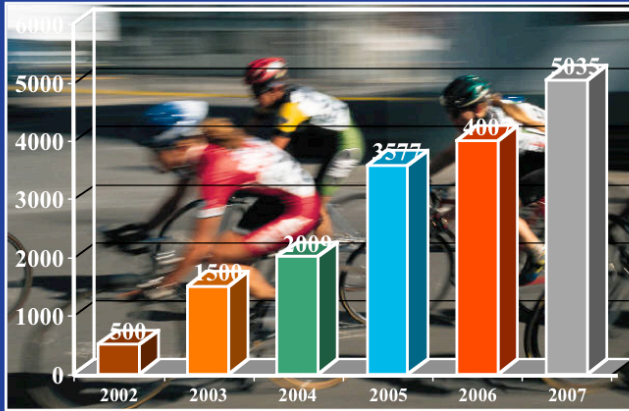


Sample slides

Here are a few before/after slides

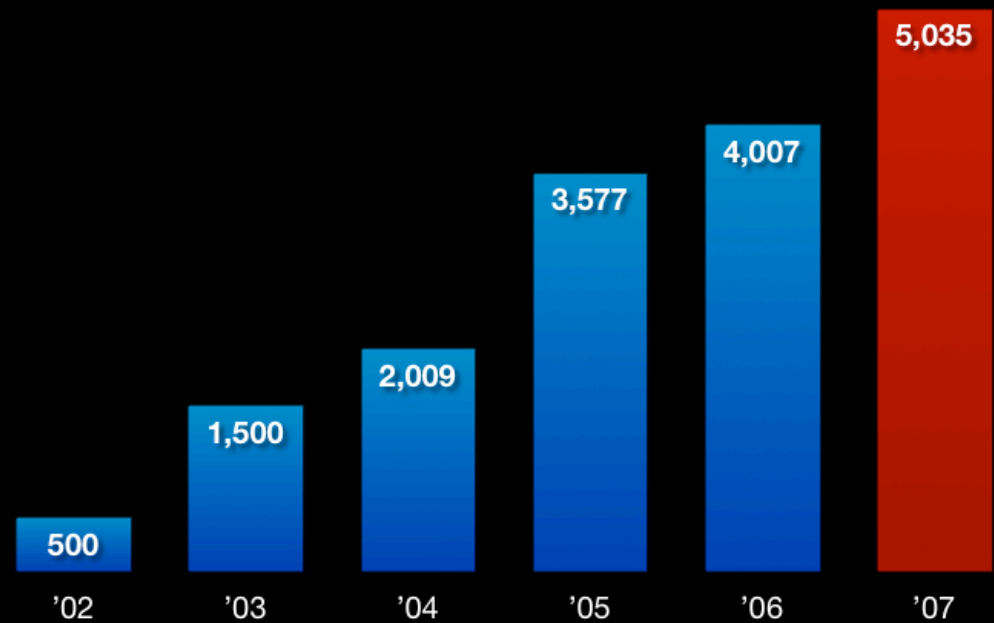
Garr Reynolds

Number of bikes sold (2002-2007)



before

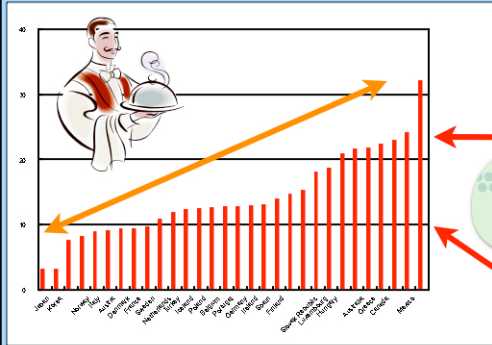
Over **5,000** bikes sold in 2007



after

Obesity among OCED nations

Percentage of population aged 15 and above with a BMI greater than 30 (2004)



• Lusto eros, facilis lobortis lobortis
hendrerit nostrud dignissim
Lorem, dolore amet, blandit enim,
suscipit minim aliquam ut odio

- Enim exerci ut praesent dui dui
- Lorem, dolore amet, blandit enim,
- Suscipit minim aliquam ut odio
- Consequat te, tation, luptatum ex

- Enim exerci ut praesent dui dui
- Lorem, dolore amet, blandit enim,
- Suscipit minim aliquam ut odio

before

3.2% of Japanese are “Obese”

Japan 3.2%



France 9.5%



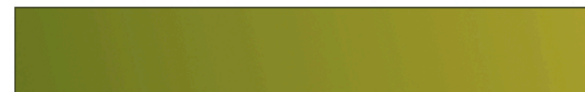
Canada 22.4%



Mexico 24.2%



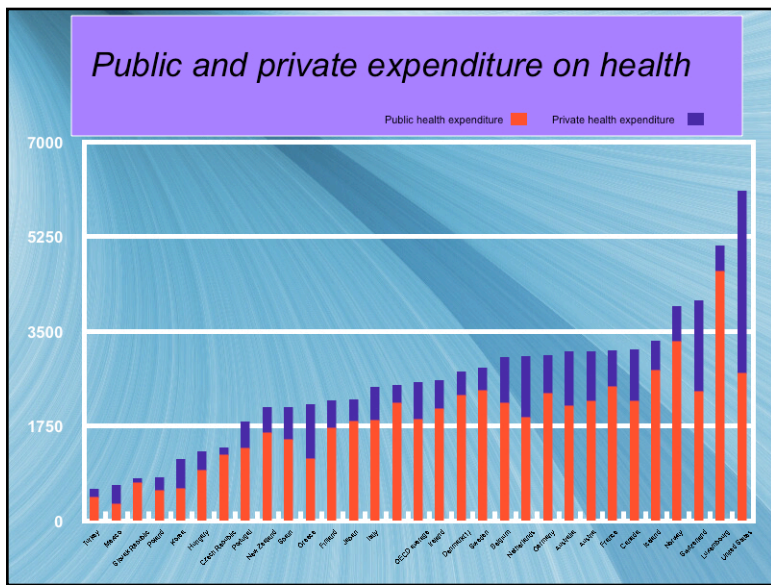
USA 32.2%



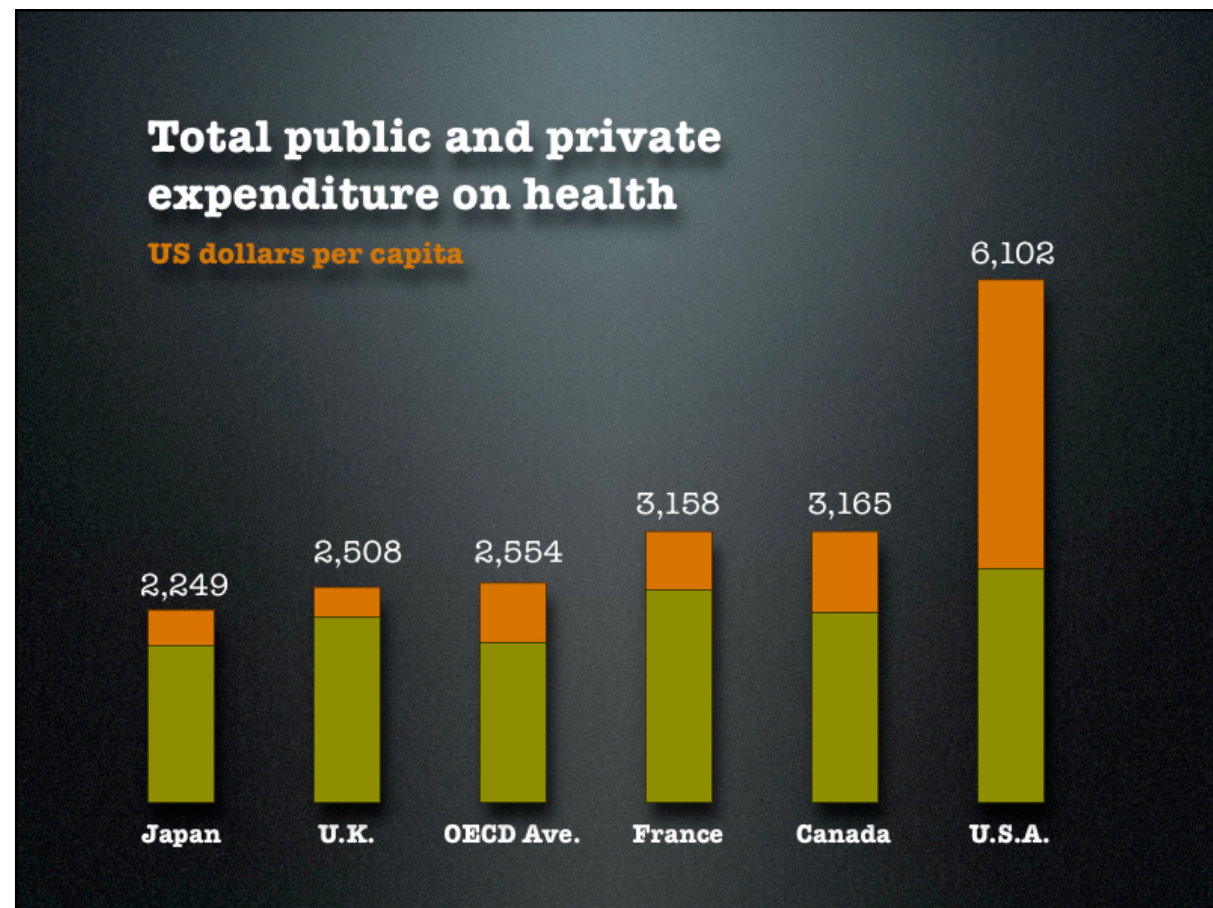
after

OECD Factbook 2007

before



after



before

President John F. Kennedy's Inaugural Address January 20, 1961

- “Ask not what your country can do for you...”
- “Ask what you can do for your country...”



Other speeches

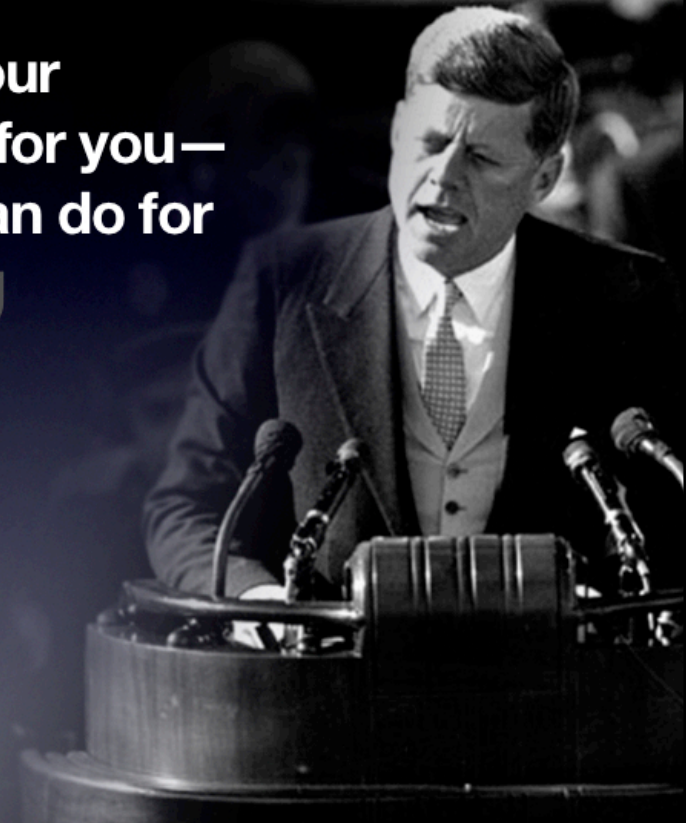
November 17, 2007

Ideas on Presenting

Page 25

after

“Ask not what your
country can do for you—
ask what you can do for
your country.”



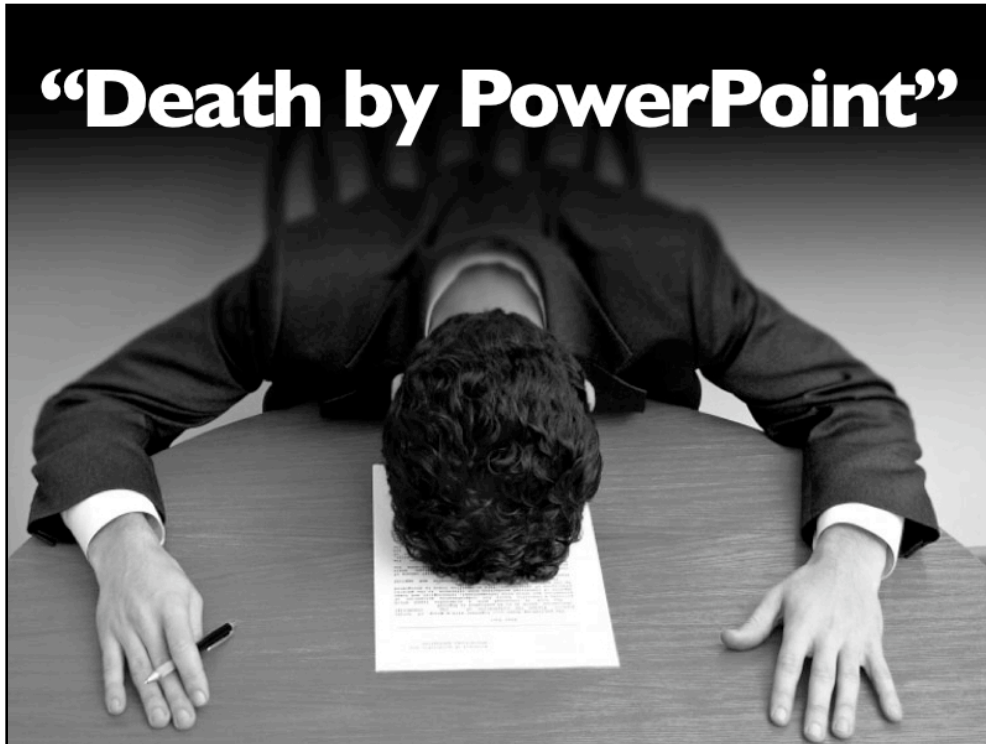
before

The effectiveness of presenting to bullets

- People can't read and listen effectively at the same time.
- Audiences report that the presenter reading slides is the thing they hate most.
- Presenting to lists of bullets will put people to sleep (at best).
- Avoid 'death by powerpoint'

after

“Death by PowerPoint”



after

The sound of one room napping



Advertising in the USA

- First: a little history
- Does sex in advertising still work?
- Is this exploitation? Does it matter?
- What are the costs?
- Can you think of examples?

AdWorld 2008

The Future of Advertising

3-7-08, pa

before

Sex in advertising
Does it still sell?



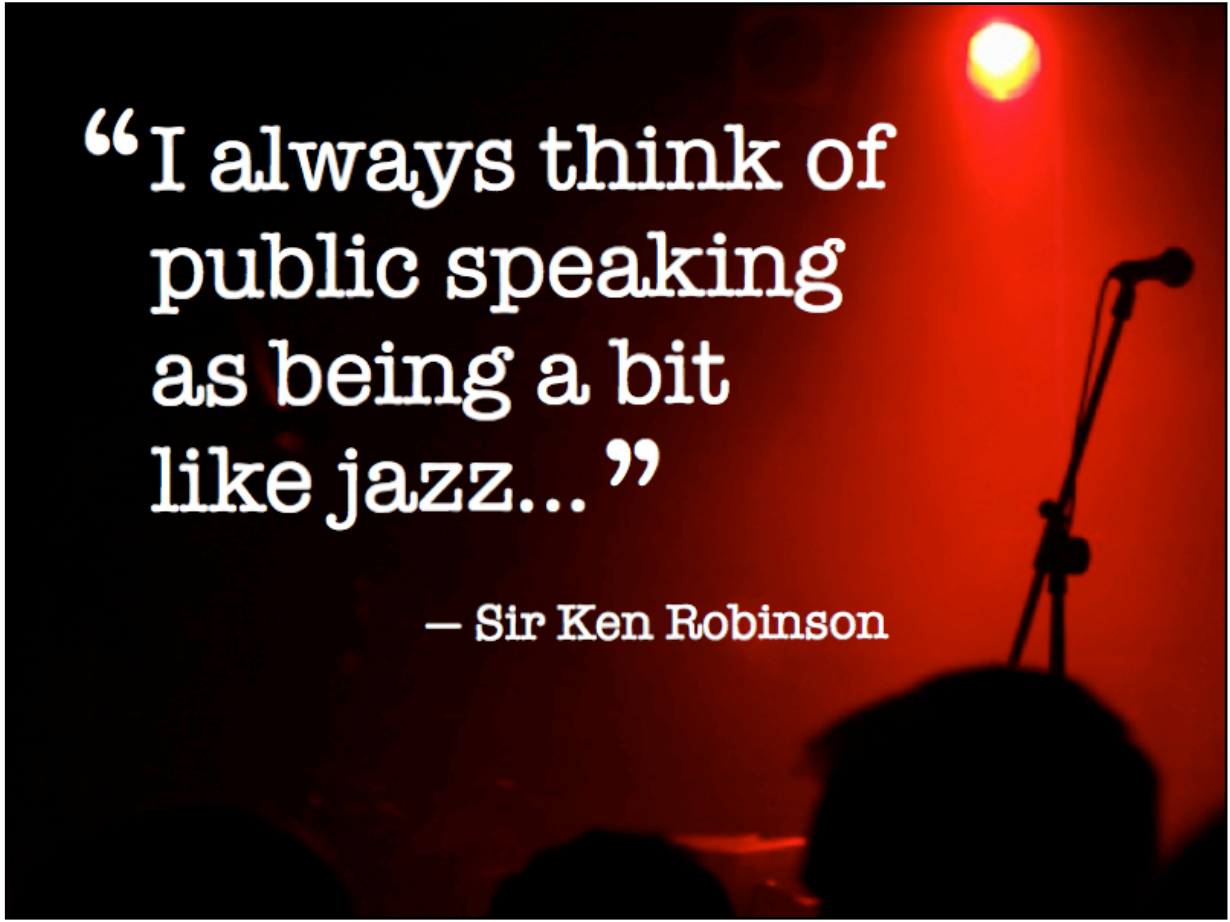
after

before

Public speaking is like jazz

- » The art of dialog.
- » The art of conversation.
- » Rehearsal is important, but you need to embrace improvisation.
- » It's about being in the moment, right here, right now.
- » It's about content, it's about the message -- but also it's about making a connection.

7

A photograph of a stage with a red spotlight illuminating a microphone stand. The background is dark, and the foreground shows the silhouettes of audience members' heads.

“I always think of
public speaking
as being a bit
like jazz...”

— Sir Ken Robinson

after

Random sample slides

These slides are from several different presentations and will not be very meaningful without narration. Yet they are pretty good examples of combining text and images in slides that complement a live talk.

presentationzen TOKYO

Garr Reynolds



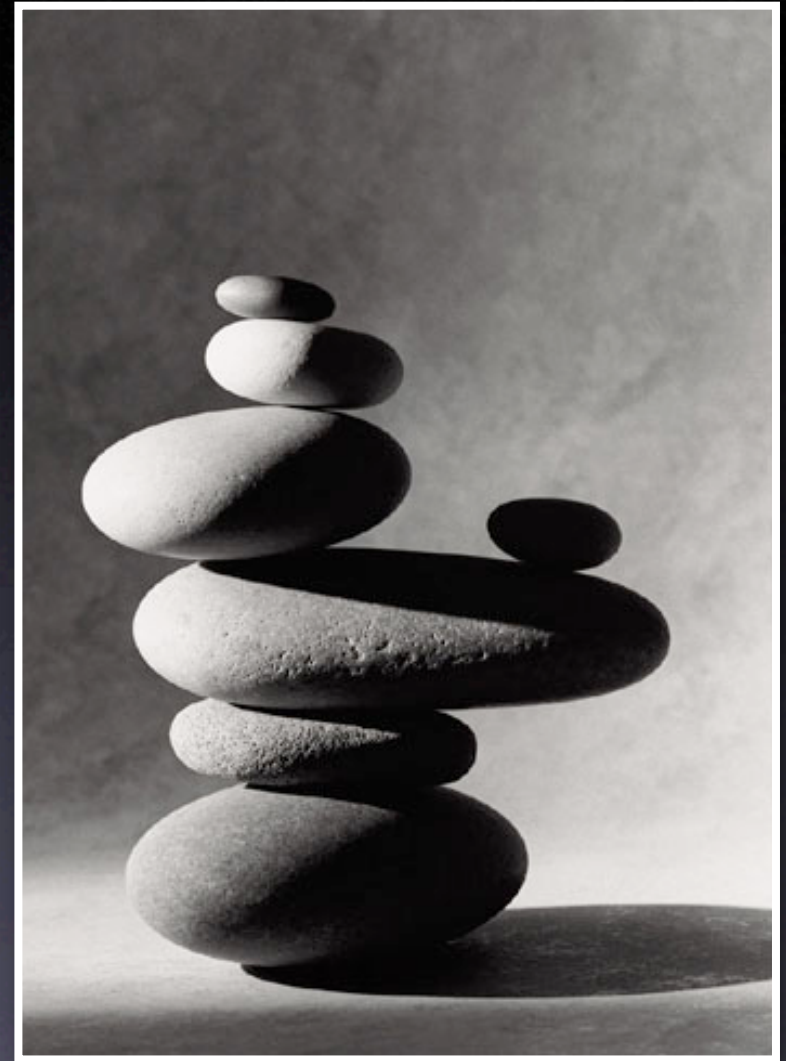
The background of the slide features a photograph of the Stanford University Campanile tower. The tower is a tall, white, neoclassical structure with a prominent red dome at the top. It has several arched windows and is partially obscured by a dense line of green trees at the bottom. The sky is a clear, bright blue.


presentationzen STANFORD

Garr Reynolds

“Simplicity means the achievement of maximum effect with minimum means.”

— Dr. Koichi Kawana



A person wearing a red long-sleeved shirt and black shorts is running on a dirt path in a desert landscape. The background features dry, yellowish-brown hills under a clear blue sky. The foreground is filled with tall, dry grass.

Less than 33%
of U.S. adults are at
a “healthy weight.”

66% of Americans

are obese or overweight.

All adults	134 million	(66%)
Women	65 million	(62%)
Men	69 million	(71%)



Presentation Zen

How to plan, design and deliver
presentations like a pro

Garr Reynolds




“Ted Selker, a professor at MIT, reckons obsessive web browsing can cause attention spans to drop to as little as nine seconds — equivalent to a goldfish.”

BBC (2002)



Blogs are like sharks



A black and white photograph showing the silhouette of a man wearing a cap and playing a saxophone on a city street. The man is in the foreground, facing right. The background shows a cobblestone sidewalk and a street with a manhole cover.

**“You can play a
shoestring if
you’re sincere.”**

—John Coltrane

“Master your instrument.
Master the music. And then
forget all that bullshit
and just play.”

—Charlie-Parker



“It’s taken me all my
life to learn what
not to play.”

— Dizzy-Gillespie





IT'S TAKEN ME ALL MY LIFE
TO LEARN WHAT NOT TO PLAY.

DIZZY-GILLESPIE

“Making the simple complicated is commonplace;
making the complicated awesomely simple,
that's creativity.”

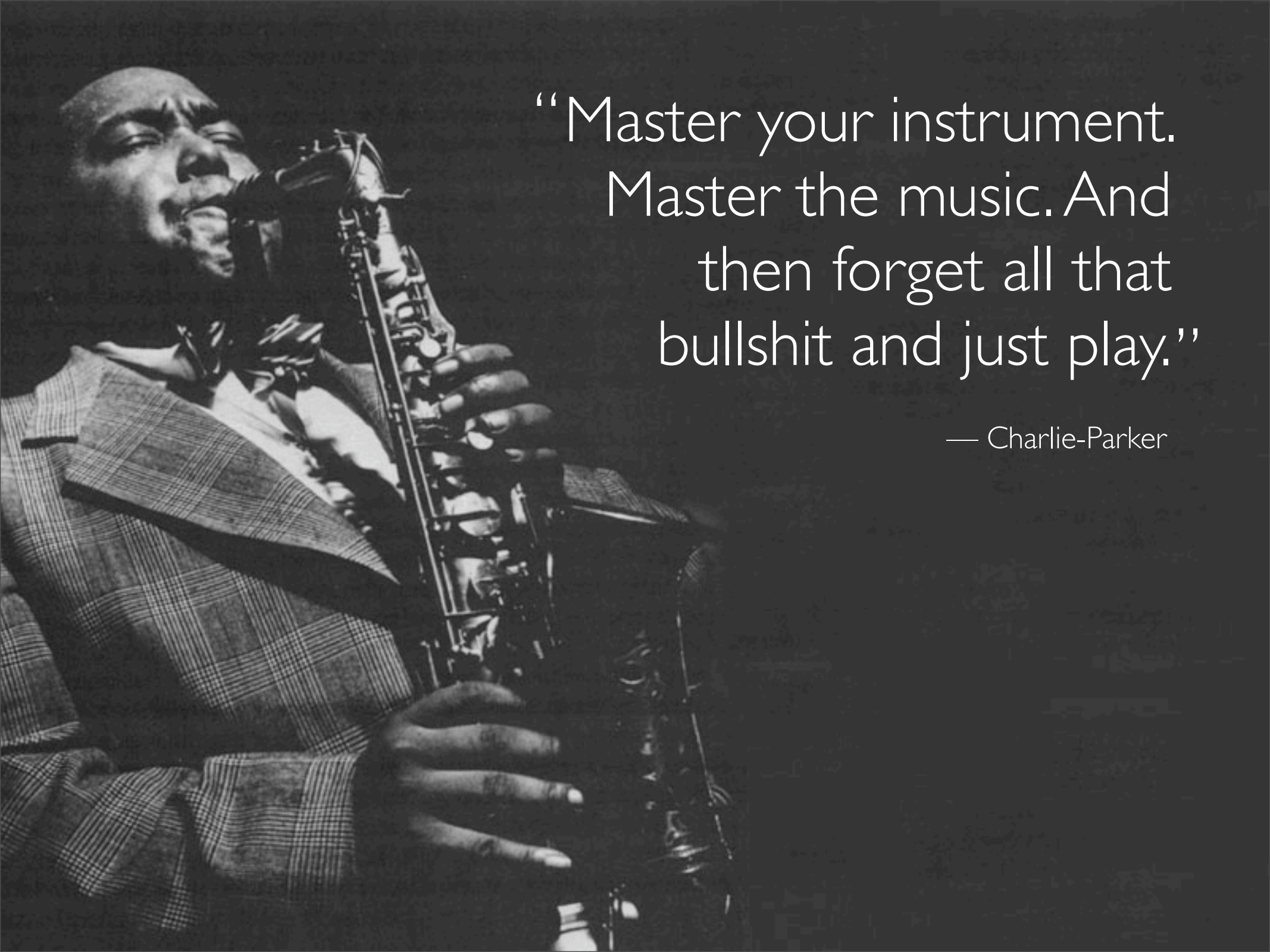
— Charles Mingus



“You can play a shoestring if
you’re sincere.”

— John Coltrane





“Master your instrument.
Master the music. And
then forget all that
bullshit and just play.”

— Charlie Parker

Start strong

始めにインパクト

Make a connection

コネクションを作る

Keep the lights on

照明はつけたままで



Keep it Short



Pecha Kucha

ペチャクチャ

20 × 20 6:40



72%

of part time workers are

women



Choosing to have fewer children

1.29

Birth rate (2004)



Fertility rate in Japan?

1.29

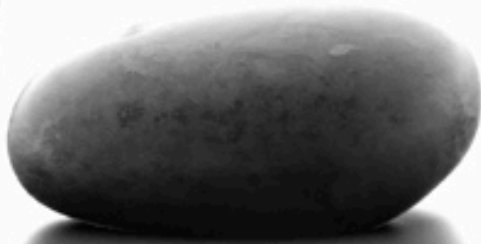


Exposition

Conflict & Climax

Resolution

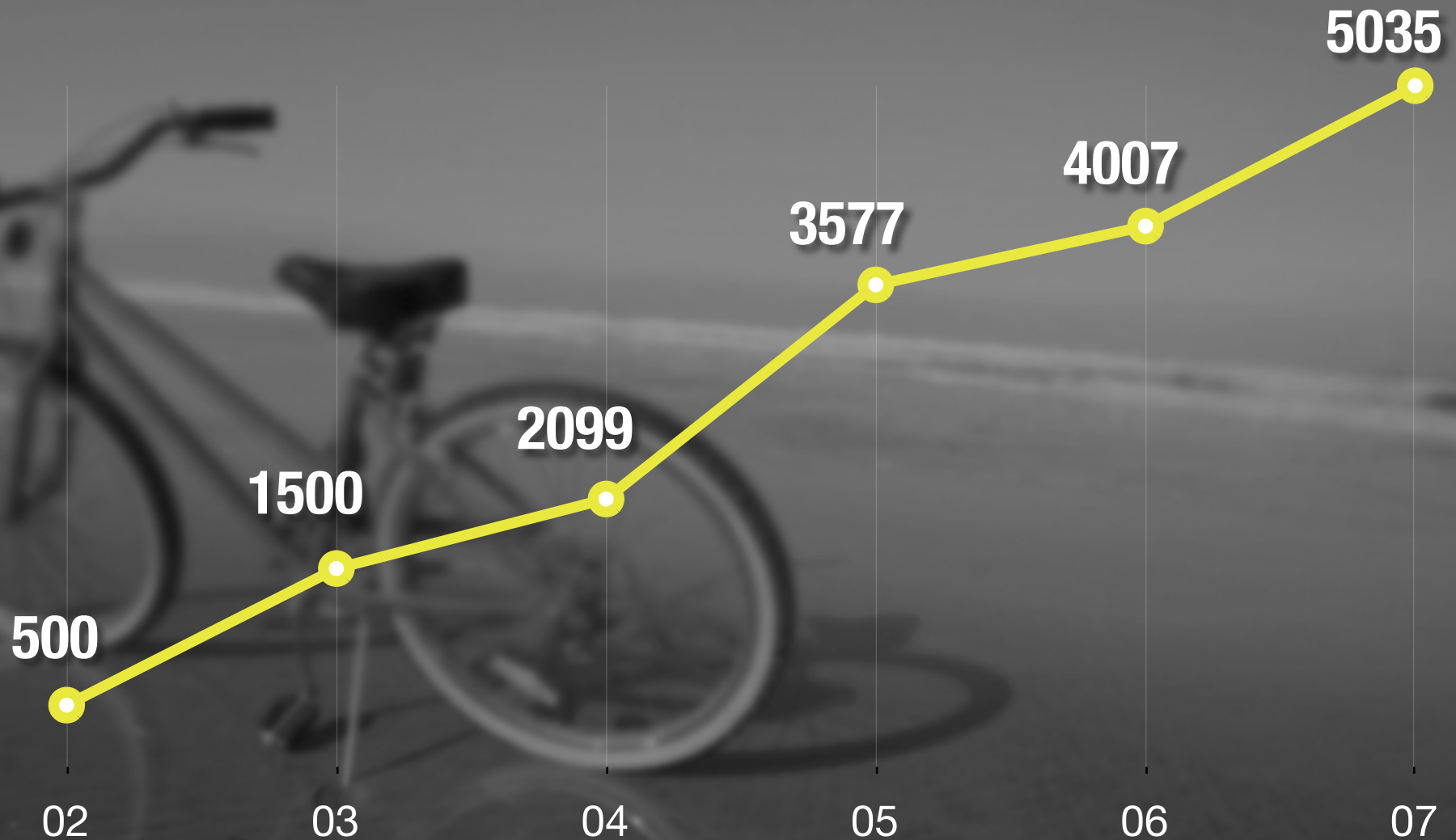
Story



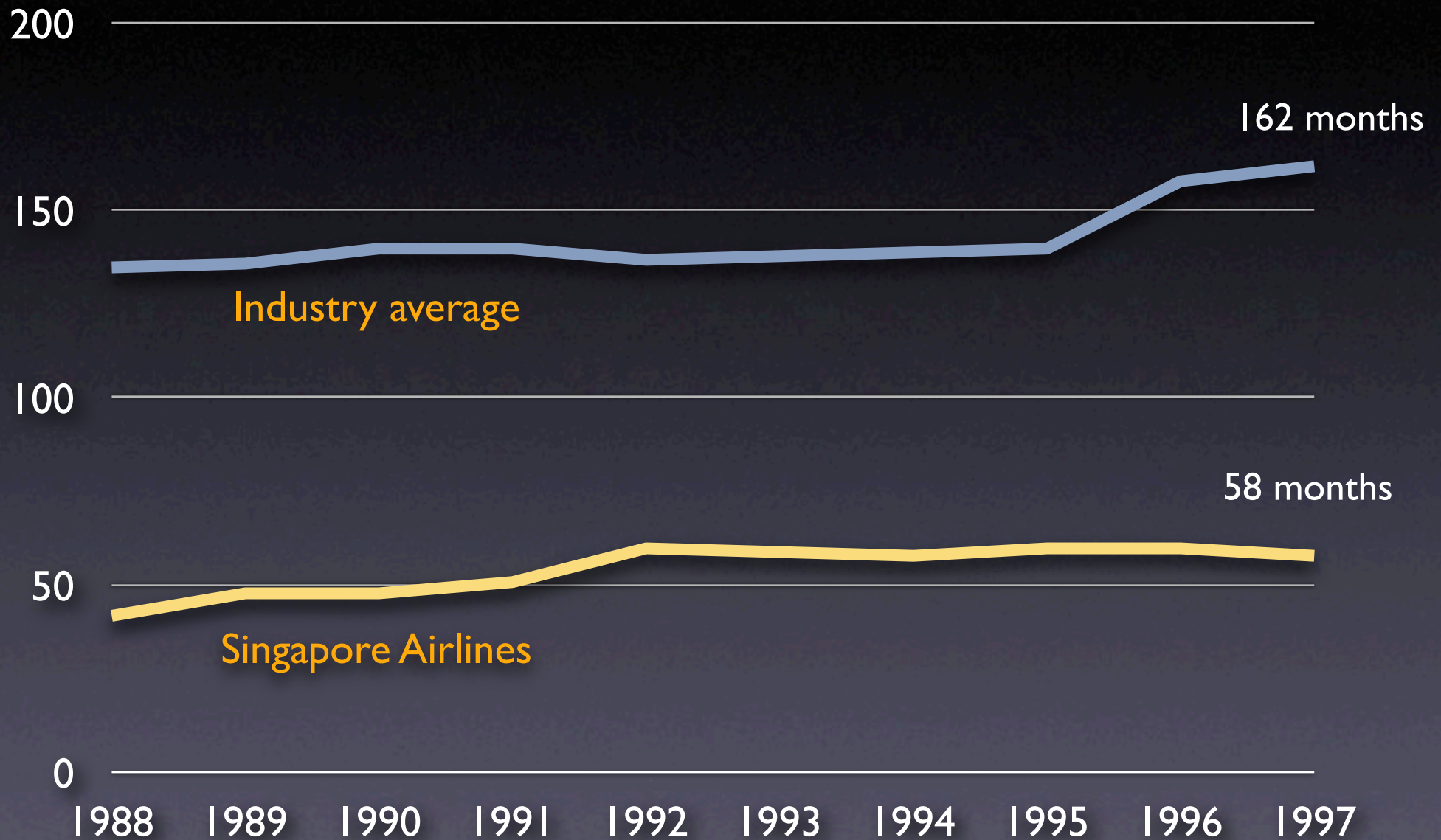


press the flesh

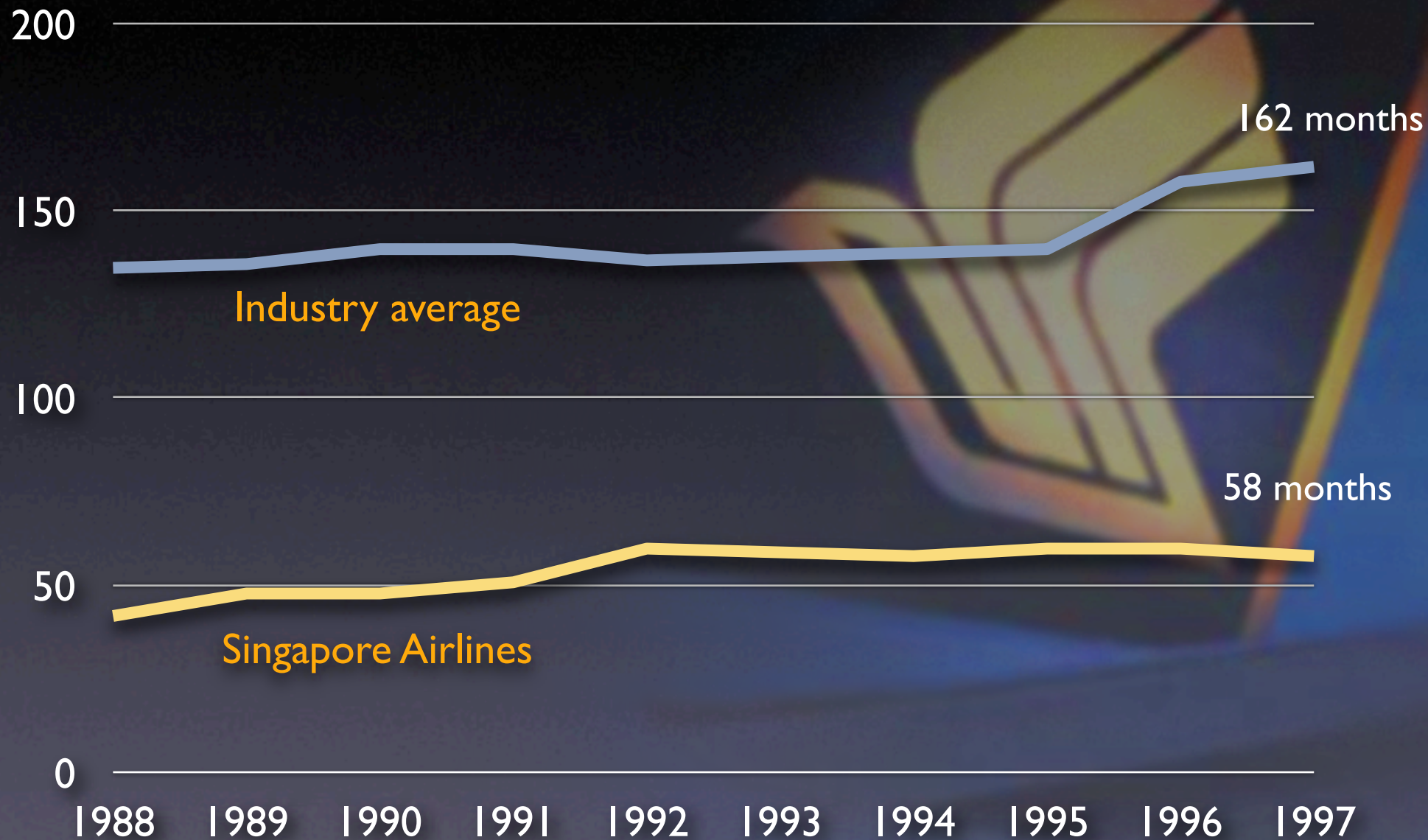
Over **5,000** bikes sold in 2007



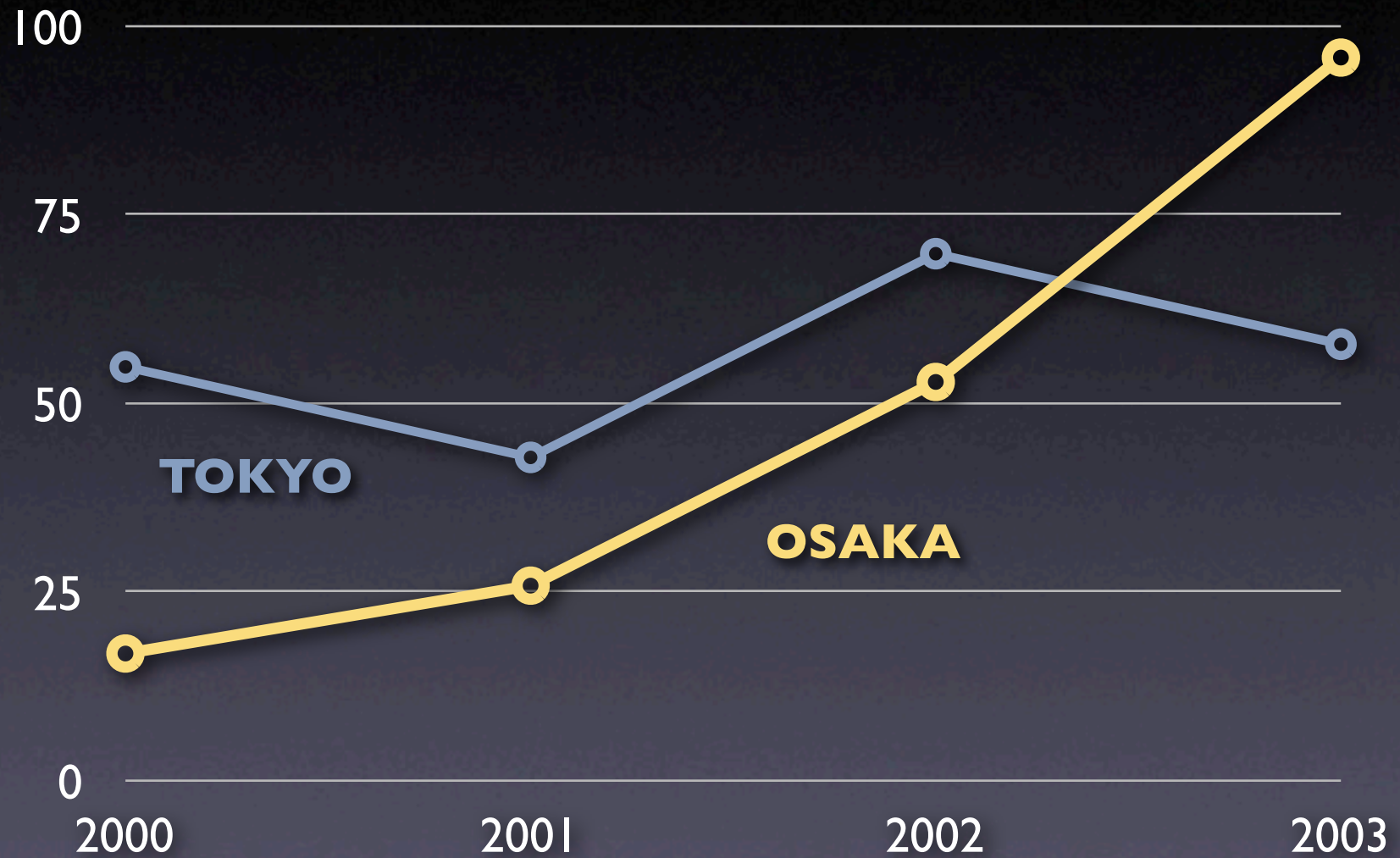
Average Age of fleet (months)



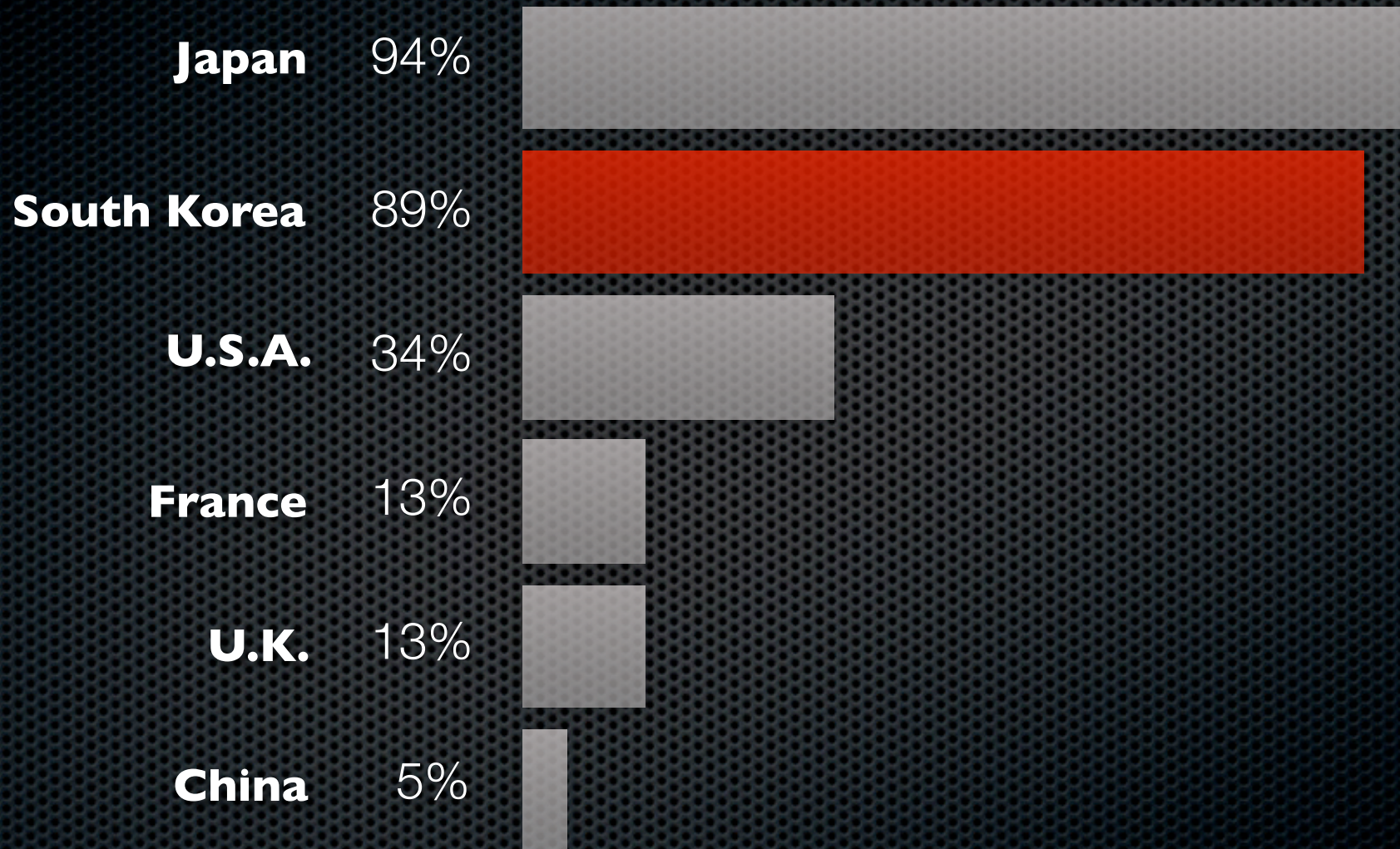
Average Age of fleet (months)



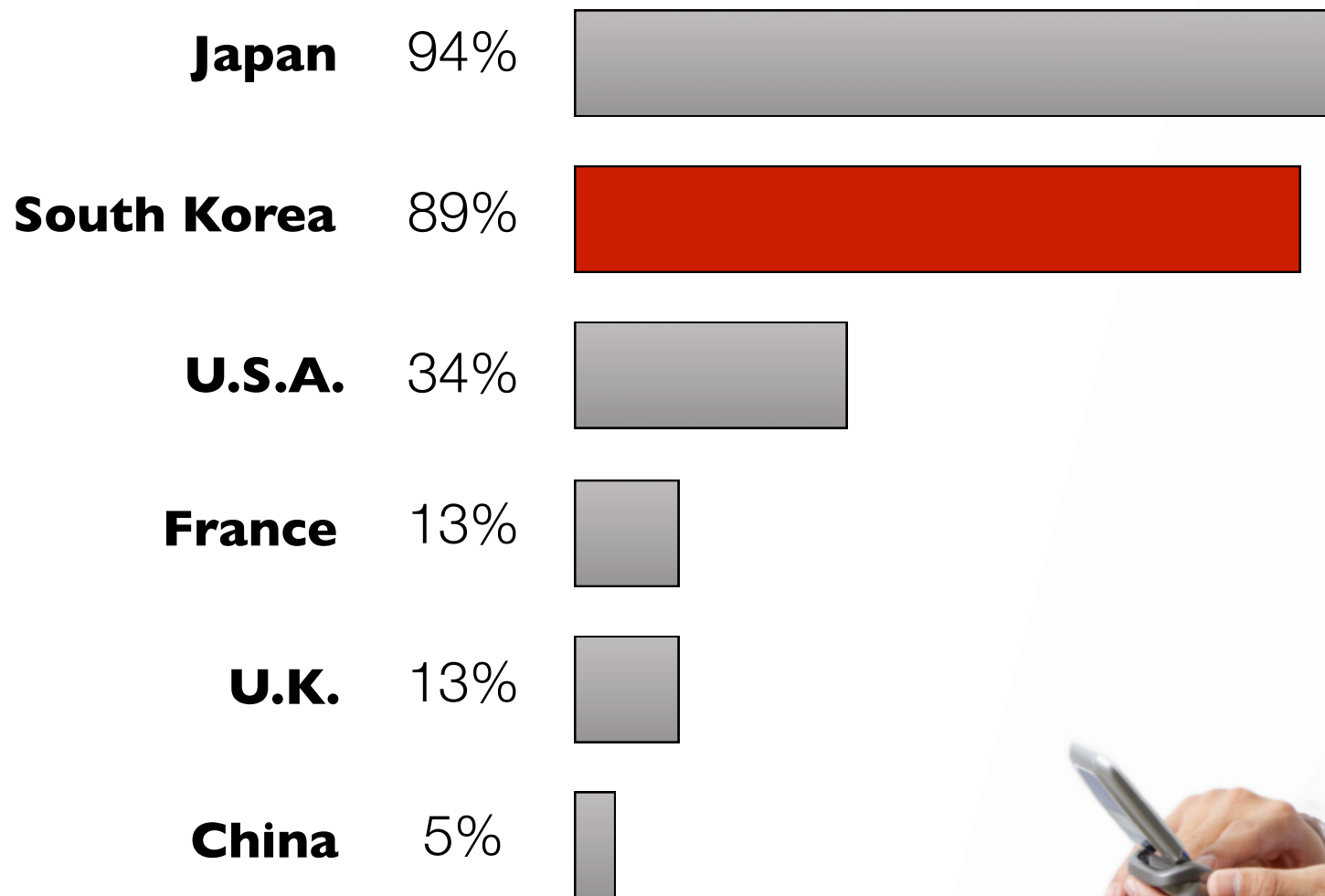
¥99 million in 2003



Mobile phone internet connectivity rate

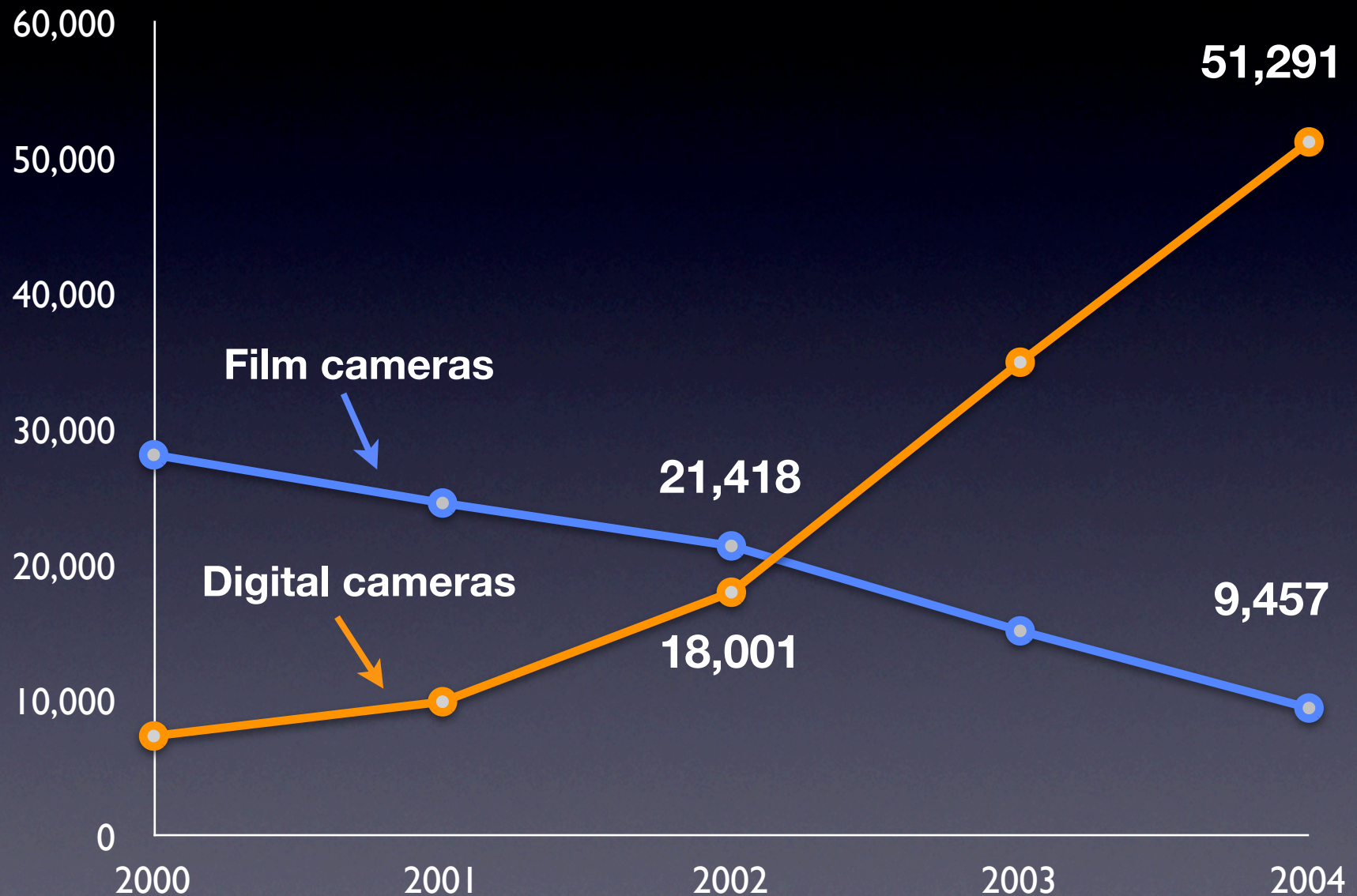


Mobile phone internet connectivity rate

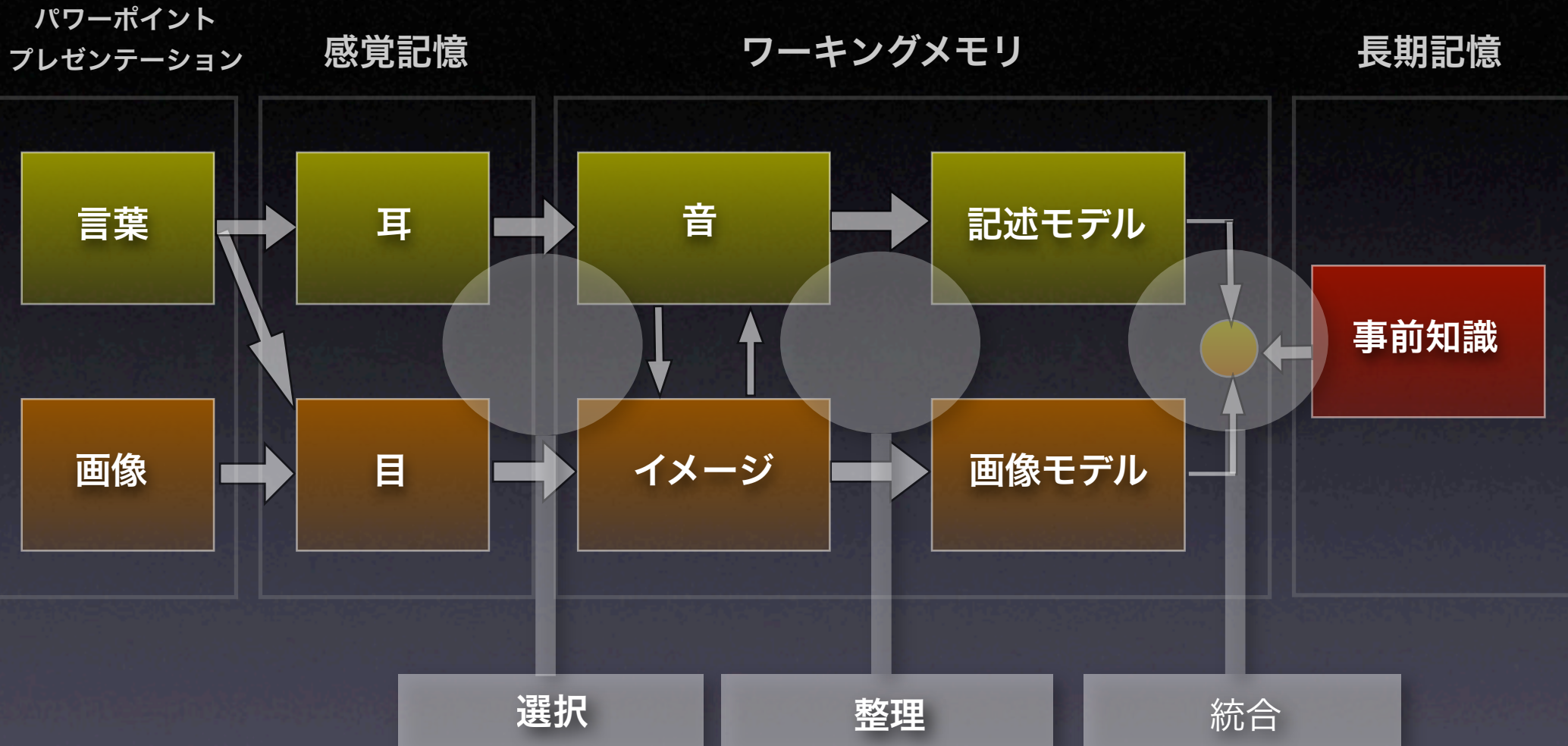


Camera exports: film vs. digital

(Unit: 1000 cameras)



2つのチャネル





90%

of the

freshwater

in the **world** is

A photograph of a massive, frozen waterfall. The waterfall is composed of numerous long, thin icicles hanging from a rocky ledge, creating a dense, blue-tinged curtain of ice. At the base of the waterfall, two people are standing on a snow-covered ground, looking up at the ice. The person on the left is wearing a dark jacket and a black hat, while the person on the right is wearing a blue and pink jacket and a brown hat. The scene is set in a cold, snowy environment, likely a frozen waterfall in a park or natural area.

ice

Source: SCAR

90% of the ice in the world
is in **Antarctica**

Source: SCAR



80% of the world's freshwater
is ice in the
Antarctic

Source: SCAR

“Darth Vader Method”

Together we can bring order to galaxy

If you only knew the power of the Dark Side

- Force is with you — but you are not Jedi yet
- Join me and I will complete your training
- You can destroy the Emperor (I have this)
 - *It is your destiny*
- I am your father
 - *Search your feelings. You know the truth*
- Together we shall rule the galaxy as father & son
- Come with me. It is the only way
- It is your destiny!

See my website: www.darthrules!.com

“The Yoda Method”



A piece of torn, yellowed paper is taped to a background of a cloudy sky at sunset. The paper is rectangular with irregular, torn edges and is held in place by a piece of translucent yellow tape. The text on the paper is written in a black, monospaced font.

"Do not speak –
unless it improves on silence."



“In the beginner’s mind there are many possibilities, in the expert’s mind there are few.”

—Shunryu Suzuki



Hara hachi bu



Eat only until **80%** full.



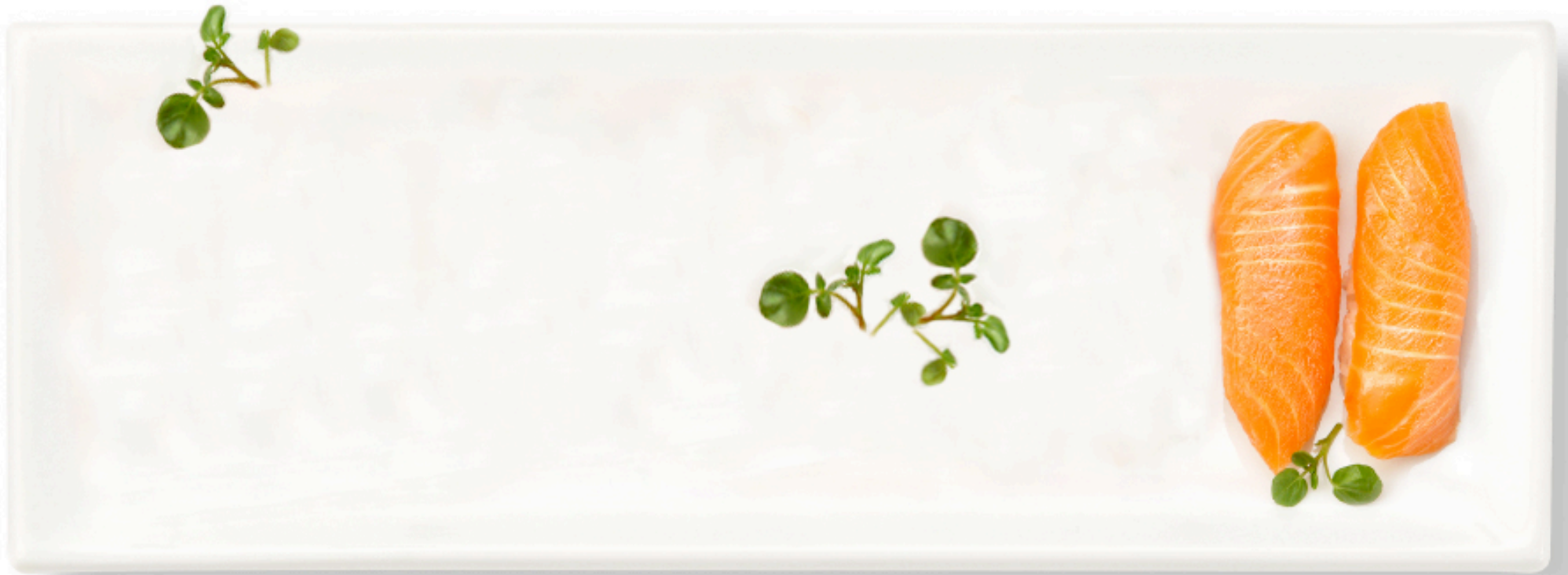
Eat **only**
until
80% full.



Eat **only**
until **80%** full.



Eat **only**
until **80%** full.



Hara hachi bu

Eat only until **80%** full.



Before



After



My Stomach →



Then



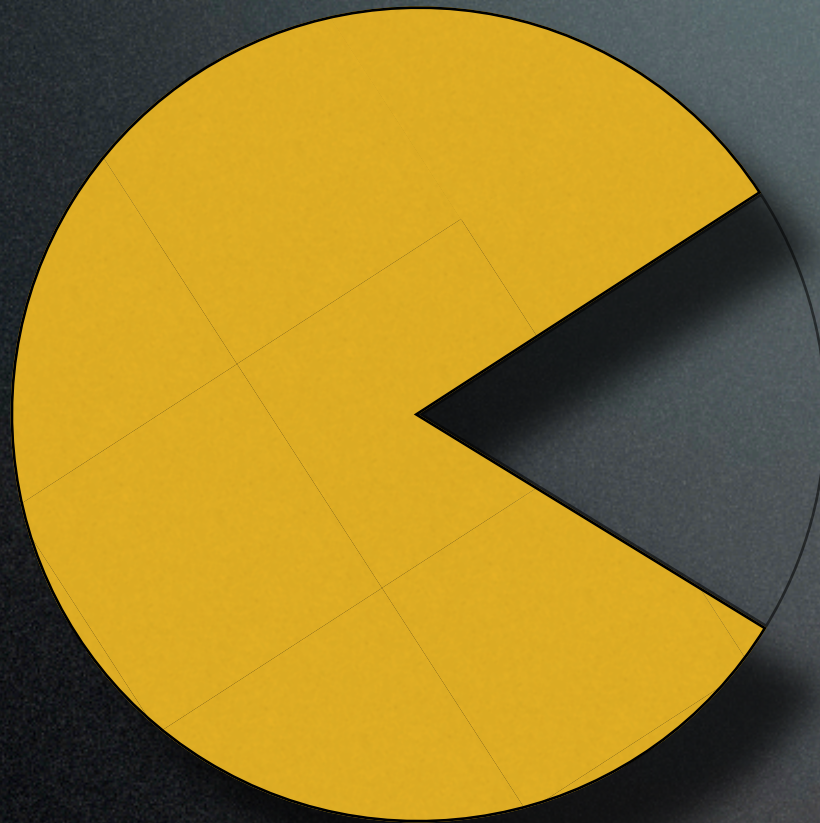
Now



Molestie hendrerit eu vero

Eros dui dolore feugiat

Percentage of chart which looks like Pac-man



Looks like Pac-man



Does not look like Pac-man

“Make it easy for people
to talk about you.”

— Andy Sernovitz



“Be interesting, or be invisible.”

— Andy Sernovitz



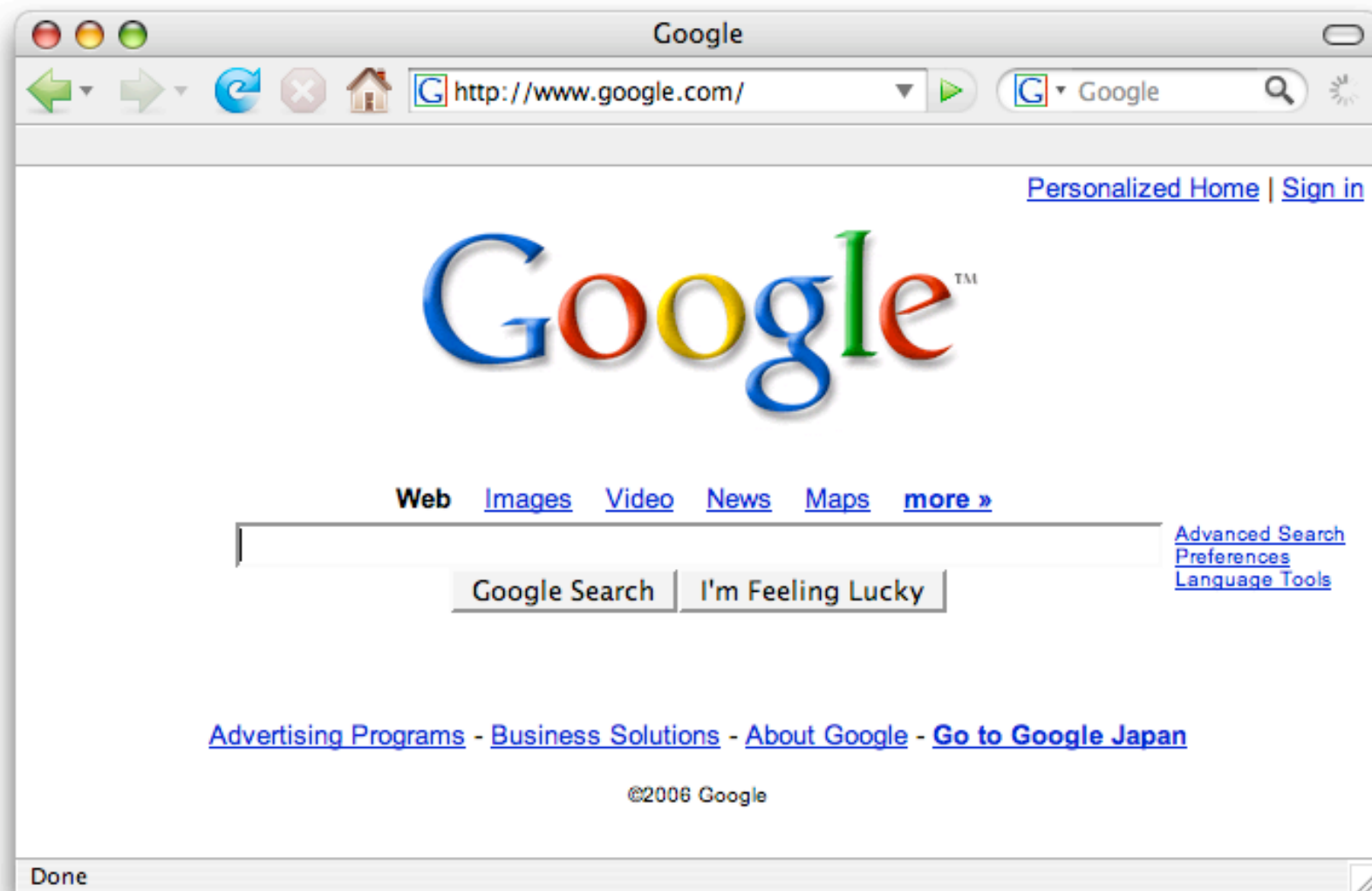
**“Simplicity is about
subtracting the obvious,
and adding the meaningful.”**

— John Maeda



**“More appears like less
simply moving it far, far away.”**

— John Maeda



“Openness simplifies complexity.”

John Maeda



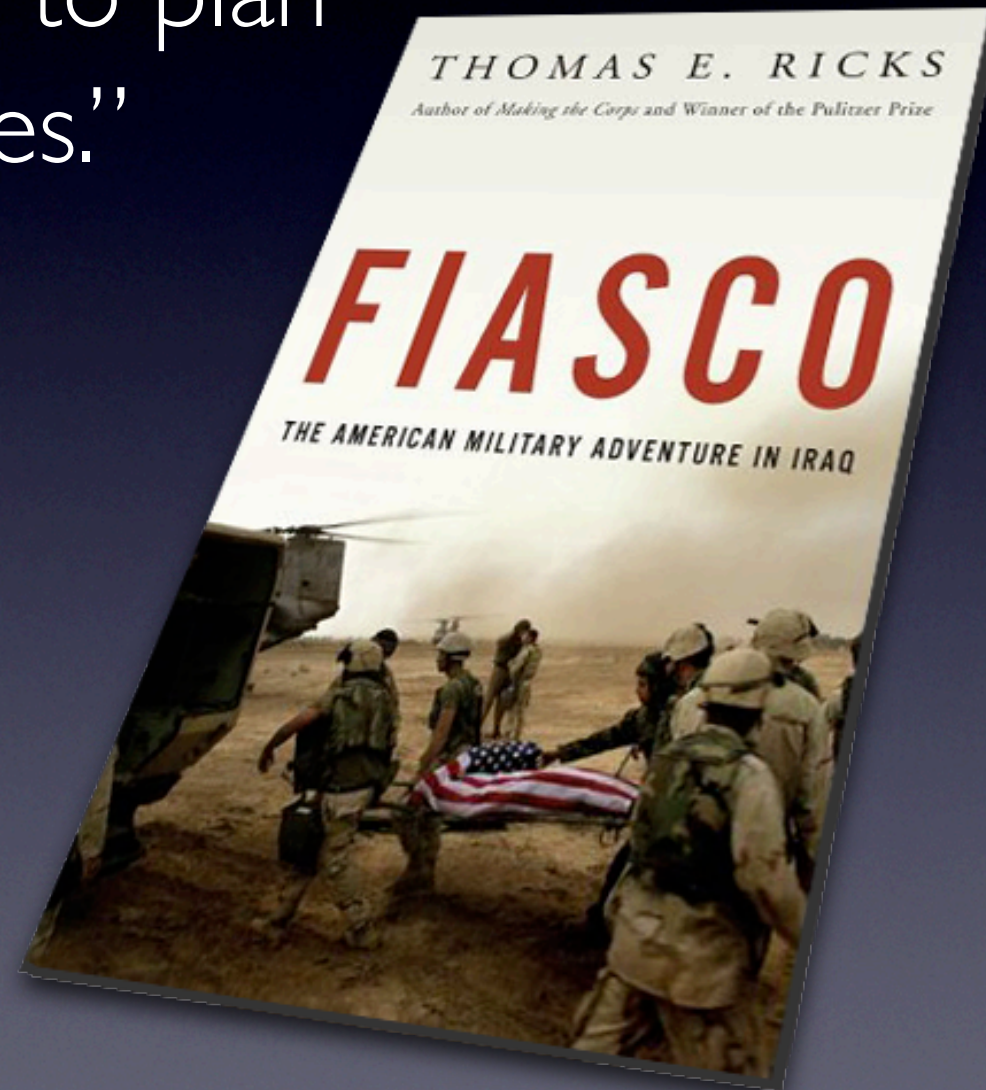
**“Use less,
gain more.”**

— John Maeda



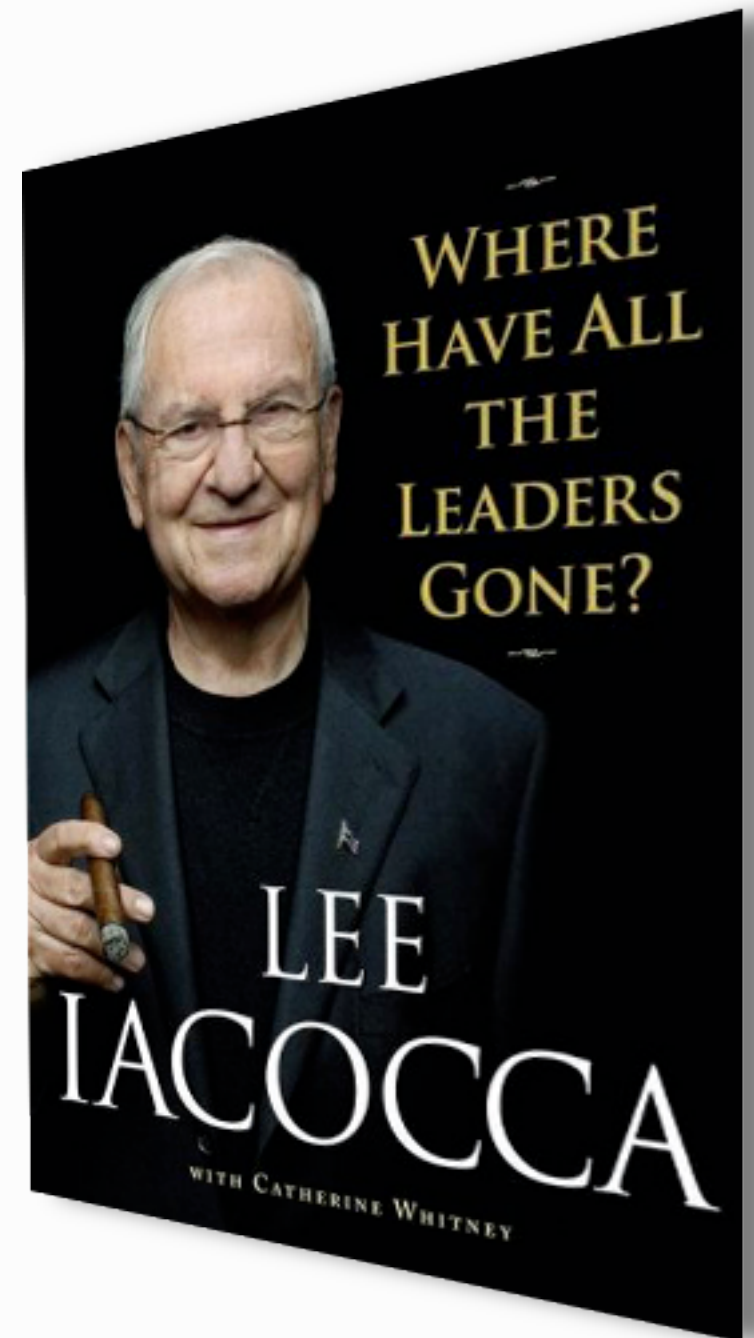
“In lieu of an order..or plan, you get a bunch of PowerPoint slides...That is frustrating, because nobody wants to plan against PowerPoint slides.”

— Army Lt. General David McKiernan
Except from Thomas Ricks’ “Fiasco”



“Stay the course? You've got to be kidding. This is America, not the damned Titanic. I'll give you a sound bite: Throw the bums out!”

—Lee Iacocca



A dense field of orange pumpkins with dark green stems. A piece of white paper with a torn top edge is taped to the top center of the image. The word "Differentiation" is written on the paper in a bold, black, monospace-style font.

Differentiation

SCIENTISTS: GLOBAL WARMING IS “UNEQUIVOCAL”



Design by committee.



Technical glitches
are inevitable.





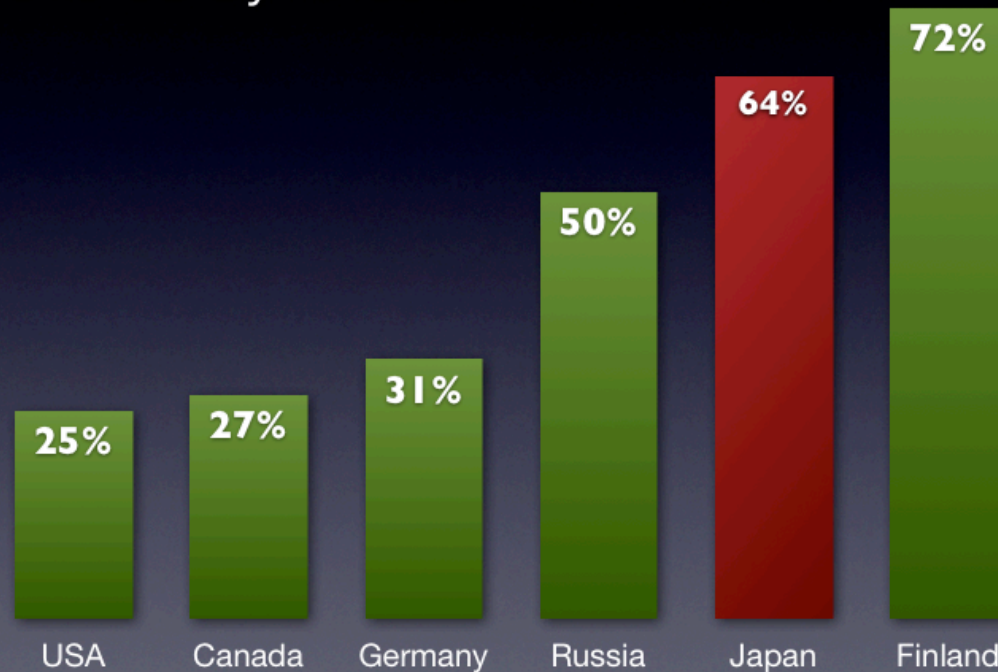
Stock Photography

ストックフォト

I. Slides the audience will see

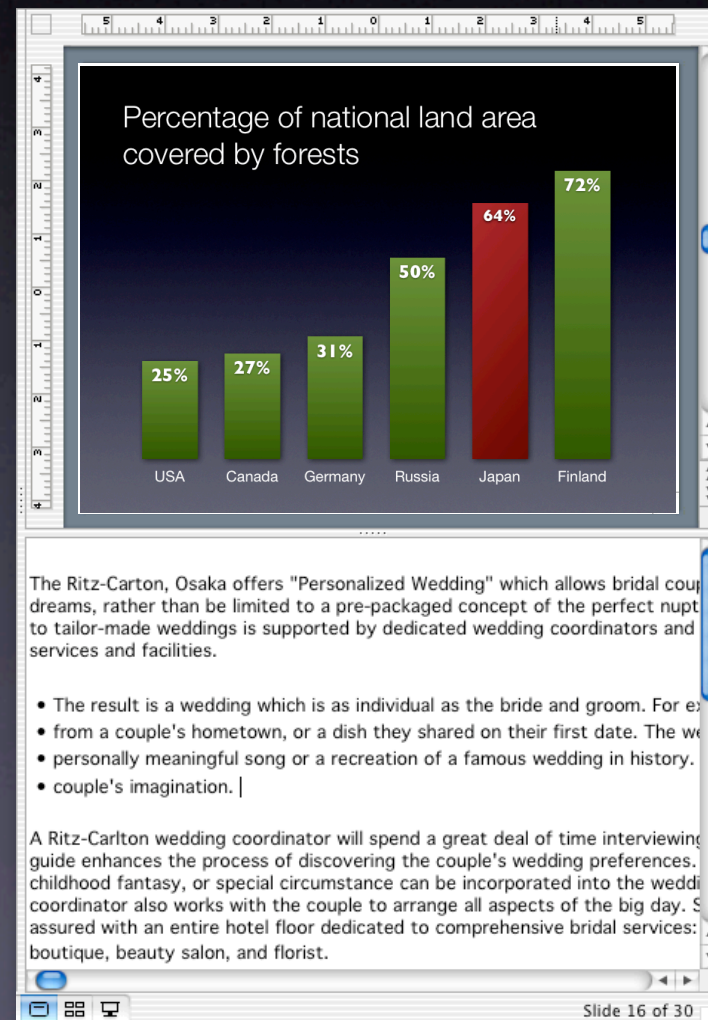
聞き手が見るスライド

Percentage of national land area
covered by forests



2. Notes only you will see

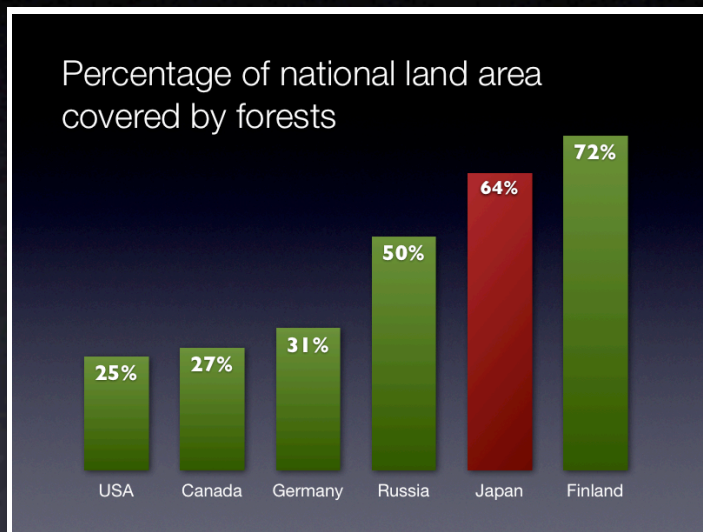
話し手が使うメモ



3. Handout to be taken away

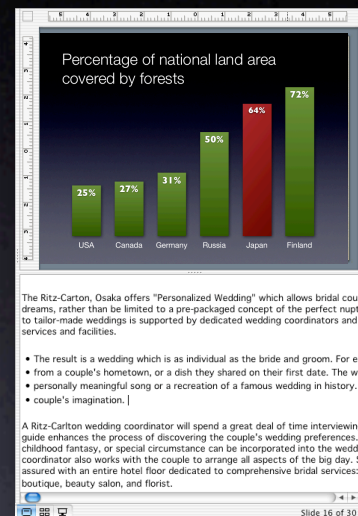
復習のための配布資料





Slides

聞き手が見るスライド



Notes

話し手が使うメモ



Handout

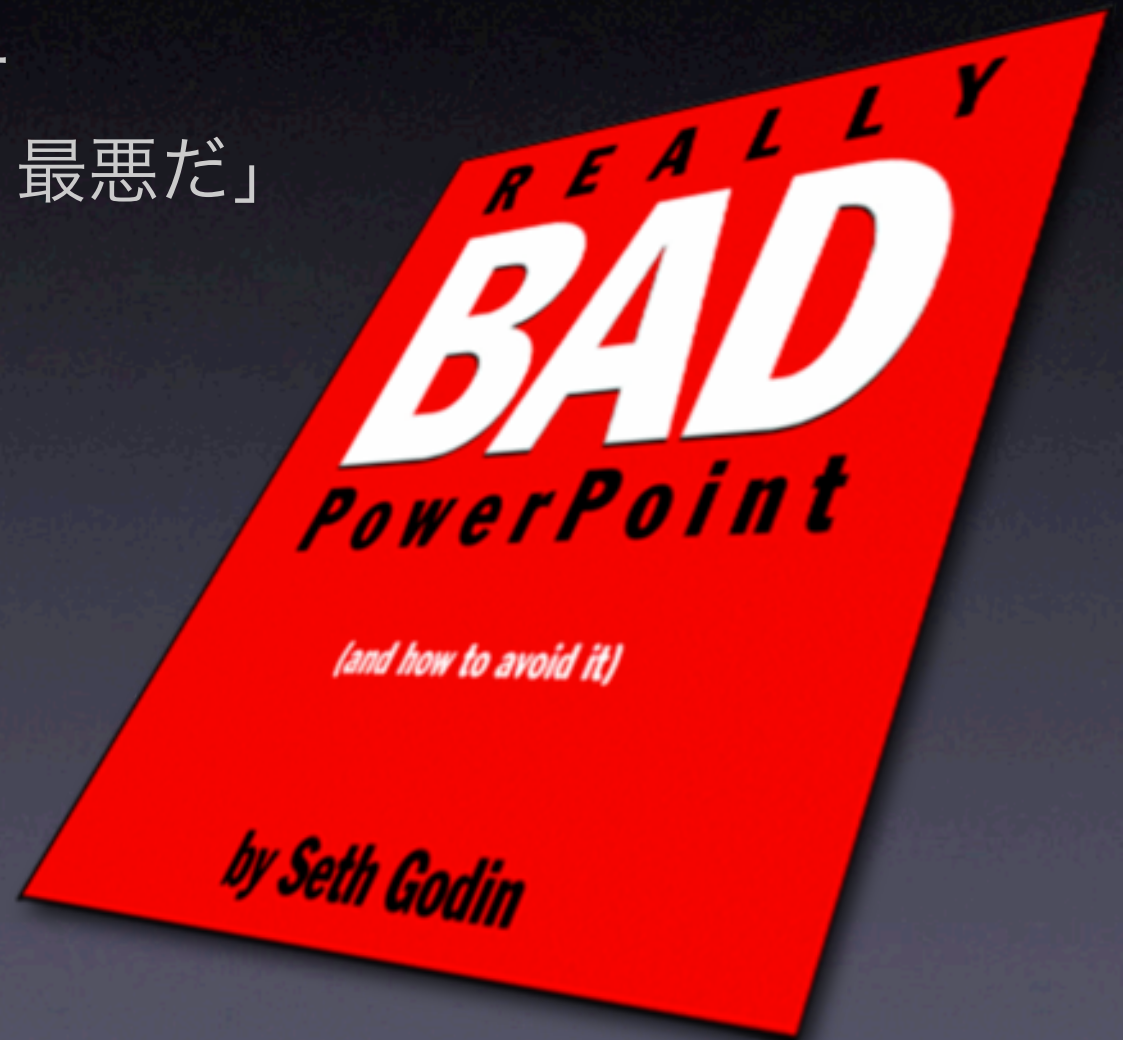
復習のための配布資料

Alone time



“Almost every PowerPoint presentation sucks rotten eggs.”

「スライドのプレゼンテーションは、ほぼ例外なく最悪だ」



The Naked Presenter

Garr Reynolds



PowerPoint Culture

Concrete tips & advice



On being naked



Q&A



End

Go to *www.presentationzen.com* to see more.