How to Give a Lousy Presentation

Not

Rusty Schroedel

Vice-President

AECOM

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Public Speaking

One of People's Biggest Fears

Butterflies are Your Friends

The Audience is On Your Side

- True for Technical and Business Presentations
- Not True for Controversial Public Presentations?

Good Speakers are Made, Not Born

Best Talks are Told Like a Story, Not Read

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Presentation Outline

- **Before Your Presentation**
  - Preparation
  - Organization
  - Practice

- **Visual Aids**

- **Presentation Mechanics**

- **Conclusions and Recommendations**

- **Credits**

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Preparation

Analyze Your Audience

Their Level of Knowledge

Their Concerns and Interets

Define Your Message

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Getting Started

Define Your Objective

Collect Materials

Define Your Message

Consider the Situation
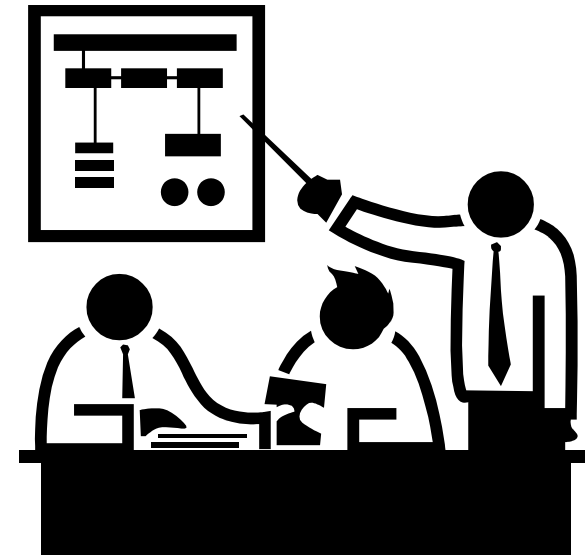
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Organization

Outline Your Presentation

- **Introduction**

- **Body**

- **Conclusion**

"Tell them what you are going to tell them, tell them, tell them what you told them."

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Why Outline Presentation?

- **Tests Logic**

- **Coordinates Presentation**

- **Tests Coherence and Relationship of Items**

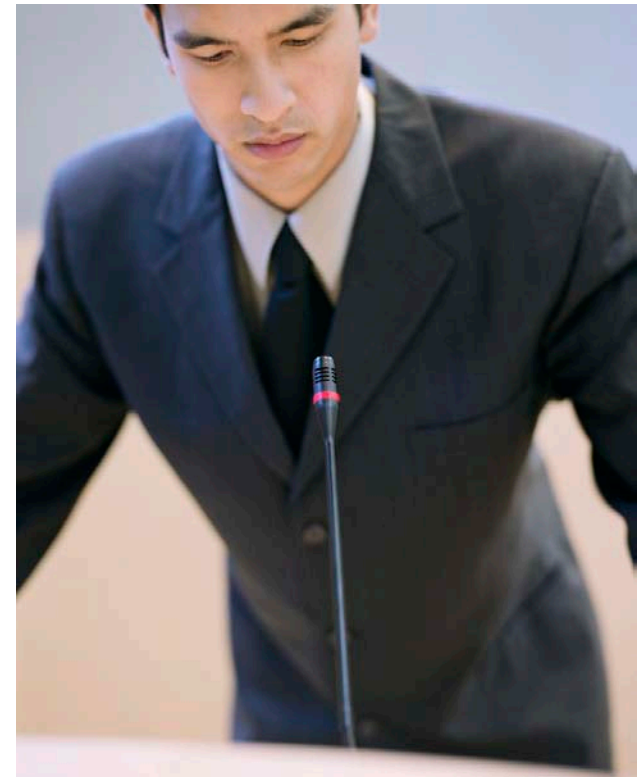- **Helps Define Use of Time**

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Constructing an Outline

- **Review Collected Materials**

- **Determine Central Theme**

- **Organize Presentation Sections**

- **Estimate Timing**

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Practice

Practice

- **Number of Times Based on Your Comfort Level**

- **Create/Revise/Edit Notes (if required)**

- **Check Spelling**

- **Anticipate Questions/Reactions**

- **Gain Confidence**

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Aoccdrnig to rscheearch at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a total mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh?
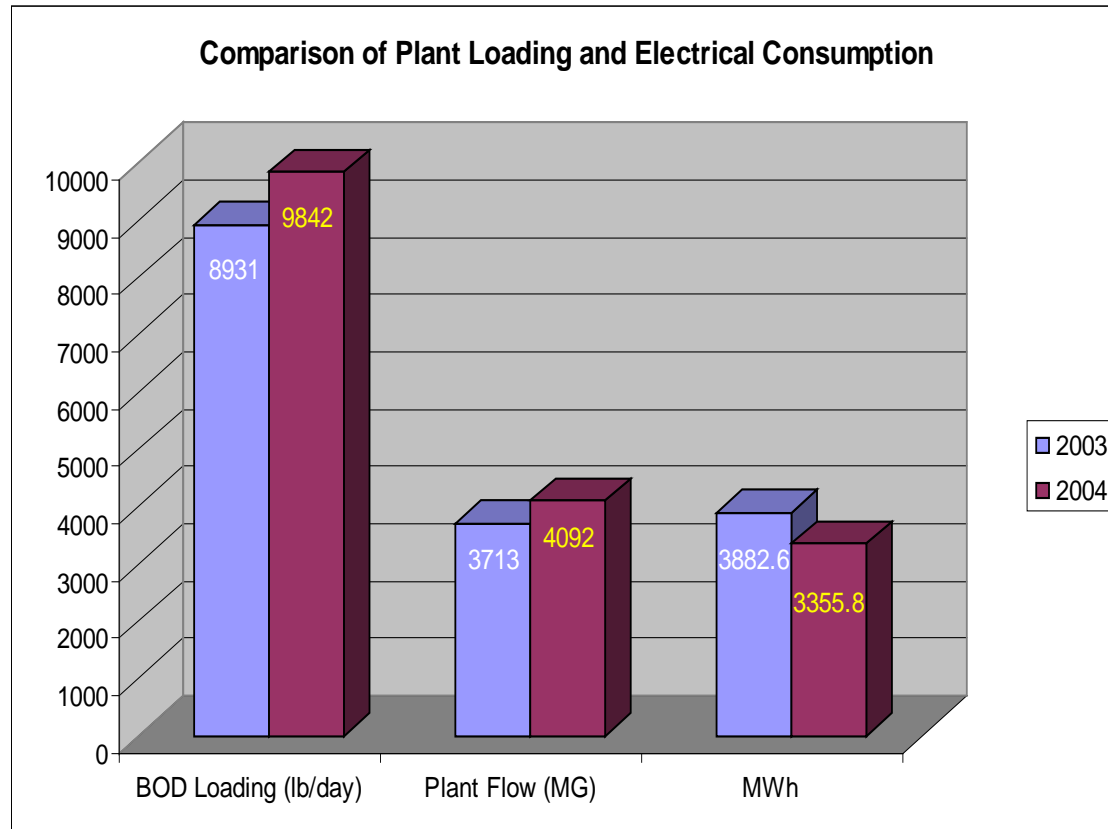
Delivery

- **Be Yourself. Be confident.**

- **Look at Your Audience**

- **Do Not Over-Communicate**
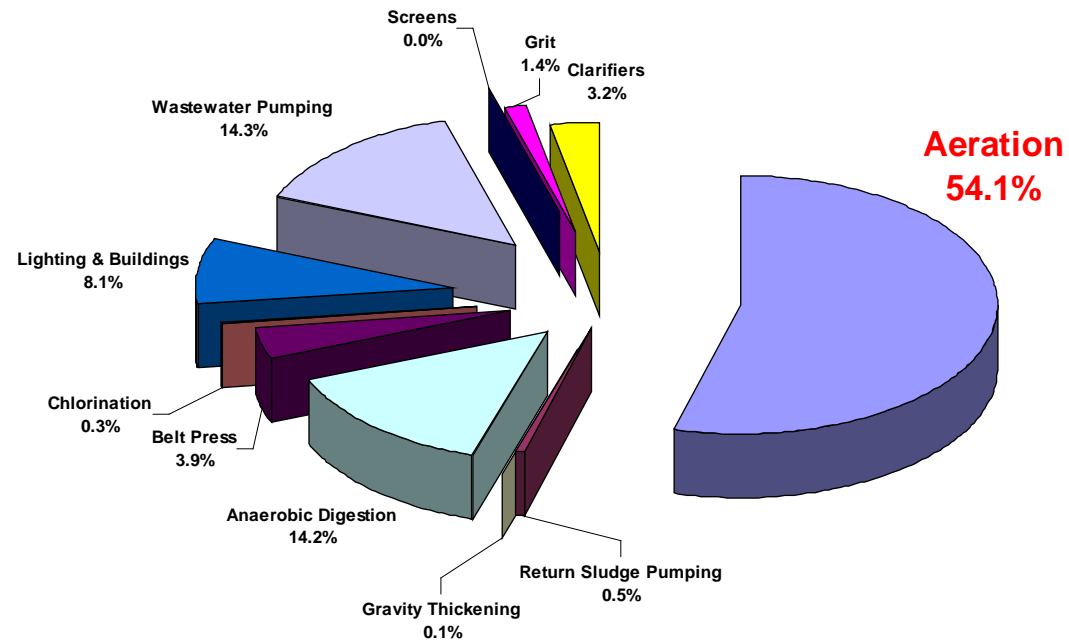
- **Do Not Read Slides**

- **"Never" Apologize**

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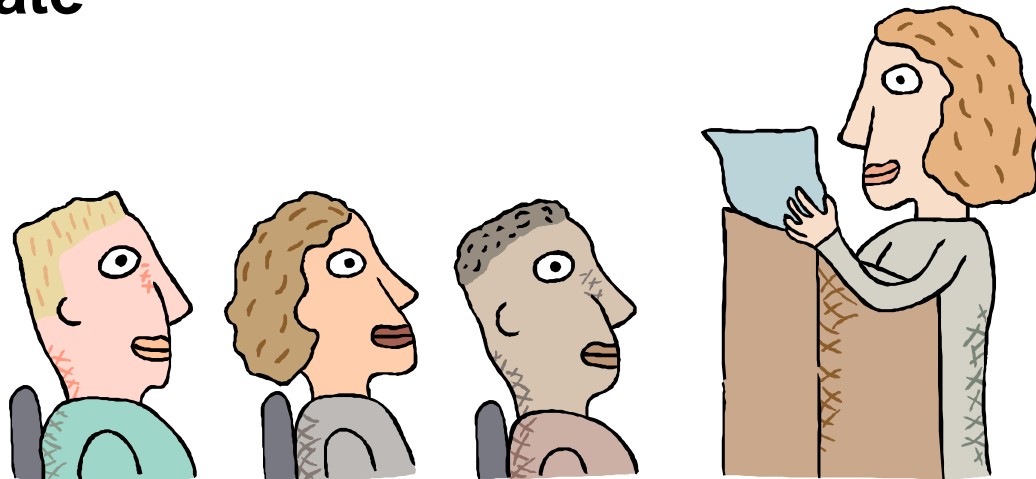
Visual Aids

Why Do We Use Visual Aids?

- **Increase Audience Engagement**

- **Improve Message Comprehension**

- **Increase Retention Rates**

- **Explain Complex Facts and Processes**

Comparison of Plant Loading and Electrical Consumption

	2003	2004
BOD Loading (lb/day)	8931	9842
Plant Flow (MG)	3713	4092
MWh	3882.6	3355.8

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Why Do We Use Visual Aids? (continued)

- **Reinforce Key Points**

- **Make Abstract Ideas Concrete**

- **Leave a Lasting Impression**

- **Impart a Professional Image**

Screens 0.0%
Grit 1.4%
Clarifiers 3.2%
Wastewater Pumping 14.3%
Aeration 54.1%
Lighting & Buildings 8.1%
Chlorination 0.3%
Belt Press 3.9%
Anaerobic Digestion 14.2%
Gravity Thickening 0.1%
Return Sludge Pumping 0.5%

Electricity Requirements for Activated Sludge Wastewater

Derived from data from the Water Environment Energy Conservation Task Force *Energy Conservation in Wastewater Treatment*

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Good Slides Share Common Features

Statement That Makes a Conclusion

Not Too Many Words

No Content That is Too Small to Read

Pictures / Graphics

Easy to Follow

Orient the Reader to Where You are in the Presentation

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General Rules for Slides

- **Limit Number of Text Lines to Six**

- **Use Upper and Lower Case Letters**

- **Use Capitals, Bold, Italics, Underlining _Sparingly_**

- **Keep Text Large and Legible (24 point minimum)**

- **Keep Number of Fonts to a Minimum**

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General Rules for Slides (continued)

- **Use Same Alignment Throughout Presentation**

- **Do Not Center Long Lines of Text**

- **Use Pictures and Graphics**
  - Intermingle with Text
  - Keep Relevant to the Topic
  - Keep Emphasis to Major Point

- **Caution on Use of Clip Art**

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Effective Presentations

- Font should be plain (stick with it)

- 4 – 6 lines per slide

- Visible to all of the room

- No less than 28 point

- Use complimentary colors

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Ideal Colors

- **Black on White**

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Ideal Colors

- **Black on White**

- **White on Black**

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Ideal Colors

- **Black on White**

- **White on Black**

- **White on Dark Blue**

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Ideal Colors

- **Black on White**

- **White on Black**

- **White on Dark Blue**

- **Yellow on Dark Blue**

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Colors

- **Avoid Using Red and Green to Differentiate Points**

- **Establish and Stick with a Color Scheme**

- **Use Sudden Color Change for Effect (*Sparingly*)**

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Transitions and Animation

• **Use Sparingly**

• **Maintain Relatively Consistent Approach**

• **Avoid "Death by PowerPoint"**

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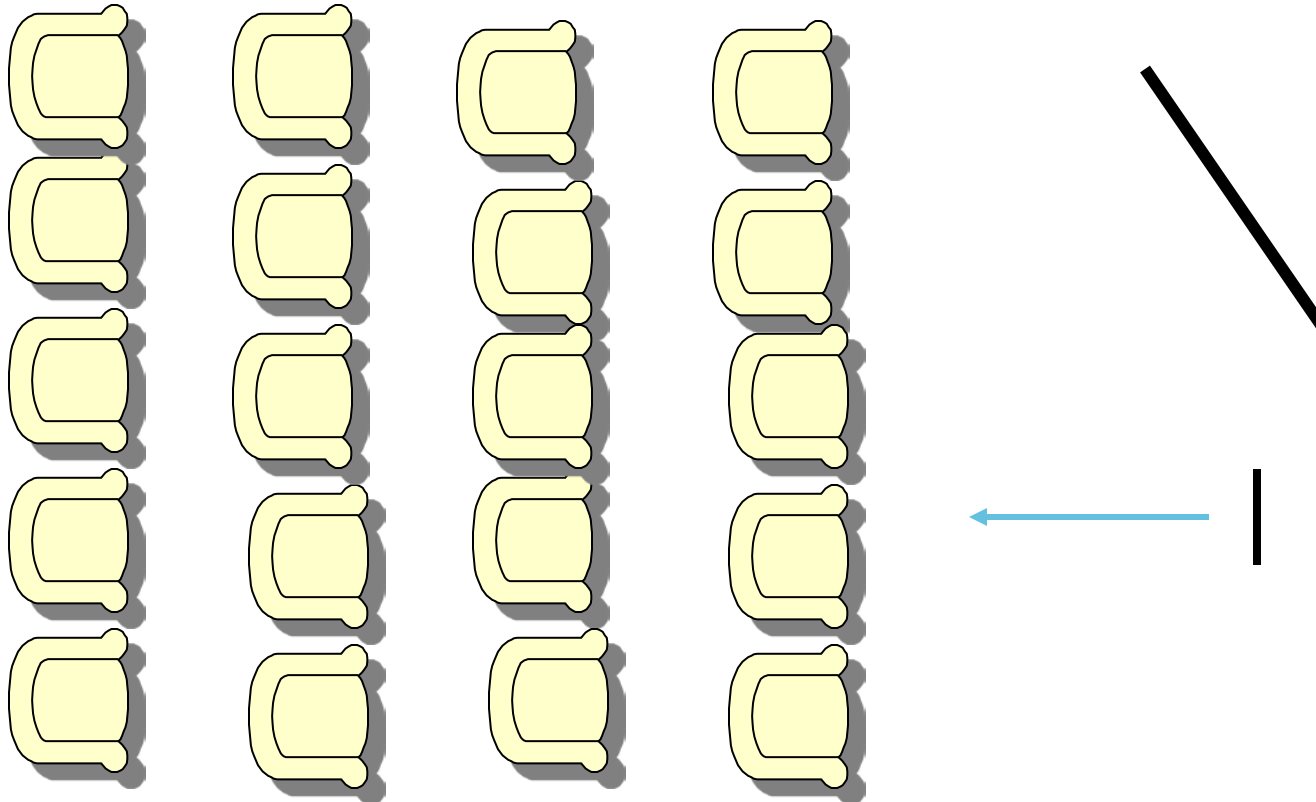
Effective Presentation Mechanics

- **Consider Room Layout**

- **Stay on One Side of Line of Projection and Face the Audience**

- **Do Not Be Tied to a Podium**

- **Avoid "Follow the Bouncing Laser"**

- **Use Laptop as a Monitor**

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Consider Room Layout to Connect with Your Audience

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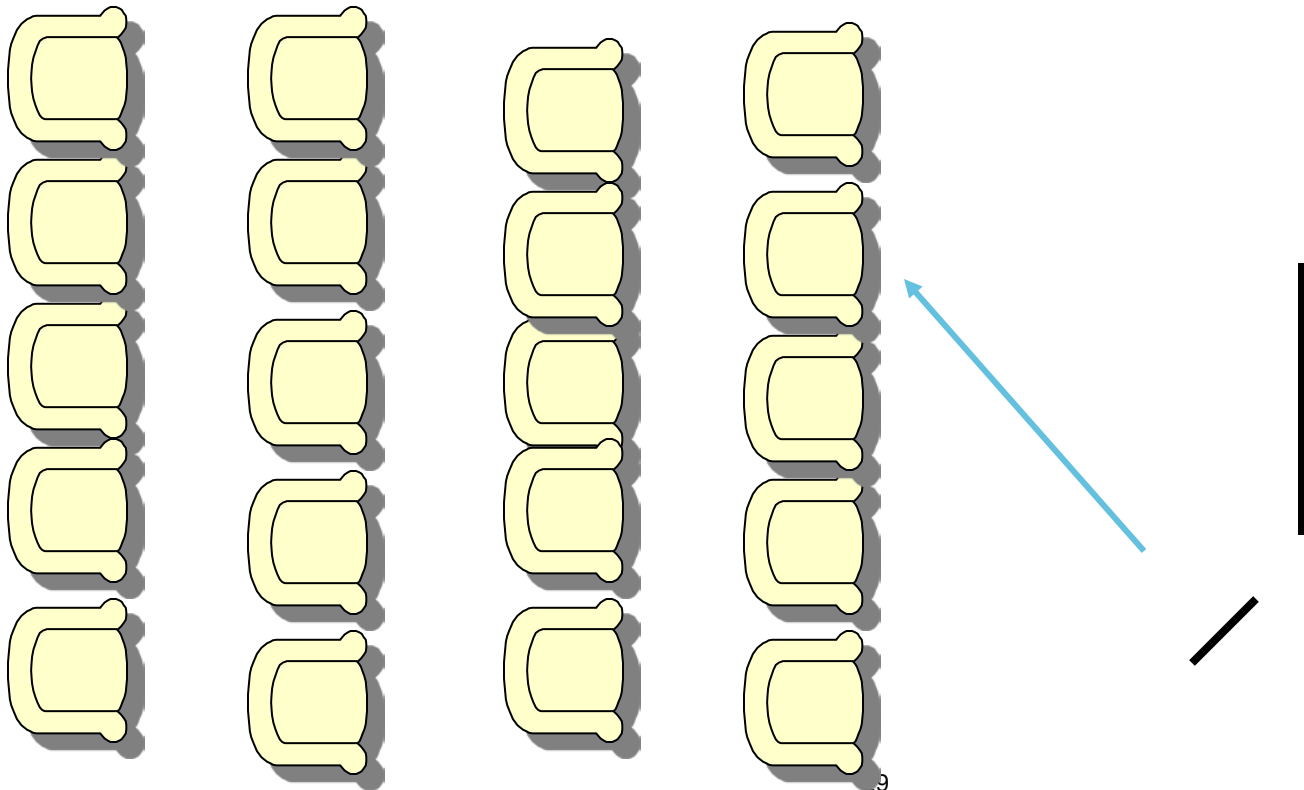
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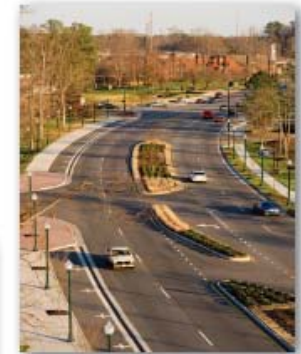
Examples

Great Teams

Experience

Interstate

Roundabouts

Urban

Design-Build

Accelerated Schedule

Secondary

Suburban

Large

Construction

Mountainous

Primary

Concept

Interchanges

Small

Intersections

Context Sensitive

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Conclusions and Recommendations

- **Work to Give Good Presentations**

- **Prepare, Organize, Practice**

- **Be Yourself and Deliver with Confidence**

- **Use Visual Aids Wisely**

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Credits

- **Dave Barber, Public Works Director, Peoria, Illinois**

- **Stephanie Reith**

- **Kevin Richardson**

References

- **"Slide Rules", by Robert Lindstrom, Windows Magazine, June 1995**

- **"How to Give a Really Lousy Technical Presentation", by Joseph Haworth and Dave Reardon, WEFTEC, September 1992**

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Thank You

rusty.schroedel@aecom.com

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