

# Foundation of fair use of materials protected by **copyright** for educational purposes

The following material has been reproduced, strictly for educational and illustrative purposes, related to the material's subject. The material is intended to be used in the University for International Cooperation's (Universidad para la Cooperación Internacional: "UCI", for its acronym in Spanish) virtual campus, exclusively for the teaching role and for the students' private studying, in the Management Skills course which is part of the academic program.

UCI wishes to state its strict adherence to the laws related to intellectual property. All digital materials that are made available for a course and for its students have educational and research purposes. The use of these materials is not intended for profit. It is understood as a special case of use for distance education purposes, in places where it does not conflict with the normal use of the document and where it does not affect the legitimate interests of any actor.

UCI does a FAIR USE of the material, based on the exceptions to copyright laws set out in the following regulations:

a- Costa Rican Legislation: Ley sobre Derechos de Autor y Derechos Conexos (Law on Copyright and Related Rights), No.6683, dated October 14<sup>th</sup>, 1982, Article 73 and Ley Sobre Procedimientos de Observancia de los Derechos de Propiedad Intelectual (Law on Procedures for Enforcement of Intellectual Property Rights), No. 8039, Article 58, which allow for the partial copying of works for educational illustration.

b- Mexican Legislation: Ley Federal de Derechos de Autor (Federal Law on Copyright), Article 147.

c- Law of the United States of America: In reference to fair use, it is contained in Article 106 of the copyright law of the United States (U.S. Copyright - Act), and establishes a free use of documents for purposes such as criticism, comments and news, reports and teaching (which includes making copies for classroom use).

d- Canadian Legislation: Copyright Act C-11, makes reference to exceptions for distance education.

e- WIPO: Within the framework of international legislation, according to the World Intellectual Property Organization (WIPO), this matter is foreseen by international treaties. Article 10(2) of the Berne Convention allows member countries to establish limitations or exceptions regarding the

possibility for legal use of literary or artistic works, by way of illustration for teaching, through publications, radio broadcasts, or sound or visual recordings.

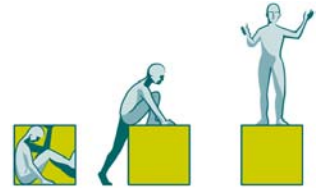
In addition, and by UCI's indication, virtual campus students have a duty to comply with what is stated by the relevant copyright legislation in their country of residence.

Finally, at UCI we reaffirm that we do not profit from the works of third parties, we are strict about plagiarism, and we do not restrict in any way, neither our students, nor our academics and researchers, the commercial access to, or acquisition of, any documents available in the publishing market, may it be the document directly, or through scientific databases, paying themselves for the costs associated with such access or acquisition.



## How to Make an Effective PowerPoint Presentation

Introduction .....	2
Presentation Planner .....	2
Demo presentation .....	2
More resources.....	2
Step 1: Craft your Key Message .....	3
Informative key message.....	3
Persuasive key message.....	3
Step 2: Identify your audience's questions .....	3
Step 3: Write assertions.....	4
Step 4: Back-up each assertion .....	4
Example or story.....	4
Statistics .....	5
Endorsement .....	5
Explanation.....	5
Step 5: Set the Scene .....	6
Attention-getting .....	7
Step 6: Add signposting .....	7
Flagging.....	8
Preview.....	8
Opening and closing the boxes .....	9
Summary .....	9
Step 7: Design PowerPoint slides .....	9
Assertion-Evidence slides.....	9
Key Message slide .....	11
Preview/summary slide.....	11
Black slide .....	11
Final words.....	11
Presentation Planner .....	12



# How to Make an Effective PowerPoint Presentation

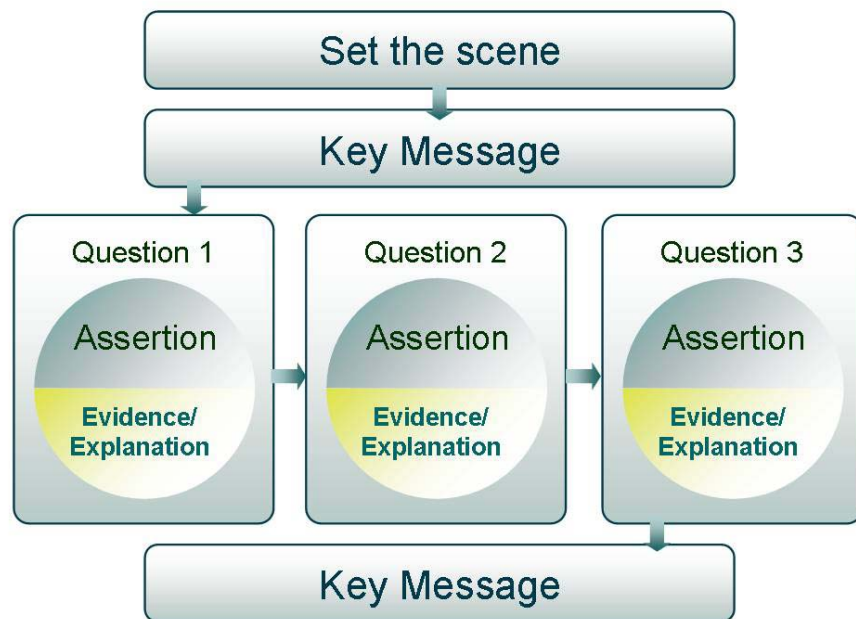
## Introduction

This Guide will save you time and help you create an engaging and effective PowerPoint presentation.

You may be used to preparing a presentation by opening up PowerPoint and creating slides with bullet-points on them. Using this Guide you'll work out what you want to say *before* you design any PowerPoint slides.

## Presentation Planner

The Guide uses the following planner to create a presentation. The last page of the guide is a blank Presentation Planner for you to use to plan your presentation as you work through the guide.

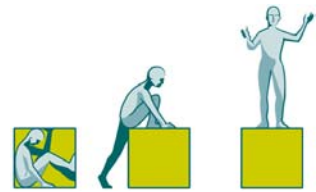


## Demo presentation

As well as describing each step of the process, I've provided an example of each step so that you can see the planning process in action.

## More resources

This guide has just the information you need to plan your presentation, so that you can spend time planning rather than reading. For more explanation on each of the steps see the links to posts on my blog.



## Step 1: Craft your Key Message

There are two basic types of key message:

### Informative key message

If you want to inform your audience, your key message will be the most important point you want your audience to remember.

### Persuasive key message

If you want to persuade your audience, your key message will be the action you want them to take.

Express this in one clear and succinct sentence. That's your key message. Everything else in your presentation will support that key message.

Here's the key message for the demo presentation:

Lend \$25 to a person on Kiva

### Resources

[How to craft a memorable key message in 10 minutes](#)

[A simple and concrete key message](#)

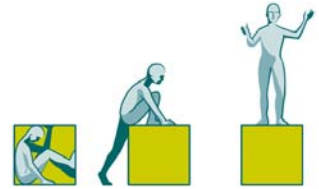
[Six ways to take charge of what your audience remembers](#)

## Step 2: Identify your audience's questions

What are the top three questions your audience will have once you've stated your Key Message? The body of your presentation will answer these questions.

Imagine a dialogue with the people in your audience which starts with your key message:





These questions then form the structure of your presentation.



If you're not sure what your audience would want to know, ask someone who is representative of your audience.

#### Resources

[Answer your audience's questions - how Al Gore does it](#)

### **Step 3: Write assertions**

An assertion is a complete sentence which expresses the answer to each question in a clear and succinct manner.

You might be tempted to write bullet-points. Writing a complete sentence forces you to think carefully about what you want to get across. It will stop you from waffling.



You may have more than one assertion in answer to each question. That's fine. And they don't have to be evenly distributed across the boxes.

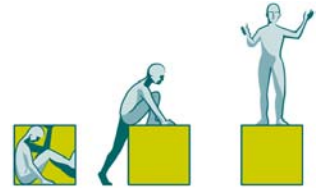
### **Step 4: Back-up each assertion**

Each assertion should be backed up by evidence or an explanation. There are three main types of evidence:

#### **Example or story**

These are the easiest form of evidence to come up with. An example allows your audience to see and understand what you're talking about. It makes it concrete. A story can evoke emotion and make your point memorable.





Yenku had both his hands cut off during the Sierra Leone civil war. He survived by begging on the streets. But with a loan through Kiva he was able to buy a few items to sell on the street. He gradually built up his business. He now has a thriving grocery stall. He can feed his family and send his children to school.

#### Resources

The power of anecdotal evidence  
Are our brains wired to enjoy stories?

#### **Statistics**

Appropriate use of statistics will make your point more convincing.

Studies have shown that a poor person who starts a business can increase their income by an average of 95%.

#### Resources

How to multiply the power of a single anecdote

#### **Endorsement**

An endorsement from a person that your audience respects can be very powerful.

"If you look at [Kiva.org](http://Kiva.org), people with a very modest amount of money can make a huge positive impact all around the world." Bill Clinton

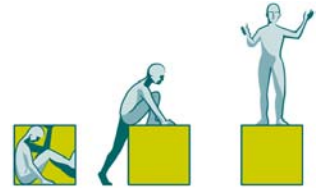
#### Resources

Using social proof in your presentation

#### **Explanation**

When you need to explain something complex or hard to grasp use an analogy or metaphor. The analogy or metaphor must be something that your audience can relate to.

Lending money through [Kiva.org](http://Kiva.org) is like buying a book on [Amazon.com](http://Amazon.com). Search the listings of entrepreneurs for someone who you'd like to lend money to – just like you were searching for the right book. Then use your credit card, just as you would on [Amazon.com](http://Amazon.com), to lend the money.



Use a variety of these different types of evidence through your presentation. Some people in your audience will relate better to stories and anecdotes and others to statistics.



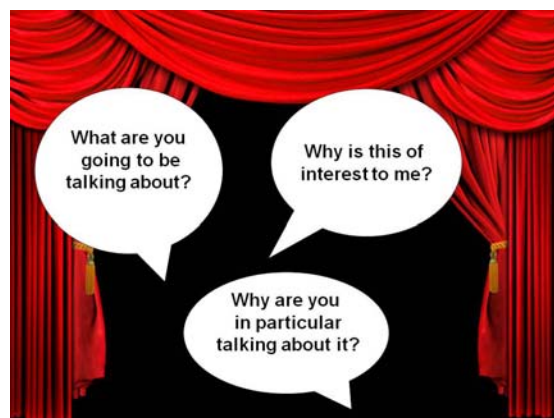
## Step 5: Set the Scene

Now that you've planned the body of your presentation, work out how you'll start.

Setting the scene should be short. Your audience is waiting for you to get to the point of your presentation. The function of setting the scene is two-fold:

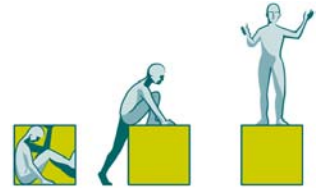
1. Give them enough information to understand what's coming next.
2. Build their anticipation for what's coming next.

Imagine you were having a conversation with one person. Here's what they might want to know before you dive into the body of your presentation:



Your task is to answer these three questions at the beginning of your presentation. Here's what it would like for my Kiva presentation:





Today, I'm going to be talking about a website called Kiva. Kiva enables people like you and me to lend money to poor people in less-developed countries.

The reason I'm talking to you about it is this. Using Kiva you can directly make a difference in the life of a poor person.

I've been using Kiva for two years and I really believe in it as a way of helping people help themselves.

#### Resources

[How to establish your credibility without bragging](#)

#### **Attention-getting**

You don't **have** to grab attention at the beginning of your presentation. Research shows that that's when people are paying the most attention. However, it is effective to open with a story or interesting statistic. Then answer the three "setting the scene" questions.

Look through the evidence that you are using in the body of your presentation. You may find there's an anecdote or statistic that would work well for the opening of your presentation.

#### More resources

[The three levels of presentation opening](#)

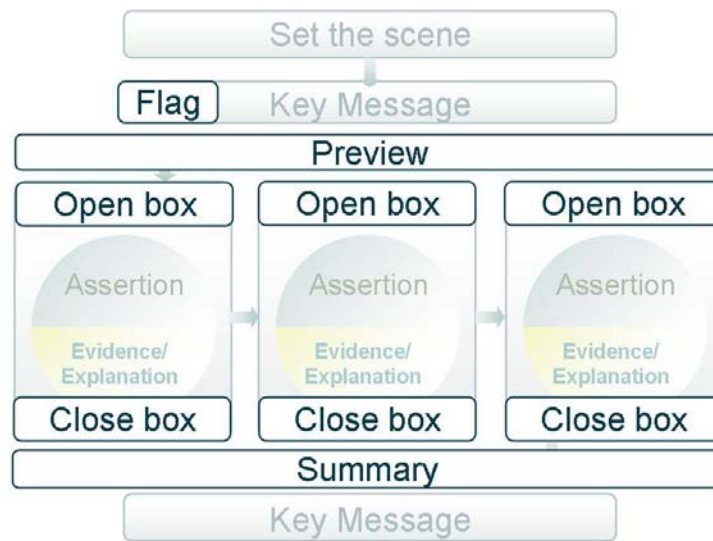
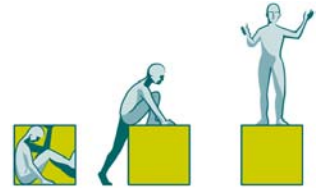
[The attention-getting myth](#)

[Attention-getting - the evidence](#)

#### **Step 6: Add signposting**

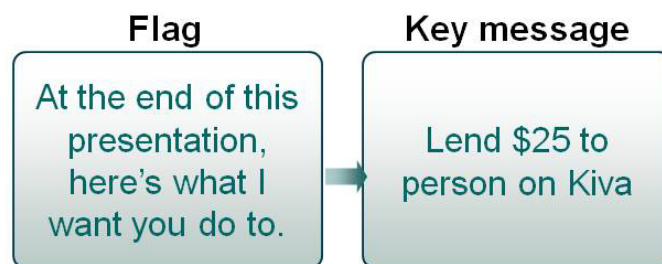
Signposting lets your audience know where you're going in your presentation, where you're at and where you've been. It makes your presentation easy to follow for the audience and makes you look organised and prepared.

Here are the places where you can add signposting in your presentation:

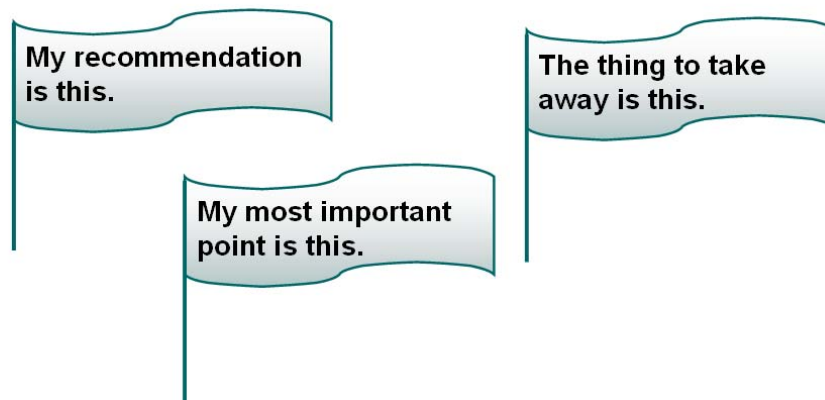


### Flagging

A flag draws attention to what you're about to say next. Use a flag just before you state your Key Message.



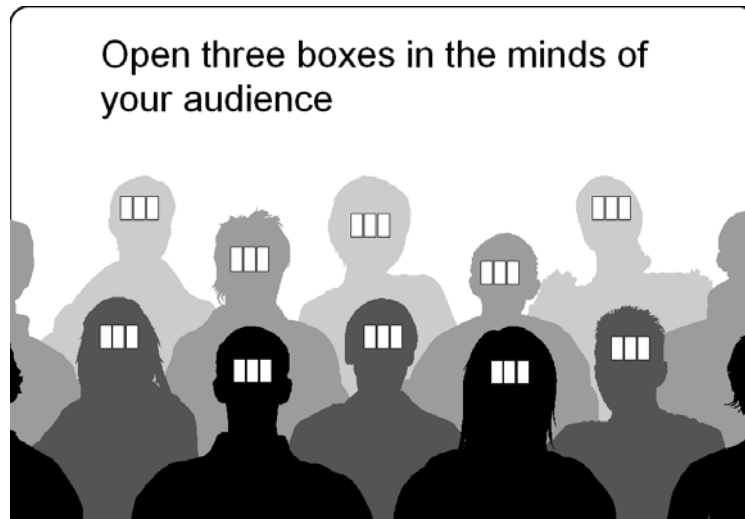
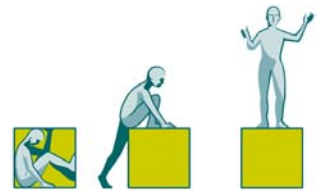
Here are other examples of flags:



Avoid saying "My Key Message is this." That's because the phrase Key Message is a term of art. It's not conversational.

### Preview

In your presentation you're going to be transferring three boxes of information from your head into the heads of your audience. Prepare your audience for receiving that information by previewing your presentation.



### **Opening and closing the boxes**

Your audience will appreciate it if you let them know each time you open and close a box. In a written document they would have headings and paragraphs to let them know this. In a presentation, they're dependent on you to let them know that you're moving from one box to another.

### **Summary**

Just as your audience will appreciate knowing where you're going, they also appreciate a recap of where you've been. A summary will help cement the points you've made.

## **Step 7: Design PowerPoint slides**

Now that you know what you want to say in your presentation, you can start designing PowerPoint slides to enhance what you're saying.

Most presenters create bullet-point slides for their presentations. The slides are notes for them, rather than a useful visual for the audience. Here are some articles from my blog on why you shouldn't use bullet-points:

[New evidence that bullet-points don't work](#)

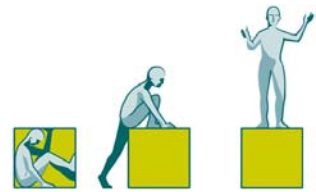
[The problem with traditional PowerPoint slides](#)

[Five ways bullet-point slides damage your brand](#)

Here are four types of slides you can use in your presentation:

### **Assertion-Evidence slides**

These are the slides you'll use to support the body of your presentation. For each Assertion that you have, create a slide. Write the assertion at the top of the slide and then consider what visual evidence you could add to the slide.



There are three main types of visual evidence:

1. An image or photograph which directly represents or is a metaphor for what you're talking about.

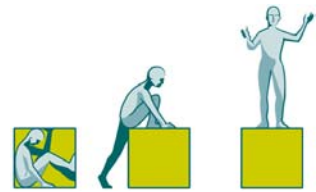


2. A chart to help people visualise your statistics. The slide below shows a stack of coins which is animated so that it grows by 95%.



3. A diagram which helps your audience understand the concept or process you're describing.





### **Key Message slide**

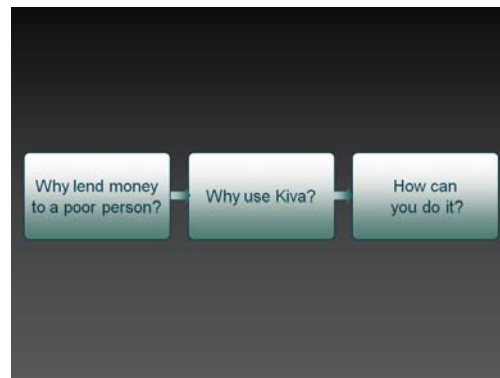
Create a slide for the key message of your presentation. This slide only has the key message on a simple background. That makes the key message stand out and ensures that nothing can distract from your audience getting the key message.



You'll show your key message slide both times you say your key message: near the beginning of your presentation and at the end.

### **Preview/summary slide**

This slide allows people to see the three parts of your presentation.



### **Resource**

[How to do an agenda slide like Garr Reynolds](#)

### **Black slide**

The fourth type of slide is the black slide. When you don't need a slide, don't show a slide. Identify those points in your presentation and insert a slide with a black background. When you click onto that slide, the screen will go blank.

### **Final words**

I hope this guide has been useful. If you have any questions do send me an e-mail. Go well with your presentation.

Olivia Mitchell

## Presentation Planner

**Set the Scene**



**Key Message**



Question 1	Question 2	Question 3
Assertion	Assertion	Assertion
Evidence	Evidence	Evidence



**Key Message**