

Interpersonal Skills
Prof. Smita Jha
Department of Humanities and Social Sciences
Indian Institute of Technology-Roorkee

Lecture-26
Death by PowerPoint - II

Hello friends, as we were discussing death by PowerPoint. So, in continuation I am going to discuss some more vital points. We all know that we are in a world of high technology and we need to take help or to use technology for everyday life. PowerPoint presentation has become the ritual to excel in the professional world in the academic world. How to give a good PowerPoint at any level not only for juniors at any level that is a very pertinent question.

So, let us discuss some of the important points that need to be discussed. Now use the right PowerPoint templates we have a number of PowerPoint templates available on website. So, what kind of PowerPoint template is suitable to your talk is very important. PowerPoint templates are a kind of supportive technology to us, many of us presenters go on class very long without them. Good PowerPoint presentation templates not only save time but also provide the utility to design custom diagrams with little effort.

While there are a number of third-party PowerPoint template providers and we at FPPT to have an archive of more than 7000 free PowerPoint templates sometimes it might be best to go for something premier. For our fellow presenters looking for something special we would advise them to use premium PowerPoint templates from slidemodel.com. As I said that on Google you will find a number of template. So, you see you examine that is where I said that you need to be technologically sound.

Technical knowledge is very important and this website slidemodel.com has an excellent archive of more than 10,000 highly customized or customizable PowerPoint templates. So, you go through it find out which one is suitable to your talk. What makes light model templates worth using is the availability of templates that are easy to edit for making anything from basic slides to

business diagrams, timelines and custom illustration.

(Refer Slide Time: 03:35)



Well if you want to take certain the world map you can have this and then with the help of travel destination for PowerPoint you can edit the map with highlight this kind of facility is there. So, for example you can create anything from a swot as Swot analysis to a diagram depicting demand and supply by using templates that can be edited right down to every single object in the slide. Usually when you download a map template it is a static image however in the case of slide model you get a map with a spreadable sub maps.

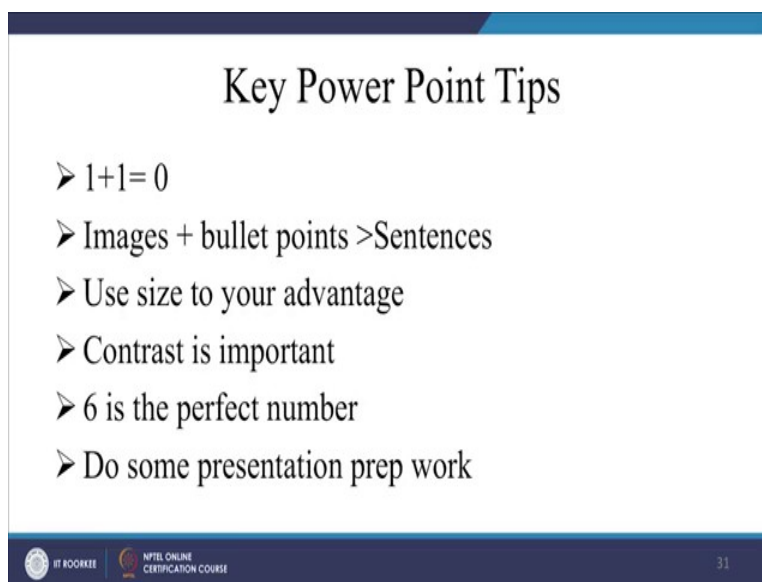
So, if you were to download the map of the United States or India you can separate each state resize it recolour, edit it and mark it using GPS marker clip art, see how easy it is and this is all available on the website. Similarly, you can download editable business diagrams and move slide objects to quickly generate a perfect illustration for your presentation in no time software is available to edit the diagram and also the map to make your presentation a meaningful presentation.

The high level of editability, high quality graphics and cross-platform, compatibility of templates

with keynote of Google slides make slide models PowerPoint templates worthy of recommendation to our reader to avoid by Death PowerPoint. Go to Google slide see and you can read a lot on the topic in question to improve your PowerPoint presentation. Now let us be honest. The truth is that most of the PowerPoint presentations are just not good this is also a fact people think that they will put the things on the slide they will read out without caring for the audience.

Presenters put too much information in the one slide, use too few images and too much text and do not take advantage of what science has taught us about how people learn. Thus there are certain ways certain tips that one should follow always and also keep in mind.

(Refer Slide Time: 06:42)



1+1 is equal to 0. Images plus bullet points that is sentences, use size to your advantage. These are the key points while preparing your slide 1+1 is 0 images plus bullet points that is sentence and use size to your advantage contrast is important. Six, is the perfect number let us break them down 1+1 equals 0 did you know that only 2% of the people are actually multitasker that is to find out if you belong among them take this quiz.

People cannot focus on many things simultaneously because they end up missing some or all of the information presented. What does it mean? If you take so many things with yourself naturally maybe that you miss to highlight the important aspects. Research shows that especially in learning people will forget almost everything they just heard if there are two different messages on the same time because of this you should only have one message per slide.

Example, if you have two paragraphs on a slide each conveying a different message 1+1, people will remember almost nothing that is 0 that is why 1+1 is equal to 0, practical example we wanted to create a slide with the benefit student recruitment officers and school managers to enjoy from 100 mentors. But those are two messages and thus we just kept one recruiter, images plus bullet points that is sentences.

Presenters usually forget why the PowerPoint was originally invented. To become a tool for visual representation of the content not to replace the speaker this is why they make the same mistake again and again and the create slides with too much text which is impossible to read. Now would not it be much better for our audience to understand our message more easily or quickly. Also we can keep the previous sentences in the comment section so we can remember what we should say that is how to make slide so as to convince the audience and to involve them.

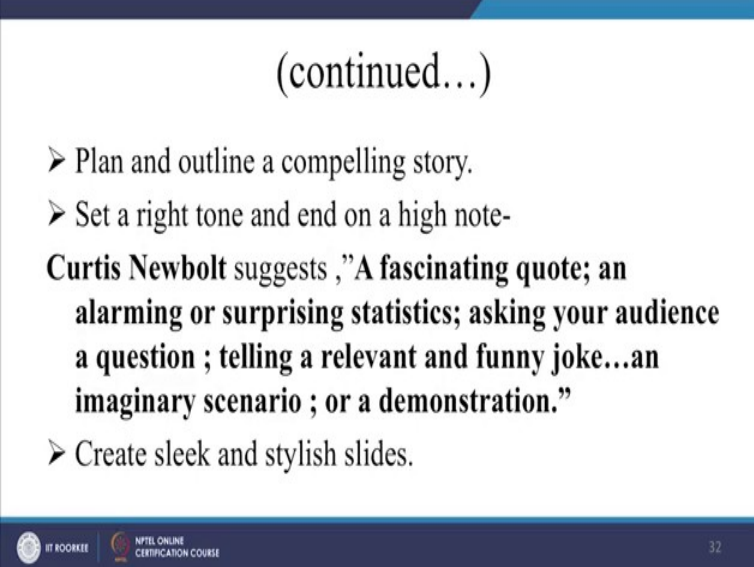
This way we can use PowerPoint as it is supposed to be used. If speakers usually create slides with big headline and this is a fact most of us we make. The headline is the most important part of a slide. If you are an experienced speaker, you will probably say very rare exactly. So, why do we not use this to our advantage, why do we not just make a smaller headlines and draw our audience attention to where we want to, which usually is the content below means content is important.

The rule here is simple the most important part of your PowerPoint should also be the biggest one in the slide, do some presentation prep work a good presentation begins not with slides but

with a pencil and paper. Research your audience's background interests and capabilities. What do they already know for instance and what can they learn from you keep this in your mind note down and that is why I keep on saying repeatedly that write down.

Before going to give a PowerPoint presentation you can ask the organisation organizer that who the audience is and what kind of people are what is their stand.

(Refer Slide Time: 12:06)



(continued...)

- Plan and outline a compelling story.
- Set a right tone and end on a high note-

Curtis Newbolt suggests ,”A fascinating quote; an alarming or surprising statistics; asking your audience a question ; telling a relevant and funny joke...an imaginary scenario ; or a demonstration.”

- Create sleek and stylish slides.

NPTEL ONLINE CERTIFICATION COURSE 32

You also need to plan an outline a compelling a story that both engages people and delivers your message. Like all good stories it must have a beginning, middle and end. Heroes and villains can help to pick interest and the story should be relatable to your audience in terms of tone the language you use. For example, jargon and acronym and the slide images you choose. Set the right tone and end on a high note.

You have no more than 30 seconds to secure your audience's attention. So, what attention-grabbing opener will you see or will you use means the opening, attention-grabbing opener? How you use? Visual communication experts Kerti’s Newbould suggests a fascinating code and alarming or surprising statistic asking your audience a question, telling a relevant and funny joke,

an imaginary scenario or a demonstration.

That is to say that your opening should be a little bit dramatic, shocking giving a kind of jerk to your audience who forced to get involved with the suspense to your talk. Your audience will not remember more than a handful of key points but if detail is crucial included in a handout that they can read letter. Try to focus on 3 or 4 supporting statements for each of your key points and craft a powerful ending that reinforces the relevance that your perspective has to their careers and lives.

It can be easy to focus most of your time on creating your slides however as Newbould reminds us, you always need to keep the bigger picture in mind and you should always be building your story toward a finale. As he explains be sure that each component of the middle progresses towards a clear and meaningful end. So a very meaningful beginning meaningful in-between and meaningful end that should be the motto of your PowerPoint presentation.

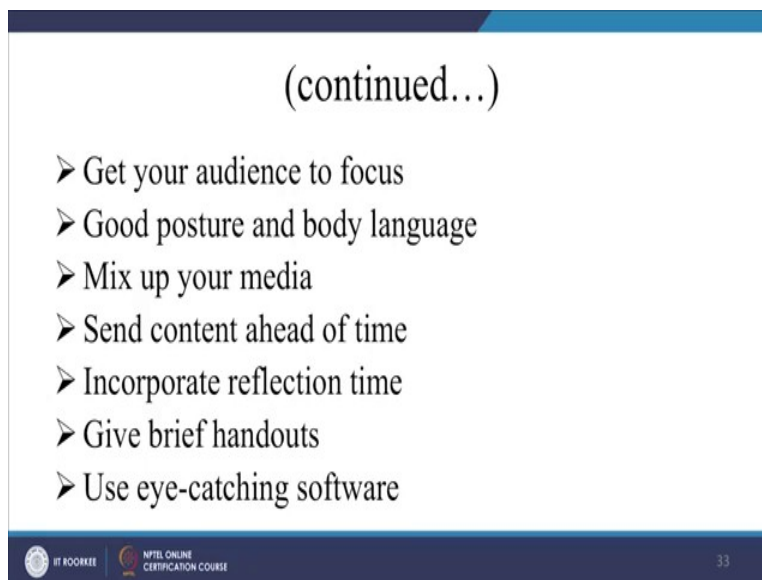
Create sleek and stylish slide sleek once you have your story down you can start to design your slide. Before you do it, it is important to think about the practicalities. Will they for instance be displayed wider screen with a 16:9 ratio or a standard with 4:3 ratio this might seem like a small detail but it can make a huge difference in terms of visual impact. If the room is bright you have to keep in mind other things also the colour of the slide.

If the room is bright, create slides with a light background and dark text. Conversely if the room is dark, darks slides with bright images and text will work best. Consistency is also important each slide heading should have the same font. Font size and placement on the page use no more than two fonts or your presentation may look messy. Any and choose your font style carefully 'sheriff typefaces like Times New Roman are fine in books but slides look best with sleek sans-serif font.

Keep in mind Times New Roman is good for the page and the hardcopy but for slide for presentation it is sleek sans-serif font which is important and which makes your slide impressive and when it will be impressive naturally audience will look at your slide with interest and curiosity. At all cost of using bad art stock photos default slide templates and pointless animations these can cheapen your message and often look amateurish.

So, please do not put unnecessary cheap style on your slide that gives a very bad impression that said you can break any of these rules for dramatic emphasis but take care when you do and never do it more than once or twice. Get your audience to focus and for that you need to make a good slide.

(Refer Slide Time: 19:05)



The most important thing is to grab your audience's attention straightaway and then maintain it. You want your audience to go away having learned something. So, make it as easy as possible for people to grasp your message from the off and focus on audience is always a plus point. Well in his TED talk entitled 'how to avoid death by PowerPoint' professional training and coaching expert David Jay P Phillips recommends that presenters focus on one key message per slide and include no more than six objects that is 1 - 6 - 6 or lines on each.

Any more than this he argues and you will increase the time that it takes for people to see digest information by 500% use contrast to direct your audience's attention where you want it. People naturally focus on moving objects larger text and a strong contrast. They are also drawn to signalling colours like red orange and yellow. So, bear these factors in mind when you come to design your slide.

Colours are very important you put the colour on slide and feel that whether it is soothing to your eyes or not or to the environment the ambience. That is why you make presentation much before your talk the final day you look at you practice it. Finally remember that ultimately it is you that the audience should be paying attention to not your slide. That is what I said it is your gesture and posture or your style that is important.

PowerPoint is only supportive technology. PowerPoint can be used to create great visual aids but the success of your presentation is determined by the way you deliver them. So, tell your story with a confident compelling physical presence and master it by rehearsing it 10 to 15 times and you can take help from your friend also. He or she can give you the comment on the way you are speaking, making facial expression some time it is very funny. So, if it is being observed by your friend as part of realtor they can tell you that well you can control yourself.

You are over accentuated do not do that otherwise you will be an object of laughter. After all what would you do if your monitor is stopped working it happens sometime, it happens with me several times you are fully equipped with PowerPoint and when you go to the venue system fails what you will do you cannot say that I cannot do without PowerPoint. It will be a minus point. It will make your impression tarnish.

So, always prepare for any kind of emergency. That is why I said what would you do if your monitor stops working. If you have rehearsed adequately this will be nothing more than an

inconvenience that will be there in your mind and you can deliver a good talk. Well rehearsed presenters will also be sure to keep at bay the first symptom of death by PowerPoint. Being a speaker who has to read his or her own slide do not do that.

Do not be just a reader that even audience can do this but if you speak something new other than the slide I am sure your position is going to be supported by the audience. Good posture and body language can also help to get the audience's attention firmly fixed on you and can hide nervousness or insecurity. Making sure that you stand with your feet apart and you should keep your shoulders squared facing the audience.

Keep your head held high. Do not be shy like this held high but avoid becoming too relaxed or rigid, use hand gestures especially to emphasize key points that will show your involvement, your interest in your talk while you are presenting it and as communication. Even the total communication suggests engaged one person at a time focusing long enough to complete a natural fridge and watch it sink in.

Moving around the room can also create positive energy though you should try to avoid blocking people's view of your slides if you do this. I will also code that too much of work and fast walk you can say brisk is not healthy. It will show that you are restless somewhere but some kind of walk I mean slow that will show that you are quite confident. Do not, show that you are not at all you know I mean comfortable with your subject and with your presentation.

If your presentation goes beyond 10 to 15 minutes remind your audience what has been said so far that is to repeat to make, themselves aware again help them to understand at every step along the way what is happening and what the information or data means. Finally, there is nothing more awkward for you or the audience than when people are not sure of when to clap or when the presentation ends. So, leave on a clear and final note clarify to your audience how your presentation is relevant to them and how it can help them.

Make your finale memorable by leaving people with one last anecdote or example or use a powerful statistics or code that sums up your finding. We all learn in different ways to mix up the media and engage your audience through various senses. See how you can illustrate your point through photos music demos and videos. It can even be helpful to provide something tangible for your audience to hold in their hands.

I once saw a speaker pass around to what his grandfather had made to illustrate the diversity of entrepreneurship in our society. There is also the option of incorporating social media into a presentation. Some studies claim that posting during a presentation increased engagement from the audience. If you are giving a formal presentation prepare a title slide with your contact information on Twitter, Facebook, LinkedIn.

So, people can add you to their network while they wait for your presentation to begin. Also create a Twitter hashtag for your presentation and make some key phrases on your slide tweettable in 140 characters or less. Send content ahead of time if it is possible to do so have people come ready to discuss your content rather than listen to a presentation. A sign light reading or a fun activity to create audience engagement before you even meet perhaps you can define terminology or complex ideas before presentation day.

So, you do not have to spend time clarifying basic ideas and can discuss higher-level topics during your talk. On your presentation material that you send ahead of time include your talk hashtag so people can start discussing your talk before presentation they arrive and throw questions your way to get people thinking and talking before you say your first word. Intersperse content with discussion group exercise and reflection time.

Research suggests that the human attention span is getting shorter and now maybe as little as 5 minutes. If you want to keep people invested creating audience engagement is crucial. Most

presentation, resemble monologues and gradually numb an audience to what you are trying to say. An interactive presentation is an engaging one so ask questions and design group exercises that get people talking. Just make sure the audience participation makes sense plan your presentation first and then look to see where it would be valuable to have the audience contribute sales presentation trainer Olivia Michelle.

Look for situations and where people can add real value. Audience participation should never be just for the sake of it. People will see right through this and turn off. Well hands out have gotten a bad rap especially compared to nifty graphic but if you need people to follow along and do not want to use PowerPoint handouts can be your friend Plus people love knowing they do not have to take full notes and can simply listen. So, these are the important points that I have shared with you and I am sure that you would be able to make a very eye-catching presentation.

So, eye-catching software like according to research 90% of information transmitted to the brain is visual. So, in addition visuals are processed 60,000 times faster in the brain than the text that means that a presentation needs to be visual captivating. So, you do that and I am sure that your presentation would be very interesting. Use props the ideas you want to convey may best be presented by the power of your storytelling alone supported by a prop or two.

So, these are the things that I want to share with you. I am sure that following this you would be able to create your presentation a very meaningful interesting and successful. thank you very much.