

Contents

FOREWORD xiii

ACKNOWLEDGMENTS xv

INTRODUCTION 1

PART I: POLITICS AND METRICS 15

Politics 15

Metrics 17

CHAPTER 1

UNDERSTANDING WHAT TYPES OF COMMUNICATION WILL BE MOST EFFECTIVE FOR YOUR AUDIENCE 19

Step 1: Identify the Communication Preferences of the Different Personality Types in Your Audience 19

How to Estimate Your Audience's Personality Types 20

How to Match Your Presentation Design to Different Personality Types in the Same Audience 21

Additional Information About Your Audience 27

CHAPTER 2

SETTING A MEASURABLE OBJECTIVE FOR YOUR PRESENTATION 29

Step 2: Set Specific Objectives for What You Want Your Audience to Think and Do Differently After Your Presentation 29

The Typical—and Wrong—Way to Set Presentation Objectives 29

Developing Effective Presentation Objectives 31

The Curse of the “Update” Presentation 32

How Do You Know Whether You Have Set the Right Objectives? 33

PART II: LOGIC 35

Why You Should *Always* Focus Your Presentation on an Audience Problem 35

You Do Need Evidence! 36

The Reality Principle: Show Concrete and Specific Data Whenever Possible 36

CHAPTER 3

ARTICULATING THE AUDIENCE'S BUSINESS PROBLEM AND YOUR PROPOSED SOLUTION TO IT 39

Step 3: Identify a Problem Your Audience Has That Your Presentation Will Contribute to Solving 39

Why Discuss Problem Solving in a Book About Presentation Design? 40

CHAPTER 4

MARSHALLING YOUR EVIDENCE 57

Step 4: List All the Information That You Think You May Need to Include in Your Presentation 57

What Kinds of Evidence Should You Include? 58

Is There Any Kind of Evidence That You Should Exclude? 61

Where Do You Find All This Evidence? 62

PART III: RHETORIC 63

Logic Alone Is Not Enough 63

The Importance of Storytelling 65

Ethical Persuasion 65

CHAPTER 5

ASSEMBLING THE ANECDOTES THAT WILL ILLUSTRATE YOUR EVIDENCE 67

Step 5: Identify Brief Anecdotes That Highlight Your Most Important Points 67

What Kind of Stories Should You Use in Your Presentation? 67

How to Tell a Story Using the Seven Basic Plots 70

Where to Find Useful Stories 71

CHAPTER 6

SEQUENCING YOUR EVIDENCE 75

Step 6: Sequence Your Information So That It Tells a Compelling Story 75

The Structure of All Effective Stories 77

Using the S.Co.R.E.[™] Method to Sequence Your Evidence 80

What to Do with What Doesn't Fit into Your Storyline—The Role of the Appendix 87

PART IV: GRAPHICS 89

Should You Use Visual Aids? 90

Should You Use PowerPoint? 90

Should Each Slide Have Seven Bullets and Seven Words Per Bullet? 93

CHAPTER 7

VISUAL PRESENTATION ELEMENTS: GRAPHICS, CHARTS, COLOR, ANIMATION, AND FONTS 97

Step 7: Identify the Most Effective Graphical Elements to Use in Your Presentation 97

What Kinds of Graphics Should You Use? 97

How Do You Decide Which Type of Chart Will Best

Communicate Your Data? 98

Which Type Fonts and Sizes Should You Use? 102

Should You Use Bullet Points, Color, Animation, Transitions, or Animation? 102

CHAPTER 8

LAYING OUT ALL THE ELEMENTS ON EACH PAGE 107

Step 8: Create Slides That Communicate Your Information

Concise and Effective 107

How to Make Sure That Your Slide Layout Reinforces the Main Message of the Slide 110

How to Design Effective Ballroom Style Presentations 112

How to Design Effective Conference Room Style Presentations 113

When to Use Multiple Presentation Idioms in the Same Presentation 116

How Much Detail to Put on Each Slide 117

How to Avoid Bad Detail (“Chartjunk”) 125

How Much Text to Put on Each Slide 127

Whether to Combine Graphics and Text on the Same Slide 133

How *Exactly* to Decide What Goes on Each Slide 133

PART V: POLITICS AND METRICS AGAIN 139

CHAPTER 9

SATISFYING YOUR STAKEHOLDERS AND MEASURING SUCCESS 141

Step 9: Identify Any Potential Roadblocks to Achieving Your Objectives, and Make a Plan to Deal with Each 141

Step 10: Decide How You Will Measure the Success of Your Presentation 142

CHAPTER 10

CONCLUSION 145

The Scalability of the Extreme Presentation Method 145

A Language and a Framework for Providing Effective Feedback 145

Contradicting Other Approaches to Presentation Design 146

APPENDIX A. WORKSHEETS 149

APPENDIX B. EXTREME PRESENTATION MAKEOVER 155

APPENDIX C. THIRTY-SIX LAYOUTS THAT PASS THE SQUINT TEST 165

APPENDIX D. FURTHER READING 169

APPENDIX E: 1,000 GOOD BOOKS 171

REFERENCES 173

INDEX 183

ABOUT THE AUTHOR 195