

## Silicon Valley Tips for Great Presentations

**Jim DeLaHunt**  
Consultant in world-ready business and technology development, Vancouver, Canada

<http://jdlh.com> ✉ <jdlh (at) jdlh.com> ☎ +1-604-376-8953

Copyright 2007 Jim DeLaHunt

## Seeking disaster stories

- A presentation disaster you saw?
- A tip for preventing disasters?
- A tip for great presenting?
- Write on index card and hand in
  - We'll share the best

September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt

## Agenda

- Objective
- Planning
- Production
  - Know your tools
- Performance
- Q&A

September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt

## About Jim DeLaHunt

- 3rd year Greenie
- Consultant, world-ready business & technology development, Vancouver BC
- Silicon Valley software developer, ~20 years
  - Saw many good & bad presentations (some mine)

<http://jdlh.com> ✉ <jdlh (at) jdlh.com> ☎ +1-604-376-8953

September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt

## Objective

- ~~Know your subject~~
- ~~Prepare, practice~~
- ~~Public speaking skills~~


September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt

## Objective

- Something practical
  - Based on real disasters and stumbles
- Planning: what to do and why
- Production: your presentation, materials
  - Know your tools
- Performance: delivering it

September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt


## Planning



September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 7

## Summarise your talk


- Disaster: rambling unfocused talk
- Understand Who? What? Where? When? How?
  - What do you have to say?
- ... and **Why**?
  - What is your objective for this talk?
  - What do you want to accomplish *with* this airtime before *this* audience?



September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 8

## The abstract

- Summary of your presentation
- What you will say
- Why it matters to *audience*
- "This talk is for..." (whom?)
- Entice
- Concise, 50-150 words



September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 9

## Speaker bio


- Who you are, and are becoming
- Relate it your talk and your audience
- Intrigue, amuse
- Contact information
- Concise, 20-100 words
- Tweak & reuse for future talks



September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 10

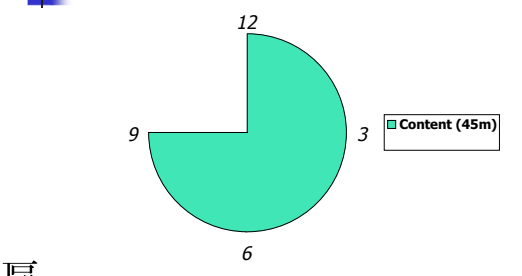
## Time allocation

- Disasters of time:
  - Rush through slides
  - No time for Q&A
- Work backwards from session length
- Allocate time realistically




September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 11

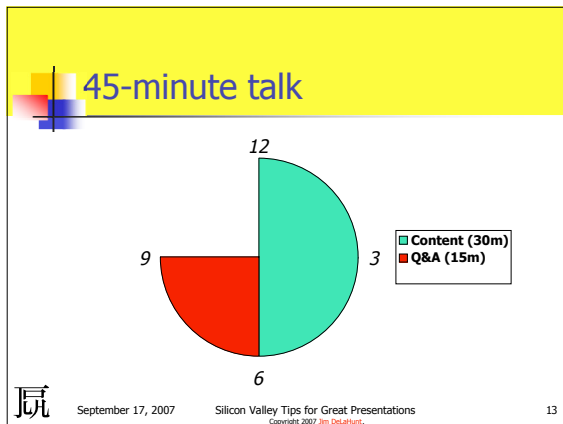
## 45-minute talk



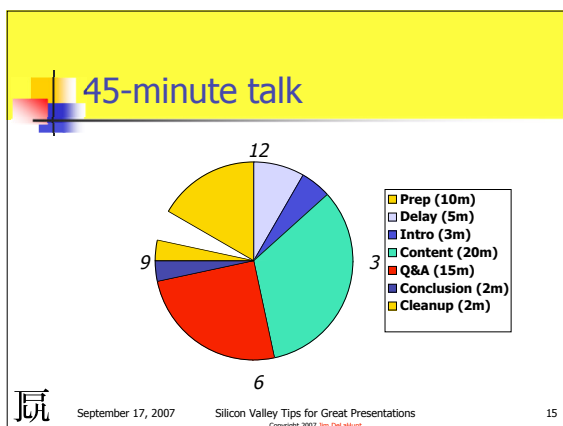
Segment	Value
1	12
2	9
3	6
4	3



September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 12



- ### Time allocation
- Questions & Answers (15-35% of time)
  - Introduction, Conclusion (5 + 5m)
  - Start late (5m)
  - Setup (10-30m before)
  - Groupies, cleanup (5-10m after)
  - Translation (2-3x time)
- September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 14




- ### Limiting content
- Slide tempo: 1-4 minutes/slide
    - 4 minutes: unhurried exposition
    - 1 minute: rushed
  - 20 minutes = only 5-20 slides (!)
  - You have fewer slides than you thought
  - Distill, cut your content
- September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 16

- ### Slide deck structure
- Disaster: clumsy flow
  - Title slide (show during prep)
  - Agenda
  - About speaker
  - Content slides
    - Section divider
  - Placeholder for demo, guest speaker
- September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 17

- ### Slide deck structure
- Q&A
  - Survey
  - Closing (marks end)
  - "Back pocket" slides
    - Answers anticipated questions
    - Optional topics or details
- September 17, 2007 Silicon Valley Tips for Great Presentations Copyright 2007 Jim DeLaHunt 18


## Planning



September 17, 2007 Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

19


## Production



September 17, 2007 Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

20

## Tools



- (For talk and computer-projected slides)
- Microsoft PowerPoint (from Office \$200)
- Impress (from OpenOffice) \$0
- Apple Keynote (from iWork) \$71
- Adobe Acrobat \$160 (from CS3)
- Thumb (USB) drive, laser pointer

September 17, 2007 Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

21

## Make a template slide deck




- Contains slide designs, colour schemes, standard slides
- Copy and gut your last presentation file
- Evolve your own presentation design, fonts, etc.
  - Start from supplied templates

September 17, 2007 Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

22

## Slide design




- Use the Slide Layout selector
  - Title, Bulleted List, Chart & Text
- Avoid changing font or size on slide
  - Exception: switch to small condensed font for URLs
- Max 5-7 bullets per slide (32 pt)
- Max 2 lines per main bullet & title
- If autofit kicks in, cut text or new slide

September 17, 2007 Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

23

## Slide header and footer, Slide master




- View... Header and footer...
- Set "Date & Time", "Header", "Footer"
  - both "Slides" and "Notes and Handouts"
- Adjust position, spacing on Slide Master
- Put logos and repeating graphics on Slide Master

September 17, 2007 Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

24


## Deliverables

- Slide deck
  - Generate PDF, present from this
- Handouts
  - PowerPoint's grey handouts are better than colour for grey printing
  - Generate PDF
- Speaker notes
  - 1 page: slide + 1/2 page notes


 September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt
25


## Deliverables

Item	Electronic	Paper
Slides	MyTalk.slides.pdf	Colour (opt)
Handouts	MyTalk.ho.grey.pdf	Grey (1 cc)
	MyTalk.ho.col.pdf	Colour (1 cc)
Speaker notes	MyTalk.notes.pdf	Colour (1 cc)
Survey	Survey.doc	Grey (suff. cc)
Demo files	As needed	
Source files	MyTalk.ppt	


 September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt
26


## Know your tools: PowerPoint

- Understand and use Master Pages
- Slide sorter
- Learn how to print slides, notes, handouts
- Resist animation


 September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt
27


## Know your tools: Acrobat

- PDF tools are essential for every knowledge worker
- PDF slide decks are more reliable
- PDF deliverables are better archive
- Digression on PDF's other virtues
  - Review cycles with PDF and commenting
  - Digitally signed PDF documents



 September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt
28

## Know your tools: Acrobat

- Use "Convert to Adobe PDF" icons in PowerPoint toolbar
  - Fallback: print to "Adobe PDF"
- Full-screen mode
  - Advance: space bar, →, ↓
- Acrobat "slide sorter" (Pages tab)
- "Use local fonts": uncheck


 September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt
29

## Production


 September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt
30

## Performance




September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

31

## Preparation

- Arrive 10-30m before audience
- Set up computer, upload slides, etc.
- Learn how to use the slide advance
- Learn how to be heard (mike use, etc)
- Run your entire slide deck once
  - Check for broken slides, fill cache
- Leave title slide up while room fills




September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

32

## Speaker introduction

- Host should introduce you
  - Help audience warm up, connect with you
  - Give you credibility on topic
- Contact host about introduction




September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

33

## Delivery

- Dignified stance (watch your feet)
- Breathe (nervousness suffocates)
- Think: slow, deliberate
- Energetic is OK, manic is not
- Get a reliable slide advance
  - Don't flail if clicker fails, say "next slide"




September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

34

## Questions and interruptions

- Say whether Q&A is in-line or at end
- Repeat questions, if needed to be heard
- Keep aware of time
- Take control of the meeting
- Don't rathole




September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

35

## Ending

- Bring the talk to a definite end
  - Know if your or the host will end talk
- A simple survey will help you learn and improve
- Let audience know when to applaud
- If running over, let audience escape



September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

36

## Further learning

- Toastmasters <http://www.toastmasters.org/find/>
  - Walter Gage, Sauder, Kits, downtown
- Edward Tufte on visual communication <http://www.edwardtufte.com/tufte/powerpoint>
- Steve Jobs talks (see on apple.com)

September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

## Performance

September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

## Q & A

- Questions?

September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

## Survey

- What I liked best:
- What I would improve:
- How did presenters do?  
(1 = poor, 4 = fair, 7 = great)
- Overall session evaluation  
(1 = poor, 4 = fair, 7 = great)
- Email to: [jdlh \(at\) jdlh.com](mailto:jdlh@jdlh.com)

September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt

## Thank you!



<http://jdlh.com>    <[jdlh \(at\) jdlh.com](mailto:jdlh@jdlh.com)>    +1-604-376-8953

September 17, 2007    Silicon Valley Tips for Great Presentations  
Copyright 2007 Jim DeLaHunt