

Simple Rules for Great Presentations

Lee Andrew Hilyer, MLIS, M.Ed.

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Head of Information & Access Services
at the University of Houston Libraries

MLIS from South Carolina;
M.Ed. from UH

Former HAM-TMC Library Staffer

Wrote a book on presentations for
librarians

*Yes, that is green sand. Papakolea
Beach on the Big Island of Hawaii.*



Here are the items on today's agenda:

Why Are We Here Today? (*5 minutes*)



Here are the items on today's agenda:

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Three Simple Rules:

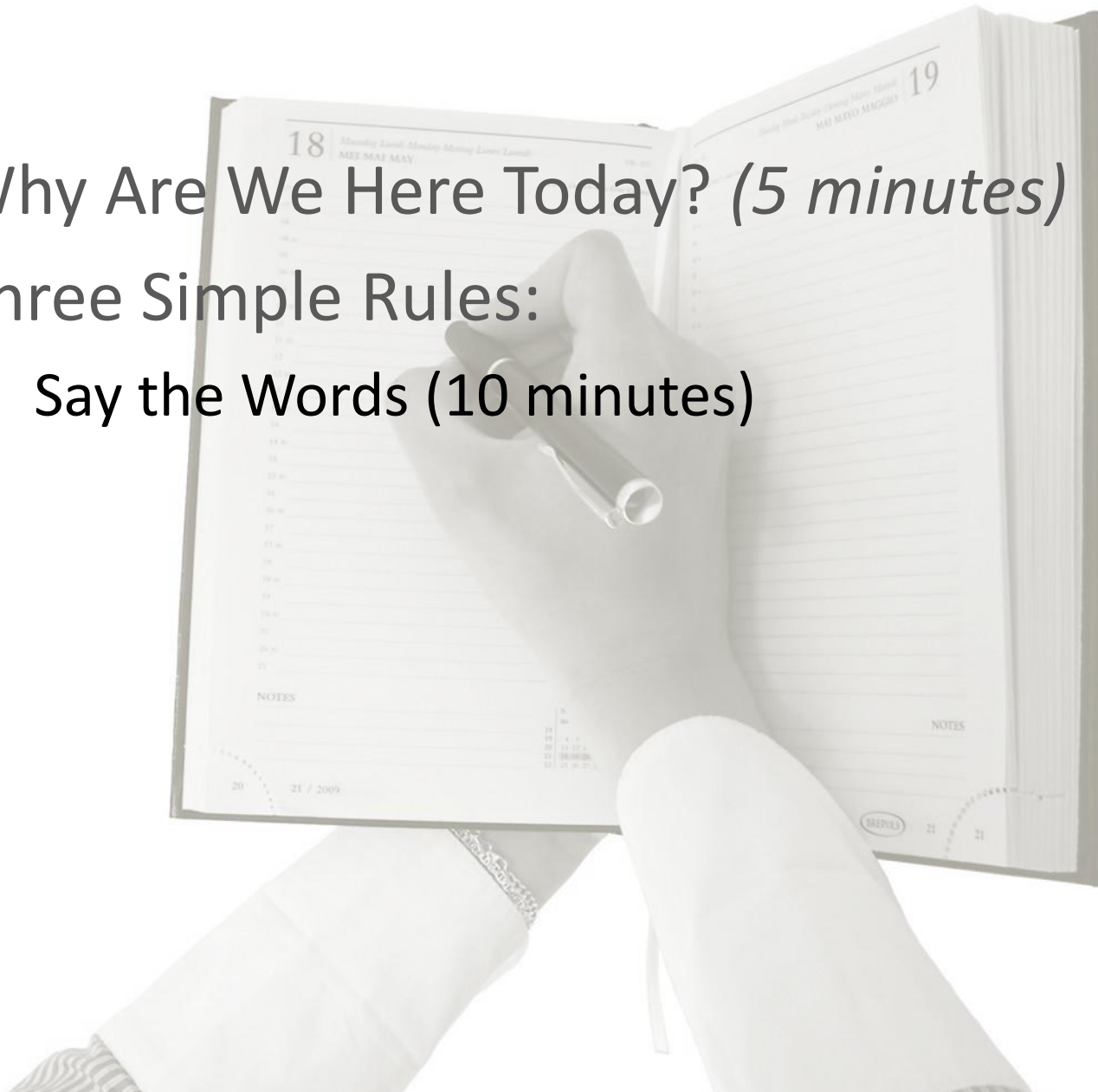


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Three Simple Rules:

Say the Words (*10 minutes*)



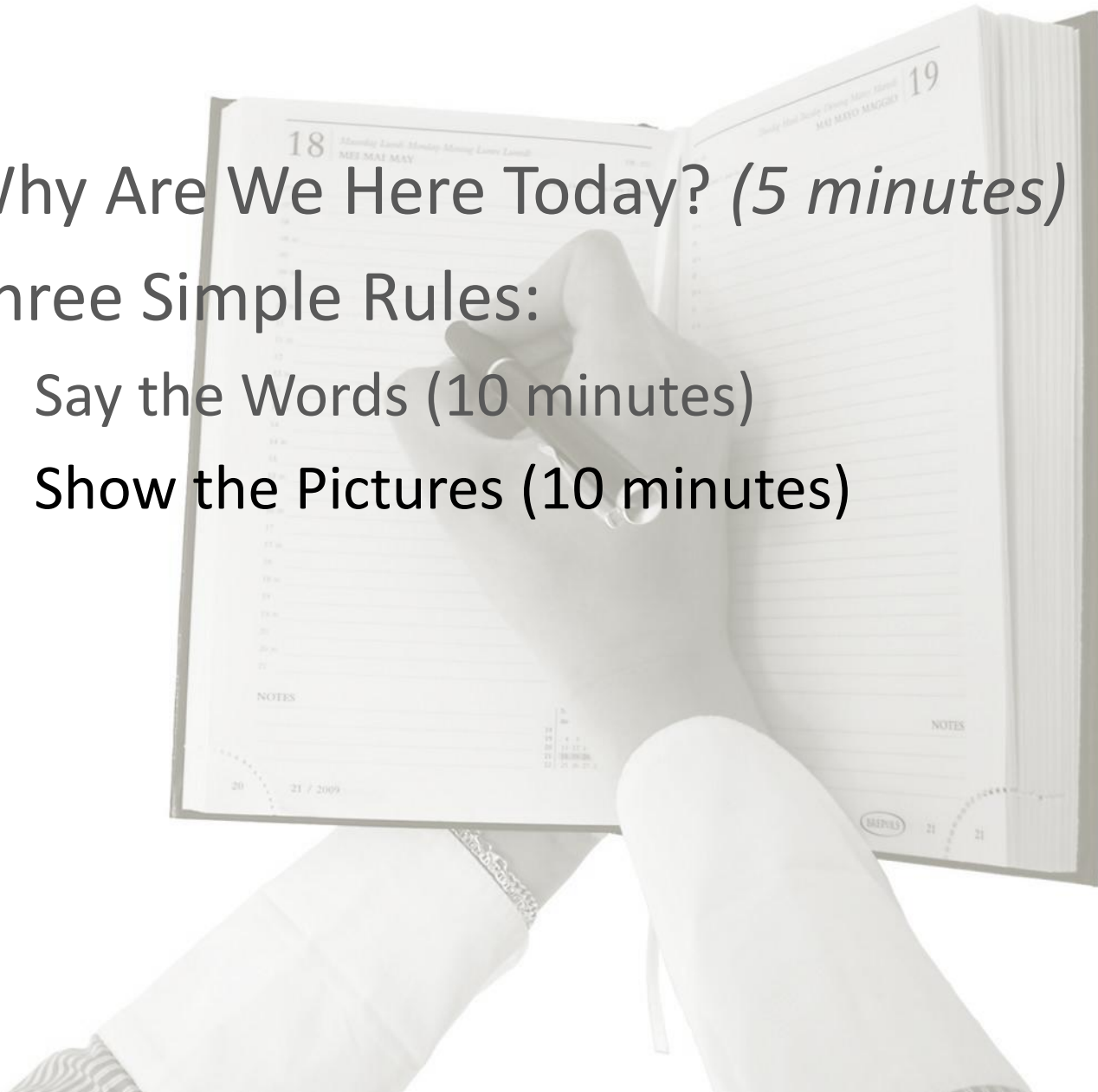
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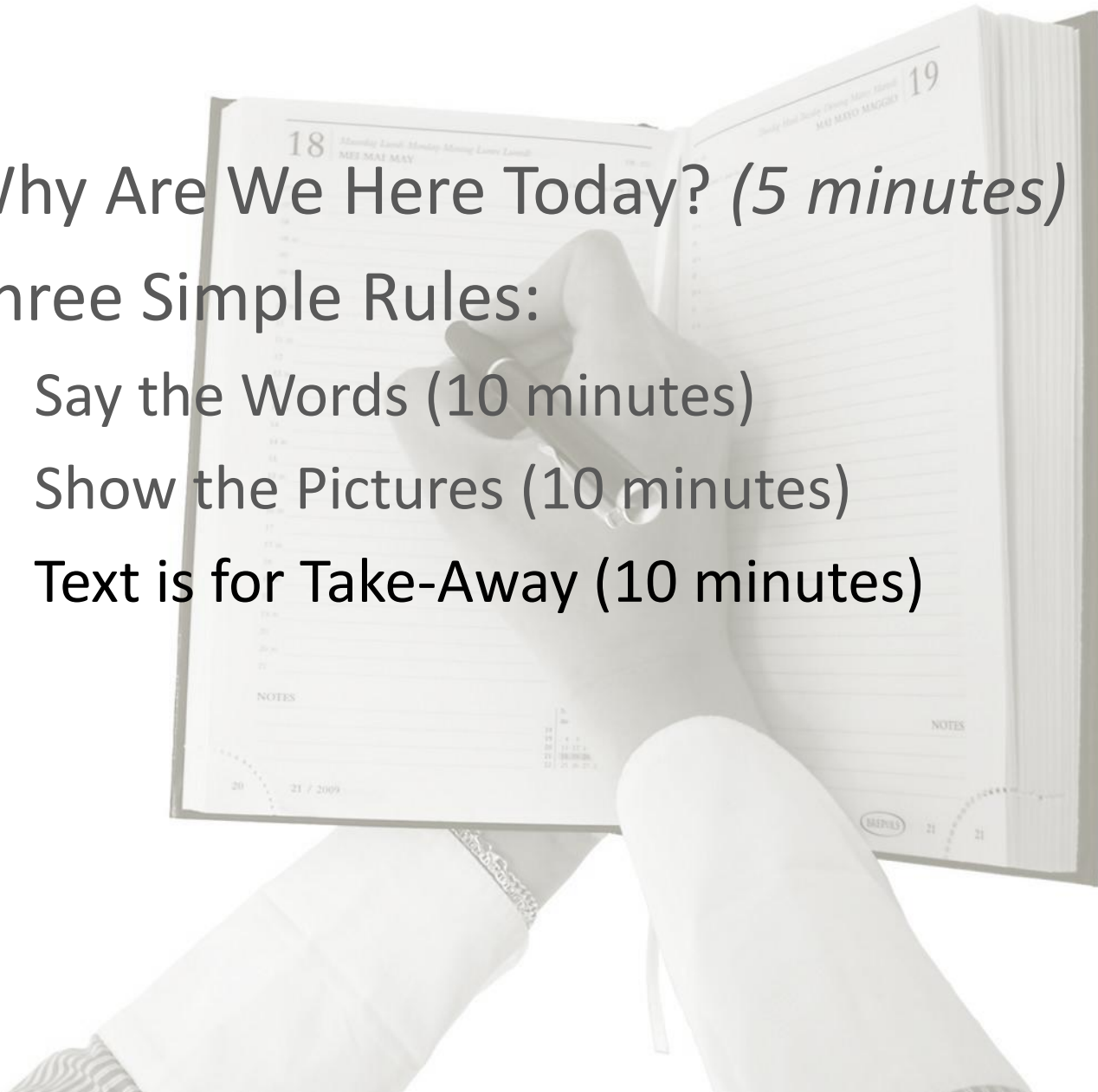
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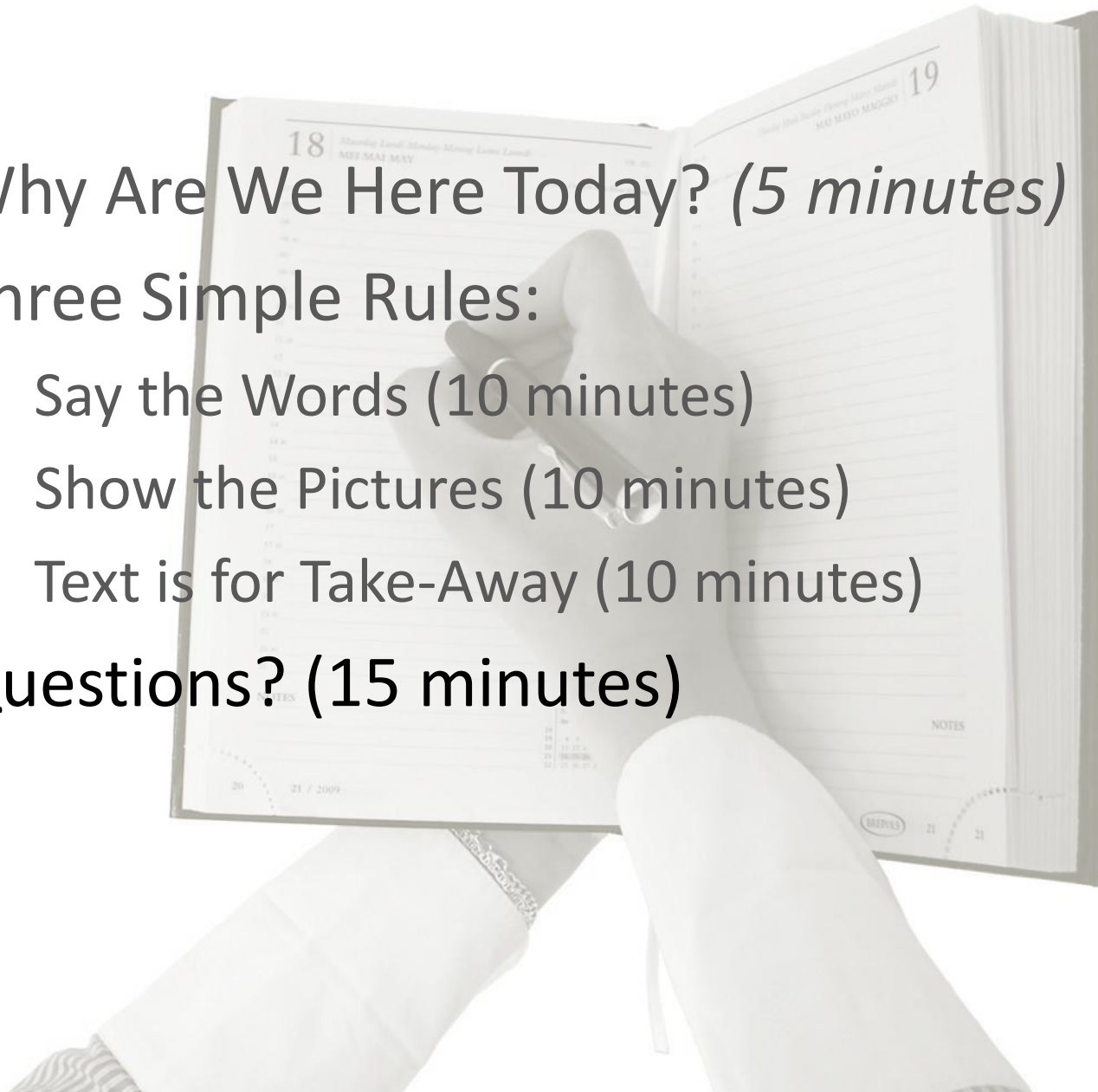
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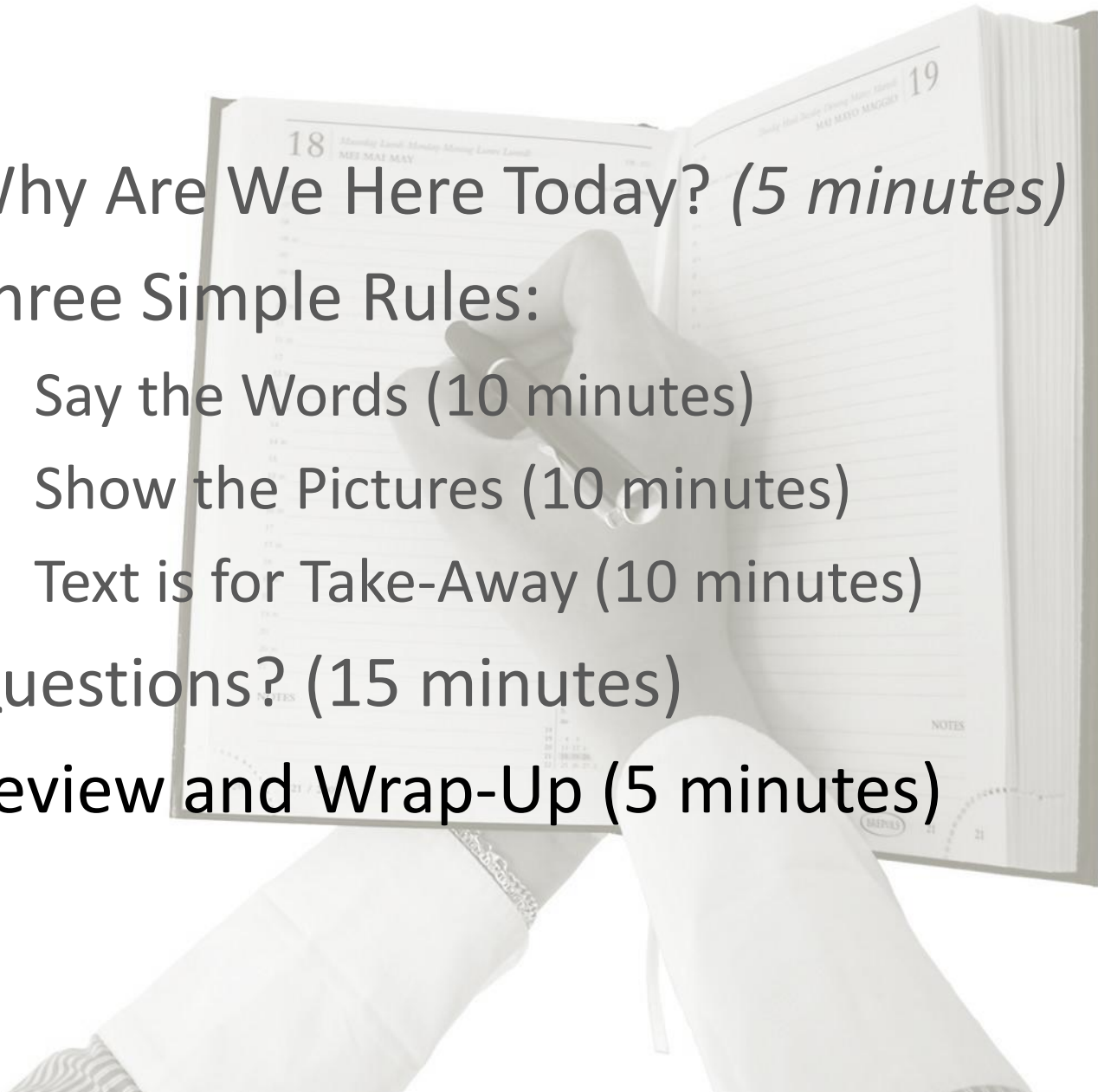
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Additional Resources (5 minutes)

If you were the jury...

PowerPoint has worsened the way we communicate:

- Guilty
- Innocent

Say the **words**.



Your **WORDS** are the most important part of the presentation.

INFORMATION & ACCESS SERVICES

Strategic Plan, 2010 – 2013

Prepared by Lee Andrew Hilyer, with assistance from the staff of the IAS Department

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- Microform reader/printer
- Slide carousel viewer

STRATEGIC INITIATIVES SERIES: Communication

THREE SIMPLE RULES FOR GREAT PRESENTATIONS

BY LEE ANDREW HILYER



INTRODUCTION

In the 15 years I've been a librarian, I've attended many PowerPoint presentations that were nothing more than an endless series of text-laden slides, made worse by the speaker narrating them verbatim. (I bet you can recount similar experiences.) Rare was the experience of actually learning something useful from such a presentation. Sadly, I seldom remembered what these presentations were about and often discarded the accompanying handouts full of those-and-four-word bullet points because they made no sense without the speaker's narration. Presentations are an integral part of our lives as librarians. Why do we waste our time and resources attending presentations of ultimately little or no value to us? Even worse, why do we (as presenters) spend our precious time constructing ineffective presentations that do nothing for our audience but bore or frustrate them?

Despite all of the obstacles and roadblocks to effective and efficient learning created during a typical presentation situation, we as audience members have adapted. We expend a large amount of brain resources straining to sift through the stream of information released upon us, trying to grasp the "big picture," or attempting to identify that key idea that we can take back to our own library. Rather than being properly guided through the presentation content and assisted in mentally organizing and integrating it with personal knowledge and experience, the speaker often moves too quickly through too much information, leaving little time to actually learn something. When the presentation is over and audience members leave the room, they are often "glad it's over" rather than excited and interested in learning more about the topic presented.

So how can we as presenters remedy this situation? Fortunately, you don't need a degree in education or extensive practice in public speaking to dramatically improve your presentations and create an environment where your audience can connect with your topic and use the information you've given them to improve services or to develop new ones. Three simple rules, if followed consistently from planning through preparation and delivery of your presentation, are all it takes to dramatically improve your presentation and increase the potential for positive learning outcomes for your audience.

RULE # 1: SAY THE WORDS

The main reason people come to a presentation is to hear someone speak.

Verbal communication is the dominant form of human communication; humans love to talk to one another. Over time, our human brains have adapted the structures and systems necessary to create and to process spoken speech. One of these structures is our short-term memory. Also known as "working memory," this is a temporary mental workspace where conscious thoughts are processed and where we do much of the "heavy lifting" of thinking and learning. Working memory has a finite capacity and only stores information temporarily while in use. Long-term memory is the space where information and experiences are stored (relatively permanently) in our brains.

Think of your working memory as similar to the RAM (random access memory) in your computer and your long-term memory as its hard drive. While reading this article, you are activating the structures and processes involved in reading, comprehension, moving them from your long-term memory (your "hard drive") to your working memory (your RAM), so that you can process and understand this article's content. When you finish reading and pick up a tennis racket, your working memory replaces those procedures with ones related to controlling and moving the racket.

And just as your computer's RAM is limited, so is your working memory. George Miller's well-known 1956 article¹ states that most people can hold seven items of information (plus or minus two) in their working memory; in reality, that number is closer to four (or fewer if the concepts are sufficiently complex).² As a presenter, you must think very carefully about what you want to tell the audience, and you must acknowledge that you cannot cover the depth and breadth of your topic in a typical presentation session lasting 45 minutes to one hour. This is a common problem with many presentations.

Instead, focus on the three or four most important points about your content and structure your presentation around those. Present these points, elaborate upon them with relevant examples, and use the last few minutes of the presentation to review those points. Good presenters are aware of the space and time limitations of working memory and structure their content to avoid overloading the audience with too much information. Don't worry that you have to eliminate good



Library Survival (1 st BBP Approach) – Lee Andrew Hilyer		
Act I: Set up the story from the audience's viewpoint ("A to B, what's in it for me?")		
Setting (<i>Where am I?</i>)	You've got a lot of demands on your time as a university student.	
Role (<i>Who am I here?</i>)	How can the library help me?	
Point A (<i>What challenge do I face?</i>)	Objective	Point B (<i>Where do I want to be?</i>)
Getting the extra information you need for your homework, papers and projects	Know three areas where the library can help me.	Able to quickly and easily get to the information you need or want.
Act II: Develop the action ("1-2-3, show me only what I need to see")		
Key Point (<i>5 minutes</i>):	Explanation (<i>15 minutes</i>):	Detail (<i>45 minutes</i>):
For your courses	Textbook collection	Core courses
		For in-library use only
		Available Fall and Spring only
	Reserves	Professors put materials on reserve.
		Use <u>Docutek Eres</u> to find electronic reserves
		Check out reserve materials from the Service Desk.
	DVDs and Videos	Hundreds of titles from movies to documentaries
		Can be checked out for one week
		DVD players available in the Library.
Books	Search Library Catalog	
	Note the call number and location.	
	Request books from other libraries.	

Questions?



Let's Take A Quick Test...

Order Proboscidea

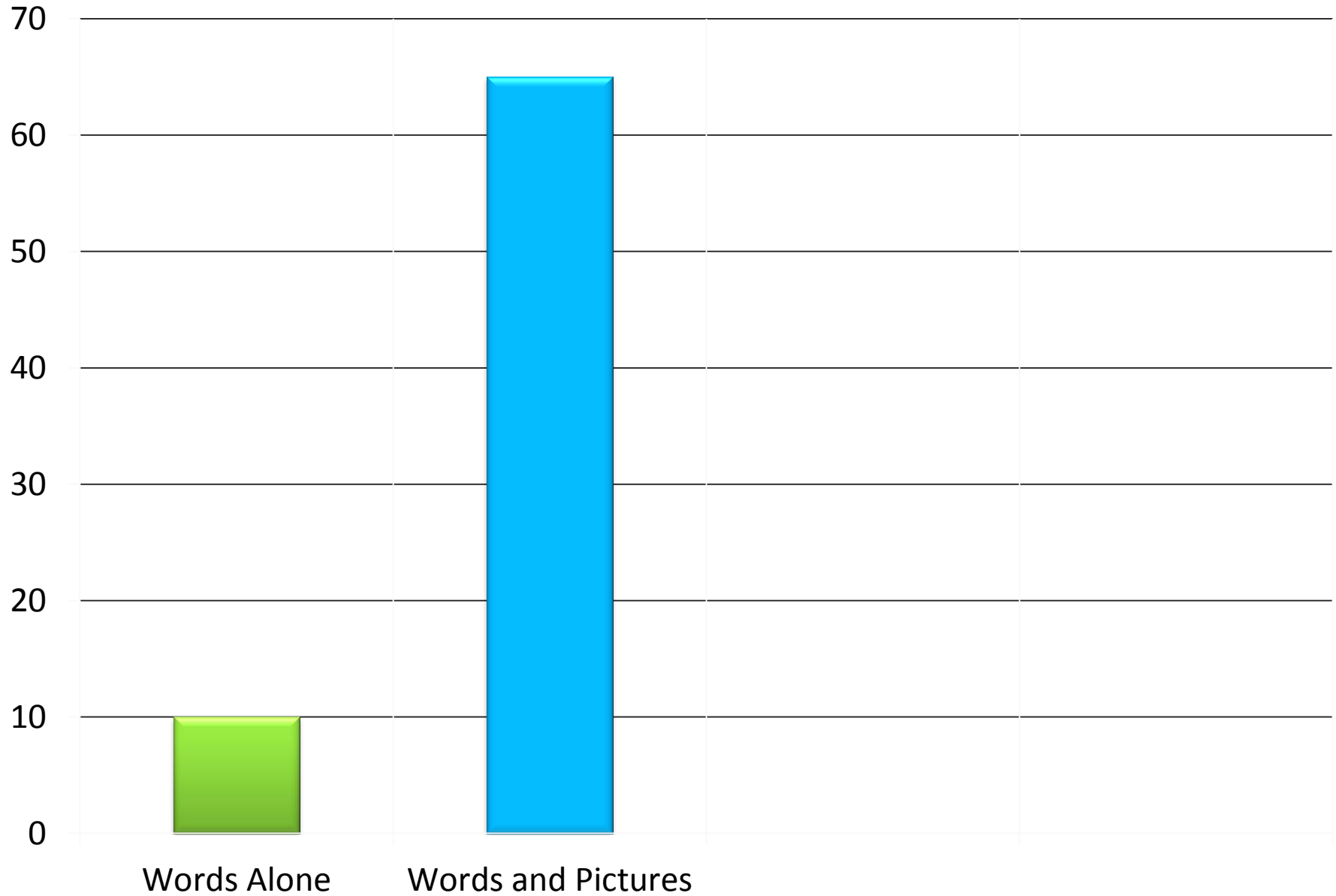
- Should probably be considered part of the Afrotheria. Closest living relatives are seacows and hyraxes (see next slide).
 - Mammals, large size, with light brown to gray coloring
- XX's stay in natal group, cementing relationships w/mothers, grandmas, sisters, aunts, XX cousins....
- Between ages 8-20yrs, XY's think increasingly of sex & become such pests that XX's run them out of herd. Thereafter they join bachelor society (next slide).
- Vast variety of plants eaten (Kibale, Uganda: 227 of 255 known species) but most food is usually from few species.
- Absorptive efficiency is low, and these animals meet minimal nutritional needs by eating large quantities of OK food or vast quantities of wretched food.

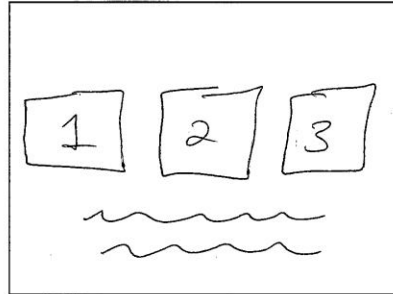


Show the
pictures.



Words and pictures together are VERY effective.

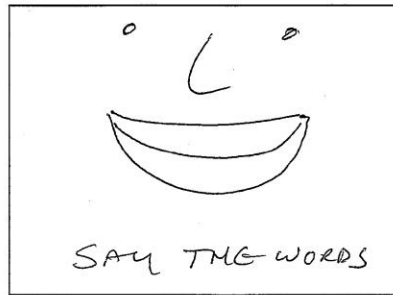




Title slide

"3 Rules to Great Pres."

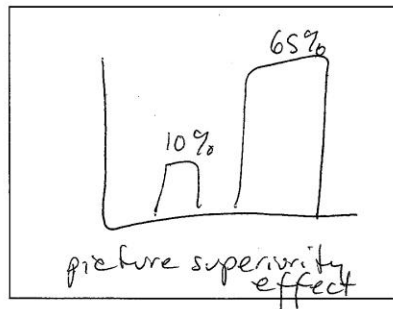
font?



Rule 1 - Say the words.

smile, mouth, talk

speech



Slide - graph of recall w/ pictures.

Something to read slide
While waiting to start.
(3 rules? compare)

TRAWEBINAR
Title
Screen
@kashiba

Agenda (w/out notes of time)

Assess
Be prepared to interact.
Revised way to interact.

PPT -
Guilty or Innocent?

The rule | The Tool

Your words are most important

Words 2010 Screenshot

Words example 1
[Text Article]

Words example 2
[Research Report]

Words

Activity 2
storyboards solve
MEMORY TEST
ACTIVITY
Elephant

Elephant Test (w/ rule)
3 sec

Pic of Elephant
3 sec

The rule | The Tool
2

Words + pix together
are very effective.

delivery of your presentation, are all it takes to dramatically improve your presentation and increase the potential for positive learning outcomes for your audience.

RULE #1: SAY THE WORDS

The main reason people come to a presentation is to hear someone speak.



as Library Journal • Fall 2010

information from your presentation; Rule # 3 below gives you the opportunity to provide the audience with additional avenues for exploring your topic.

Begin your presentation planning by first spending some time thinking about what the audience needs to know about your topic as well as some of the characteristics of your audience. Do they work in public services or technical services? Will they be interested in the content presented? The nature of the presentation you are giving will shape



Second, avoid beginning your presentation with a linear, slide-by-slide model of thinking. Instead, write a "report" (or detailed outline) on your topic.³ Writing documents is a

far more common task than creating presentations. For most people it is an easier place to start that enables you to include all of your topic ideas. You can then rearrange and reorganize

those. Present these points, elaborate upon them with relevant examples, and use the last few minutes of the presentation to review those points. Good presenters are aware of the space and time limitations of working memory and structure the content to avoid overloading the audience with too much information. Don't worry that you have to eliminate good

relevant imagery. "Storyboarding," an easy technique borrowed from moviemaking, can help you plan your slides. Storyboards are a series of drawings that help you illustrate a sequence of images for your presentation.

Select storyboard ideas from your script and, using simple shapes and stick figures, draw some pictures that graphically explain or enhance some of the key points.⁸ Explore multiple options for each point. You want to illustrate the concept of "nature (trees and plants), crops), or an image of a family with rows of children. Double-check your ideas with a trusted colleague if you're unsure about a particular image



Review your sketches and select your best graphic ideas. Use stock photo websites for images (or videos) to download. Obtaining professional-quality photos used to be an expensive

IN CASE OF EMERGENCY:

IMPLEMENTING DISASTER CLAUSES IN
PUBLISHER LICENSES FOR ONLINE
RESOURCES



In Case of Emergency: Implementing Disaster Clauses in Publisher Contracts

- **Legal provisions in place**
- **Technical support to authenticate**
- **Reliable communication**
- **Method of gathering results**



Legal Considerations



Technical Support



Reliable Communication



Usage Statistics



United States

National Library of

National Institutes of Health



NATIONAL

LIBRARY OF

MEDICINE



Fishing boat swept ashore by tsunami waves





Questions?

Pop Quiz!

Which format carries more information?

- Paper Handout
- PowerPoint Slide Deck



Text is for take-away.

Clusters and Competitiveness

• Clusters Increase Productivity / Efficiency

- Efficient access to specialized inputs, services, employee training programs, and other "public goods" (local outsourcing)
- Ease of coordination and transactions across firms
- Rapid diffusion of best practices
- Ongoing, visible performance comparisons and stimulation to improve vs. local rivals
- Proximity of rivals encourages strategic differentiation

• Clusters Stimulate and Enable Innovations

- Greater likelihood of perceiving innovation opportunities, customer needs, sophisticated technology
- Presence of multiple suppliers and institutions to stimulate knowledge creation
- Ease of experimentation given locally available resources

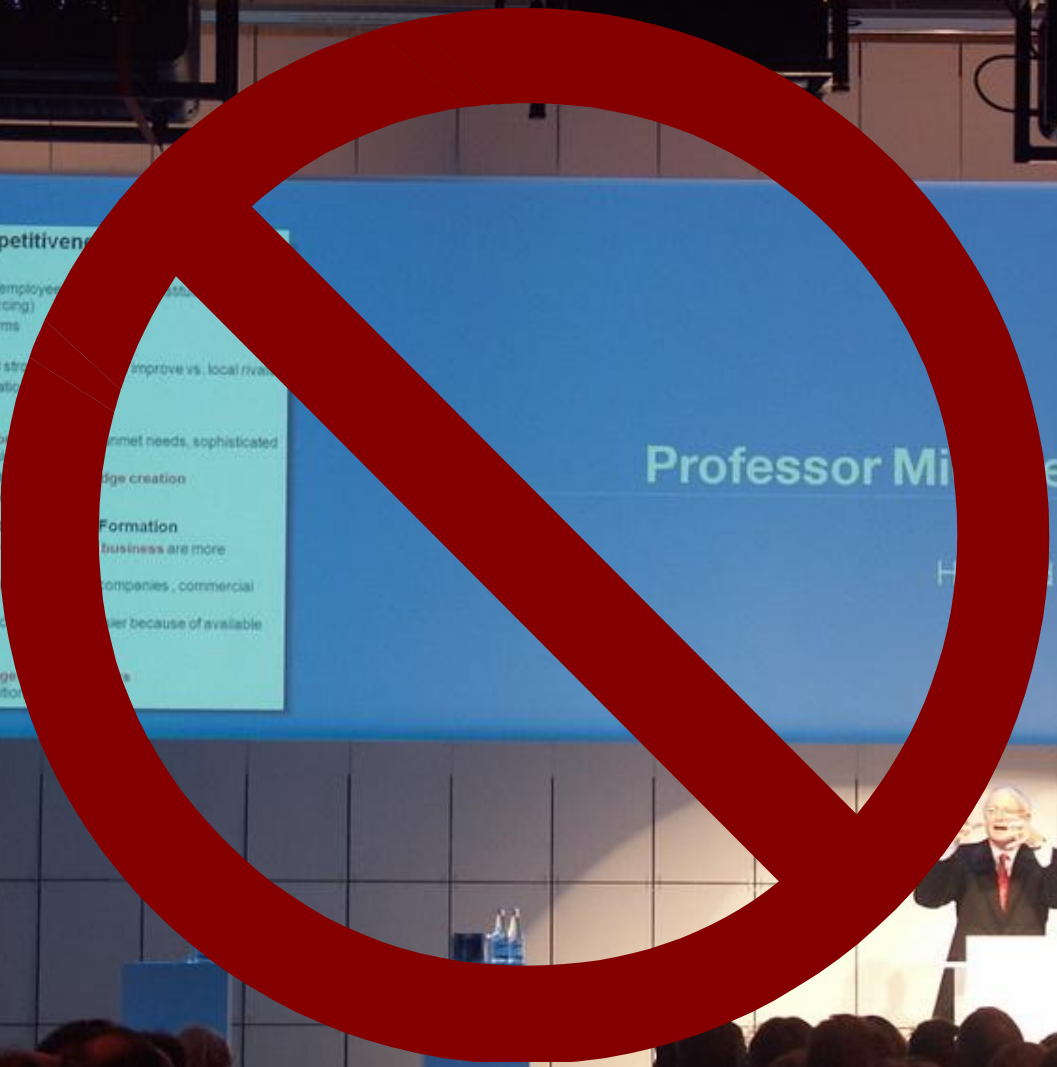
• Clusters Facilitate Commercialization and New Business Formation

- Opportunities for new companies and new lines of business are more apparent
- Spinoffs and startups are encouraged by the presence of companies, commercial relationships, and concentrated demand
- Commercializing new products and starting new companies easier because of available skills, suppliers, etc.

- Clusters reflect the fundamental influence of linkages across firms and associated institutions in competitiveness

Professor Michael E. Porter

Harvard Business School

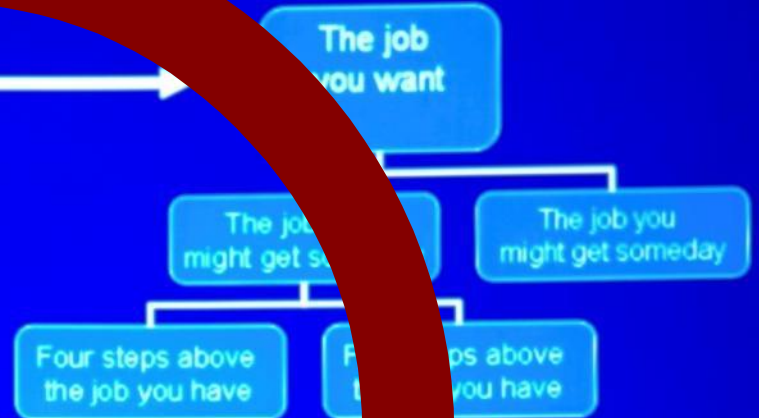


Change Communication ist „Employee-Engagement-Management“, da Mitarbeiter das wichtigste Kapital der Unternehmen für die Entwicklung sind.

- ▶ Die Bereitschaft zum Wandel wird bei Mitarbeitern in der ersten Sekunde im Job geschaffen, z.B. Willkommenspaket mit Übungskarte der Mitarbeiterarten und „Special“ der Mitarbeiter.
- ▶ Die Strategie der Unternehmensmedien muss hohe Flexibilität und auch schnelle Reaktionsfähigkeit schaffen: „Nichts ist so alt wie die Mitarbeiter-Kundenzeit.“ Stichwort: Flurfunk, externe Medien.
- ▶ Die etablierten Basismedien müssen eine „Agenda Setting“-Funktion haben, um Themen besetzen, um immer relevant zu sein.
- ▶ Projektbezogene Instrumente (z.B. für oder einmalig) müssen als solche erkennbar sein: deutliche Abgrenzung durch Inhalt und Aussehen.



How to Succeed in Business



•When creating a product, it is important that you get as many people as possible. This creates the illusion that you are doing more than you do, and you will be amazed at how many people fall for it.

•At the end of the day, the only words of success you will achieve are those that you have integrated into your life. The number of shares you will be amazed at how many people fall for it.

•Drive is directly proportional to the number of shares you have produced. The number of shares you will be amazed at how many people fall for it.

•Attitude is not for the job you have, but rather, get the job you want, unless the job you want is a paper reporter.



You

Handouts give you the space you need for your topic.

 <p>TO BETTER</p> <p>WELCOME & INTRODUCTIO</p> <p><i>Optimal DESIGN</i></p> <p>The audience can attend. Make appropriate dist</p> <p>In today's library environments they are everywhere, from effective as they could be.</p> <p>Why is this so?</p> <p>The fact lies not with the it we use it. The primary way difficult, if not downright in</p> <p>More specifically, the usual well-documented levels of 4</p> <p>"During a PowerPoint presentation that determines how well it (Mikson, 88P, p. 32).</p> <p>When we design and deliver systems, we increase the poi</p> <p>A. Meaningful learning B. More enjoyment of</p> <p>What I've tried to do over a number of areas and try to you create a more effective</p> <p>So, are you ready?</p>	 <p>THREE RULES TO BETT</p> <ol style="list-style-type: none"> 1. Say the words 2. Show the pictures 3. Text is for take-away <p>That's it. It's just that information for the au</p>  <p>RULE 1: SAY THE WORD</p> <p>Verbal information is a our brains have a spec words.</p> <p>It's called the auditory amount of information</p> <p>In order to be able to a preparation somewhat pen, or fire up Micros</p> <p>Use a structure and its comfortable with a too</p> <p>You won't be reading a presentation topic and</p>	 <p>RULE 2: SHOW THE PICTURES</p> <p>While verbal information is dominant, we actually remember pictures better than words. This is known as the "picture superiority effect." Even better recall of information can be obtained when pictures are used together with spoken words. This is known as the "multimedia principle."</p> <p>Hear a piece of information and three days later you'll remember about 30%. Add a picture to that and you'll remember about 65%, a whopping 55% increase!</p> <p>Like the special place for spoken words, our brains also have a special place in working memory specifically for processing pictures. This is the visual channel and it, too, has a limited capacity.</p> <p>In your presentations, you want to use relevant, high-quality images. Research has shown that irrelevant imagery can actually decrease the amount of learning from a presentation.</p> <p>Photographs are preferred, though there are situations where line drawings or clip art are ok - just don't use them in the same presentation.</p> <p>Websites such as Flickr and Stock XChange are fantastic sources for royalty-free images you can use. Just be sure to check the terms of the license to make sure you can use them in a presentation.</p> <p>And as I recommended earlier, it's best to begin thinking about your pictures outside of PowerPoint. You can use a technique borrowed from cartoons: storyboarding.</p> <p>Take some blank paper and a pen (or some markers) and channel your inner kindergarten to sketch out some ideas for pictures you might use in your presentation. Have your expert handy to refer back to for identifying areas where pictures might reinforce the points you're trying to make.</p>  <p>RULE 3: TEXT IS FOR TAKE-AWAY</p>
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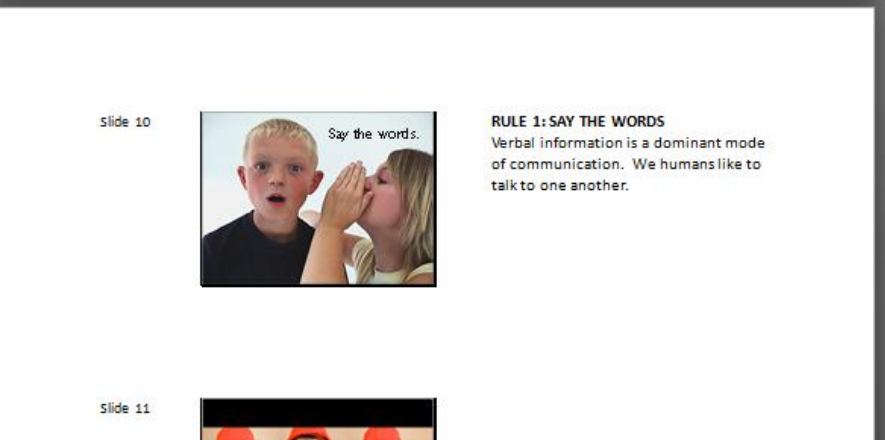
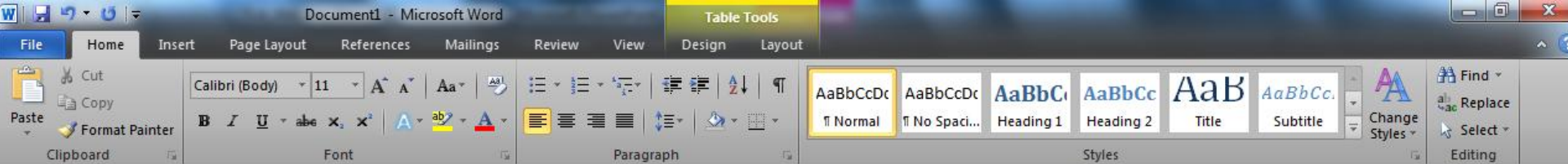
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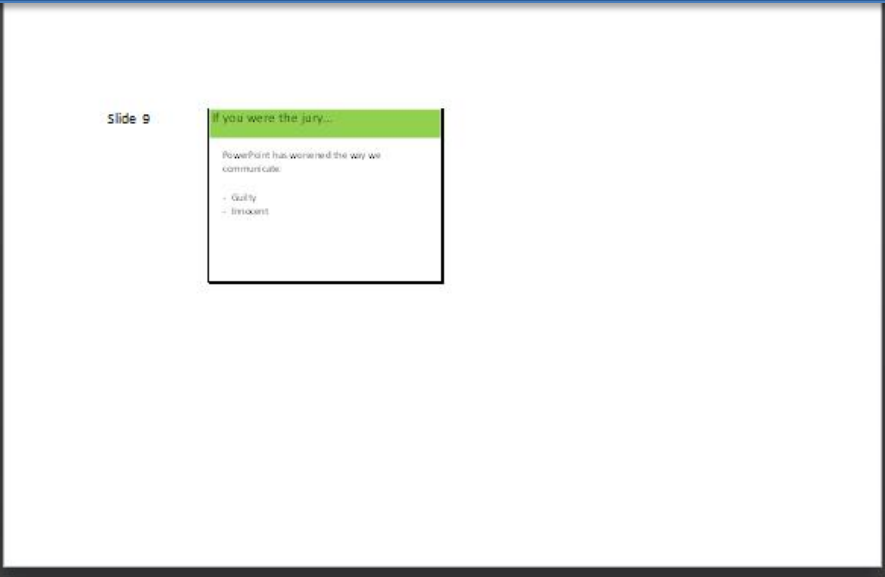
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- Slide carousel viewer



Use the "Send to Word" (Word 2007) or "Create Handouts" (Word 2010) command to create a basic handout.



Texas Library Association District 8 Fall Meeting 2009

SAY IT WITH PICTURES

Using Images Effectively In Your Presentations

Lee Andrew Hilyer, MLIS, M.Ed.

<http://presentations4librarians.wordpress.com>



Presentations for Librarians

Your Guide to Creating Effective, Learner-Centered Presentations

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[THE BLOG](#)

[THE BOOK](#)

[RESOURCES](#)

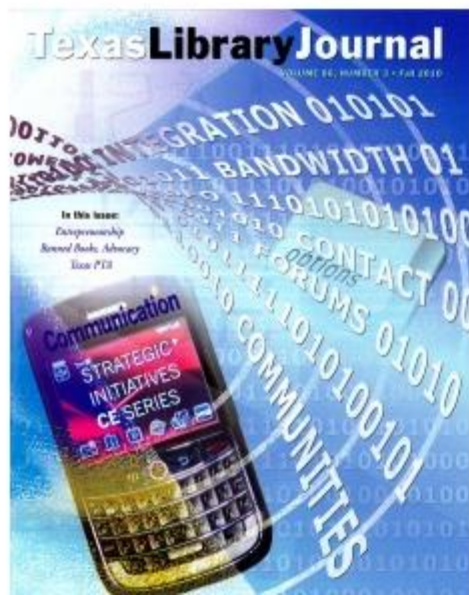
[WORKSHOPS](#)

[THE PHOTO](#)



TLA Article & Webinar, Continuing the Conversation

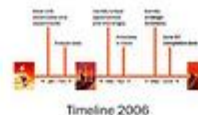
Update: Slides from the November 9th webinar will be posted here in PDF format right after the webinar.



SEARCH THE BLOG

Search

SLIDE DESIGNS



[More Photos](#)

ON TWITTER

- Handout design idea using only text (Before & After Magazine)



Presentations for Librarians

presentations4librarians.wordpress.com

Presentations for Librarians



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Ver, MLIS, M.Ed. | hilyer@



Presentations for Librarians



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presentations4librarians.wordpress.com/worksho



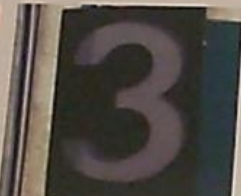


Say the words.  Show the pictures. 

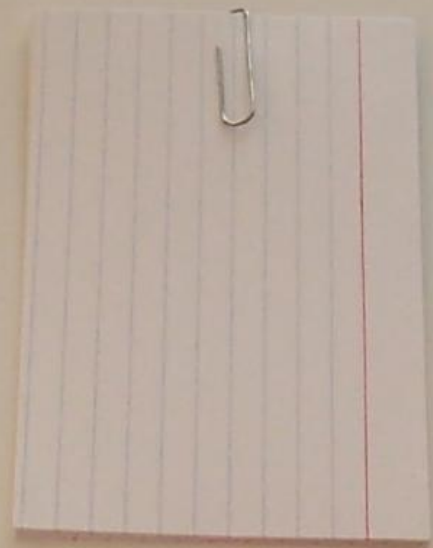
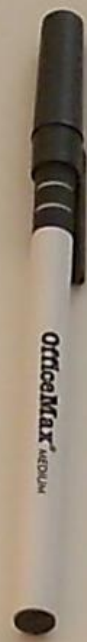
Text is for take-away.

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Questions?



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