

*Develop a  
Presentation  
with  
“Pizazz”*

**PNWS-AWWA  
2012 Conference  
Yakima, WA  
Wednesday, May 2**

Go from boring...





To  
engaging!

**What you  
learn today  
will result in:**

- ✓ Informed policymakers
- ✓ Engaged customers
- ✓ Improved organizational image
- ✓ Successful client interviews
- ✓ And many other benefits...  
(Just ask your audience)

# Presenters

- ✓ Clark Worth, Barney & Worth
- ✓ Libby Barg, Barney & Worth
- ✓ Jeff Selby, City of Lake Oswego
- ✓ Tacy Steele, Hillsboro Water
- ✓ Nicki Pozos, HDR

# Introductions

1. Find a partner
2. Interview partner
  - Worst / best presentation they ever saw and why
  - Most frequent type of presentation and audience
3. Report back to the group on partner



# Agenda

**Step 1:** Pump-up your PowerPoint, Jeff

**Step 2:** Millionaire Matchmaker, Tacy

**Step 3:** What Not to Wear (or Share), Nicki

Introducing Prezi, Libby

Class Presentations



# Work Sessions

- Save PowerPoint to desktop
- Presentation Topic: Water Conservation
- Review content

*The drill:*

Presentation → Discussion → Work Session



# Bringing Sexy Back

**What makes a good  
presentation?**



Jeff Selby

# Assignment

## Discussion

1. What's your impression of the PowerPoint?
2. What three things would you do to make it better?

## Work on your PowerPoint

# **Pump-up your PowerPoint**

**How to effectively  
introduce graphics,  
photos, and other  
media.**



*Jeff Selby*

# Assignment

## Discussion

1. Which photos tell the best story, and why?
2. Are there graphics that are more engaging than others?

## Work on your PowerPoint

# **Millionaire Matchmaker**

**Learning styles  
and creating a  
better  
presentation.**



# Assignment

## Discussion

1. What is your learning style?
2. What changes would you make to your presentation considering the audience?

## Work on your PowerPoint

# What Not to Wear (or Share)

Engaging your  
audience.



Nicki POZOS

# Assignment

## Discussion

1. What is your biggest presentation challenge?
2. What one thing will you be sure to try today?

**Practice your presentation!**



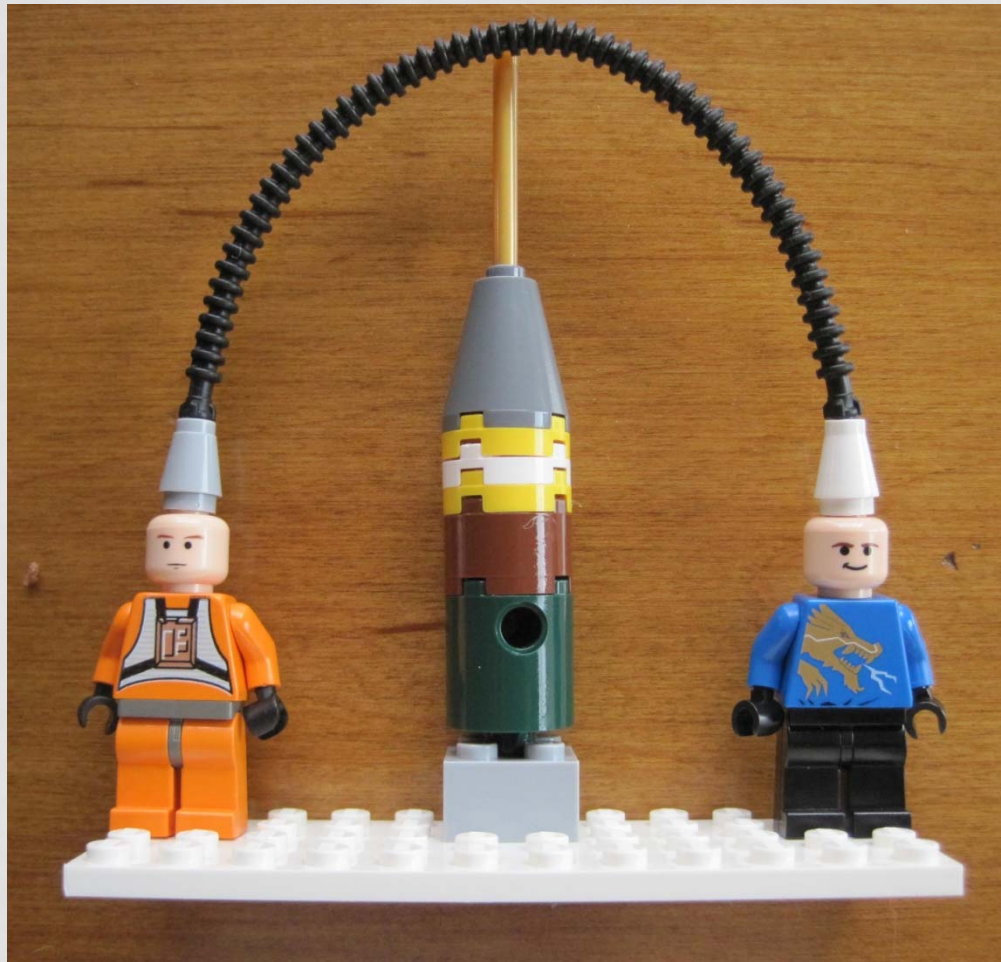


P R e Z I

# MILLIONAIRE MATCHMAKER

TACY STEELE – HILLSBORO WATER

# KNOWLEDGE TRANSFER



# SPEAKER/AUDIENCE

## Communication Styles



## Learning Styles



# NATURAL CHARISMA



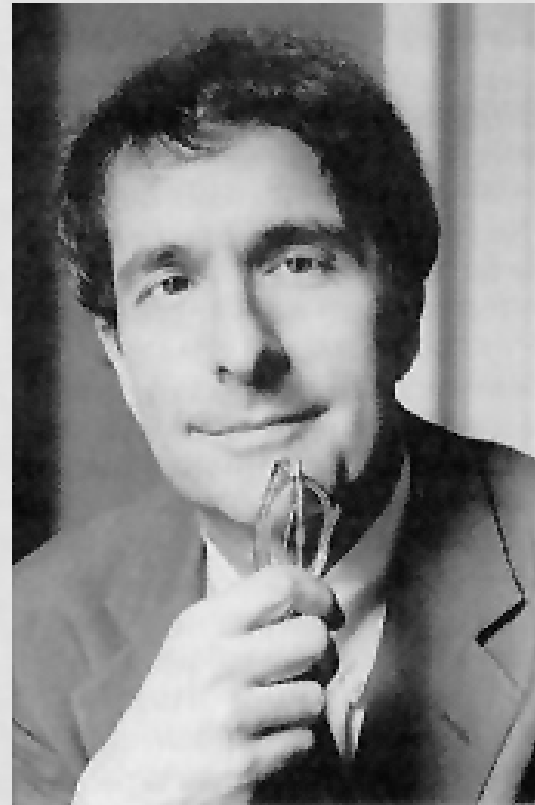
# LEARNING STYLES

MULTIPLE INTELLIGENCE THEORY

# JEAN PIAGET & HOWARD GARDNER



1896 - 1980



1943 -

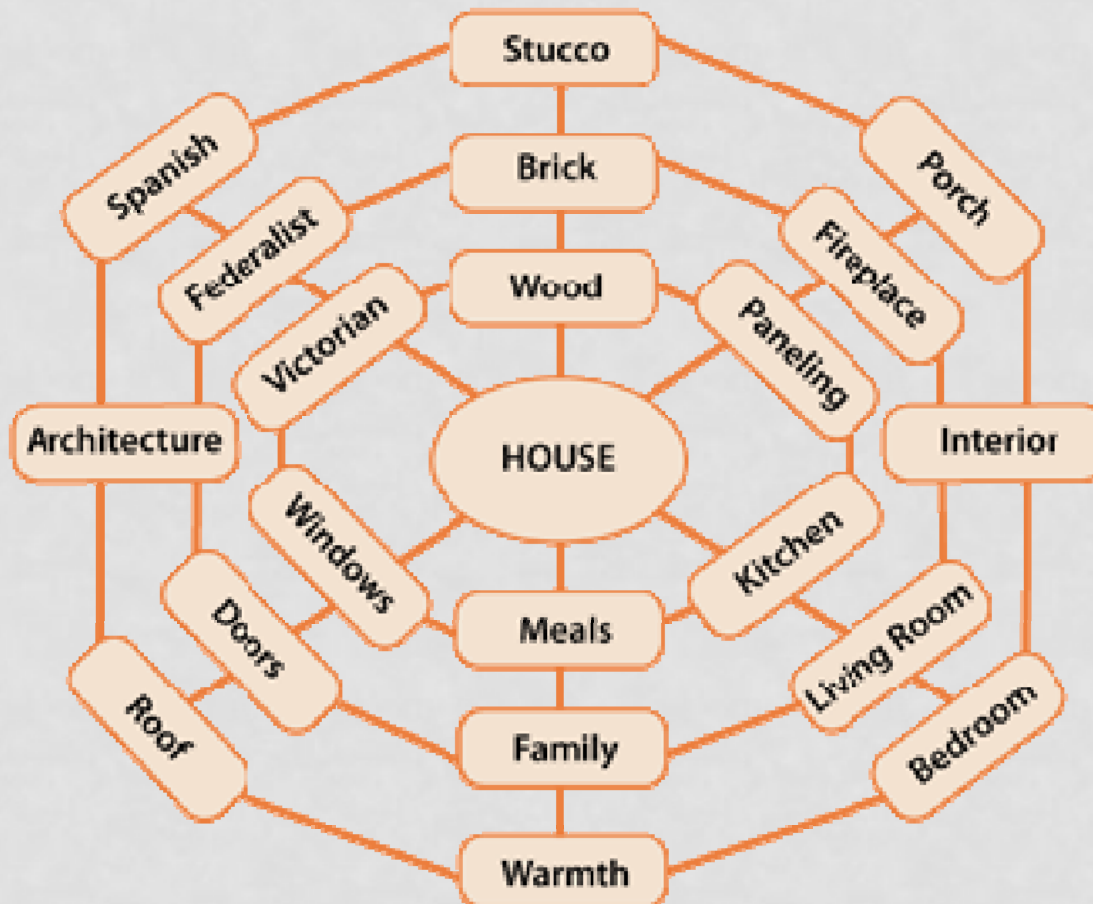


# SCHEMATA THEORY

JEAN PIAGET



# SCHEMA (SCHEMATA)



# MAKE A CONNECTION





# THEORY OF MULTIPLE INTELLIGENCES

HOWARD GARDNER

WE DON'T ALL LEARN THE SAME WAY!



**YOUR NEIGHBOR'S BRAIN MAY FUNCTION  
DIFFERENTLY THAN YOUR BRAIN.**



# MULTIPLE INTELLIGENCES



**Nature Smart**  
*(Naturalist)*



**People Smart**  
*(Interpersonal)*



**Number Smart**  
*(Logical/Mathematical)*



**Picture Smart**  
*(Spatial/Visual)*



**Self Smart**  
*(Intrapersonal)*



**Body Smart**  
*(Bodily-Kinesthetic)*



**Music Smart**  
*(Musical)*



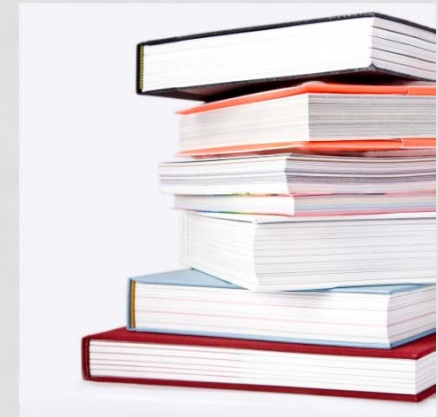
**Word Smart**  
*(Linguistic)*

# WORD SMART (LINGUISTIC)

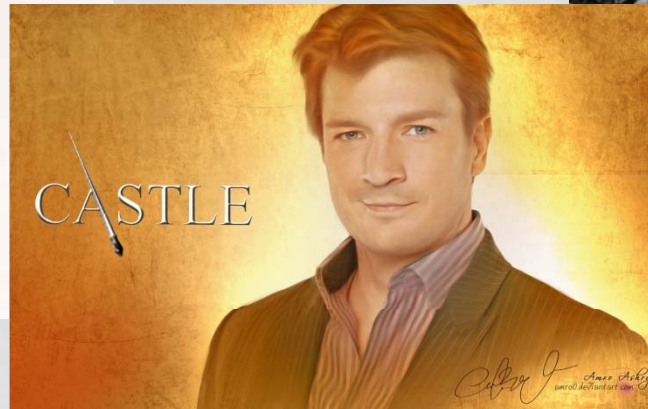
- Excel at reading, writing, telling stories and memorizing words.
- Learn best by reading, taking notes, listening to lectures, and by discussing and debating about what they have learned
- Spelling and grammar are important, along with meter & rhyme
- Like poems and quotes

*Outside of a dog, a book is a man's best friend,  
Inside of a dog, it's too dark to read.*

Groucho Marx



# FAMOUS LINGUISTS (REAL OR FICTIONAL)



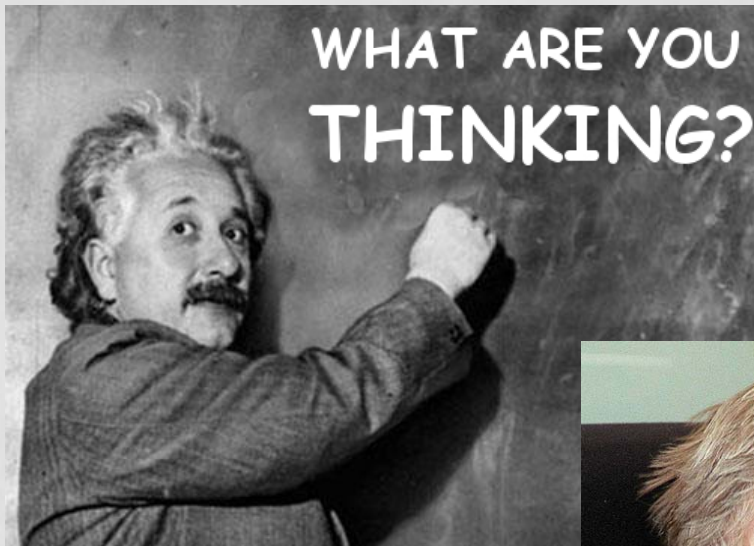


# NUMBER SMART (LOGICAL)

- Excels at logic and reasoning
- Likes math, problem-solving, computer programming
- Back up key points with logical arguments, & numbers
- Use case studies & problem solving activities in presentations

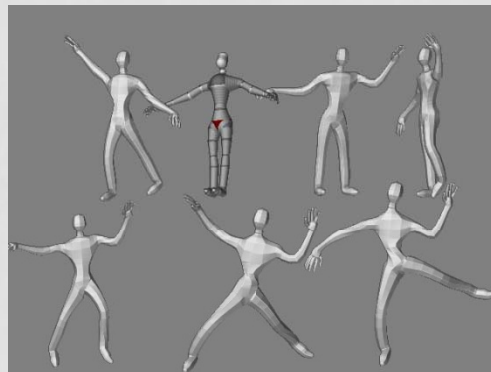
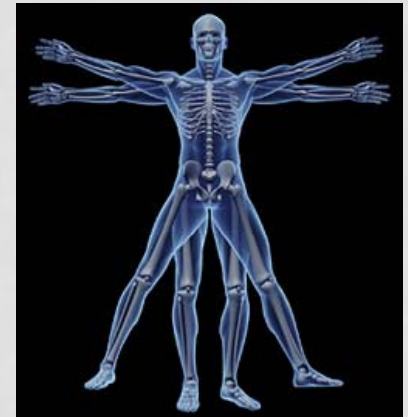


# FAMOUS LOGICS (REAL OR FICTIONAL)



# BODY SMART (KINESTHETIC)

- Skillful at body motion & object control
- Sense of timing, reflexes
- Value movement and touch, seat squirmers!
- Presentations should include physical movement or stress relievers, if movement is not possible.



# FAMOUS KINESTHETICS (REAL OR FICTIONAL)



# MUSIC SMART (RHYTHMIC)

- Perfect pitch
- Skillful at singing, playing musical instruments, composing
- Use cadence and rhyme in speech, when possible
- Use music to manipulate mood



# FAMOUS RHYTHMICS (REAL OR FICTIONAL)

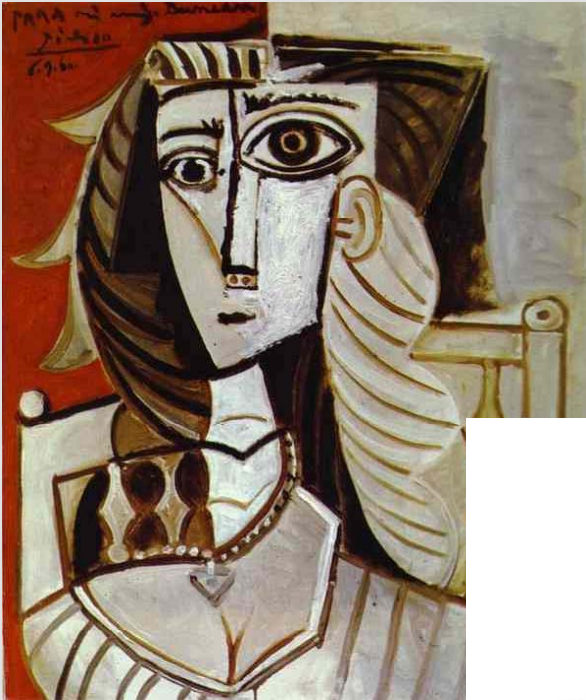



# PICTURE SMART (SPATIAL)

- Good at puzzles.
- Able to visualize with “mind’s eye.”
- Keep visual details well-organized
- Presentations can include puzzles, visualization activities, photos and graphics



# FAMOUS SPATIALS (REAL OR FICTIONAL)



  
IN  
ORDER  
TO BE  
IRREPLACEABLE,  
ONE MUST  
ALWAYS  
BE DIFFERENT.  
—COCO CHANEL





# PEOPLE SMART (INTERPERSONAL)

- Sensitive to others' moods & feelings
- Skillful at interaction and cooperation
- Need to be able to react & make observations
- Use share & discuss techniques



# FAMOUS INTERSPECTIVES (REAL OR FICTIONAL)

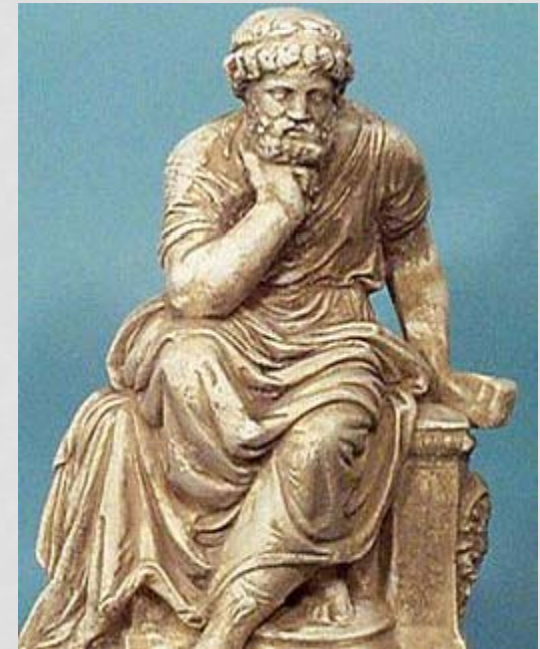


# SELF SMART (INTRAPERSONAL)

- Introspective and self-reflective
- Philosophical and critical thinker
- Need time to think & process information
- Provide reflection periods and self-assessment tools.



# FAMOUS INTRASPECTIVES (REAL OR FICTIONAL)



# NATURE SMART (NATURALISTIC)

- Nurturing of surroundings
- Applied knowledge of nature
- Use nature in stories and presentation examples
- Incorporate outdoor tour, if appropriate



# FAMOUS NATURALISTS (REAL OR FICTIONAL)



BY T. H. WOODRILL, PHOTO

# Questions?



# Presenting with Presence

Nicki Pozos, Ph.D., P.E.

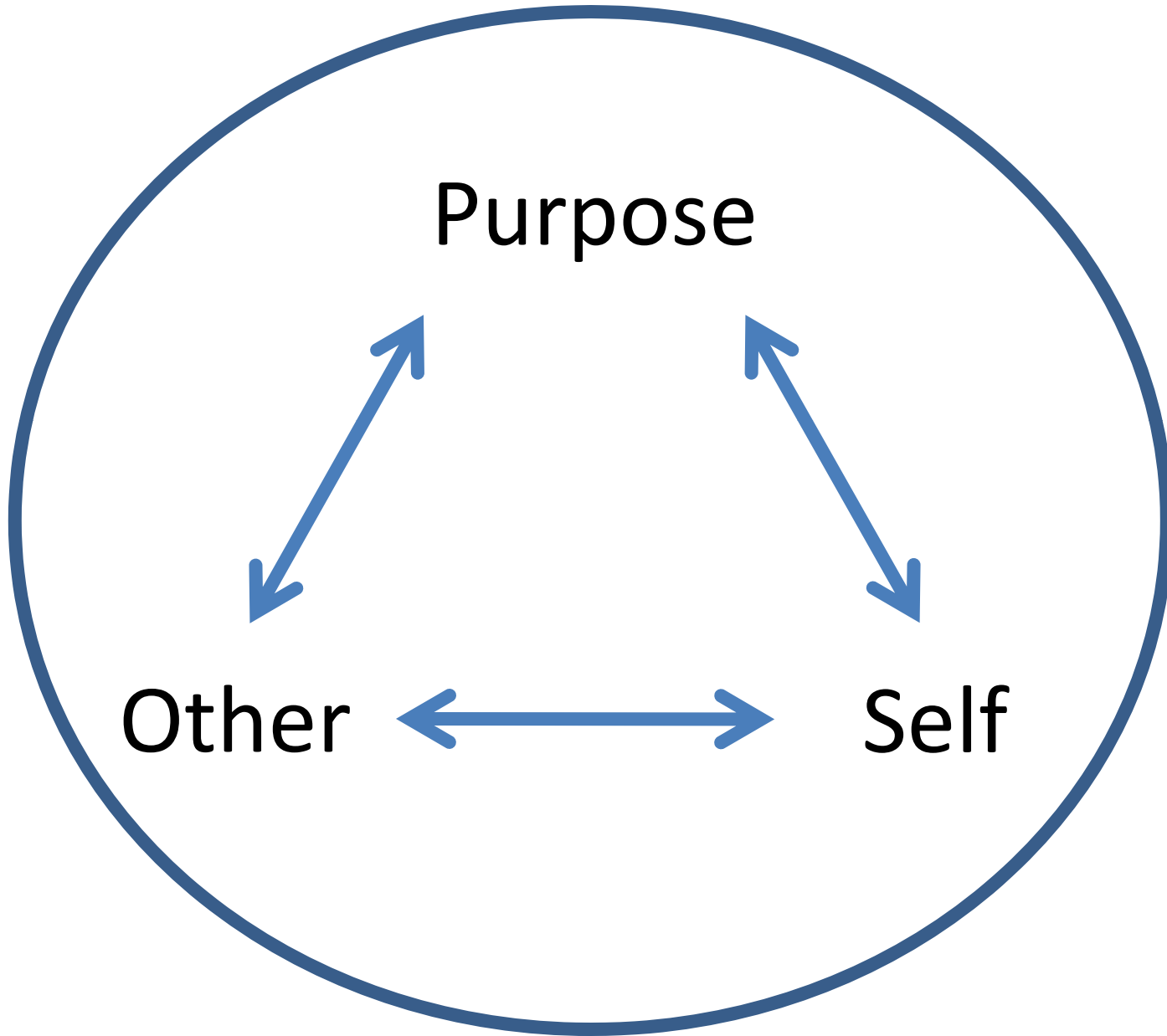
May 2, 2012

PNWS AWWA Conference



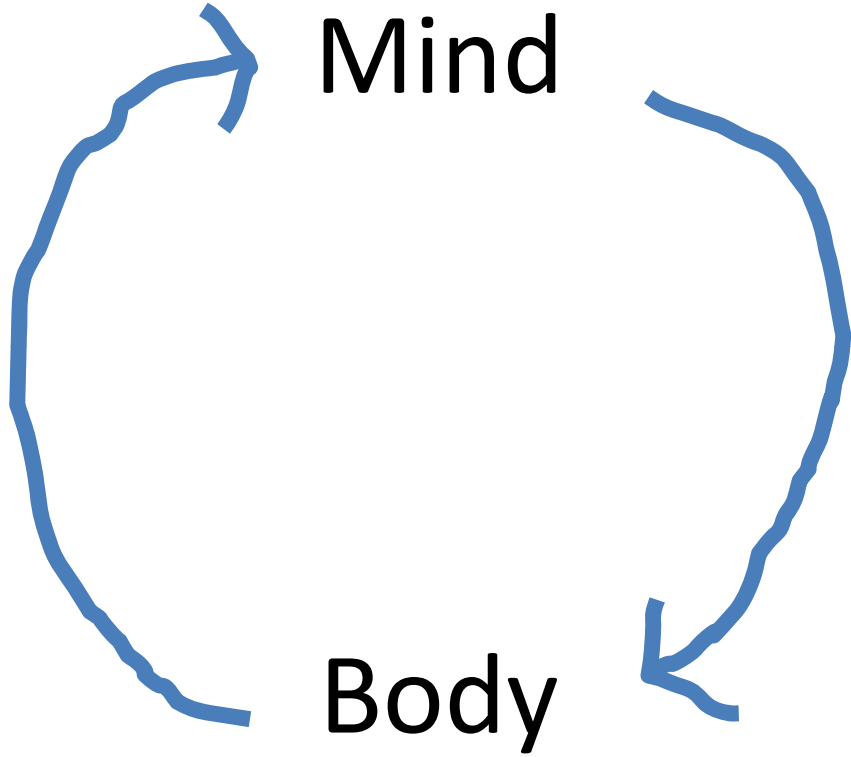


A great presenter “holds the space”

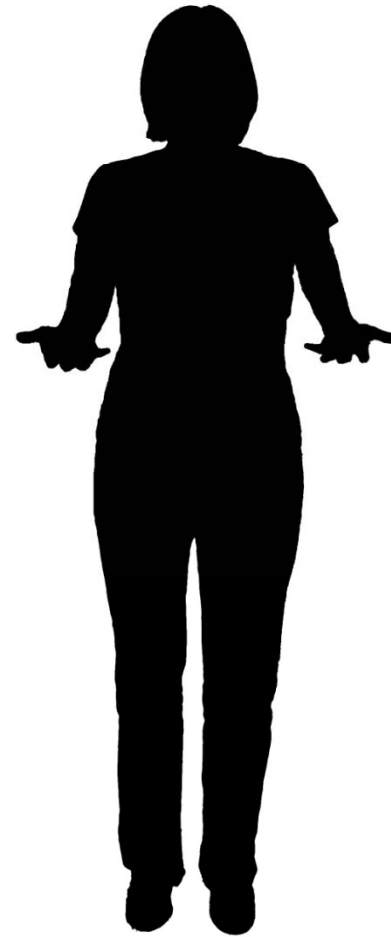
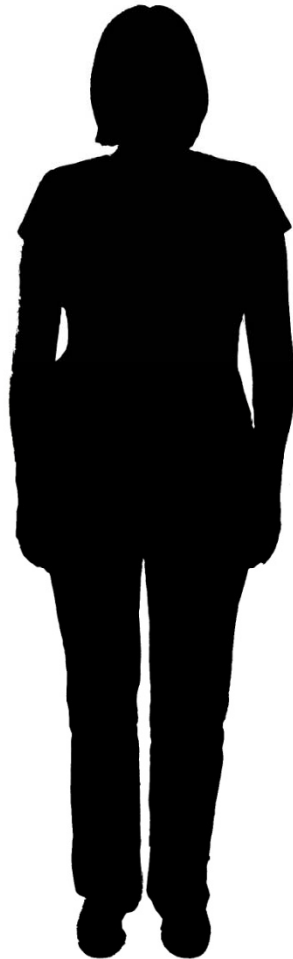


The best presenter you can be is **you**

Step 1: Pay attention to your body  
language



the  
grotesque  
plane



the  
truth  
plane

Winning Body Language, Mark Bowden (2010)

the  
passion  
plane



the  
ecstatic  
plane



Winning Body Language, Mark Bowden (2010)

Step 2: Talk like one human being  
talking to another human  
being (but louder)



A great opening is critical to  
establishing your presence in the  
space

Great idea is to start with an anecdote

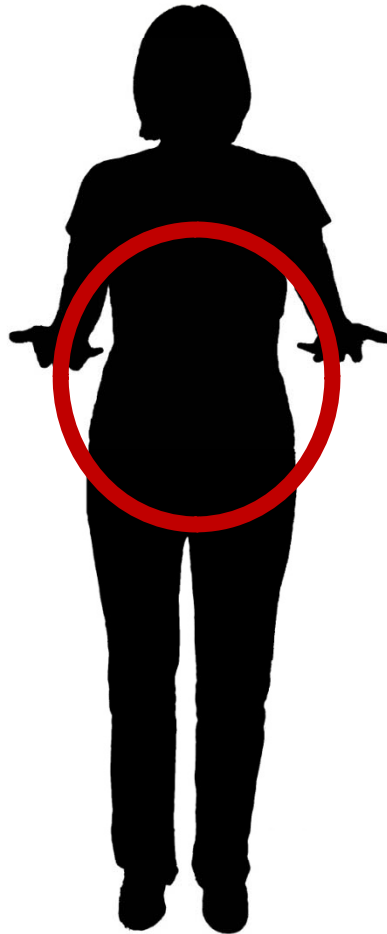
End



~~Don't start~~ with a joke unless you are  
very funny or very thick-skinned

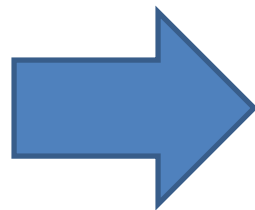
Step 3: Once you've got their attention, maintain it!

Obey the belly button rule



Maintain your focus on the group

Don't try to do anything other than presenting while you are presenting



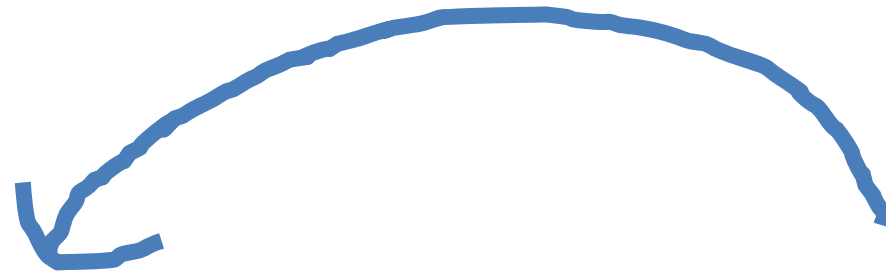
No live demos

Step 4: Focus on your purpose



The name of this presentation is **not**  
“Nicki Pozos is a great presenter”

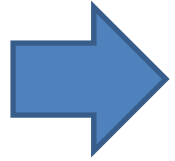
Purpose



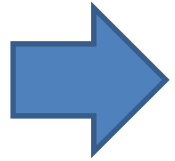
self aware  $\neq$  self conscious

Don't work at getting better at giving presentations **while** giving a presentation

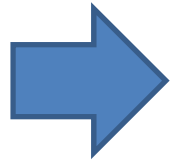
# The best presenter you can be is **you**



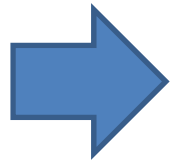
Pay attention to body language



Talk like a regular human



Obey the belly button rule



Focus on your purpose

## Contact Info:

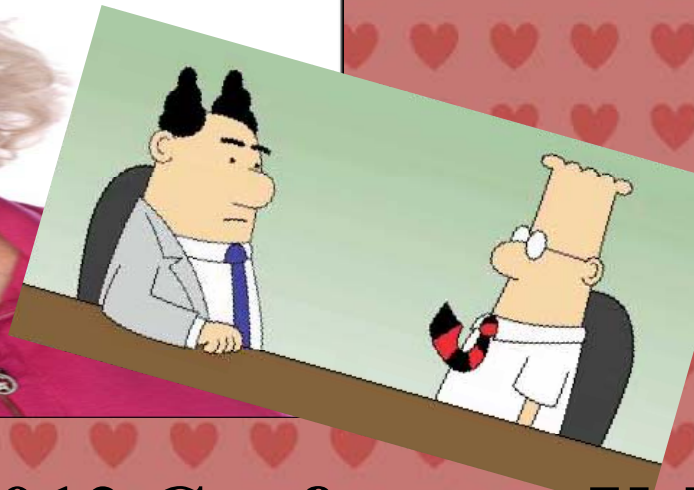
Nicki Pozos

[nicki.pozos@hdrinc.com](mailto:nicki.pozos@hdrinc.com)

503-423-3817



# WHAT MAKES A GOOD PRESENTATION?



**PNWS-AWWA 2012 Conference-Yakima, WA**

**Jeff Selby**

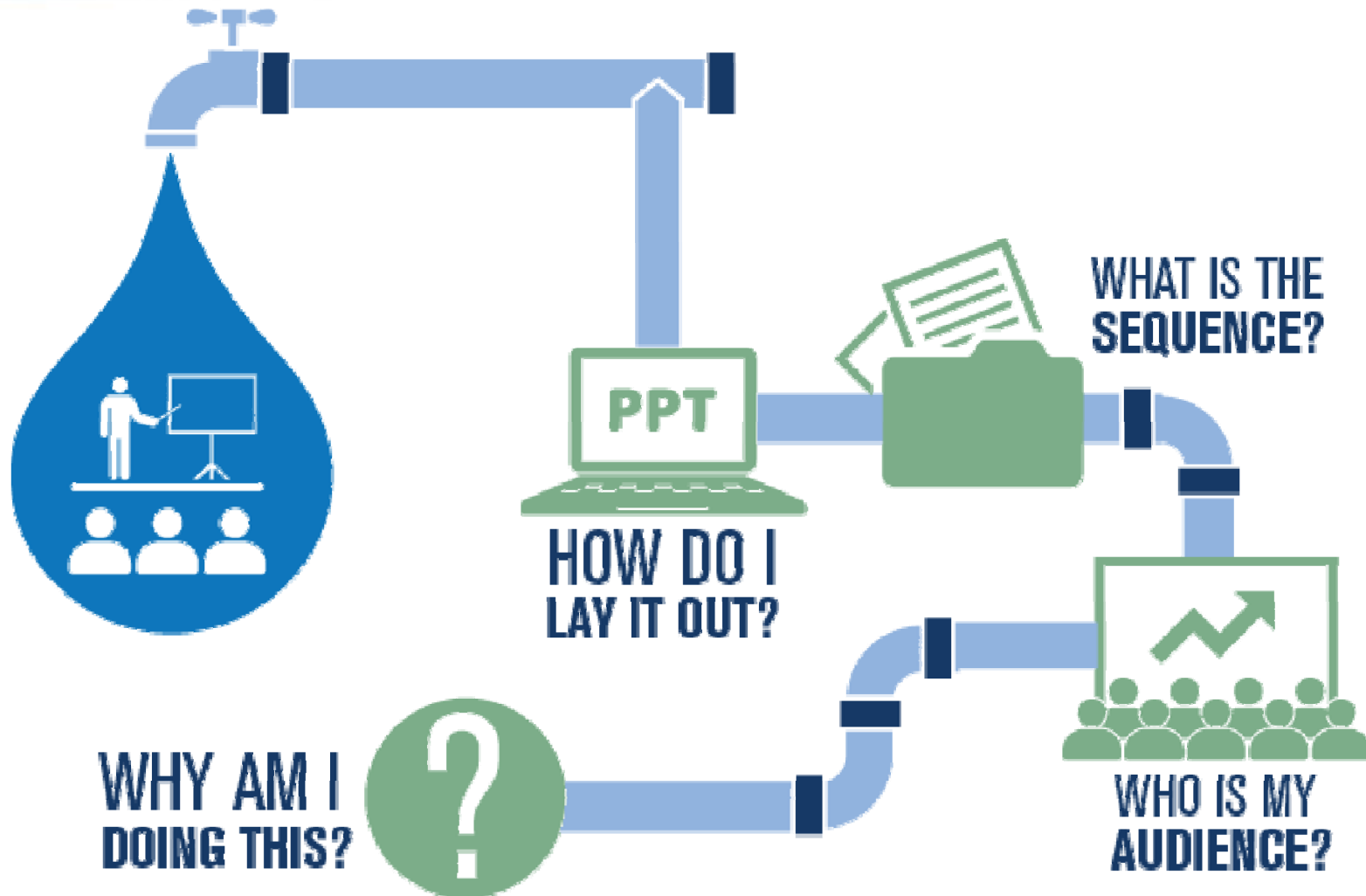
**City of Lake Oswego, OR**

# You Can Make a Good Presentation

Jeff Selby • City of Lake Oswego, OR  
PNWS-AWWA Annual Conference Yakima, WA May 2, 2012



# Planning is key





# Choosing a background & theme

- The usual metaphor for screens (projection and computer) these days seems to be black type on a white background, that is, a paper metaphor. This sometimes results in video glare, with lots of rays coming from the background. Sometimes the old fashioned computer screen seems less tiring, showing lit-up text on a dead background.
- So you should try to reduce video glare, perhaps by reducing the figure/ground contrast. For example, our screens on this website usually have a light tint on the ground to reduce the electric blue-white video glare. Of course on the computer screen, one can just turn down the brightness control when working at night or in a darkened room. Television control rooms and airplane cockpits generally have darkened backgrounds upon which to display lighted data.
- On paper, white type on a black background can result in filled-in serifs because of the printing process. It is also harder to read white type on a black ground (there surely must be some evidence about this). But we should never be working at the edge of legibility in any situation, so legibility tests might not be relevant.
- For projection presentations, obviously the figure/ground contrast must be sufficient to overcome the ambient light. Check your presentation room out in advance, test your projectors, find out how to control the room lighting and the window curtains if necessary. **You should simply look at the various design solutions under real conditions to see what is going on**, and not depend on verbal discussions such as this to decide!

-- Edward Tufte, March 19, 2002

# Choosing a background & theme

- Is this easier to read or...

# Choosing a background & theme

- ...is this easier to read?



# Choosing a background & theme

- Is this easier to read or...



# Choosing a background & theme

- Is it easy to read and understand (fonts & background)?

**Is it easy to read and understand (fonts & background)?**

**IS IT EASY TO READ AND UNDERSTAND (FONTS & BACKGROUND)?**

## Beginner Motorcycles



- My personal favorite: the Suzuki Savage
- Light weight (~380lbs)
- Adequate power (650cc engine)
- Low seat height fits most riders

PNWS  
IDAHO • OREGON • WASHINGTON

# Choosing a background & theme

- Is it easy to read and understand (fonts & background)?
- Does it establish and enhance my credibility?
- Does it distract the audience?

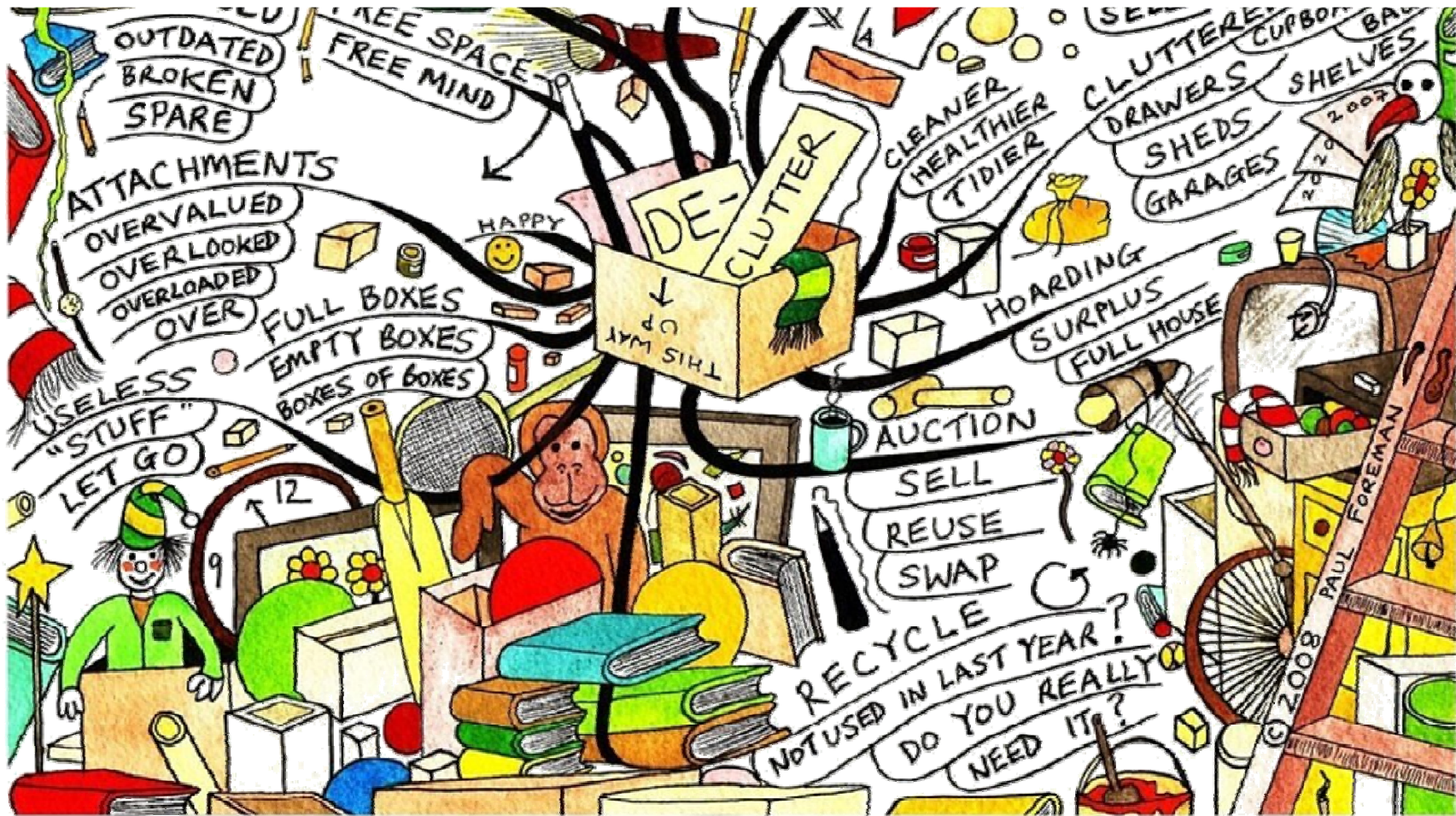


# Choosing a background & theme

Less is more.



# Get rid of clutter: one idea per slide



© Paul Foreman <http://www.mindmapinspiration.com>



# Effective headlines work for you

**THE Sun**

Thursday, March 13, 1986 18p TODAY'S TV IS ON PAGE 14

**£50,000 BINGO** Lucky numbers are on Page 18

# FREDDIE STARR ATE MY HAMSTER



**Comic put a live pet in sandwich, says beauty**

**SELLERS  
GIRL IS**

**Scandal ... unimpaired Les yesterday** **PHOTO PETER BALFOUR**

**ZANY** comic Freddie Starr put a live hamster in a sandwich and **ATE IT**, model girl Les La Salle claimed yesterday.

She said "I was shocked and horrified. He killed my pet."

"It's something I'll never forget. He put my hamster between two slices of bread and started eating it."

"He thought it was hilarious," said Les. "He just fell about laughing."

Les, 25, said the incident—which Starr hady dressed-upaged while she came was dining with her and boyfriend Francis Mulgrew in Sarnhead, Clapham. Freddie was performing at a Westchester nightclub.

Les, a former Miss

# Effective headlines work for you

**ANALYZING THE PROPOSED CITY SMOKING BAN**

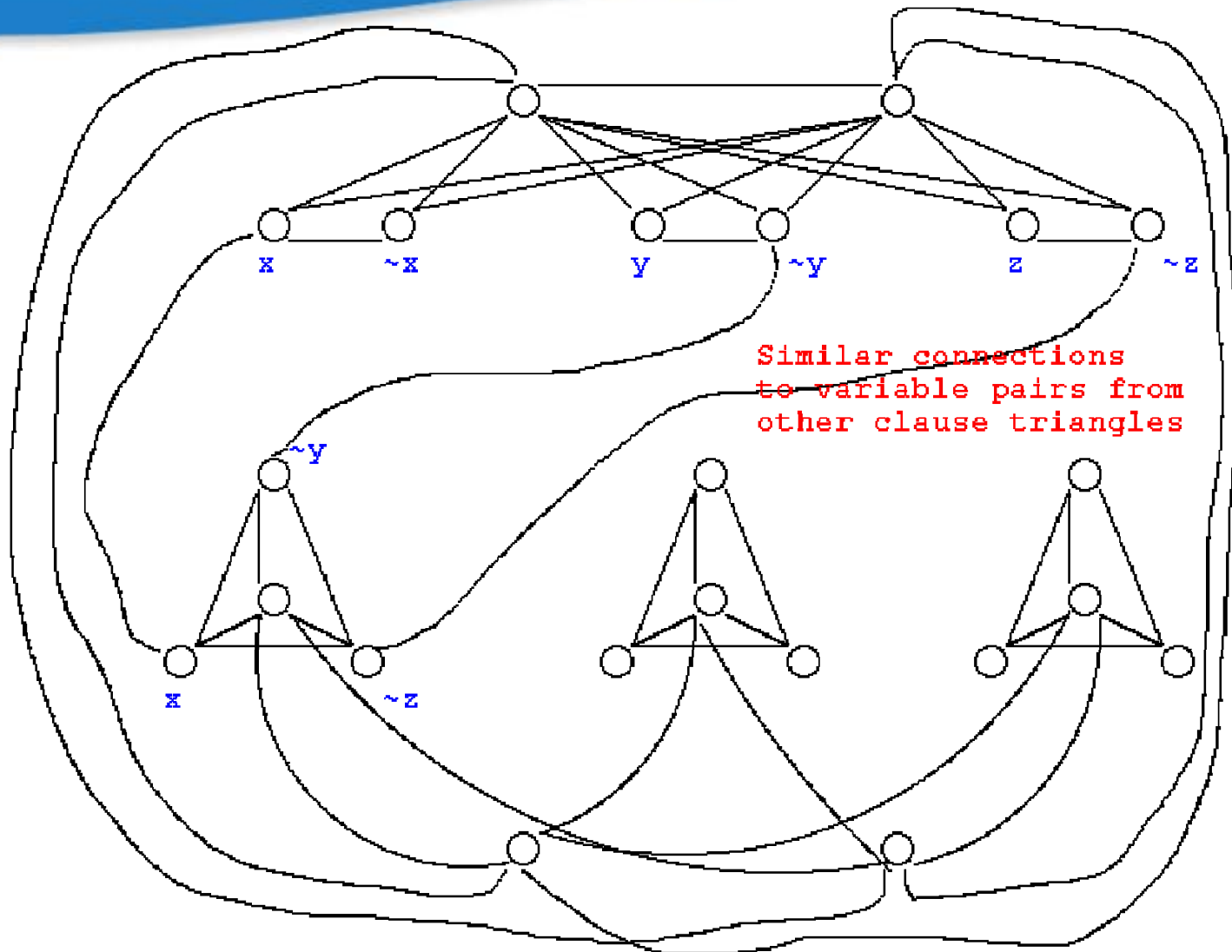
## **WHAT'S REALLY IN THE AIR**

**Sun-Times measures how polluted the air is in 25 bars, restaurants and other places around the city**

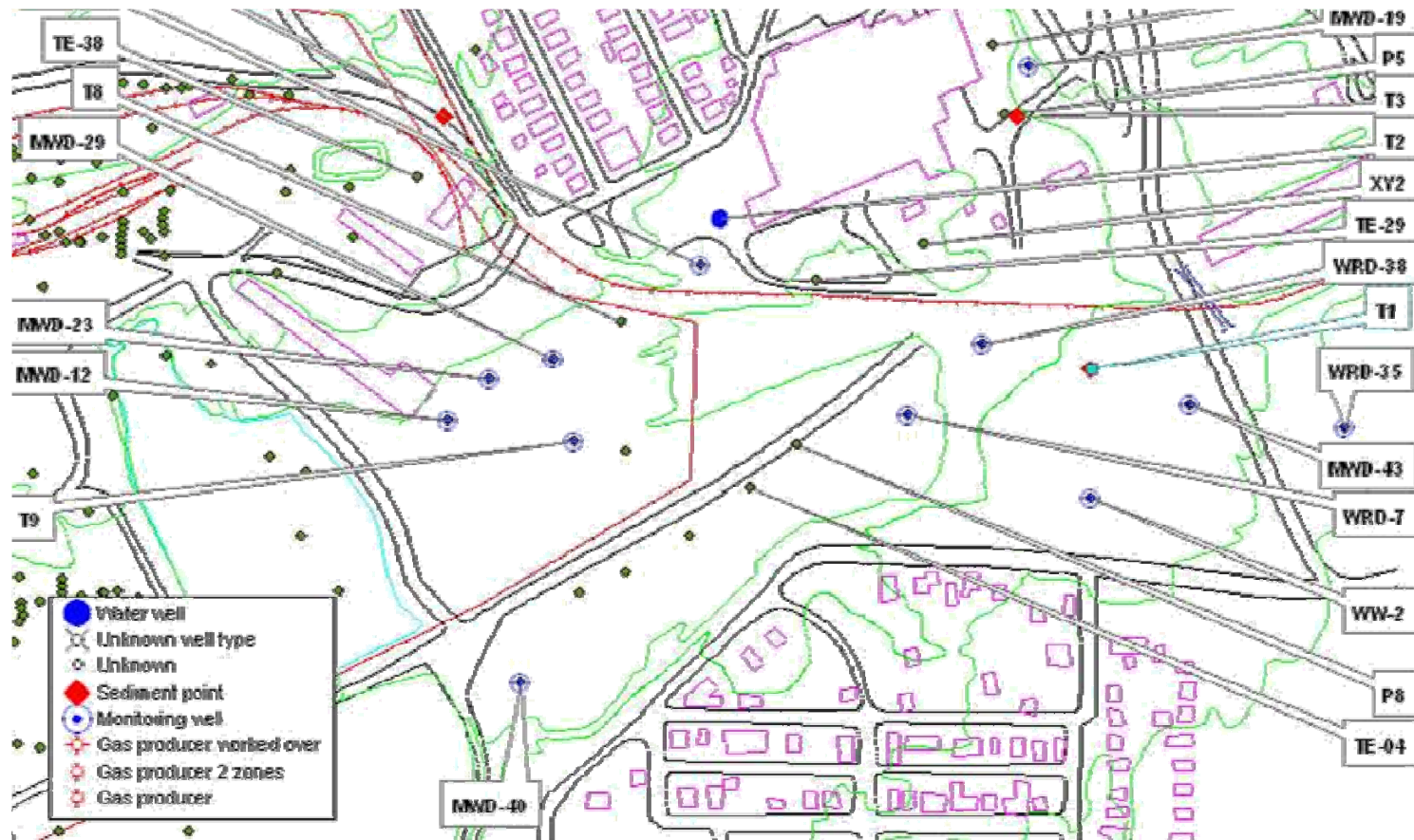
The controversial smoking ban is set for a City Council Health Committee vote on Thursday.  
STORY BY LORI RACKL AND CHRIS FUSCO ON PAGES 8-9

- Everything else on the slide supports the headline/topic.

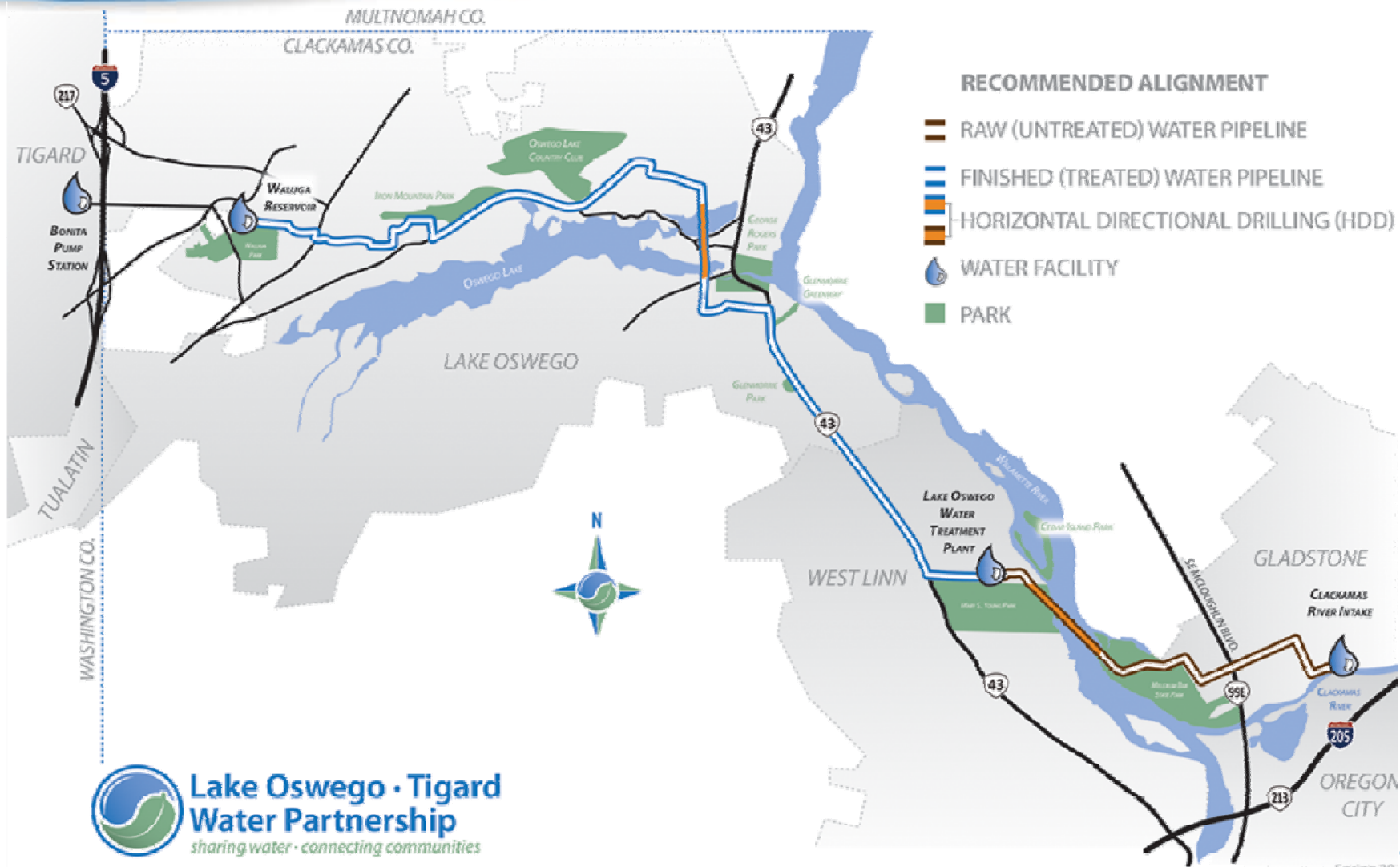
# Know your audience



# Help your audience



# Use professional graphics when possible



# Avoid random graphics placement



# Organize your graphics

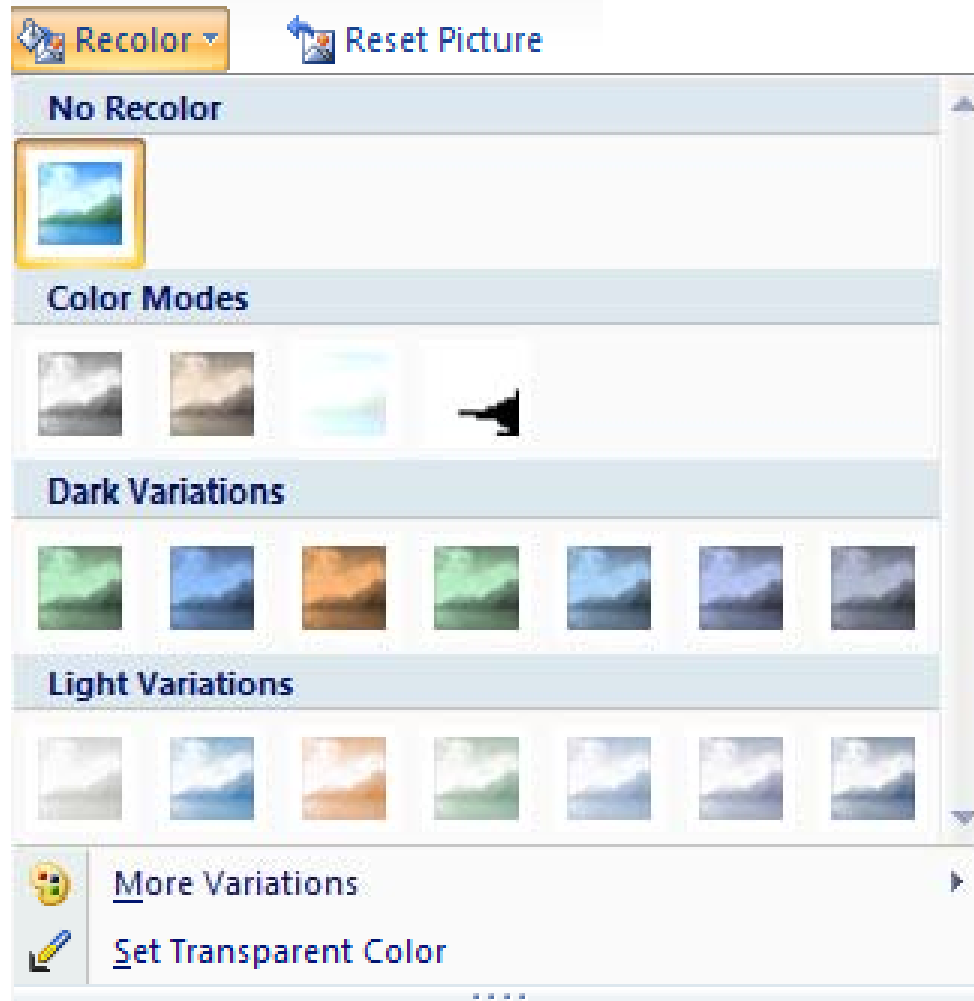


# Only use corners to resize graphics





# Discover the transparency tool



# Discover the transparency tool



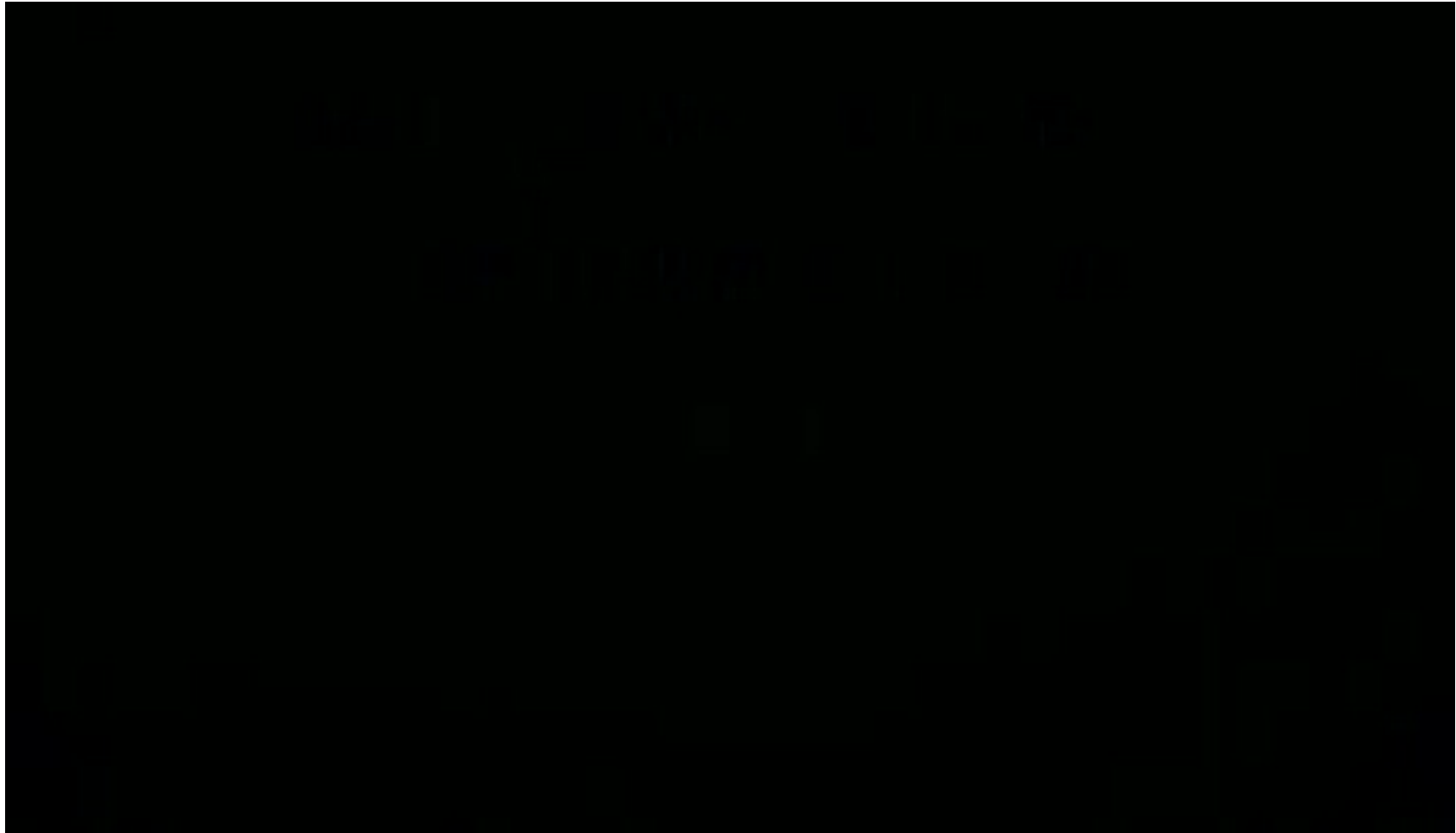
**CITIZEN  
SOUNDING  
BOARD**

Discover the transparency tool

***CITIZEN  
SOUNDING  
BOARD***

# Inserting movies

# Inserting movies



# Tell stories



# Thank you!!!!!!!

## Thank you.

