How to Design a High-Impact PowerPoint Presentation: Insider Secrets to Make You Shine

Presented By: Rick Parmely

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9990 Coconut Road, Ste 316
Bonita Springs, FL 34135
800-303-0129
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Leslie Norins, M.D., Ph.D.
Founder
Principal Investigators Association
9990 Coconut Road, Suite 316
Bonita Springs, FL 34135
info@principalinvestigators.org

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Founder: Leslie C. Norins, MD, PhD

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How to Design a High-Impact PowerPoint Presentation:
Insider Secrets to Make You Shine

–Taming the Tiger

Key Success Factors

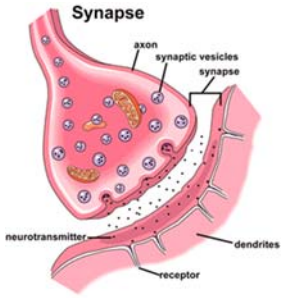
- Organization
- Repetition for Retention
- Tips to Save “death by PowerPoint”

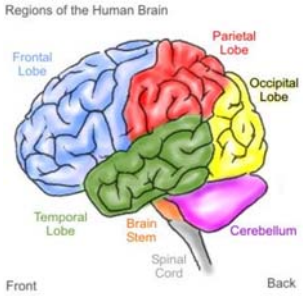
Organization

- Outline – as much pain as that is
- Put meat on the bones
- Develop illustrations of key points
- Repeat – Repeat – Repeat

Repetition is the Mother of Retention

1. Hearing
2. Seeing
3. Smelling
4. Doing
5. Crisis/Emotion





Best Practices

1. Minimize Words
2. Fire Bullets
3. Color and Design
4. Font and Readability
5. Slide Count – Less is Better
6. Credit or Reference
7. The Good, Bad, and Ugly

1. How Many Words – 1 to 5
WEEE / RoHS: General

- The EU is leading efforts to assign end-of-life responsibility for products to the product manufacturers. Similar regulations are being considered in Asia.
- The EU Waste Electrical and Electronic Equipment (WEEE) directive requires EU countries to mandate manufacturer registration and reporting, as well as identification, collection and recycling of all WEEE placed on the market.
- The WEEE directive also contains a Restriction on Hazardous Substances (RoHS) provision that requires manufacturers to virtually eliminate certain toxic substances from most EEE products and certify them “RoHS-compliant” for sale in Europe.

2. Fire (Fewer) Bullets

- Sales from
  - Customs 9% (11% of all active PNs are customs)
  - International 32%
  - New products 5.9% (all new PNs in last 3 yrs)
  - 80% revenue from 11% of PNs
- Profit
  - Overall -0.8%
  - highest margin PC XAD resin & sample loops
- Top Customer
  - Test America $304K for second consecutive year
- Top Product
  - Custom TO-Can for Test America
  - Sample cylinders largest PC at 21% revenue
  - No decreases in any PCs
- 2010 New Products
  - 89 Stock SKUs

- Sales Summary
- Profit Earned
- Customer Highlights
- Legacy Products
- New Products

3. Color

- The deactivation process has changed
- The wool used has changed
  - Previous wool was borosilicate
  - Liners use *fused silica (aka quartz)* wool
    - Inherently more pure than borosilicate
- One step in the new deactivation process involves deactivating the wool *after* packing
  - This reduces activity because of handling
  - The process renders the wool more inert as well

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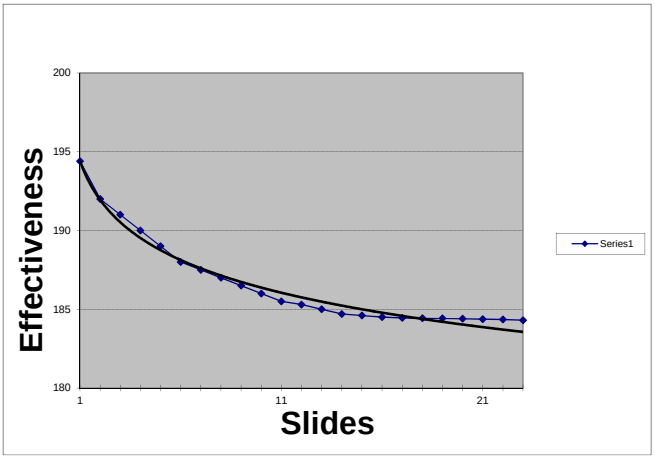
4. Font Selection Process

- Sans serif like Ariel
- Bold
- 18 Point minimum
- Never ALL CAPS!

- A vs A
- A vs **A**
- **A vs A or A**
- **GET OUT**

5. Slide Count



Morton Thiokol Example

- 13 Slide Set
- Data rich, data heavy
- Conclusions and Recommendations

6. Credit or References

• author's name and date of publication

• for quotations provide author's name, date of publication, page number

Chart reproduced by permission, Parmely (2003)

Parmely (2003) states, "Phase selection always should be made first."

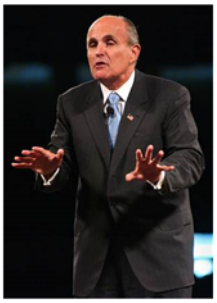
The Good, Bad, and Ugly

Good

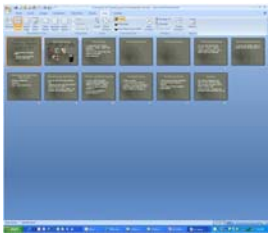
Bad and Ugly

Best Practices

1. Don't do big lists (like this talk)
2. Use images
3. Idea/slide
4. Minimize prose
5. Minimize slides
6. Focus on you
7. Practice



iPhone



1. Look out the window
2. Is the car there?
3. Go out and knock snow off of the car
4. Brush every window
5. Brush carefully
6. Open the door carefully
7. Sit down inside
8. Look for your key
9. Insert key in ignition
10. Turn the key
11. Start the car
12. Let it warm up
13. Adjust the mirror
14. Adjust the seat
15. Adjust the radio
16. Adjust your ipod
17. Look for coffee holder
18. Put your coffee in it
19. Fasten seatbelt
20. Unfasten seatbelt
21. Go back inside
22. Remember something

...the tiger is tamed!