

Slide 1

What makes a **good** presentation?



Katie O'Reilly
keo@illinois.edu
@DrKatfish

S-04. New Presenters Symposium with Feedback


Slide 2

What made it **memorable**?

What made that talk “good” for you?

Slide 3

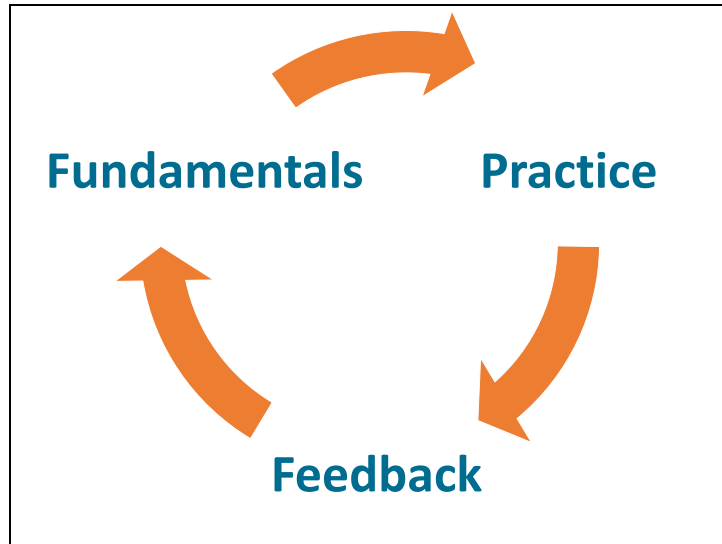
Giving successful presentations is a skill



BEN WEST
Director of Strategic
Partnerships & Professor,
University of Tennessee

Giving good presentations is a skill to be continually developed (never perfected!)

Slide 4



Skill to be developed (never perfected!)



The 5 objectives when making a successful presentation:

Attention (are you keeping the attention of your audience?)

Understand (Is the audience understanding what you are saying?)

Remember (Will the audience remember your main points?)

Believe (Does the audience believe what you are telling them?) – emotion

Do (What do you want your audience to do with the information?)

5 Fatal Flaws of Presentations

No point
No audience benefit
No flow
Too detailed
Too long

Why do powerpoints put us to sleep? Often it's due to one or more of these fatal flaws.

Rule 1:

Keep the focus on **you**, not the slides

You want the audience to focus on you. The slides are a visual aid to assist in what you are saying. Anything that takes away the focus on you and your words, takes away from the main objectives.

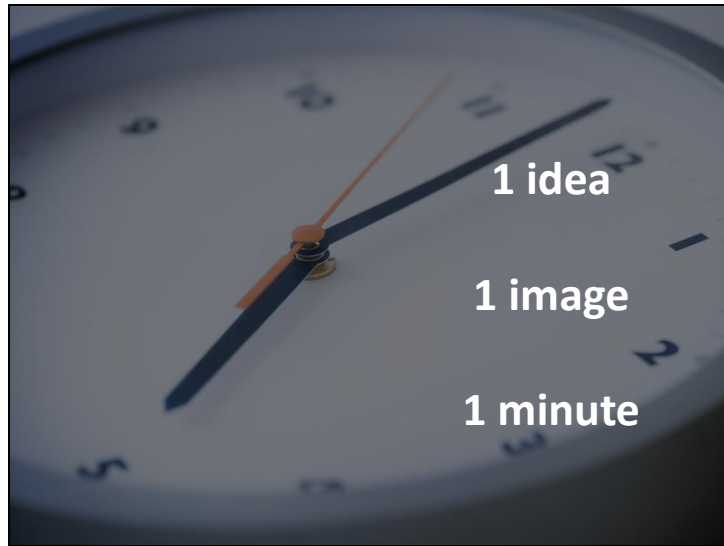
Rule 2:

Only put it on the screen if it helps **your audience**

For EVERY slide in your presentation, ask if it meets the five objectives (attention, understand, remember, believe, do)

What does your audience physically need to change at the moment and how can you help them on that journey? What motivates them? What emotions are central to their happiness? What are their values? What do they already know about what you have to say? This is key. Too many people start in the wrong place with their story. They give too much detail for the audience in front of them. Novelist Elmore Leonard said that writing was easy — you just cut out the stuff that people don't want to read. Do the same with your spoken stories. Start in the right place and end before they glaze over

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For EVERY slide in your presentation, ask if it meets the five objectives (attention, understand, remember, believe, do)

One idea per slide

One (high quality) image per slide

Photos and graphics with a clear purpose

Design the slide so that a distracted person can get the main takeaway (“if they heard nothing I said, would they still understand the key concept of this slide?”)

Principles of Design

Fewer bullet points

High contrast

Simple background

Sans serif font

Large font size

Be prepared for technical issues - can minimize likelihood by not using animations, having backups for videos

Principles of Design

- Minimize bullet points

Use words sparingly – think of them as “guide posts”

Principles of Design

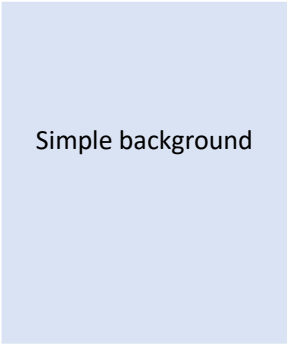
High contrast colors

Low contrast colors

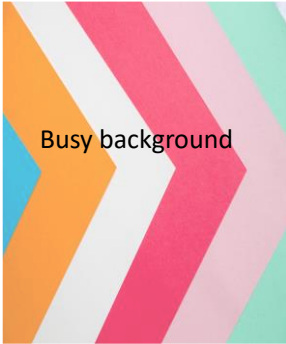
Also be mindful of accessibility (e.g., colorblind-friendly)

Principles of Design

Simple background



Busy background



Principles of Design

Sans serif font

Serif font

What does a typical
presentation look like?

Examples of bad (and better) slides

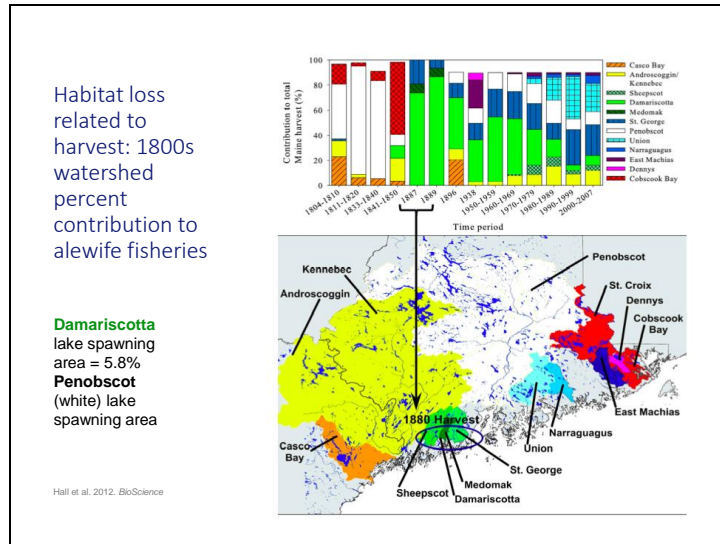
Ammonia production

$$P_{\text{TAN}} = F \times PC \times .092 / (t= 1 \text{ day})$$

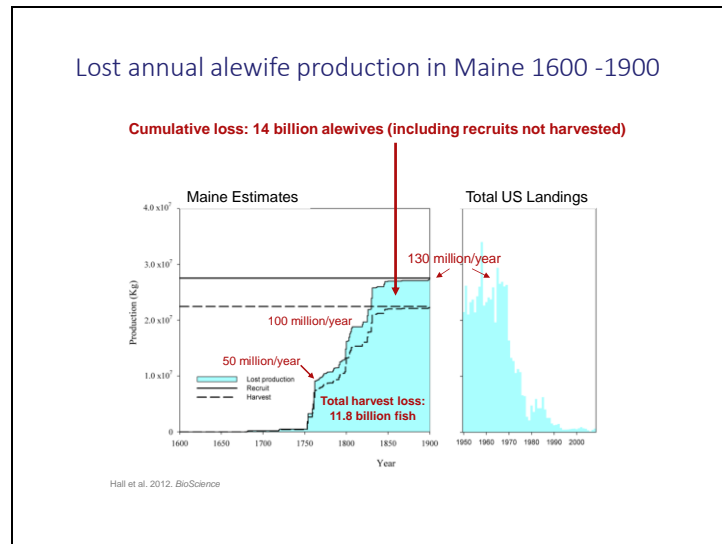
0.092 = .16 x .80 x .80 x .90
16% (protein is 16% nitrogen)
80% nitrogen is assimilated
80% assimilated nitrogen is excreted
90% of nitrogen excreted as TAN + 10% as urea
all TAN is excreted during time period "t"
non assimilated nitrogen in feces is removed quickly
(no additional mineralization of nitrogenous compounds)

"Rule of Thumb"
TAN production is about 3% of the
feeding rate.

Lots of text and numbers, too complicated for a single slide, background is distracting, serif font (and small size)



Complicated map and figure; multiple images



Complicated figure – can simplify by asking “what is the story I want to tell with these data?”

Bottleneck Effect

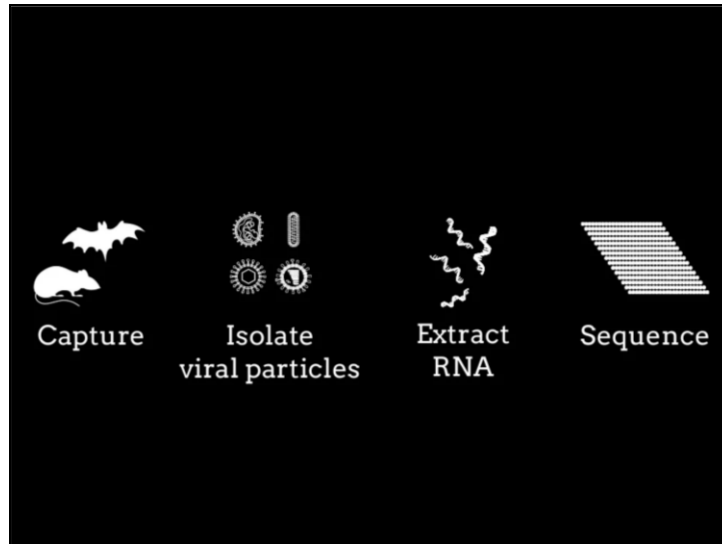
- Reducing the size of a population reduces the size of its gene pool
- By chance, certain alleles may be represented more frequently among the survivors
 - Leads to a loss of variation if some are wiped out all together
 - Reduces the ability of the population to deal with environmental changes

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Genetic Drift—Bottleneck Effect

The diagram illustrates the Bottleneck Effect in four stages: 1. **Parent population**: A large bottle containing a mix of blue and yellow beads. 2. **Bottleneck (drastic reduction in population)**: The beads are poured into a much smaller container, leaving only a few beads. 3. **Surviving individuals**: A small cup containing the few beads that survived the bottleneck. 4. **Next generation**: A bottle that has been repopulated from the survivors, showing a gene pool that is skewed towards the colors of the survivors (mostly blue beads).

Lots of text and bullet points



Simple, high contrast, audience could get gist of slide without hearing the speaker; could introduce steps one at a time to increase effectiveness and audience retention

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Not every presentation will be a hole in one. But practicing can get you a lot closer.