

# PRESENTING: YOU!

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HOW TO GIVE EFFECTIVE PRESENTATIONS YOUR AUDIENCE WILL ENJOY

AMY COLE

# DEFAULT POWERPOINT TEMPLATES AREN'T EFFECTIVE.

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Cognitive research finds that people can only focus on one topic at a time.

The image at right shows multiple topics in a default PowerPoint “bullet heavy” slide.



# USE THE “ASSERTION – EVIDENCE” METHOD FOR CREATING SLIDES.

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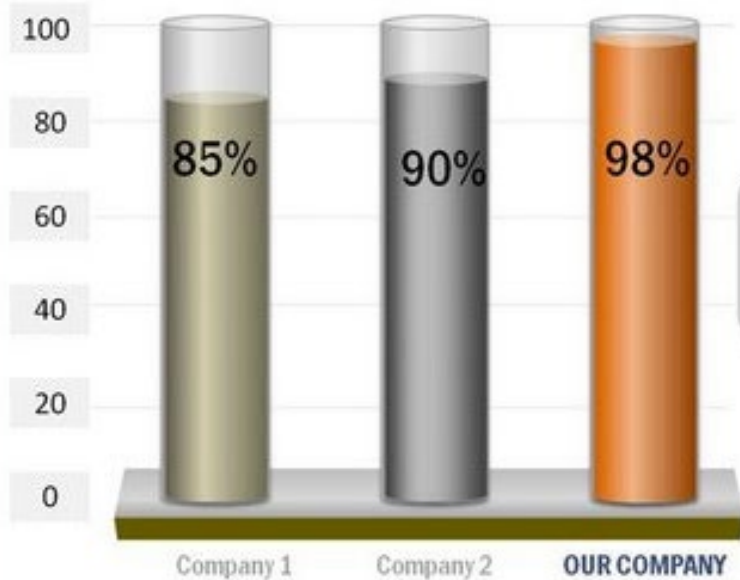
The assertion-evidence method has been proven the most effective way to present **scientific** or **technical** information.

In the assertion-evidence approach, you build your talk on **messages** (not topics) to tell a coherent and compelling story about your work.

Those messages you then **support with visual evidence** (not bullet lists).

## OUR BACK END PROCESSING IS **HIGHLY ACCURATE**

ASSERTION



EVIDENCE

Our error rates  
are less than  
2%

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# GOOD ASSERTION HEADLINES ARE FULL SENTENCES.

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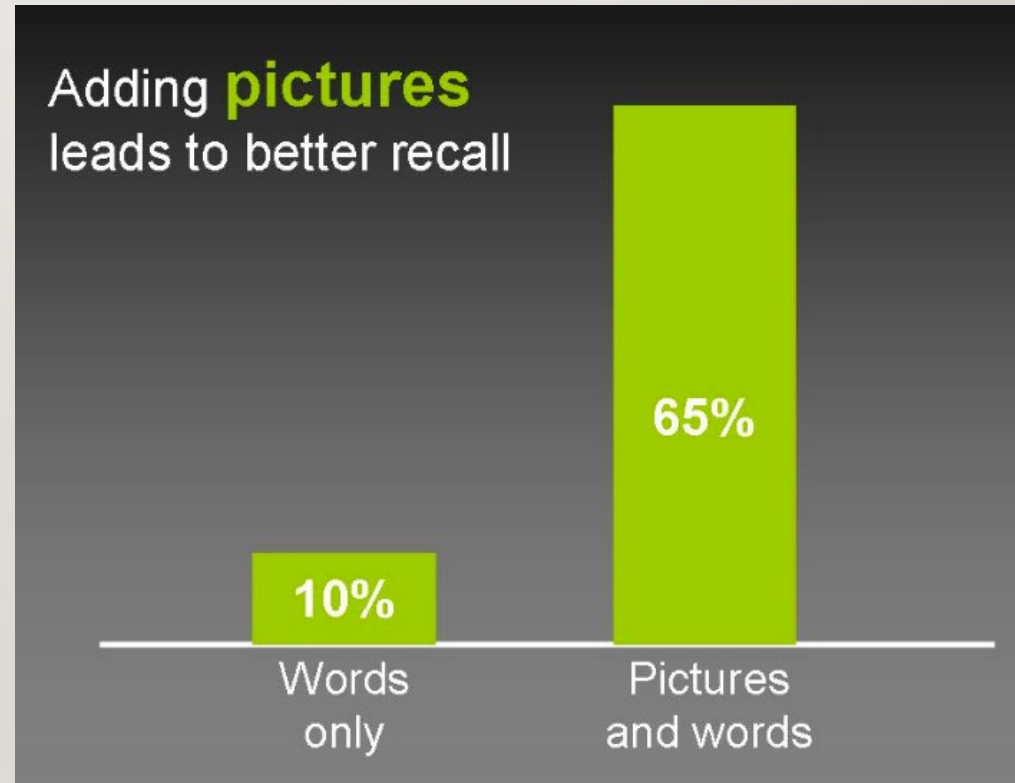
Headline sentences should be clear, concise, and provable with visual evidence.

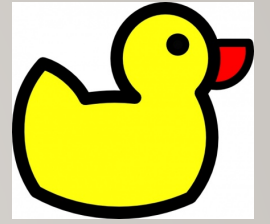
Headline assertions should be no more than **two lines**.

# IMAGES MAKE THE BEST SUPPORTING EVIDENCE.

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For each topic, include a picture, diagram, or chart that supports your headline.





# VISUAL CLUTTER CAN CONFUSE THE AUDIENCE.

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Decorative images create cognitive overload. Don't add unnecessary visuals.



# WHITE SPACE IS PREFERABLE IN PRESENTATIONS.

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White space allows the audience to  
focus on your content.



BAD SLIDE EXAMPLE:

# LAWN AERATION

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- Lawn thatch issues
- Breaks up compacted soil
- Allows water and fertilizer to permeate into the root zone
  - Core aeration may be necessary after first thaw
    - Spring for warm-season grasses
- Rent a vertical mower from a rental center
  - Recommend a piece of equipment especially for core aeration, called the "lawn aerator."

EXAMPLE OF ASSERTION-EVIDENCE SLIDE:

Assertion

**PROPER LAWN AERATION IMPROVES GRASS QUALITY.**

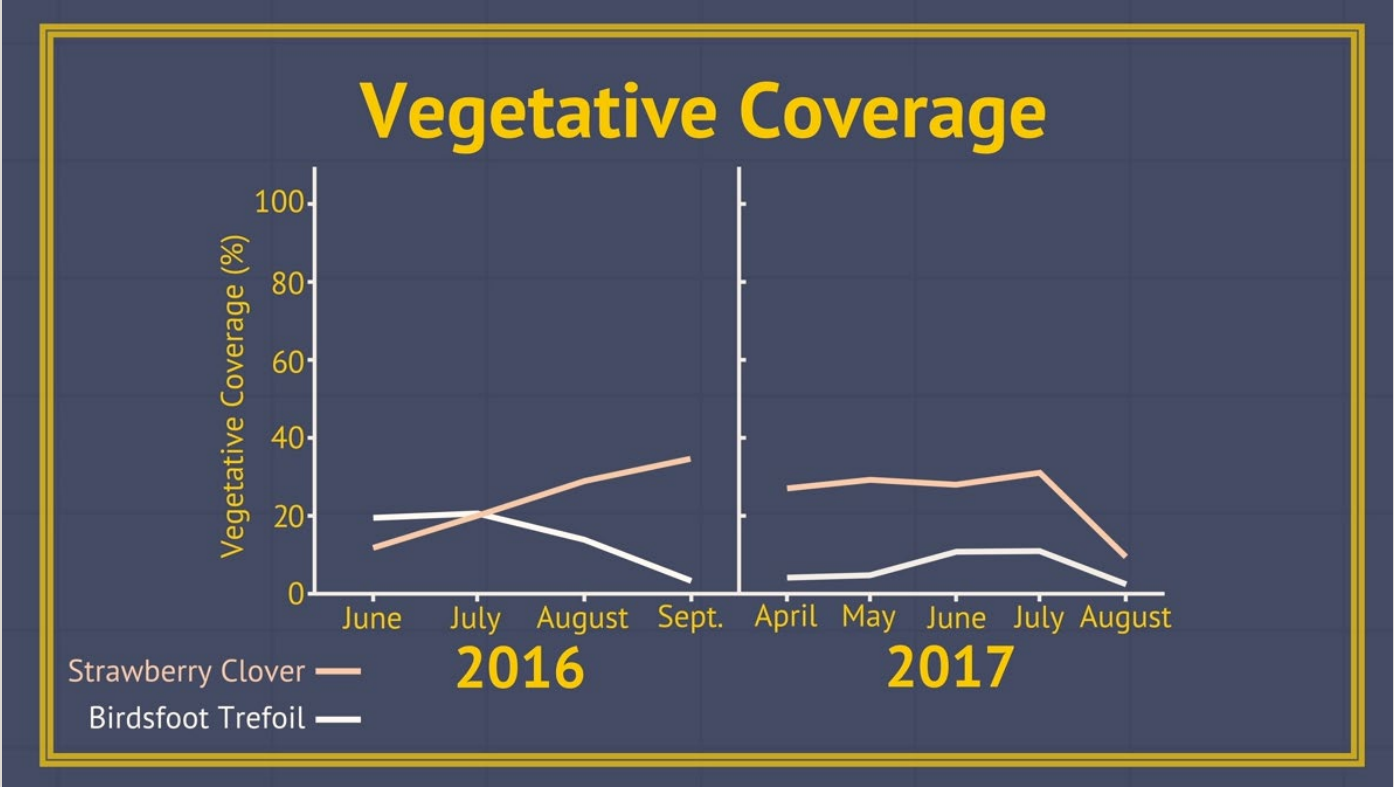
Evidence



Assertion

# CLOVER AND TREFOIL FAILED TO ATTRACT POLLINATORS IN OUR STUDY.

Evidence

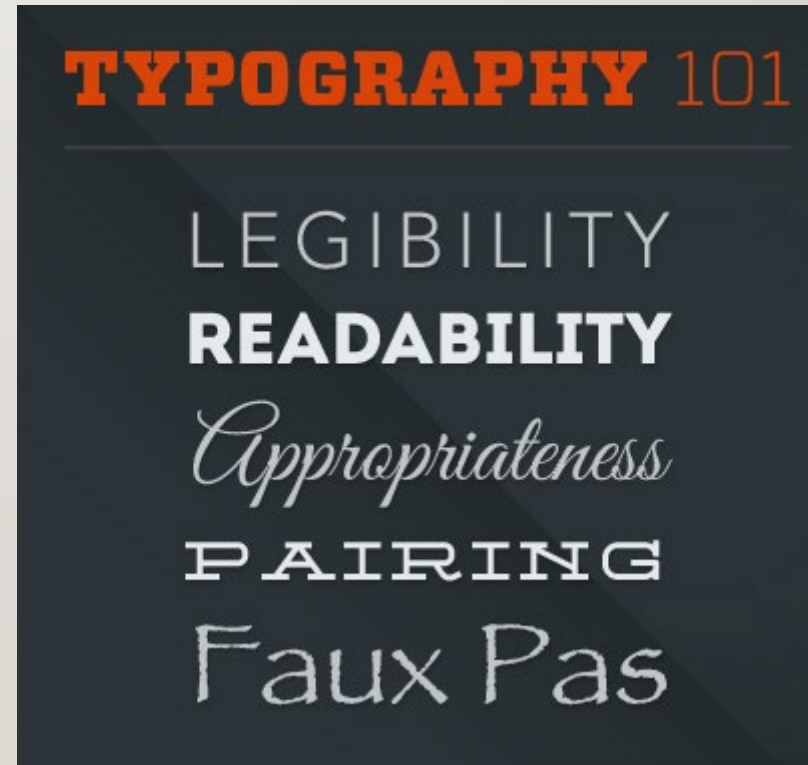


# PROPER FONT STYLES IMPROVE READABILITY.

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Use a bold sans serif font for assertions.

Use 18-24 point type for the body text.



# SHORT LISTS ARE EASIER TO LEARN.

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Keep blocks of text to one or two lines.

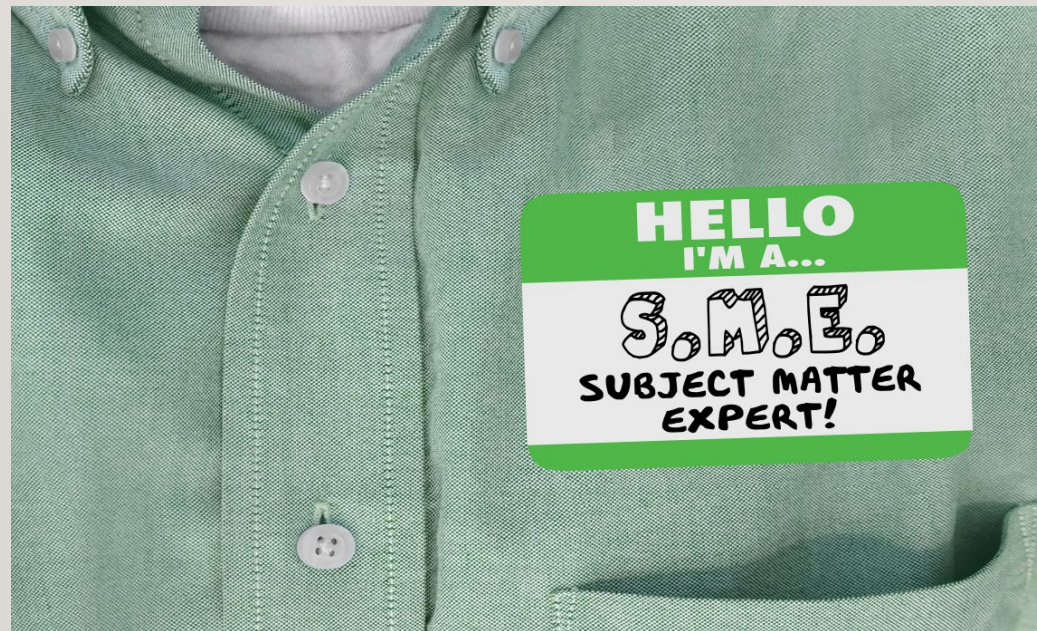
Keep lists to no more than four items.



# YOUR KNOWLEDGE SHOULD BE IN WHAT YOU SAY.

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Your knowledge of the topic should be shown in the oral part of the presentation, not in the amount of information you include on your slides.



# KEEP SLIDE EXPLANATIONS BRIEF AND CLEAR.

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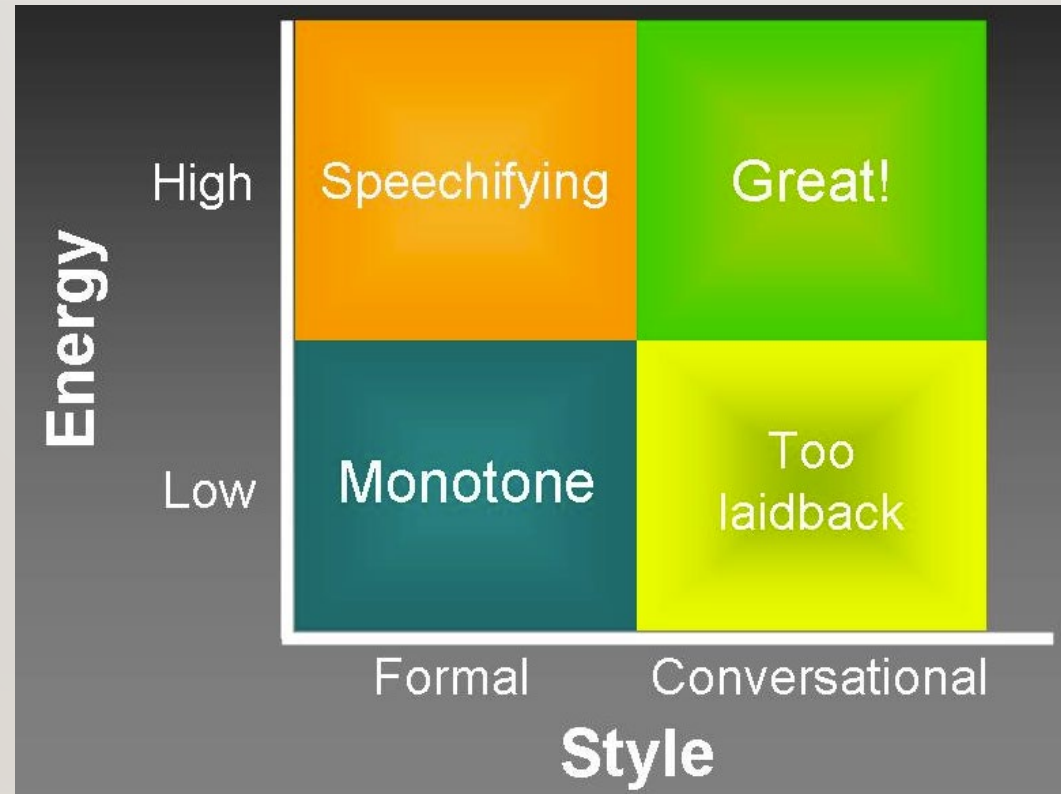
Do not not repeat the text in the slide.

Summarize your visual evidence.



# THE MOST EFFECTIVE SPEAKING STYLE IS CONVERSATIONAL WITH HIGH ENERGY.

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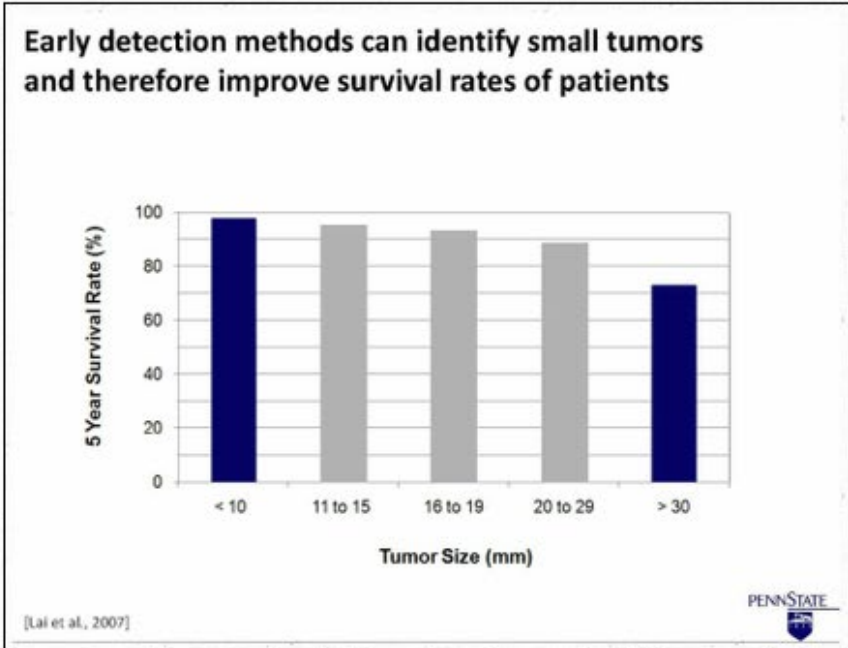




# TRY USING AN ASSERTION-EVIDENCE TEMPLATE FOR YOUR NEXT PRESENTATION.

[www.assertion-evidence.com/templates.html](http://www.assertion-evidence.com/templates.html)

## PowerPoint Templates for Technical Talks



Assertion-evidence template for PowerPoint formatted in 4 X 3 ratio with white background.



Assertion-evidence template for PowerPoint formatted in 4 X 3 ratio with black background.

# RECAP YOUR MAIN POINTS TO YOUR AUDIENCE.

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Use the assertion-evidence method for creating slides.

Use full sentences as headlines and non-clip-art visuals as evidence.

Use legible fonts.

Keep slides brief (1.5 minutes per slide).