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# **HANDS ON PRESENTATIONS**

AN INTRODUCTION FOR STUDENTS

HANDS-ON GUIDES, VOL. 4

1ST EDITION

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## **PREAMBLE**

### **Welcome to my guide on presentations!**

A clear presentation of something can be a piece of art and a beautiful way to inspire others and, of course, it also tells something about you.

I started my personal career, as far as presentations are concerned, early in my life. Thanks to my parents, I was born into a carnival's family (in fact my father loves it, my mother hates it). My father supports the very old, traditional way of criticizing (mostly local) politics using beautiful verses. He has managed to become a master at playing around with words. Thus, my first presentation was a carnival talk early in my life (and this was repeated for 1.5 decades or so). Impressed by the magic of my father's words, I got hooked on poetry and luckily I had two very good teachers at school that fuelled my love for poetry. It was probably a necessary step in my life towards my studies in music (yes, this is true, long time ago...) and suddenly, poetry was transformed into melodies and I loved the different ways of expressing moods. Today, I am a teacher, but still, I love poetry, music, and all the different ways of expressing my inner feelings.

During my time as a teacher at various schools, I was confronted with hundreds of different presentations given by pupils, students, professors and managers... I believe in creative ideas of presenting something to others; for me it is one of the most important things you need to learn in your professional life. What you do not need to learn is how to act in front of others, just be yourself and express yourself in a personal, but creative and clear way. This is one thing I want to show you with this guide.

Another reason for writing this guide is that I spend many hours sitting in front of students' presentations and that time is better invested if I am inspired by them. You will need to give talks during my classes or on other occasions, too. Therefore, you need to learn how to design and to give a talk. Drawing on some very helpful books that I read, I am going to give you the authors' key points and some of my own opinions on them.

In order to give you a quick overview about presentations, I created this document. This guide is called "volume 4".

### **Target group for this document:**

Students and participants in our courses

### **Motivating force behind this document:**

To give students some guidelines on presentations and provide them with some techniques and tools. Furthermore, keep in mind that it is important to enhance the quality of this guide together.

**Objective of this document:**

This document should help you create your own inspiring presentations. Of course, nobody among us is an expert on presentations, but this is not our primary focus, this document should help to make you think BEFORE you start working on a presentation and enhance the quality of your speech. We do not want to waste time sitting in on boring presentations and getting a feeling of “so what?”. Furthermore, this document should be understood as a “living document”. Thus, all your ideas, feedback and criticism are very much welcome and should be integrated in this document.

And now, let's start.

Welcome and enjoy.

René Algesheimer, January 2010

## 1. EDWARD BEAR

“Here is Edward Bear, coming downstairs now,  
bump, bump, bump, on the back of his head, behind Christopher Robin.  
It is, as far as he knows, the only way of coming downstairs,  
but sometimes he feels that there really is another way,  
if only he could stop bumping for a moment and think of it.”

**Winnie-the-Pooh (1926), by A. A. Milne**

As Michael Porter discussed it in his famous Harvard Business Review article on “What is strategy?” we too often think in operational effectiveness. Over the years, for example, we have become masters at handling our email accounts, our passwords, our online calendars, but for what higher goal?



We have learned to master the techniques for our daily life without paying a lot of attention to their intent or life’s direction. We apply techniques that we are good at to save time without really thinking about whether they serve our purpose. Thus, while mastering our operational effectiveness, we often hide behind the curtain of a non-existing strategy. Tools have replaced strategy. Coming back to Michael Porter, a “competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of values” (p. 64).

Illustration by Ernest Howard Shepard Winnie-the-Pooh (1926),  
by A. A. Milne Publisher: Methuen & Co. Ltd., London

When it comes to giving presentations, our hamster’s wheel is probably driving many of us into this operational dimension and our head is bumping all the way down. Unlike Edward Bear, you can stop bumping for a moment and think. STOP.

## 2. THE WHY, WHAT, TO WHOM AND HOW OF PRESENTATIONS

“Simplicity is the ultimate sophistication.”

**Leonardo da Vinci**

When you are asked to give a presentation or a talk, there are several steps necessary BEFORE you start designing slides (again: strategy first, not tools).

*First*, you need to know the “WHY” of giving a talk. Why are you giving this talk? Give me an answer in one sentence. Depending on the reason for the talk, the design of the next steps **differs a lot. If you present your ideas in an informal way to your friends at a “regulars table”** the kind of presentation will be different from the one you give at your wedding or at the Toastmaster’s meeting or to your colleagues in a team meeting or imagine your boss would be there. If you give a talk because you need the credit points, this may be your goal, but not your “why”. In most cases, there is a hidden need that should be satisfied by your talk, for example that children in third world countries are separated from the rest of the world, because they are not educated on how to use a computer (Nicolas Negroponte 2007 on ted.com). Or, schools kill creativity (Sir Ken Robinson 2006 on ted.com). Or, humans want to cooperate (Howard Rheingold 2005 on ted.com).

*Second*, WHAT is your basic message? Also try to respond to this question in one sentence. Depending on the “why” and the “what”, some techniques will better serve the purpose of your presentation and it will be more convincing. If your basic message is “simplify your life”, then giving a 50-slide PowerPoint/Keynotes presentation may not be the right technique. Content always needs to correspond to the shape or style which the content is presented in. Negroponte’s “what” was “One computer per child”, Robinson’s message probably was “don’t banish the individual mind from the classroom”, and finally Rheingold’s intention probably was to demonstrate new ways of collaboration.

*Third*, TO WHOM are you talking to? What is the audience like? What vocabulary do they use? How does their vocabulary sound? It will make a big difference whether you are presenting something to your friends or to other economic students, because their language differs. The vocabulary you are using in your talk always needs to be suitable for your audience. All three presenters mentioned above, Negroponte, Robinson and Rheingold, talked in front of the ted.com audience, a highly sophisticated audience, spoiled and demanding. See how they solved this with their own style, their personal “how”.

*Fourth*, the choice of HOW something is finally presented depends on the first three questions mentioned above, but also on your personal strengths and weaknesses. Therefore, you need to know yourself in order to prepare a good presentation. Someone may be good at story-telling, someone else may be good at telling jokes, some other person may be a master at creating slides, and someone else may have a preference for metaphors and pictures... The shape of the presentation always has to correspond to your personal strengths in some ways. Robinson, for example, is a very good story-teller and he always has a British joke at hand that makes the audience burst with laughter. Although he does not use PowerPoint/Keynotes and only speaks without notes, I always feel I can “see” his pictures and stories. He is very imaginative. Rheingold is funny too, but differently, as he always puts himself in the middle of the laugh. Negroponte is the father of the academic cyberpunk movement, co-founder of

the MIT media lab, initiator of the “One laptop per Child” association and one of the financial and intellectual supporters of the “Wired Magazine”. Listen to and watch his presentations. What do you think?

After reading this short introduction, you may feel that there is not “the one and only way” of giving a talk. You are right. There are dozens, hundreds, or thousands of possibilities to paint a picture of the same focal object. Nevertheless, there may only be one way that best corresponds to the reason for your talk, your message in the talk, the audience you are talking to and your personal strengths. Drawing on these insights, we can in the following only highlight some technical things that may influence the quality of your presentation.

Now have a break, go to your iTunes podcast section or on youtube.com, search for ted.com talks and watch some of the talks I have mentioned above, or others that you might be interested in.

### **3. PRINCIPLES OF PRESENTATION**

“If you want to build a ship, don’t drum up people to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

**Antoine de Saint-Exupéry**

A bunch of presentation principles or guidelines exist. Here are some that I find very useful and that I like most:

#### **3.1 What you teach to someone else, they cannot learn.**

This is my free translation of Swiss psychologist Jean Piaget’s famous statement that appeared in: «Conversations avec J.C.I. Bringuier », where the original quote was:

«Tout ce qu’on apprend à l’enfant, on l’empêche de l’inventer ou de le découvrir.»

**Jean Piaget**

Or to say it in German:

Bei allem, was wir Kindern beibringen, hindern wir sie daran, es selbst zu entdecken.

This is probably the most important principle in education for me, but also in giving classes or presentations. If you show and demonstrate and explain how something works, no matter how professionally you do this, your audience will only reply what they have heard (at best). I am sure that we all remember situations when we memorized something for a big exam, and then simply forgot it afterwards. However, if you support your audience to experience something and you create some “aha-effects”, the learning effect will be much bigger. You may also juxtapose this and the popular quote from Antoine de Saint-Exupéry cited on top of this page. On the other hand, this is probably the most difficult task to hand over to your audience.

### **3.2 Empathy and Passion**

If you want to communicate your point to an audience, they need to trust you. Therefore, you need to be aware of your audience and yourself. Help the audience to understand your excitement and sell your message emotionally. Therefore, start with something you really love. You yourself are the product at first. Get the audience behind you. Then your message counts.

### **3.3. “Keep it simple and stupid” (KISS)**

Often presenters want too much. Thus, they are too enthusiastic about a presentation, or overload it with facts wanting to show how well they have analyzed the situation, or a presentation amounts to over(k)ill with specific knowledge when presenters try to demonstrate their own capacities. None of this works really well in most of the cases. The basic reason and basic message of a talk should fit into one sentence, preferably in your second language. Then you will see if your message is simple enough. Nevertheless, don't be too simplistic and do not underestimate the audience. As always, the fit is important.

### **3.4 “Restraint in preparation. Simplicity in design. Naturalness in delivery.” by Garr Reynolds.**

Nothing to add.

### **3.5 Signal vs. Noise Ratio by Garr Reynolds**

Read the “PresentationZen” book by Garr Reynolds, especially p. 122ff. There he introduces the idea of signal vs. noise ratio which aims at having the highest ratio possible in your presentation. If an item or a format can be removed without any change of the overall meaning, one should remove it.

### **3.6 “Narrative imagining” by Mark Turner**

Start thinking about your presentation as if it were a documentary film or a comic strip. There is a story you want to tell. Imagine your favorite movie and think about how this movie begins, how it introduces the main characters, how it supports the action and increases the tension, how it slows down the speed or even accelerates it, how it works itself up to the climax, how it ends and leaves the audience alone with what? In fact, a storyboard created by pencil and paper is the first tool I use when creating a presentation.

### **3.7 Facts**

In order to convince the audience of your plot, you need to have facts and information, undoubtedly. Nevertheless, the art is in presenting them in such a way that the audience does not realize that you are talking about complex information or data. Have a look at Edward Tufte's books about the art of visualizing data, or watch the funny ted.com presentation of Hans Rosling on how to present complex data.

### **3.8 Symphony and meaning by Daniel Pink**

Put seemingly unrelated pieces together to create a fresh, new view of a bigger issue. Pink calls this the "symphony", but it often goes along with the "aha-effect". Based on this symphony, your presentation should add something different and new to the existing knowledge of the audience. It should come along with a bigger "meaning", a unique selling proposition.

### **3.9 Add yourself**

You wish to breathe life into your talk in order to get the attention of the audience. It is easiest to be yourself and speak from your own experience (not too privately).

### **3.10 Practice**

Practice giving a talk or a presentation whenever possible. But also practice each specific presentation as often as possible. Practice it loud and repeat it quite often so that you are able to recall your speech without thinking about it.

### **3.11 Enjoy the Unforeseen**

If you can easily recall your speech, it is a pleasure to be open for spontaneous reactions to and from the audience.

## 4. DESIGNING PRESENTATIONS

“They won’t care how much you know, until they know how much you care.”

**Peggy Noonan about the audience  
(one of the main speech writers of Ronald Reagan)**

### 4.1 Preparing Yourself

Start with your storyboard, your narrative imagining is preparing yourself for your talk. Therefore

- Reserve some time to be alone and think.
- “Go analogue” (Garr Reynolds 2008, p. 45) with paper and pencil, sit outside or wherever you feel comfortable and start with an open mind, a child’s mind (Garr Reynolds 2008, p.33) to find fresh out of the box ideas (“lateral thinking” by Edward de Bono).
- Answer the “why”, “what”, “to whom”, and “how” questions about
  - your content, purpose, and goals
  - your topic, objectives, facts, and key messages
  - your supporting arguments and logical structure of the talk
  - your audience: who are they, how long can you talk to them, where do you talk to them, what media can you use...?
  - your empathy that motivates you to give the talk
- What is your absolutely central point (Garr Reynolds 2008, p. 61)? Why does it matter? Why should we care? So what? (make the elevator pitch test Garr Reynolds 2008, p. 64: present your basic idea in two sentences or 30 seconds).

### 4.2 Preparing the key messages

Most of us talk about the key message, the core, the added value of a talk without knowing what characterizes such “sticky messages”. We see good examples in advertising of “cool” messages and tend to agree, but it is much harder to create this stickiness on your own. Garr Reynolds (2008, p. 76f) cited the book “Made to Stick” by Chip Heath and Dan Heath, where they presented the six ideas of sticky messages. I have not read the Heath book (so far), but I like these six characteristics that can be compressed to the acronym SUCCESS:

- 1 *Simplicity*: There is no idea that cannot be reduced and compressed. Why has Google been more successful than Yahoo or MSN or Excite or Lycos (once the leading search engines)? Why have Apple iPods been more successful than other MP3 players that are by far better equipped? They are “Reduced to the Max” (the wonderful slogan of the Smart car), but without losing the core functions and by adding something special to them.

- 2 *Unexpectedness*: Violate expectations on purpose to surprise the audience. Steve Jobs often wins the audience's attention just by starting with a "motto" that has a double meaning (e.g. "There is something in the AIR"). After the virtual journey of the presentation, where he often starts presenting details of the final product without showing it completely, he presents the new product. Many movies start with something unexpected that opens questions, presents puzzles, or changes perspectives. If you think that a talk always starts with greeting the audience and introducing yourself, you are wrong, have the courage to make it different.
- 3 *Concreteness*: The words that the man in the street uses are often the best and easiest and most intuitive way to express something concrete. Unlike complex expressions or technical terms, these words do not waste the listeners' attention, but describe something in such a way that your friend would get it after the second beer.
- 4 *Credibility*: What is more convincing than a test of significance? Ha, ha, you would wonder if you read up more on this. In fact, it is important to deliver arguments and facts that support your key message. Nevertheless, for the audience, it is important that you breathe life into statistics and apply them to your problem setting. If you do not know what this means, have a look at one of the talks of Hans Rosling at ted.com.
- 5 *Emotions*: Images are emotional, but often not straight to your context. If you contrast them with a short phrase, the emotional effect is often bigger. This also works the other way around.
- 6 *Stories*: People love to listen to presenters that tell exciting stories. Mittermeyer does not need Powerpoint slides to get the audience's attention, does he? The story IS the wagon that transports your core message. A good story often follows the structure of a drama: the exposition (a clear beginning and introduction), the rising action, the climax (with the turning point), the falling action, and a conclusion (or dénouement in the comedy) or a catastrophe (tragedy).

### 4.3 Preparing the Material

First, you should choose the media you want to use during your presentation against the background of the "why", "what", "to whom" and "how" questions discussed above.

Do not forget that PowerPoint or Keynotes are presentation software, not tools for generating or creating documents. They are supporters, not more, and not less. If you want to prepare slides, the following tips may help you to enhance the quality of your presentations:

- Create four documents:
  - your storyboard with the "why", "what", "to whom", and "how" questions
  - your slides that you are using during the talk
  - your notes with the main points per slide you would like to mention (it is possible to use index cards for this)
  - a leave-behind (Seth Godin) after the talk (written document, no slides) that underlines your basic message, references, analyses.

- Never write down a full script of your speech (except when you are invited to give a speech after being awarded the Nobel Prize). This would impede your spontaneity and naturalness.
- Never distribute any of the four documents to your audience before the talk.
- Do not work with master slides (except when you work under a corporate identity, even then...).
- Do not use fonts that look childish or are not defaults in presentation software packages. Better stick to Helvetica.
- Do not use more than three different colors. Mostly, there is no need for more. Nevertheless, you should use colors. People love colors.
- Write not more than 6 words per slide.
- Do not use bullet points.
- Make use of empty space, let the objects breathe on your slide!!!!
- Make use of grids and the rule of thirds (Garr Reynolds, p. 151ff). I always wondered why my slides did not look as professional as Garr's do. The hidden message is the "golden ratio". You can easily apply it by subdividing the master slide into 9 equally sized rectangles. Texts should be written on a line, objects should be placed at the intercepts of the lines. These intersections are called "PowerPoints" 😊.
- Make sure that each slide has one focal point.
- Use proximity and alignment (old design principle, but summarized in the Reynolds book on p. 157ff). All elements on a slide should be placed non-randomly; they should be connected with an invisible line, or aligned. Proximity means that objects that are in relation to each other should be grouped together; you should not approximate unrelated things.
- Only use high quality pictures and images that are not copyright:
  - Use e.g. iStockphoto.com and cite the file no. of the pictures you are using (see other places in the appendix).
  - Every month there is one picture for free on **iStockphoto.com**.
  - Build your own stock of high-quality pictures that you can use in the future
  - Take high-quality pictures of every day scenarios on your own.
- Do not utilize images, tables etc. that are copyright without asking for permission and cite them correctly.
- Do not do any turnarounds, abrupt transitions and avoid complicating things (KISS).
- Ask yourself whenever possible for the reasons for integrating something ("so what?", Garr Reynolds).
- Add visuals that can easily be remembered and that provoke discussions.
- Examples, examples, examples, sometimes metaphors or analogies.
- Never ask me about the right number of slides or pages. There is no right number; there is only an adequate number to convey your story.

- “Edit, edit, edit”, J. D. Jefferys. Most often presentations are far too big so that one cannot find the core message. We all know that it is hard to throw something out, just because you have been working on it for so long, but you DO not throw it away. Often you just do not integrate it into your presentation, but it was important to you to take this step in order to see the bigger message. Edit everything, pictures, text, length, and structure. It is important to cut and focus.

### 4.3 Preparing the Talk

“The right word may be effective,  
but no word was ever as effective as a rightly timed pause.”

**Marc Twain**

Before you start to finally give the presentation, check up on some things in the environment. Many of these pieces of advice are based on Jefferys’ articles on public speaking:

- What topics may come up in the audience? Identify them, write them down, cluster them and try to find answers to potential questions.
- Prepare a back-up presentation on important topics that may come up in the discussion.
- Use a remote-control.
- Do not use pointers. Slides should hold the audience’s attention and highlight important data themselves.
- Check on the media you are going to use (connection between beamer and notebook, remote-control, audio, video, ...)
- Get rid of any podium or barrier that stand between you and the audience.
- Concentrate on your talk and eliminate all things that distract attention from your key points.
- Hands out of the pockets (read J. D. Jefferys’ wonderful article about “Signal your Passion”).
- Use body language and gestures, but be in control of them. Your motions should directly be related to your message (J. D. Jefferys).
- Maintain eye contact with your audience to make them feel comfortable, to make them feel part of the whole experience, to make them feel that you have customized the presentation, and be credible.
- Involve some people regarding specific questions.
- “Plant your feet” (J. D. Jefferys).
- Control your anxiety and feel comfortable.
- Use the power of the pause (J. D. Jefferys) to emphasize something important. Follow Jefferys’ advice on watching speeches given by Bill Clinton, Ronald Reagan, or Jack Kennedy - the Yodas of the pause. I have done it myself and I was impressed by the impact of making a pause: the audience reflects on what has been said and tries to anticipate your next words.

- Do not read slides. This is a signal of a bad slide design or a lack of your personal knowledge.
- Drink a glass of still water before you talk (go to the restroom...). Find a resonant and relaxed voice.
- When your talk starts, get connected with your audience. Speak to some of them directly, or at least maintain eye contact.

#### **4.4 Preparing the Discussion**

After the presentation, the audience is usually invited to raise questions. How can you avoid or deal with negative questions, questions that you cannot answer, or...?

- What topics may come up in the audience? Identify them, write them down, cluster them and try to find answers to potential questions.
- Prepare a back-up presentation on important topics that may come up in the discussion.
- Try to understand a question, identify the kernel and rephrase it searching for a deeper point (J. D. Jefferys).

## 5. EXISTING PRESENTATION TECHNIQUES

“There are two types of speakers: those that are nervous and those that are liars.”

**Marc Twain**

### **The Lawrence Lessig method**

Lawrence Lessig is a Stanford law professor. His presentations mostly consist of slides with only one word, one picture, or very short quotes using white on black colours.

### **The Dick Hardt method**

Dick Hardt is the CEO and founder of Sxip Identity. He claimed that he was inspired by the Lessig method for his famous 2005 presentation on “Identity 2.0”. In fact, his style is characterized by a very quick stream of slides that underlines his argumentation. Speed is very important in his speeches.

### **The Howard Rheingold method**

Howard Rheingold is a very famous researcher and author of several books on communities. In his presentations he always makes fun about himself presenting himself in nearly every picture. He is wearing the same orange suit and a blue shirt most of the time.

### **The Steve Jobs method**

Steve Jobs presents his key-note speeches at Apple clearly and straight to the point. He always follows the principles of a drama starting by making everyone excited (this often starts some days before the talk by spreading the title of the key-note among journalists), introducing the topic, increasing the tension (often by presenting parts of the whole), reaching the climax by presenting the whole, the new product, slightly easing the tension while talking about pricing..., often increasing it again by presenting another new product. His underlying visuals are simple, make use of big, king-sized pictures, utilize empty space and forgo long texts, bullet points, colour mix, or animated pictures.

Do you have further methods in mind that we should follow up or that we should integrate in this document? Please, let me know...

I would like to end this hands-on guide with a quote of J. D. Jefferys, who said that “once you learned the principles of presentations, you’ll never look at a presentation the same way again”.

I am looking forward to your presentations.

Have fun.

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### 3 Further readings:

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- 4 Popular presenters to follow up on the Internet (or even live if possible), e.g. have a look at YouTube.com or ted.com and watch one of their talks.
- Seth Godin ([www.sethgodin.com](http://www.sethgodin.com))
  - Garr Reynolds ([www.presentationzen.com](http://www.presentationzen.com))
  - Guy Kawasaki ([www.guykawasaki.com](http://www.guykawasaki.com))
  - Edward Tufte ([www.edwardtufte.com](http://www.edwardtufte.com))
  - Lawrence Lessig ([www.lessig.org](http://www.lessig.org))
  - Howard Rheingold ([www.rheingold.com](http://www.rheingold.com))
  - Sir Ken Robinson ([www.sirkenrobinson.com](http://www.sirkenrobinson.com))
  - J. Douglas Jefferys ([www.publicspeakingkills.com](http://www.publicspeakingkills.com))
  - Comedian Don McMillan (especially on “How NOT to use PowerPoint”)
  - John F. Kennedy (watch on [youtube.com](http://youtube.com))
  - Bill Clinton, the “master of the pause” J. D. Jefferys
  - Check the web for “Great Moments In Presidential Speeches”. Most of these videos were created by the David Letterman show. Have a laugh and be astonished.
  - Steve Jobs (the key-note speeches have become something of a cult and can be accessed by the Apple.com page)
  - Before & After magazine: lots of video instructions on graphic design and tons of ideas (<http://www.bamagazine.com>)

### Study the Experts

- Check: <http://www.duarte.com>, one of the most important (slide) design companies in the US.
- Another one is: <http://www.apolloideas.com>, an award-winning consultancy. Check their presentations...
- Another one is: <http://www.ethos3.com>
- Lots of material can be found here: <http://terbergdesign.com>
- The maker of the brand gap: <http://www.neuron.com>
- A great source for data visualizations: <http://www.informationisbeautiful.net/>

### Study these Presentations

- by Garr Reynolds: <http://www.slideshare.net/garr/brain-rules-for-presenters>
- by Garr Reynolds: <http://www.slideshare.net/garr/sample-slides-by-garr-reynolds>
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- by Chereemoore: <http://www.slideshare.net/chereemoore/meet-henry>
- by Fabian Crabus: <http://www.slideshare.net/fabiancrabus/presentationzen>
- by Alexei Kapterev: <http://www.slideshare.net/thecroaker/death-by-powerpoint>  
Go to <http://www.slideshare.net> and download some perfect presentations there, like the ones given by Seth Godin and others. A great resource!
- By Erik Spiekerman about typefaces: <http://vimeo.com/5365970> , see also <http://spiekermann.com/>
- Add others...

## Video Presentations

- <http://www.youtube.com>
- <http://www.Ted.com>
- <http://www.poptech.com>

## Study this:

Sir Ken Robinson on “Why schools kill creativity”:

[http://www.ted.com/talks/lang/eng/ken\\_robinson\\_says\\_schools\\_kill\\_creativity.html](http://www.ted.com/talks/lang/eng/ken_robinson_says_schools_kill_creativity.html)

Sir Ken Robinson on “Changing Education Paradigms”:

<http://www.youtube.com/watch?v=zDZFcDGpL4U>

Seth Godin on tribes:

[http://www.ted.com/talks/lang/eng/seth\\_godin\\_on\\_the\\_tribes\\_we\\_lead.html](http://www.ted.com/talks/lang/eng/seth_godin_on_the_tribes_we_lead.html)

Barry Schwartz on the paradox of choice

[http://www.ted.com/talks/barry\\_schwartz\\_on\\_the\\_paradox\\_of\\_choice.html](http://www.ted.com/talks/barry_schwartz_on_the_paradox_of_choice.html)

Hans Rosling on presenting data:

[http://www.ted.com/talks/lang/eng/hans\\_rosling\\_shows\\_the\\_best\\_stats\\_you\\_ve\\_ever\\_seen.html](http://www.ted.com/talks/lang/eng/hans_rosling_shows_the_best_stats_you_ve_ever_seen.html)

Dan Gilbert on the reasons of happiness:

[http://www.ted.com/talks/lang/eng/dan\\_gilbert\\_asks\\_why\\_are\\_we\\_happy.html](http://www.ted.com/talks/lang/eng/dan_gilbert_asks_why_are_we_happy.html)

Malcolm Gladwell on Spaghetti sauce:

[http://www.ted.com/talks/lang/eng/malcolm\\_gladwell\\_on\\_spaghetti\\_sauce.html](http://www.ted.com/talks/lang/eng/malcolm_gladwell_on_spaghetti_sauce.html)

Benjamin Zande on music and passion:

[http://www.ted.com/index.php/talks/benjamin\\_zander\\_on\\_music\\_and\\_passion.html](http://www.ted.com/index.php/talks/benjamin_zander_on_music_and_passion.html)

Bobby McFerrin on real music:

<http://www.vimeo.com/5732745>

Dough Thomas tells how to give great presentations:

[http://www.youtube.com/watch?feature=player\\_embedded&v=kBPvhWqYwzg](http://www.youtube.com/watch?feature=player_embedded&v=kBPvhWqYwzg)

Chris Anderson (curator of **Ted.com**): “How web video powers global innovation”:  
[http://www.ted.com/talks/chris\\_anderson\\_how\\_web\\_video\\_powers\\_global\\_innovation.html](http://www.ted.com/talks/chris_anderson_how_web_video_powers_global_innovation.html)

Prezi Presentation of Chris Anderson:  
<http://prezi.com/osrhmtdot3d/chris-anderson-how-web-video-powers-global-innovation/>

## Customize your Presentations

<http://www.yourfonts.com>, turn your own handwriting into a font that you can use in your presentations

## High-quality, royalty-free picture sites

Here are the recommendations by Garr Reynolds (2006) of [http://presentationzen.blogspot.com/presentationzen/2006/01/where\\_can\\_you\\_f.html](http://presentationzen.blogspot.com/presentationzen/2006/01/where_can_you_f.html), 20th November 2008.

### Inexpensive (but good)

#### 1 *iStockphoto.com*

One dollar for low-rez images and two-three dollars for higher-rez images. This is my favorite site.

#### 2 *Dreams Time*

About one dollar for high-rez images for members.

#### 3 *Shutterstock*

750 royalty-free downloads per month for \$139 (US) subscription.

#### 4 *Fotolia*

One or two bucks an image.

#### 5 *Japanese Streets*

Excellent source for Japanese fashion, street scenes, people, and much more from right here in Osaka. About \$1.50 per pic via paypal.

#### 6 *Photocase*. A German site (English and German versions). **Low-cost download options.**

#### 7 *Creative Express* (Getty Images). With Getty's Creative Express you can buy one-month or one-year subscriptions and download up to 50 stunning images a day. The Express catalogue has 75,000 great Getty images. The license works differently for subscription, but this may be a wonderful option for the right project (check out the **License Information**). I will be using this for certain.

## Free (but not bad)

### 1 *Morgue File*

Providing «...free image reference material for use in all creative pursuits.

### 2 *Flickr's Creative Commons pool*

Search the myriad photos people are sharing on Flickr by the type of CC license.

### 3 *Image\*After*

From their site: «Image\*After is a large online free photo collection. You can download and use any image or texture...and use it in your own work, either personal or commercial.»

### 4 *Stock.xchng*

Close to 200,000 photos. Some gems in there if you look.

### 5 *Everystockphoto*. Indexing over 283,000 free photos.

### 6 *Studio.25*: Digital Resource Bank.

### 7 *Freepixels*. About 2000 photos.

### 8 *The Photoshop tutorial blog*. This cool blog has a laundry list of free photo sites.

### 9 *Robin Good* has a good page dedicated to helping you find good images.

## Fonts (free or cheap)

### 1 *1001 Fonts.com*. A lot of free fonts. You get what you pay for, but many are pretty good. Find by most popular, highest rated. Articles, message board, etc.

### 2 *1001freefonts.com*. 4000 fonts for \$9.95 (download).

### 3 *iFree*. This Australian site links to free stuff in Australia and worldwide, such as fonts, freeware, etc.

### 4 *Indezine on fonts*. There are so many font sites out there, I trust the folks at e to narrow it down. They list about ten.

### 5 *HighFonts.com*. Database of about 3000 free fonts.”

You can also get free media from:

<http://commons.wikimedia.org/wiki/Hauptseite>

## Getting quotes

- 1** Check Garr Reynolds recommendations on this: [http://presentationzen.blogs.com/presentationzen/2006/01/where\\_to\\_get\\_qu.html](http://presentationzen.blogs.com/presentationzen/2006/01/where_to_get_qu.html)
- 2** *Tom Peters' slides from his website*  
As *Tom says* «we post all my slide shows so attendees can go back at their leisure and recall the logic of the presentation and «steal» some cool quotes to use in their presentations!» If nothing else, a look at the sources in Tom's slides may direct you to the original material for deeper research.
- 3** *Tom Peters' «Top 41» quotes and other free stuff*  
Various PDF by TP. Excellent.
- 4** *Wikiquote*  
Quotes, proverbs, etc. in several languages (thanks, Pawel!).
- 5** *Yahoo's list of quotation sites*  
One of the best places to start from. You can search sites on Yahoo popularity or alphabetically.
- 6** *The brainy quote*  
Thousands of quotes by thousands of authors. Search by topic, author, or profession.
- 7** *Famousquotations.com*  
Good selection. Searchable.
- 8** *The Quotations page*  
Over 24,000 quotes, 2,700 authors
- 9** *Quoteland.com*  
Many categories.
- 10** *Quotationreference.com*  
Searchable by author or subject.
- 11** *Famous quotes and quotations*  
Searchable and organized around a few broad categories.
- 12** *Quotelady.com*  
Organized around category here.
- 13** *Great-Quotes.com*  
Over 54,000 famous sayings, proverbs, and quotes.
- 14** *Quotation resources by about.com:*  
Different.
- 15** *Bartlett's Quotations*  
11,000 searchable quotations from literature
- 16** *Business-related*  
Not great, but may be some gems in there.

**17** *Stupid Quotes About Hurricane Katrina*

By Daniel Kurtzman

**18** *Dr. Gabriel Robins' «Good quotations by famous people»*

Interesting list by a CS prof.

**19** *Positive Atheism's Big List of Quotations*

A lot of categories but especially philosophy, religion, politics...

**20** *World's best quotes in 1-10 words*

I like this short list from Career Lab.

**21** *Zen Quotes*

A few quote from the world of Zen

**22** *Using quotes effectively*

A few tips from the Idea Bank", by Garr Reynolds

**Search for the following keywords on the Internet:**

- [www.pecha-kucha.org](http://www.pecha-kucha.org)
- [www.toastmasters.org](http://www.toastmasters.org) (call up the Zurich chapter)
- Add others...

**Current presentation trends**

- Check this one out: [www.animoto.com](http://www.animoto.com), a new form of presenting your pictures
- [www.prezi.com](http://www.prezi.com), this, in fact, is a revolution, 3D presentations

## APPENDIX: LIST OF HANDS-ON GUIDES

- Vol. 1 Hands on Curriculum
- Vol. 2 Hands off Plagiarism
- Vol. 3 Hands on Literature search (@ UZH)
- Vol. 4 Hands on Presentations
- Vol. 5 Hands on e.Learning with OLAT
- Vol. 6 Hands on Scientific Writing

Other hands-on guides are already in preparation. If you have suggestions or do have an update for a guide, please let us know. Feedback is always appreciated.