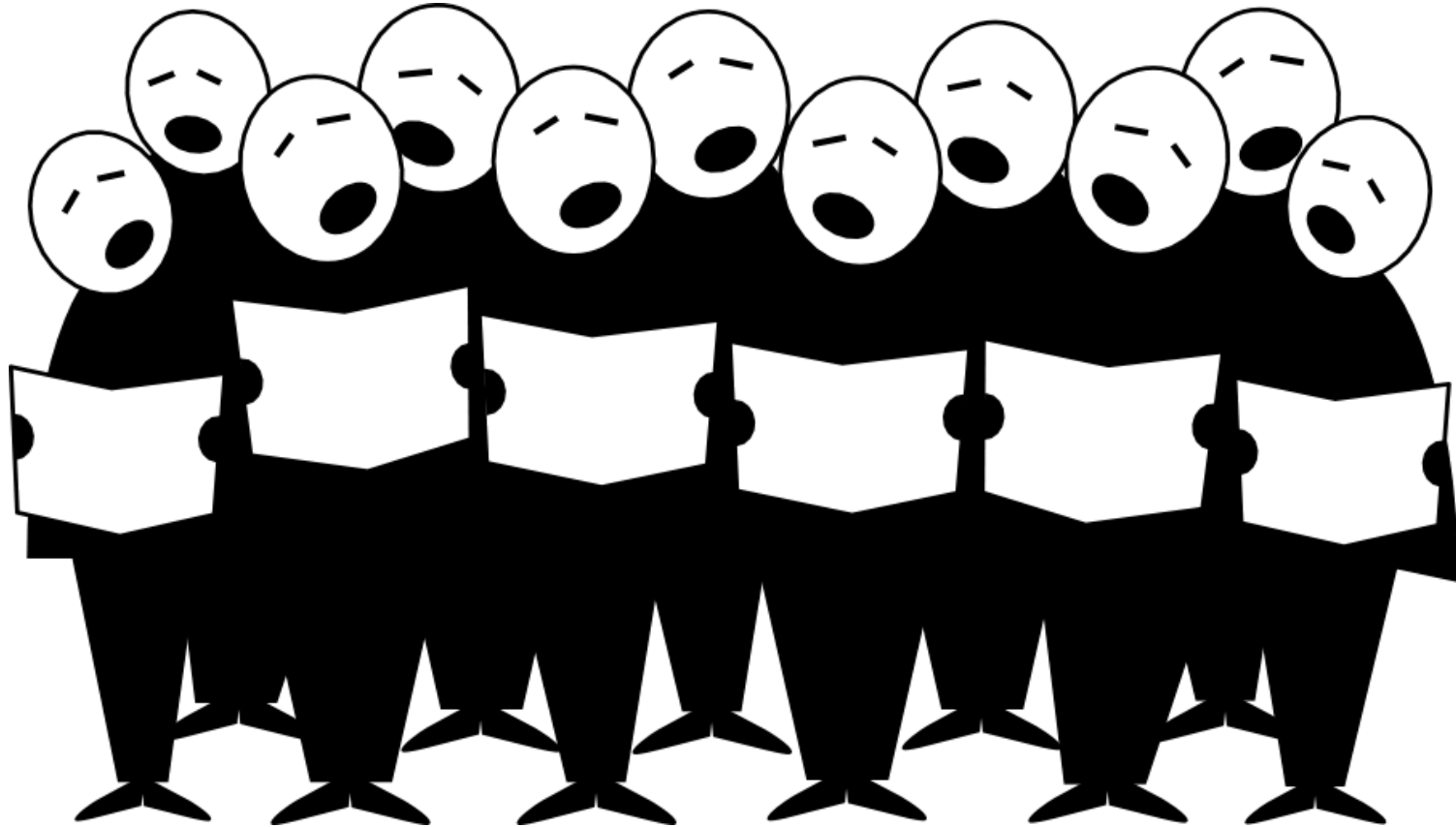
Why Use Visual Aids?

	Recall in 3 hrs	Recall in 3 days
Telling (alone)	70%	10%
Showing (alone)	72%	20%
Telling and Showing Together	85%	65%





Slides as Chorus



concept by Duarte



Nearly all men can stand adversity, but if you want to test a man's character, give him power.

*^
point*



Search Peter Norvig PowerPoint Gettysburg – fun stuff



Lincoln quote modified by Duarte

PowerPoint Poisoning Introduced



Dilbert by Scott Adams

INTRODUCED THE CONCEPT OF POWERPOINT POISONING

<http://dilbert.com/strip/2000-08-16>

August 16, 2000





Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



PowerPoint is cited as a contributing factor in:

(multiple possible correct answers)

- The Watergate Scandal
- The Space Shuttle *Columbia* disaster
- The Space Shuttle *Challenger* disaster
- The 2008 Recession
- None of the above



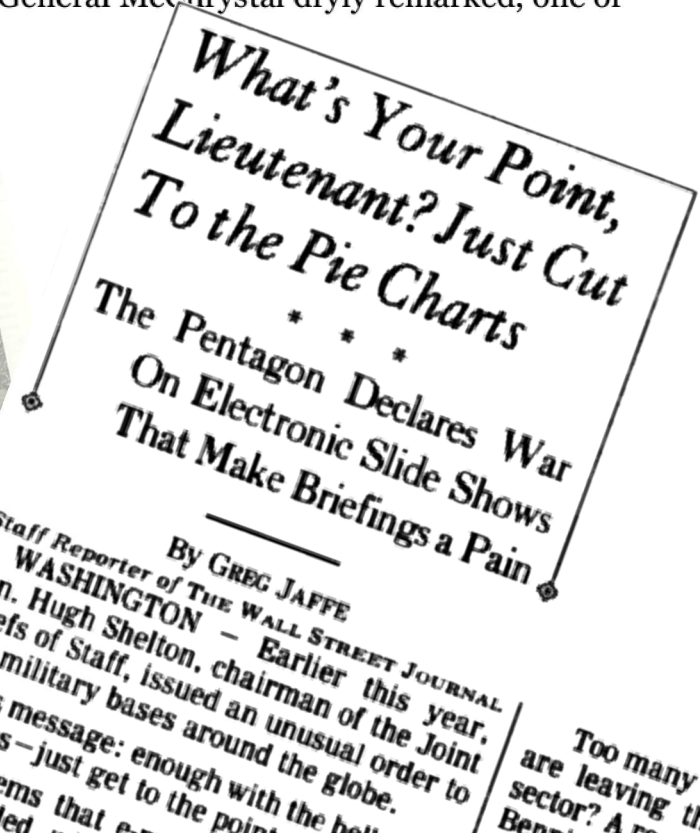
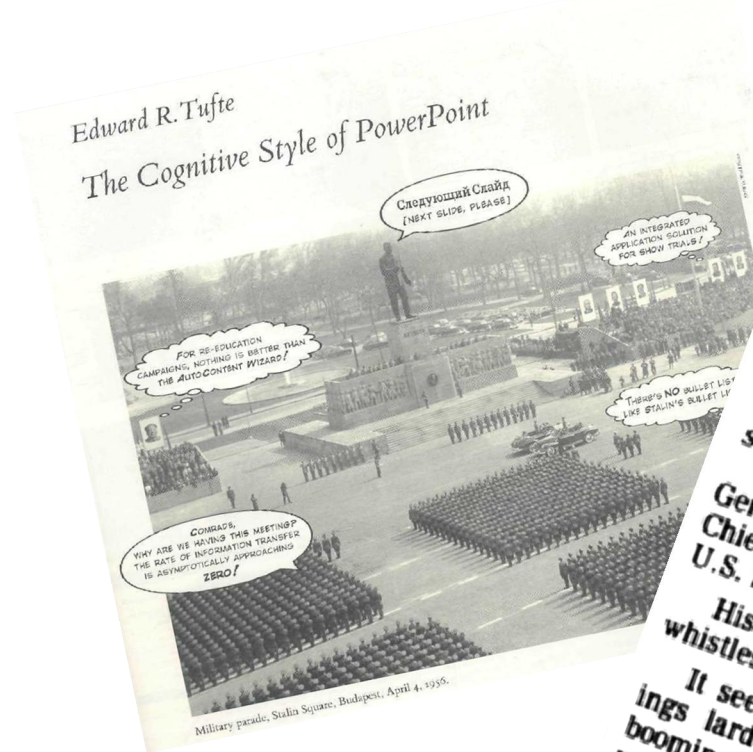
April 26, 2010

We Have Met the Enemy and He Is PowerPoint

By ELISABETH BUMILLER

WASHINGTON — Gen. [Stanley A. McChrystal](#), the leader of American and NATO forces in Afghanistan, was shown a PowerPoint slide in Kabul last summer that was meant to portray the complexity of American military strategy, but looked more like a bowl of spaghetti.

“When we understand that slide, we’ll have won the war,” General McChrystal dryly remarked, one of his advisers recalled, as the room erupted in laughter.





Designing a presentation without an audience in mind is like writing a love letter and addressing it 'to whom it may concern'.



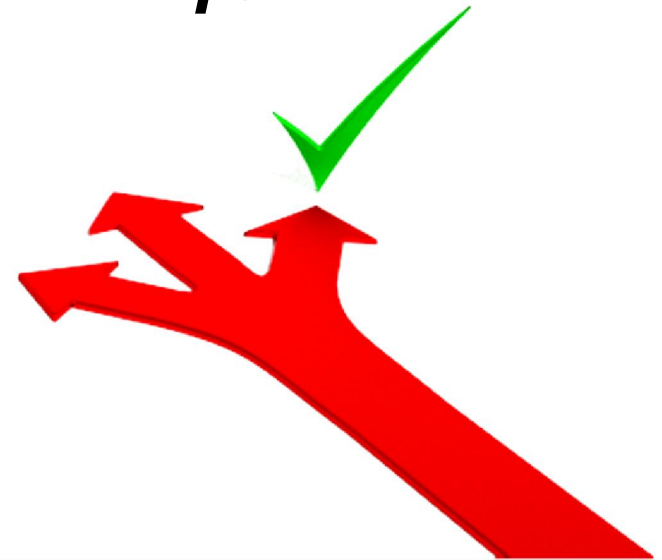
Ken Haemer
Presentation Research Manager, AT&T

in HBR Guide to Persuasive Presentations





99.9999% of presentations are to *influence*. Never fall into the trap of thinking your job is only to *inform*.





Six Signals All Audiences Want to Hear



1. I will not waste your time
2. I know who you are
3. I am well organized
4. I know my subject
5. Here is my most important point
6. I am finished



Ed Wohlmut in The Overnight Guide to Public Speaking





Command the Room



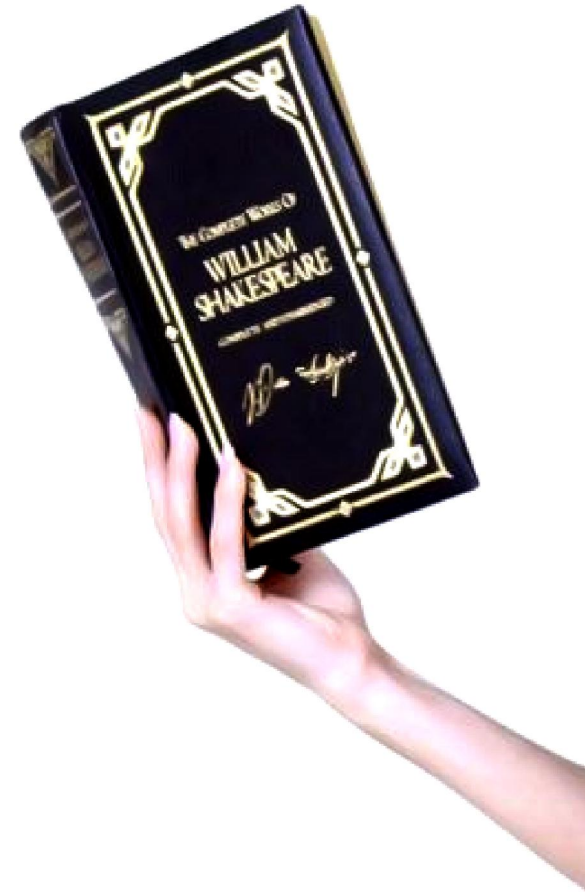
from <http://genius.com>



Gene Anderson

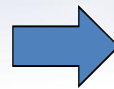


Use your hands – they are great pointers
– but don't do anything with them that you
couldn't do while holding a book or tablet.



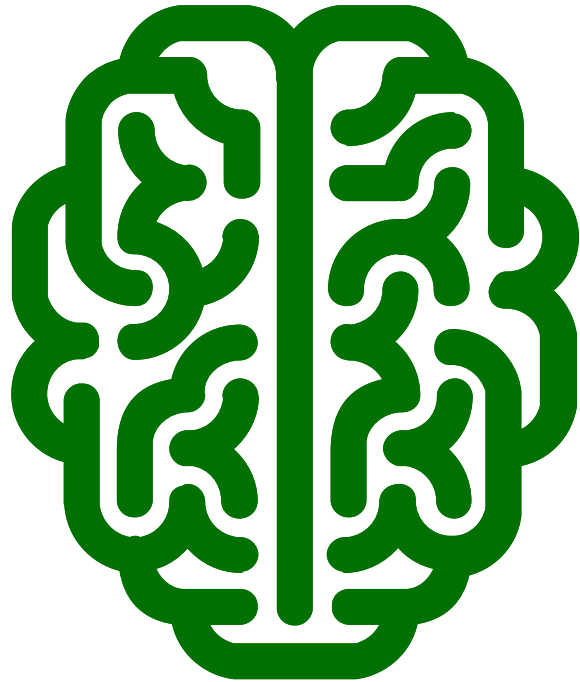


Use hyperlinks in the document to give yourself flexibility to shorten or amplify topics





Mind Ready



ready





The beginning is the most important part of the work.



Plato





**No one can remember
more than three points.**



Phil Crosby





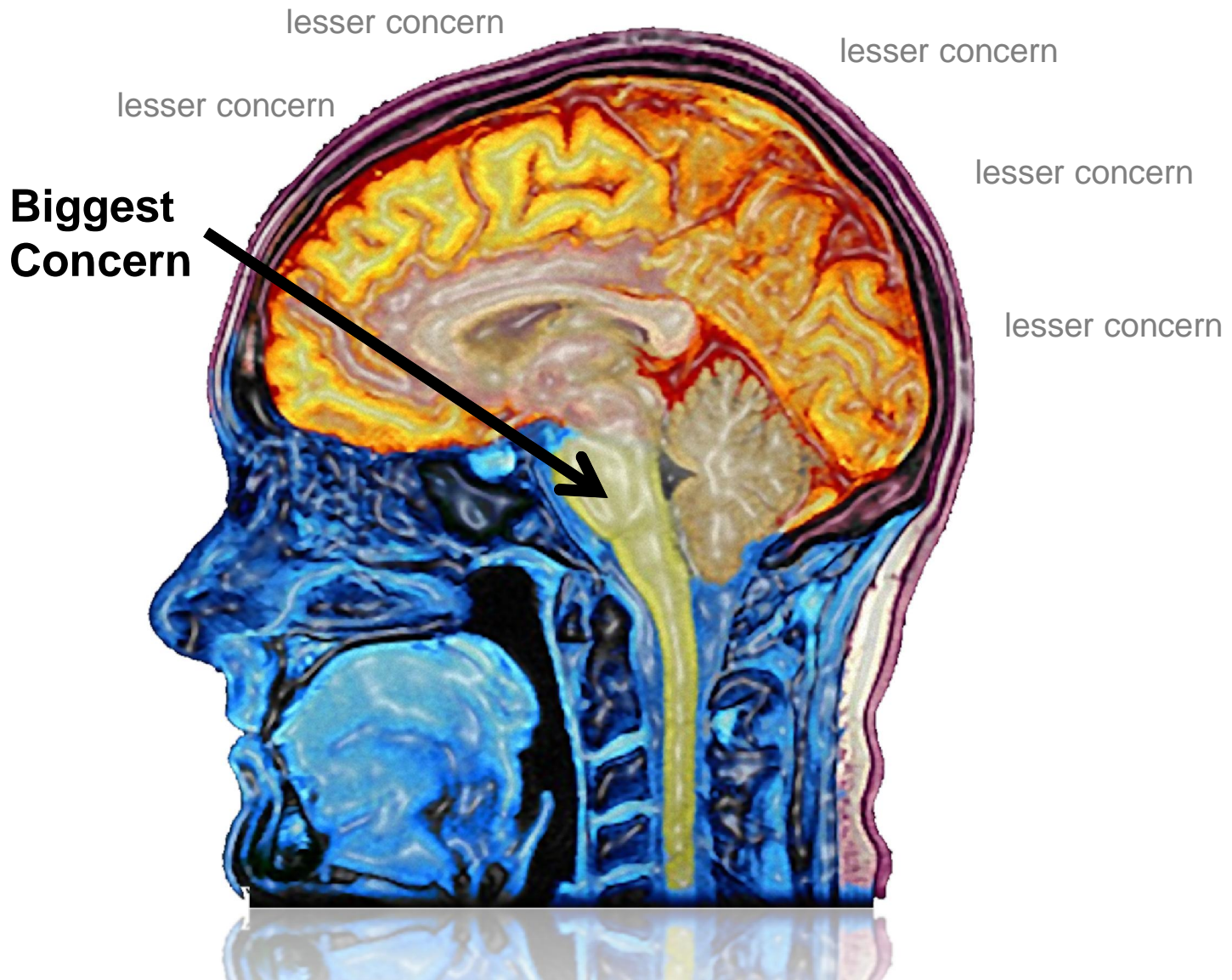
Which is better for the environment?

A MEAT-EATER IN A PRIUS



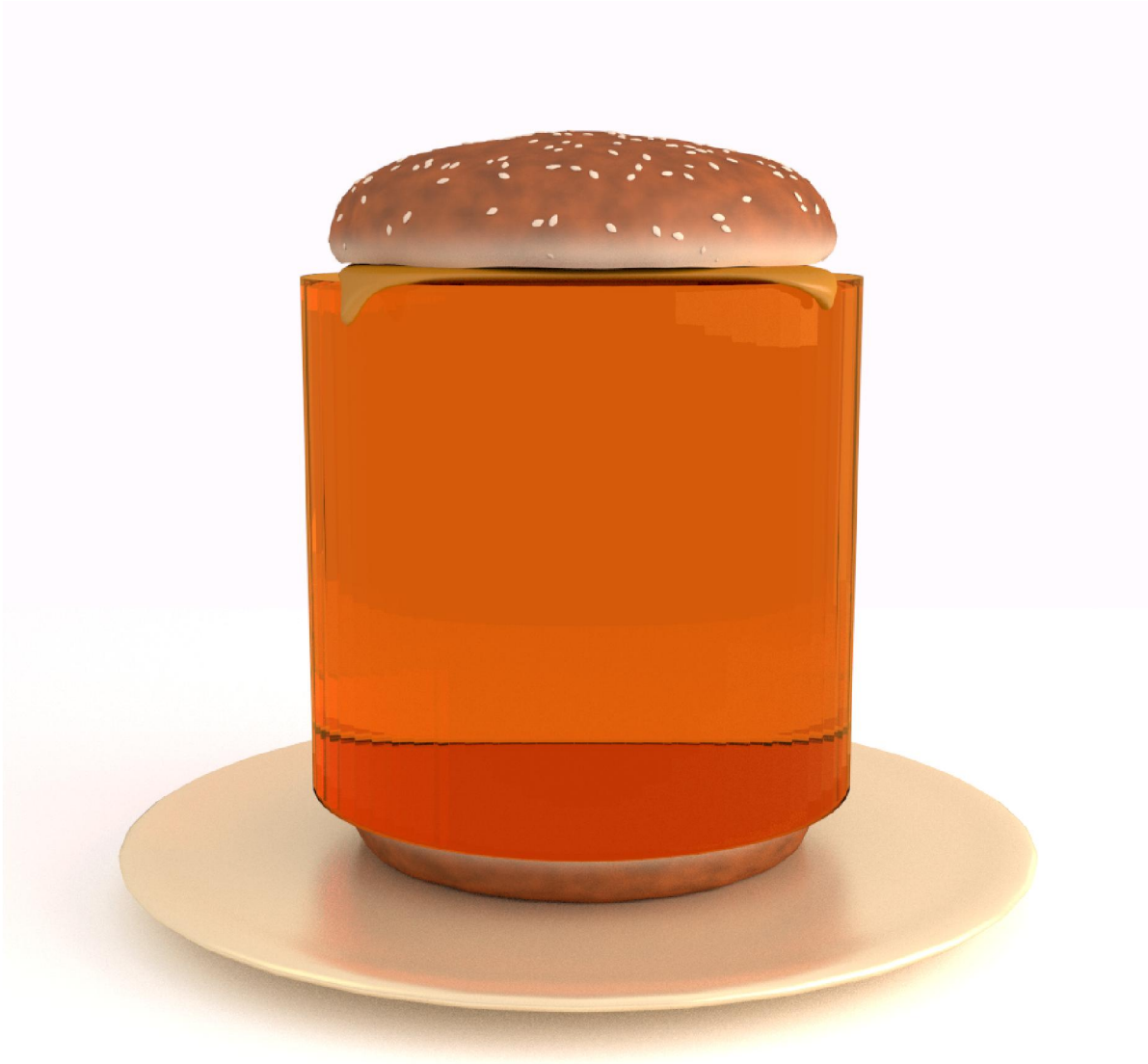
A VEGAN IN A HUMMER





Embodied Fossil Energy







1991 Top 50 U.S. Chemical Companies

DU PONT Dow EXXON UNION CARBIDE Monsanto Hoechst Celanese GE

OXY BASF AMOCO Mobil Shell Kodak GRACE

Chevron ARCO ROHM AND HAAS AlliedSignal AIR PRODUCTS

BAYER RHÔNE-POULENC CYANAMID Ashland HERCULES PHILLIPS 66

Ciba-Geigy Quantum BFGoodrich AKZO LYONDELL

ALCOA TEXACO DOW CORNING National Starch FMC Ethyl CORPORATION ATO

degussa Lubrizol HUNTSMAN TENNECO Olin UNOCAL 76 NALCO

PPG CABOT IMC Great Lakes CHEMICAL CORPORATION IMCERA Morton

May 1991





1991 Top 50 U.S. Chemical Companies **TODAY**

The image displays a collection of logos for major chemical companies, many of which are crossed out with 'EXPIRED' stamps. The logos include:

- Top Row:** DuPont, Dow, Exxon, Union Carbide, Hoechst, Celanese.
- Second Row:** Oxy, BASF, Amoco, Mobil, Shell, Grace.
- Third Row:** Chevron, Arco, Rohm and Haas, Allied Signal, Phillips.
- Fourth Row:** Rhone-Poulenc, Cyanamid, Ashland, Hercules.
- Fifth Row:** Giba-Geigy, Quantum, BE Goodrich, Lyondell.
- Sixth Row:** Alcoa, National Starch, FMC, Ethyl.
- Seventh Row:** Unocal, Alkermes, Lubrizol, Huntsman, Tenneco, Olin, Nalco.
- Eighth Row:** PPG, Cabot, Imc, Great Lakes, Morflex.

A calendar for May 2018 is visible in the bottom right corner of the collage.





Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



What number of slides is appropriate for a presentation:

- 42
- Approximately one for every two minutes of the presentation
- Approximately one every 5-6 seconds
- Approximately one per minute
- Approximately one every 5-6 minutes



*Don't worry about
slide count. Just make
your slides **count**.*



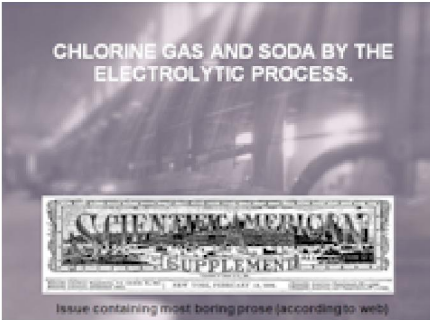
Nancy Duarte in HBR Guide





The Multi-slide Slide

Dreaded



- decomposition of a solution of common salt by means of an electric current
 - direct conversion into chlorine gas and caustic soda solution
- known for a long time by electro-chemists
 - first sound commercial basis
 - Mr. James Greenwood, after years of development
- perfected an electrolytic process for the direct production of caustic soda and chlorine,
 - other chemical products, too
 - plant at Phoenix Wharf, Battersea, London
 - funded by Caustic Soda and Chlorine Syndicate, London
- uses ingenious method by which the electrolyzed products are separated, and their recombination rendered impossible.

- uses a specially constructed diaphragm
 - composed of a series of V-shaped glass troughs
 - fitted in a frame within each other with a small space between them
 - tightly packed with asbestos fiber
- uses a compound anode
 - carbon plates with a metal core to increase the conductivity
 - treated to render it non-porous and impervious to attack by the nascent chlorine evolved on its surface
- first anode invented that is at all suitable for working on a large scale
 - constitutes a marked advance in the apparatus used in electrolytic methods of production

- in operation for several months
 - installation consists of five large electrolytic vessels
 - each fitted with five anodes and six cathodes arranged alternately
 - anodes and cathodes separated by the special diaphragms
 - each vessel is thus divided into ten anode or chlorine sections and six cathode or caustic soda sections
- anodes and cathodes in each vessel are connected up in parallel similar to an ordinary storage battery
 - five electrolytic vessels are connected up in series
 - current is produced by an *Edell-Parker* dynamo
 - electromotive force required to overcome the resistance of each vessel is about 4.4 volts
 - current density of 10 amperes per square foot of electrode surface

- fifty anodes are connected by means of tubes, the inlet being at the bottom and the outlet at the top of each section
 - cathode sections are connected in the same manner
- the electrolytic vessels are charged with a solution of common salt, through which a current of electricity is then passed, thus decomposing or splitting up the salt into chlorine and sodium
 - sodium converts into caustic soda
- automatic circulation of the solutions is maintained by placing the charging tanks at a slight elevation, and the vessels themselves on platforms arranged in steps
- solutions are pumped back from the lowest vessel to their respective charging tanks

- chlorine gas evolved is conveyed by means of main and branch tubes into several absorbers
 - milk of lime, kept in a state of agitation, takes up the chlorine, thus making it into bleaching or chlorate liquor
 - chlorine to be made into bleaching powder is conveyed into leaden chambers and treated with lime in the usual manner
- caustic soda solution can be used as is
 - if solid form, and practically free from salt, is required then the caustic alkaline liquor is transferred from the electrolytic vessels to evaporating pans, where it is concentrated to the required strength by evaporation and at the same time the salt remaining in the solution is eliminated by precipitation.



Five Principles of Data Presentation

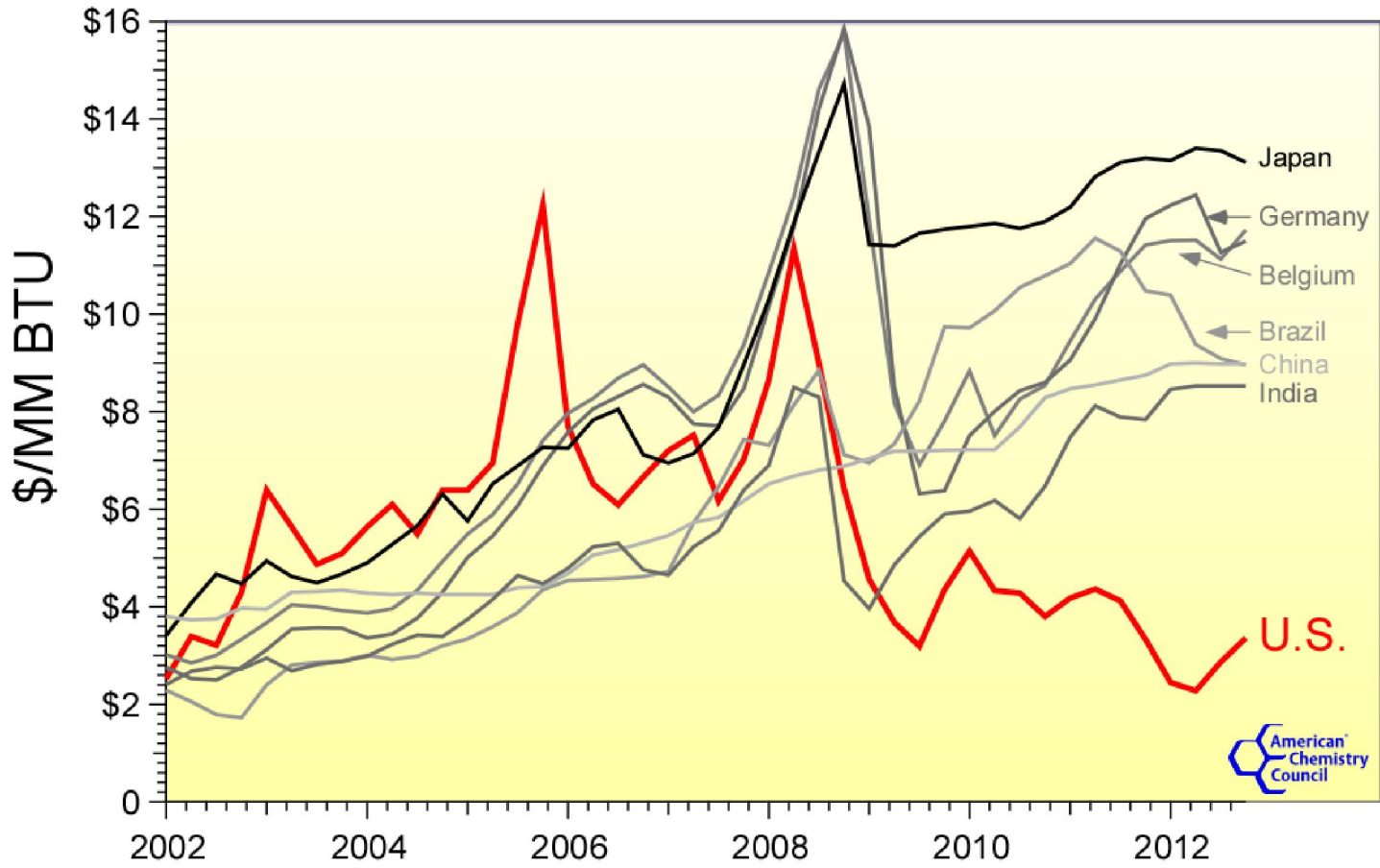


- *Tell the truth*
- *Get to the point*
- *Pick the right tool*
- *Highlight what is important*
- *Keep it ~~simple~~*

appropriate

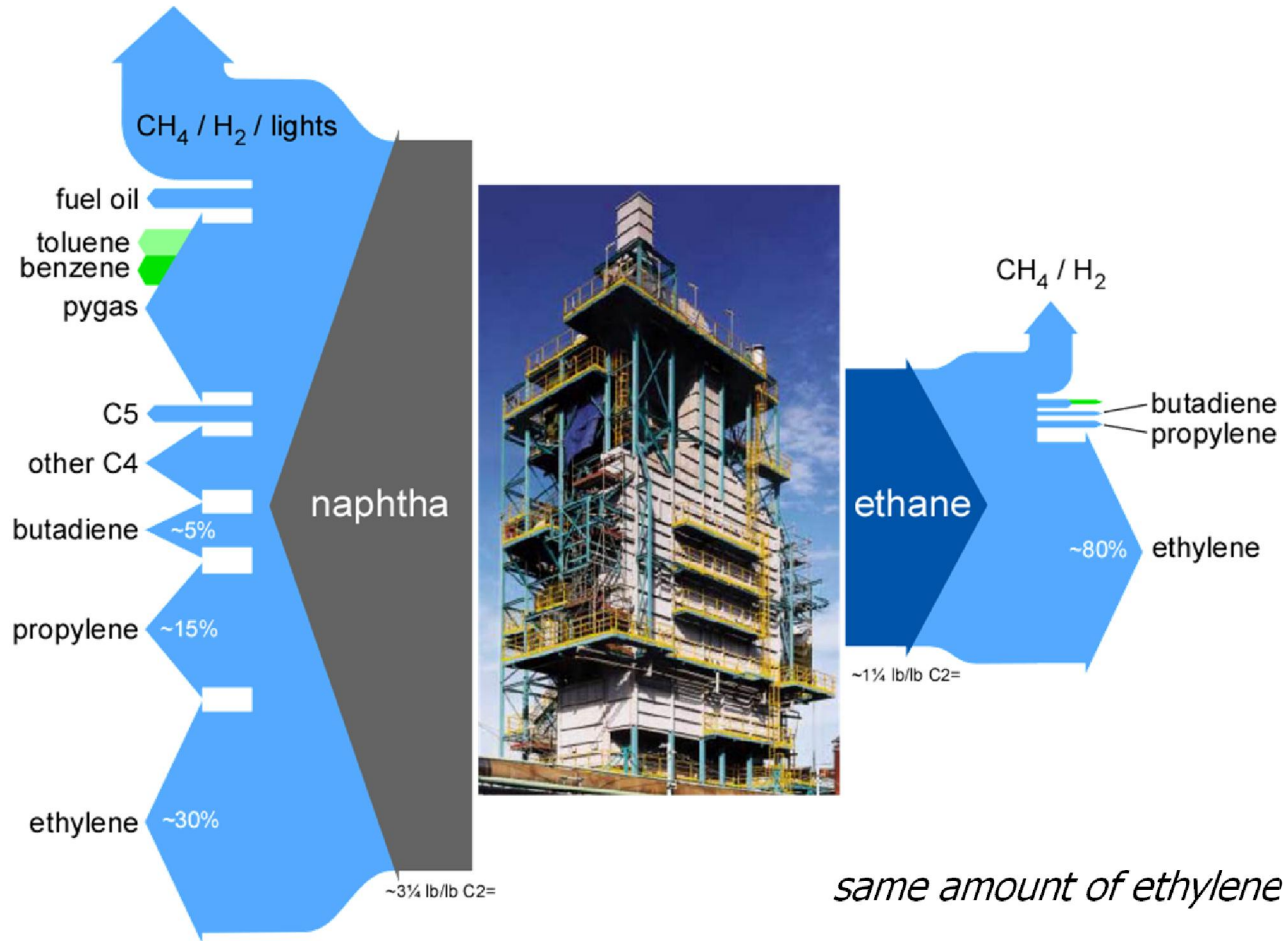
Nancy Duarte in Slideology





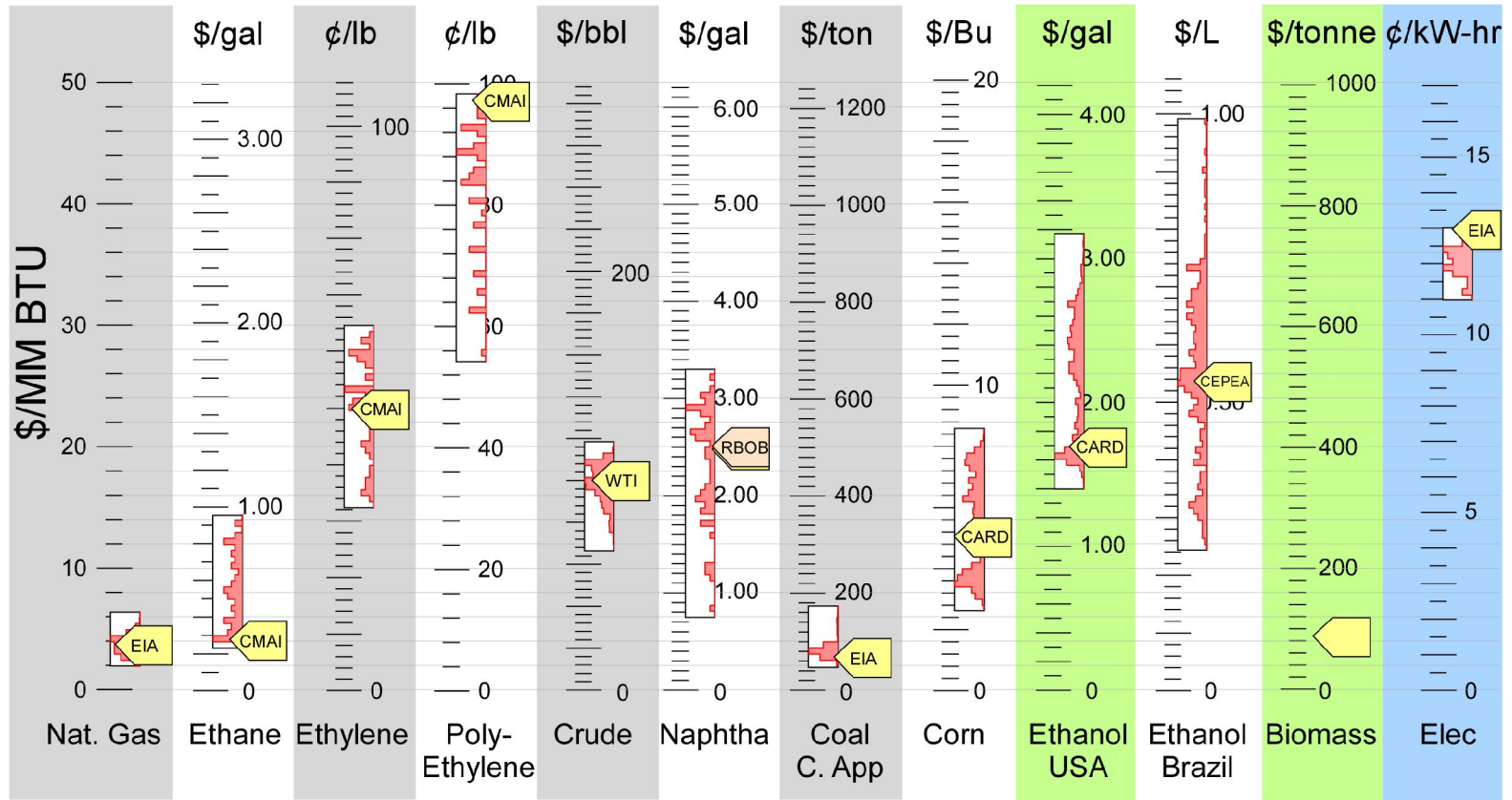


Naphtha / Ethane Cracking Comparison





Example of Data Rich Slide

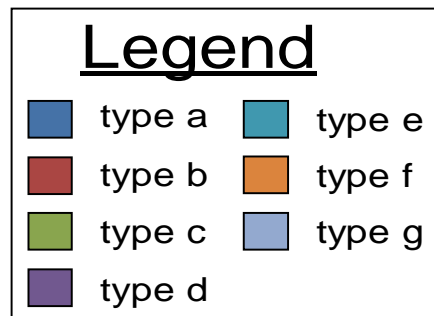
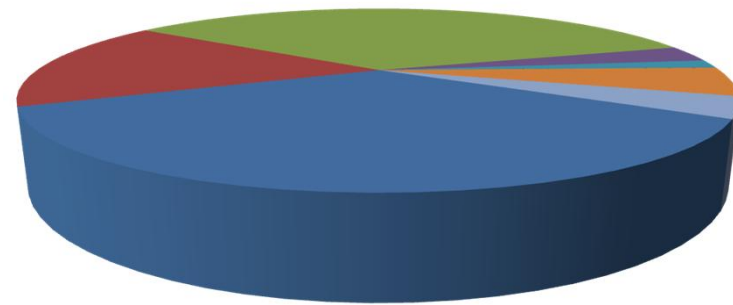
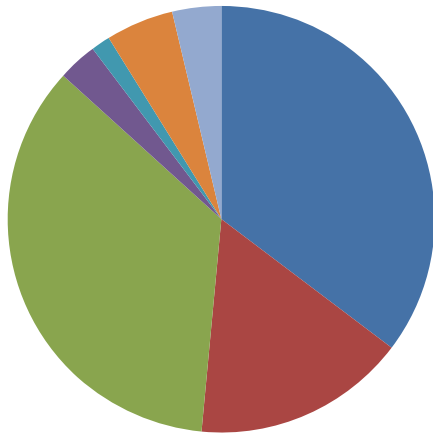


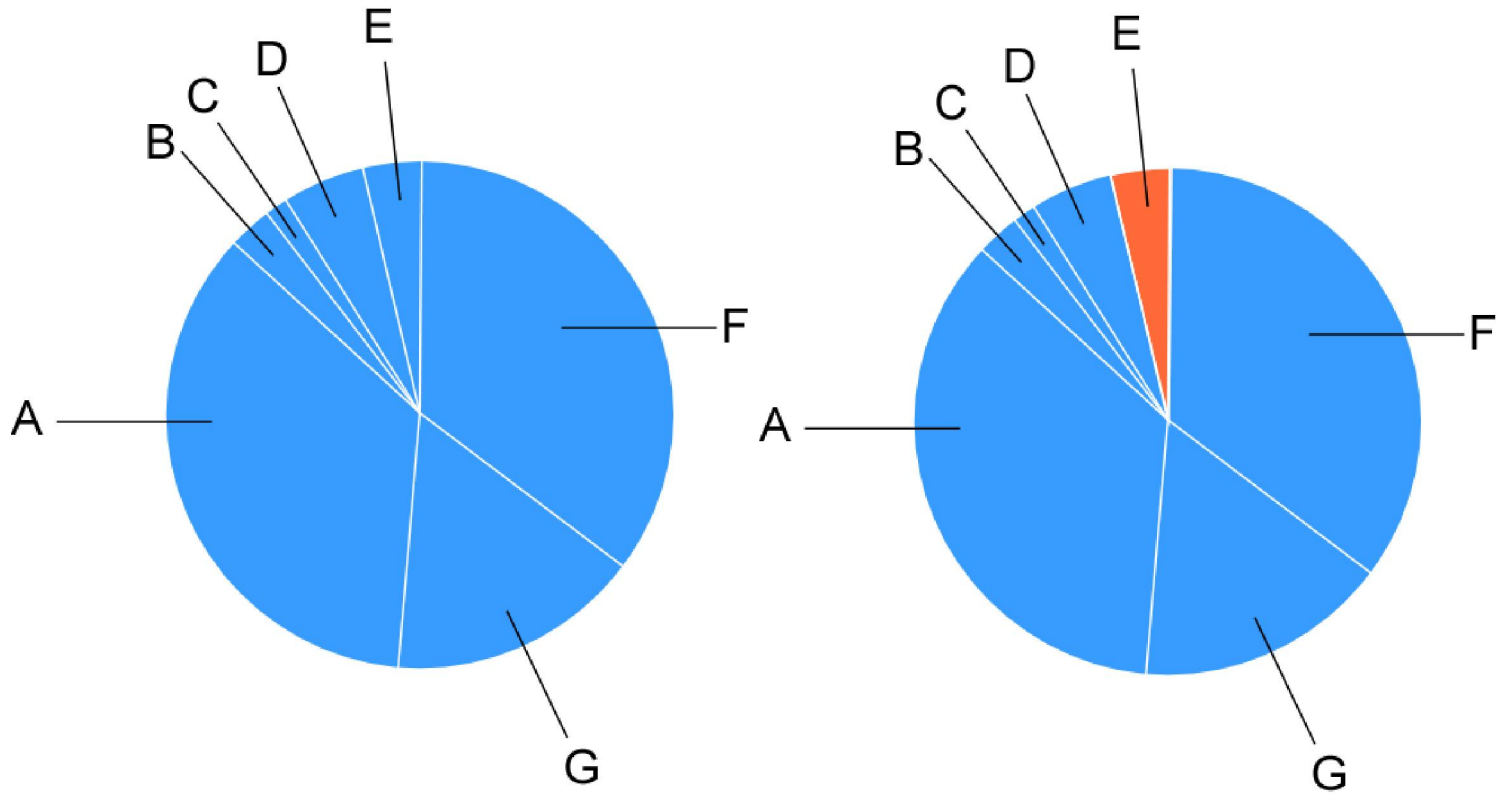


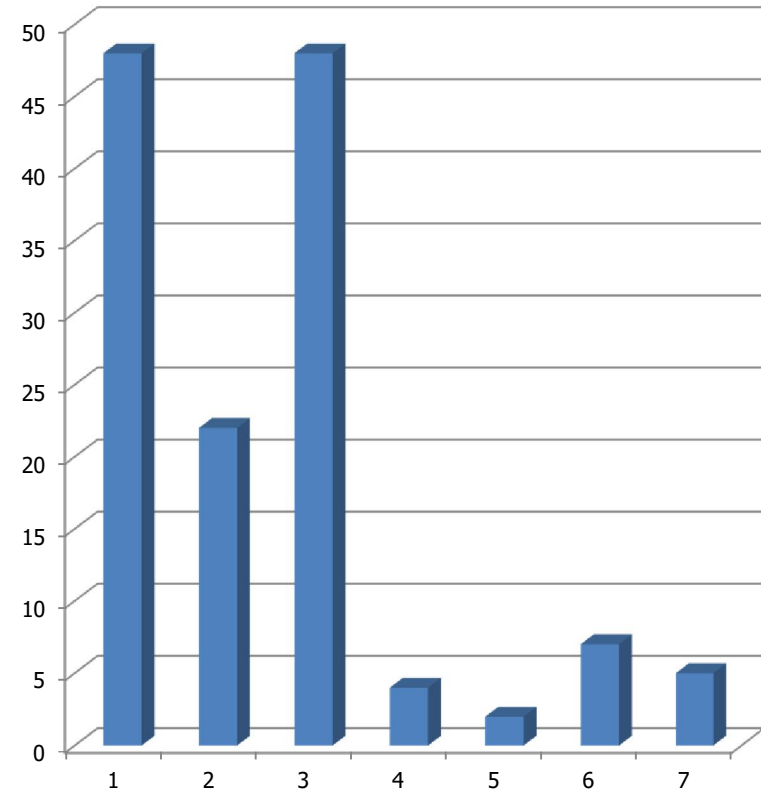
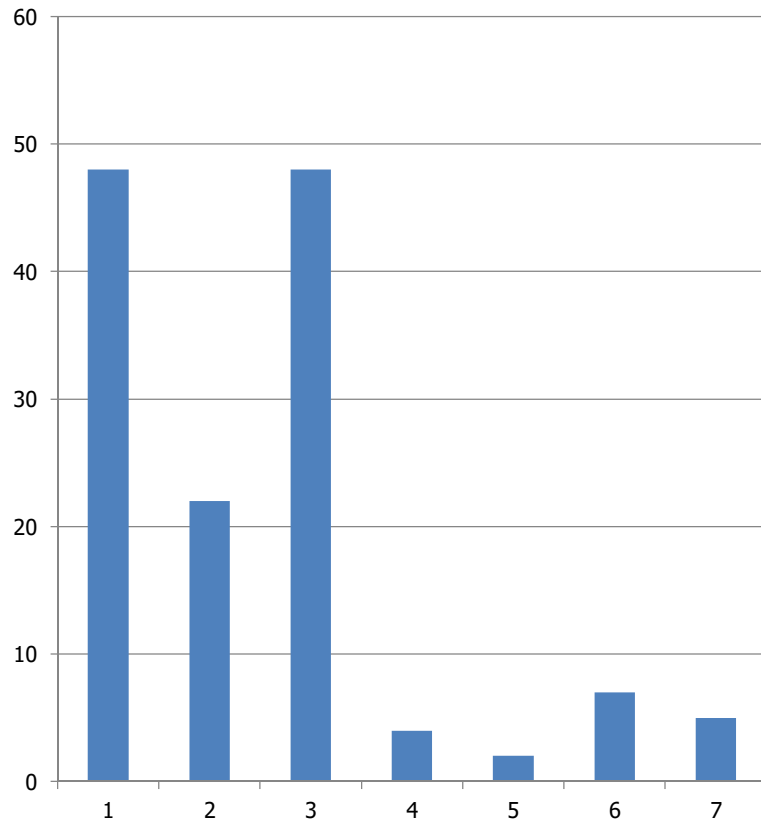
Microsoft[®]

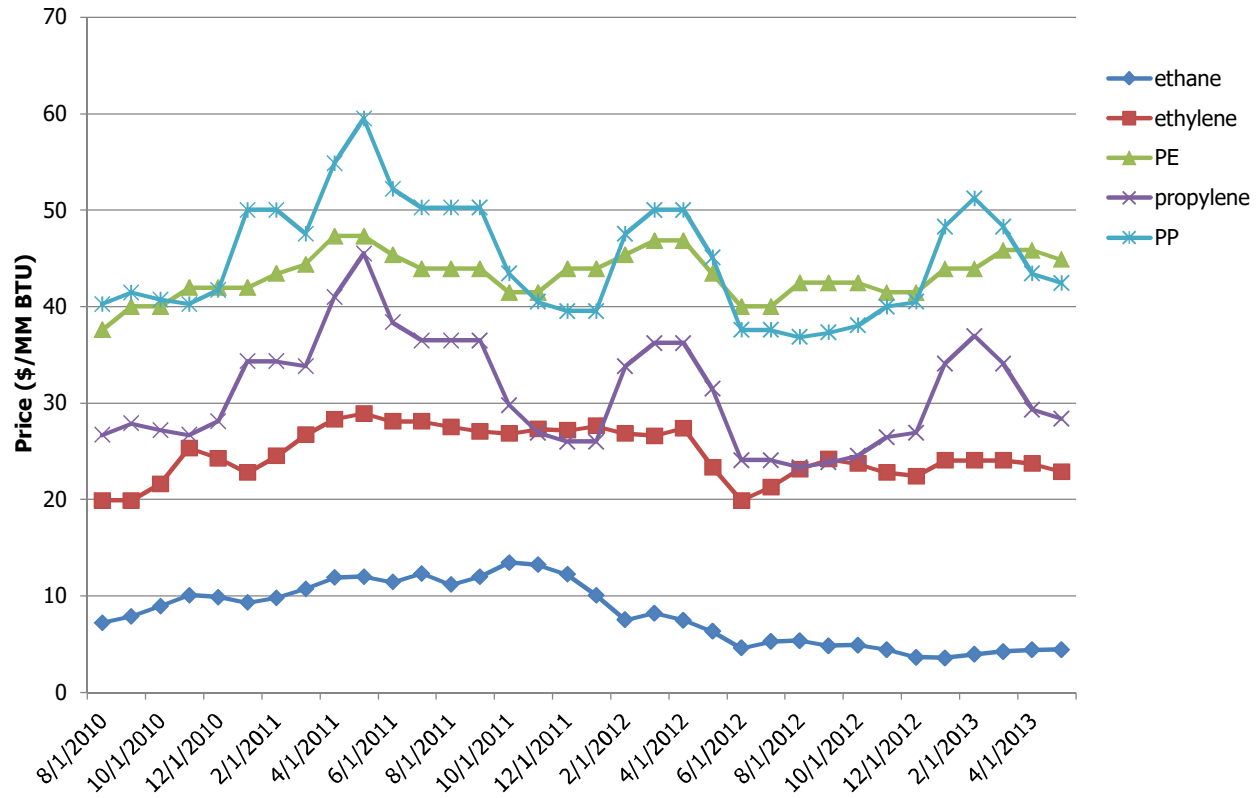
Bad Ideas

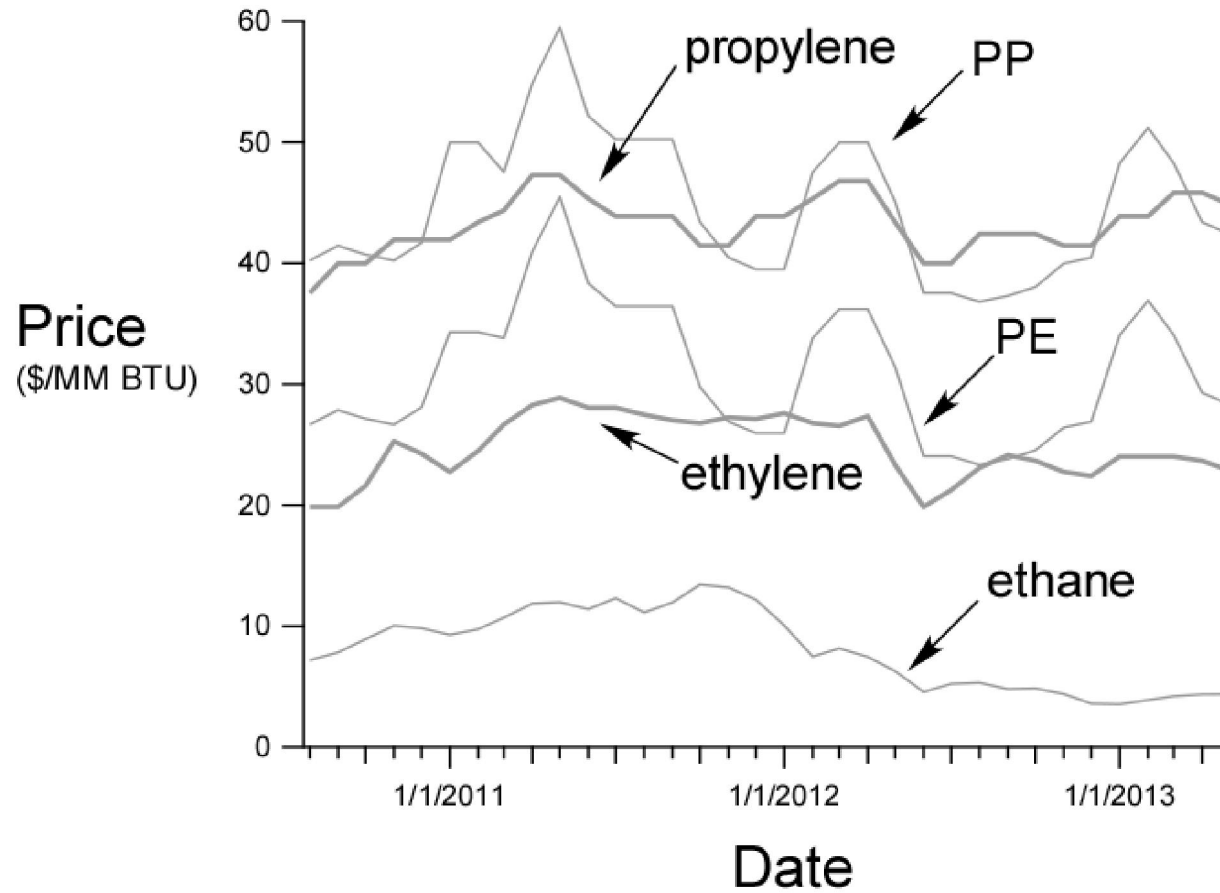


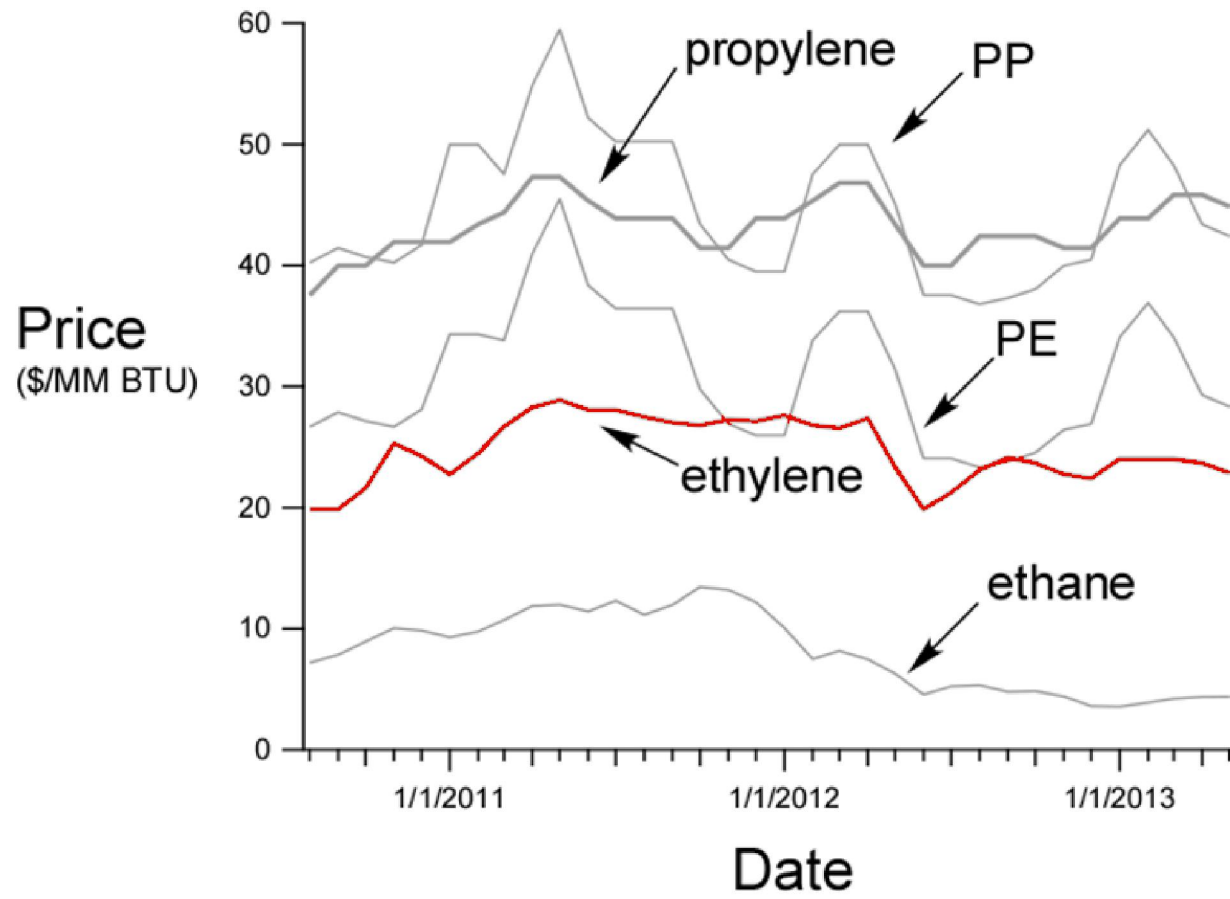


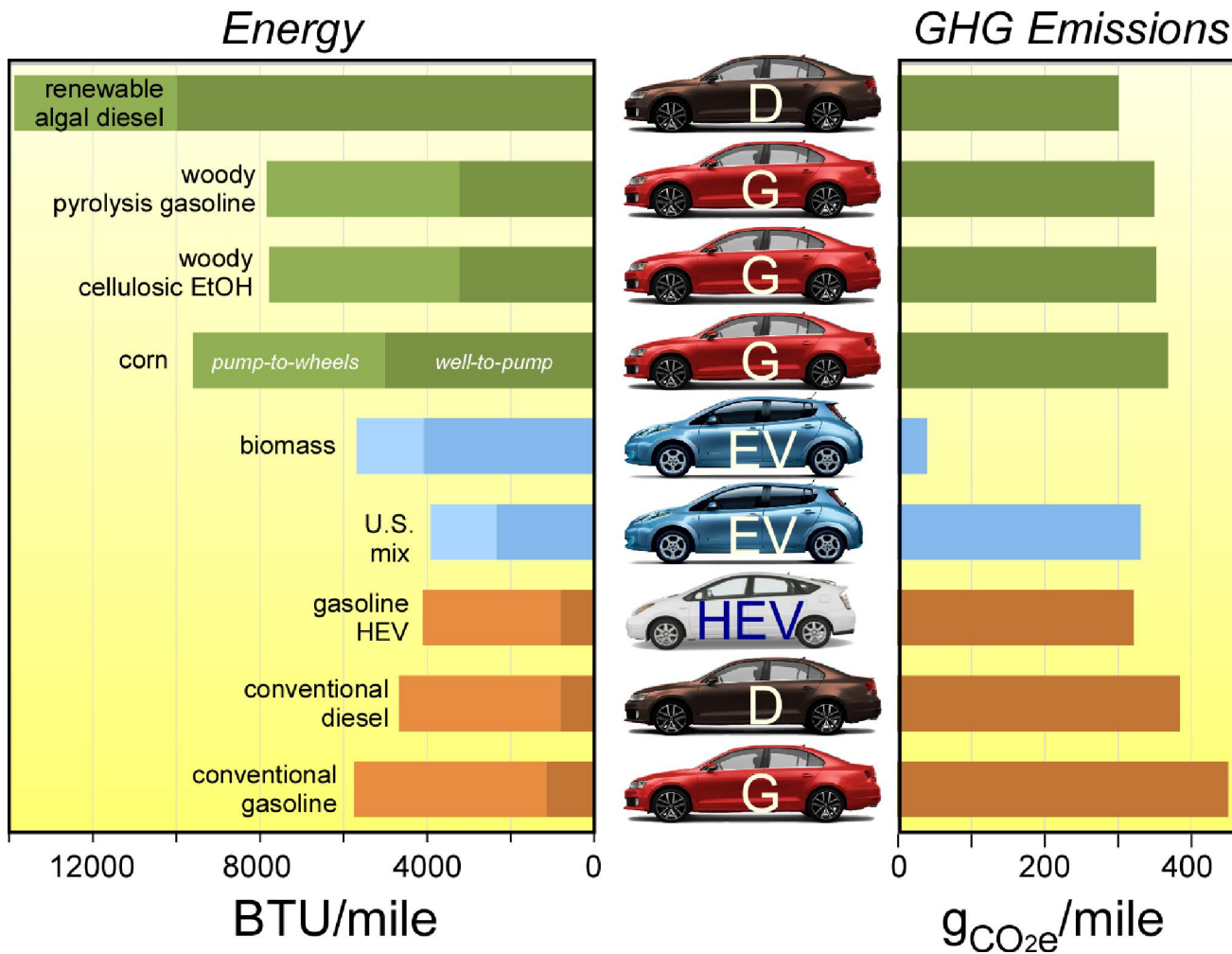






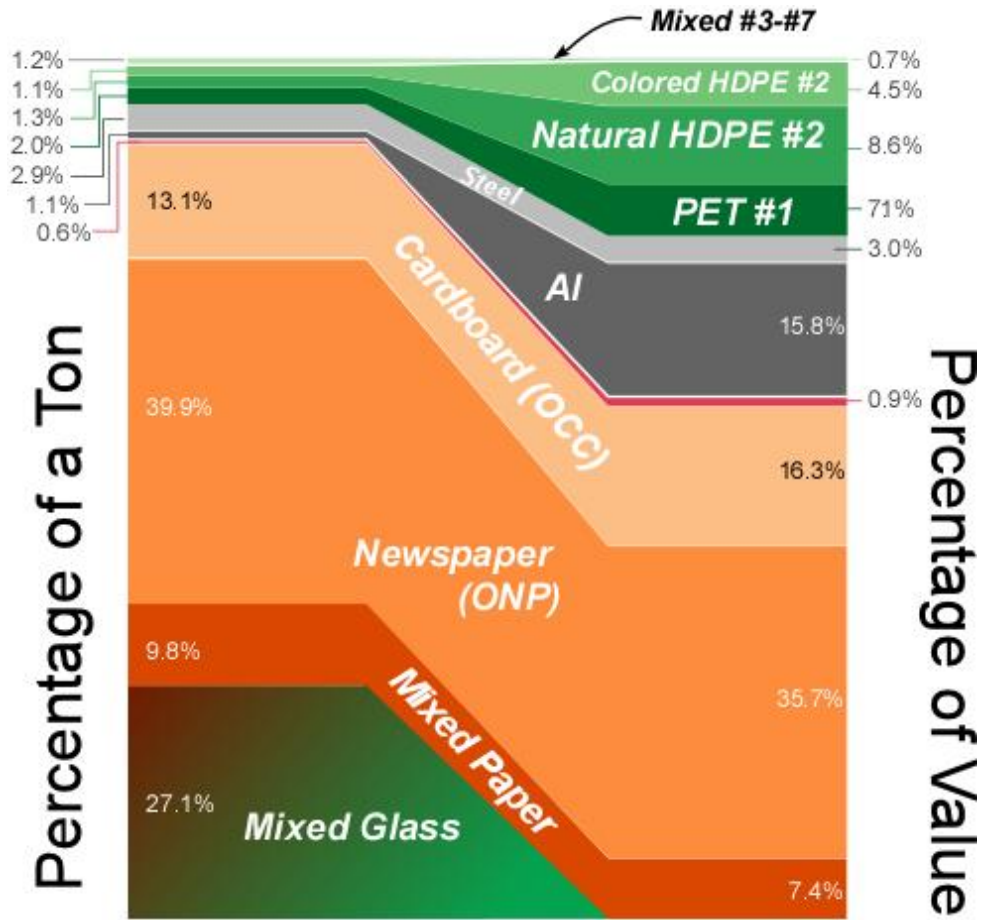






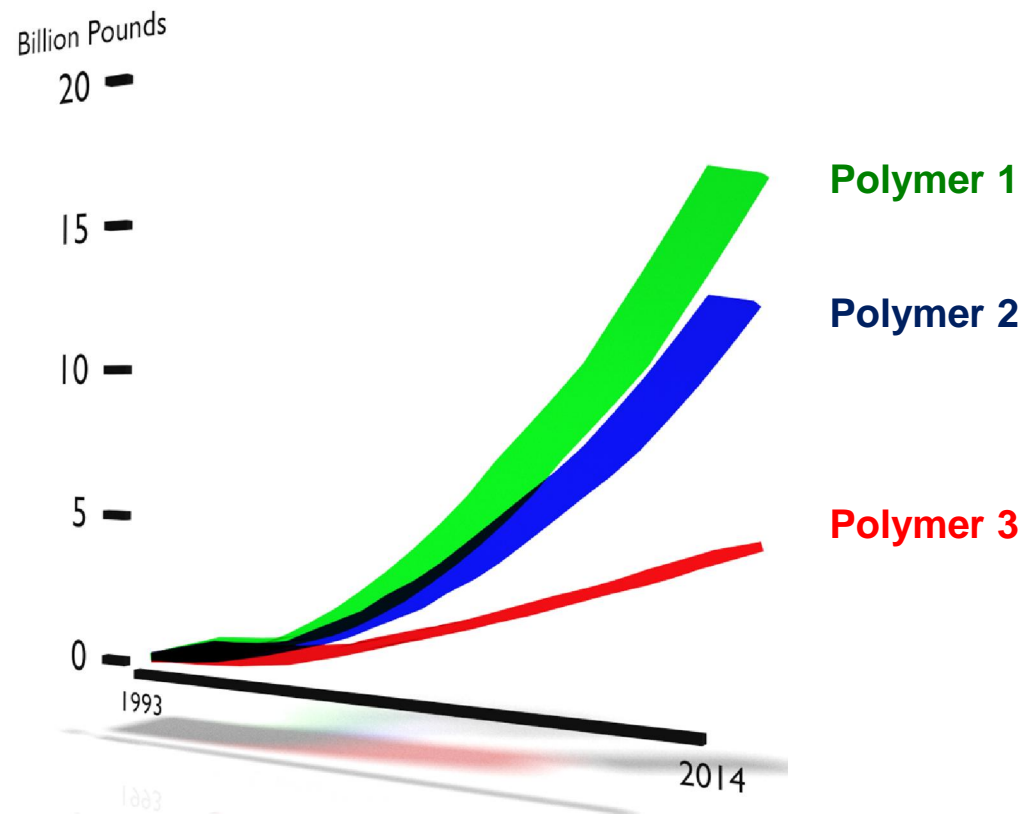


Value of Recycled Materials



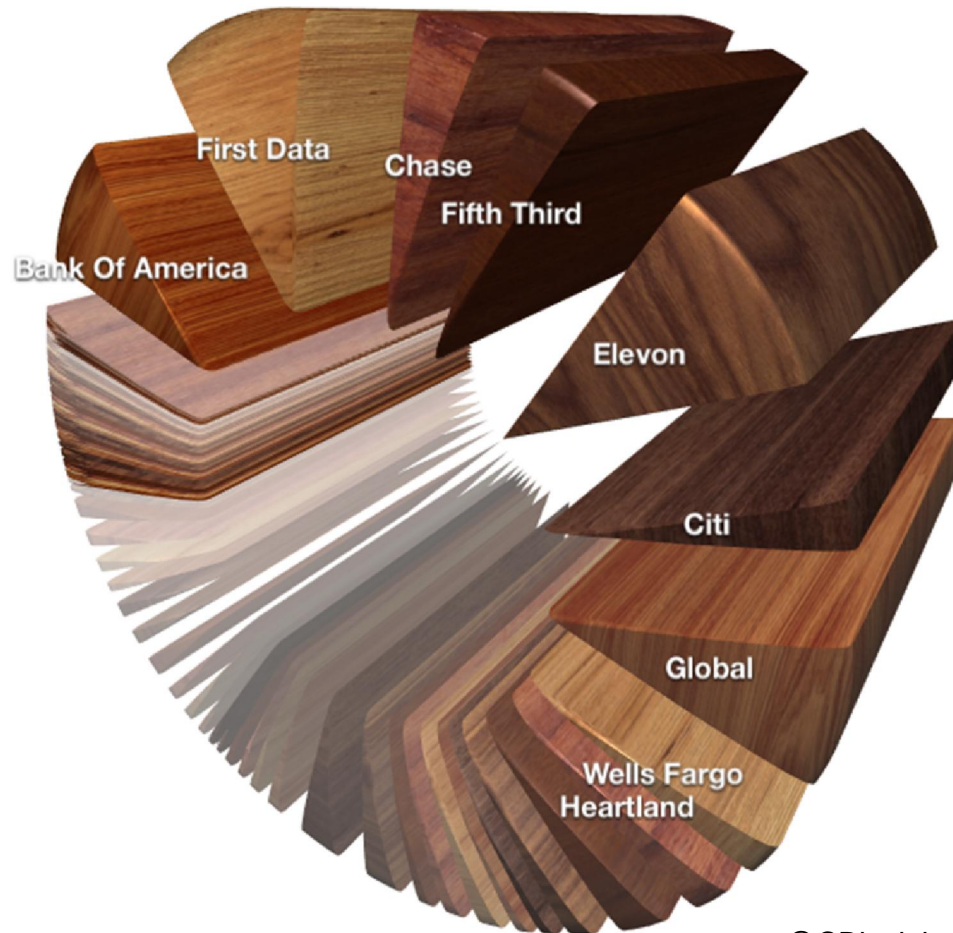
source: RRS from recycling.com and published in November 2015 Resource Recycling







The top 10 Payment Card Processors account for 57% of the total number of Merchant Outlets in 2010.



Distribution of the top 100 Payment Card Processors

@CBinsights 28 Jun 2017





Just Because
it doesn't
PowerPoint
mean you
Lets You Do
should!
Something...



[click to link to video showing bad animation done in PowerPoint](#)

TIPS



focus on what you say

influence, don't inform



TIPS



don't let tools get in the way



TIPS



- make your presentation mind-ready
- *memorable is almost always good and pictures excel at memorable*
- make the information density right for your audience

TIPS



- be prepared
 - *practice*
 - *script at least the first 3 minutes—most valuable real estate*



- animation is almost always bad
- don't do real time demos



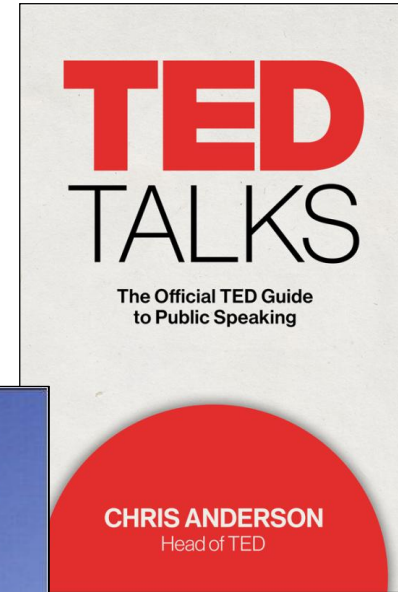
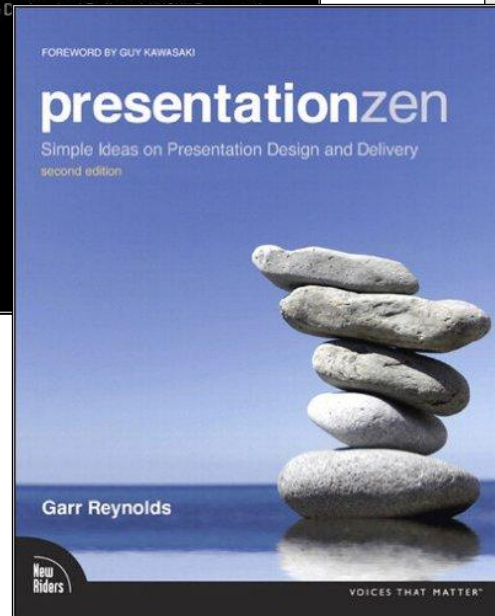
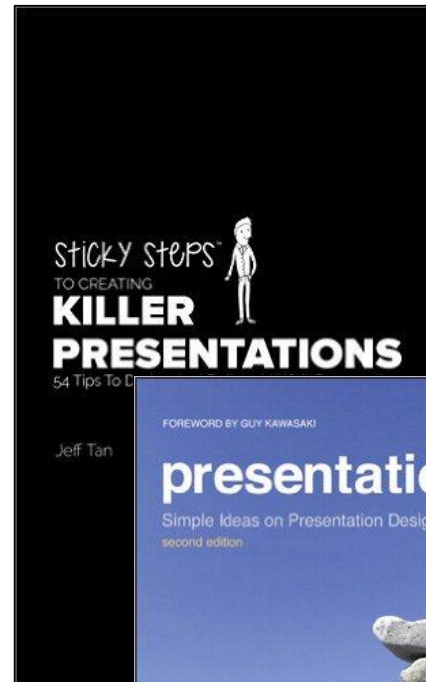
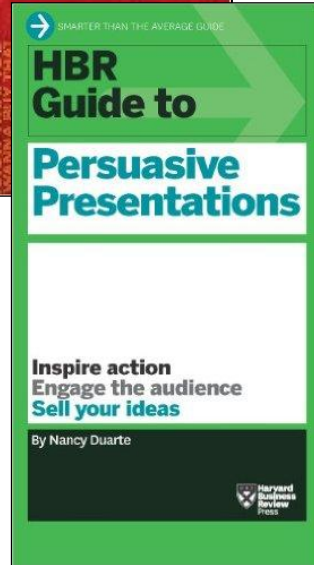
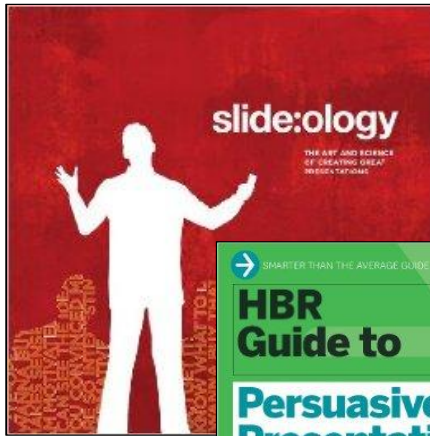


Favorite References – Display of Information





Favorite References – Presentations



 Duarte's Golden Rule

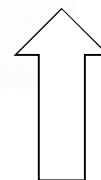
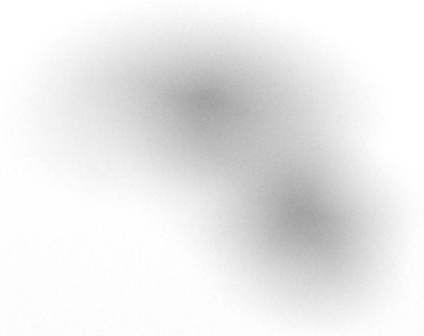


**Never give a presentation
you wouldn't want to sit
through.**



Nancy Duarte in HBR Guide







Skip Ahead / Supplemental Material Slide

