

# **Death By PowerPoint:**

## How to Stop **Killing** the Effectiveness of Your Presentations.

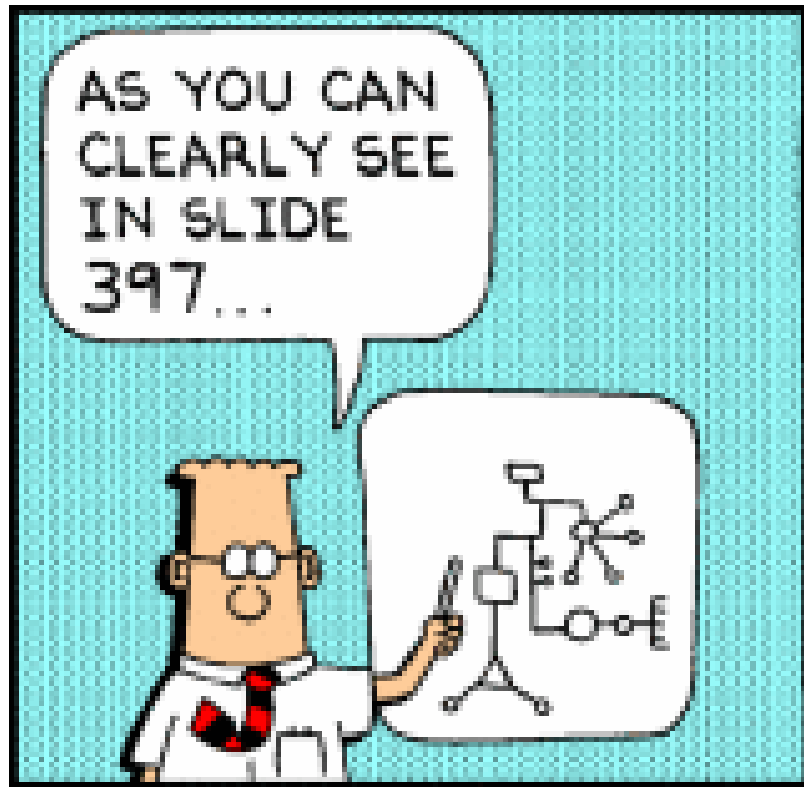
DEATH BY POWERPOINT



**Jim Lockard**  
**2017 IAMSR Conference**  
**Fayetteville, Arkansas**

# Death By PowerPoint

Dilbert



# Here's a whole bunch of stuff I want to talk about

- This is the first thing I did by using this method in this way
- Then I did this and controlled for this and thought some about this and didn't forget this
- I also applied techniques X, Y and Z by integrating A, B, and C across the F, G, H components of all this stuff over here
- After that, I put the right hand in then the right hand out then the right hand back in then I hustled all about
- For a few of these other things over here that were different from those other things over there I did the following stuff:
  - I added some bat wings and toad eyes and spun around three times
  - I built a makeshift shrine over the instrumentation to reduce the probability of errors in the analytical dimensionality of my methodology
  - Then I analyzed the whole pile of it all with Heffalump Marices after which I performed necessary Suprefragilisticxpealidocious Corrections to 47% of the data stream.

# THIS IS FRUSTRATING



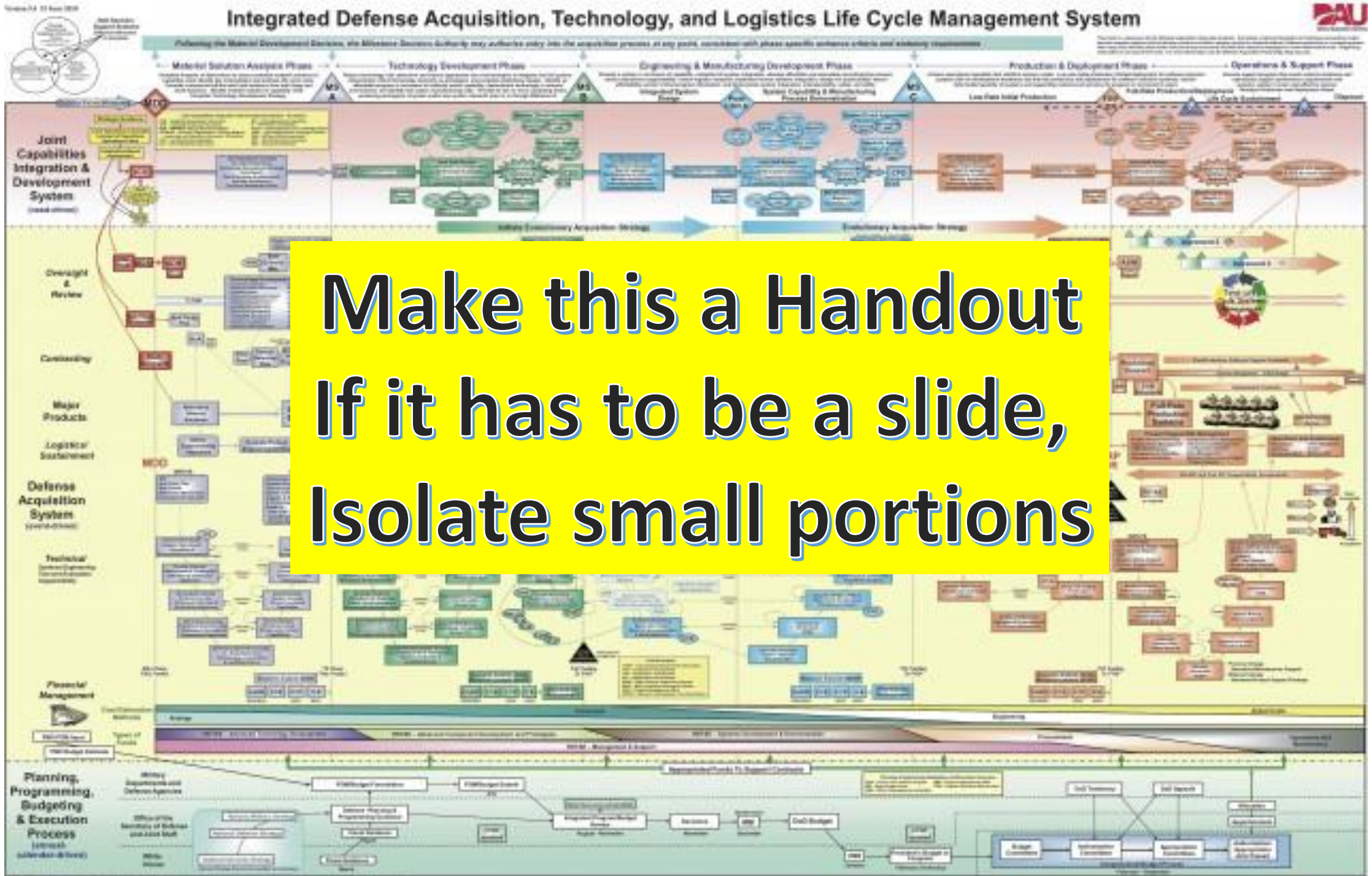
# **BETTER** = TWO OR THREE BULLETS

- **Slides Should Be Simple and Clear**
  - Not too much information
  - No more than 2 to 3 sentences of info
- **People May Want to Copy the Info**
  - That slows things down when slides have too much info on them





# Integrated Defense Acquisition, Technology, and Logistics Life Cycle Management System



Make this a Handout  
If it has to be a slide,  
Isolate small portions

# LACK OF COLOR CONTRAST

“One of the most powerful shocks of the Middle Passage is the collapse of our tacit contract with the universe – the assumption that if we act correctly, if we are of good heart and good intentions, things will work out. We assume a reciprocity with the universe. If we do our part, the universe will comply. Many ancient stories, including the Book of Job, painfully reveal the fact that there is no such contract, and everyone who goes through the Middle Passage is made aware of it.”

~ James Hollis, Jungian analyst

# **BETTER** COLOR CONTRAST

**“One of the most powerful shocks of the Middle Passage is the collapse of our tacit contract with the universe – the assumption that if we act correctly, if we are of good heart and good intentions, things will work out. We assume a reciprocity with the universe. If we do our part, the universe will comply. Many ancient stories, including the Book of Job, painfully reveal the fact that there is no such contract, and everyone who goes through the Middle Passage is made aware of it.”**

**~ James Hollis, Jungian analyst**



# TOO MANY IMAGES



# TEXT AND FONT ISSUES

- Text is too small to see clearly. Viewers have to strain to see, or they just give up.
- *Font is Not Clear or bold enough, making it difficult to see well.*



# TEXT AND FONT ISSUES - BETTER

- Text is too small to see clearly. Viewers have to strain to see, or they just give up.
- Font is Not Clear to see well, making it difficult to see well.



# Death By PowerPoint – SOME TIPS

- **CLARITY & SIMPLICITY**
- **CONTRAST**
- **CLEAN & NEAT**
- **EACH SLIDE HAS A PURPOSE**





# Death By PowerPoint – SOME TIPS



# Death By PowerPoint – SOME TIPS

- **IMAGES**
- **AVOID CLUTTER**
- **RELEVANCE TO TOPIC**
- **CREATE VARIETY IN SLIDE FORMATS**



# Death By PowerPoint – SOME TIPS



- Use Large Enough Fonts
- Use Clear Fonts
  - Arial
  - Calibri
  - Corbel
  - Times New Roman
- Remember Contrast

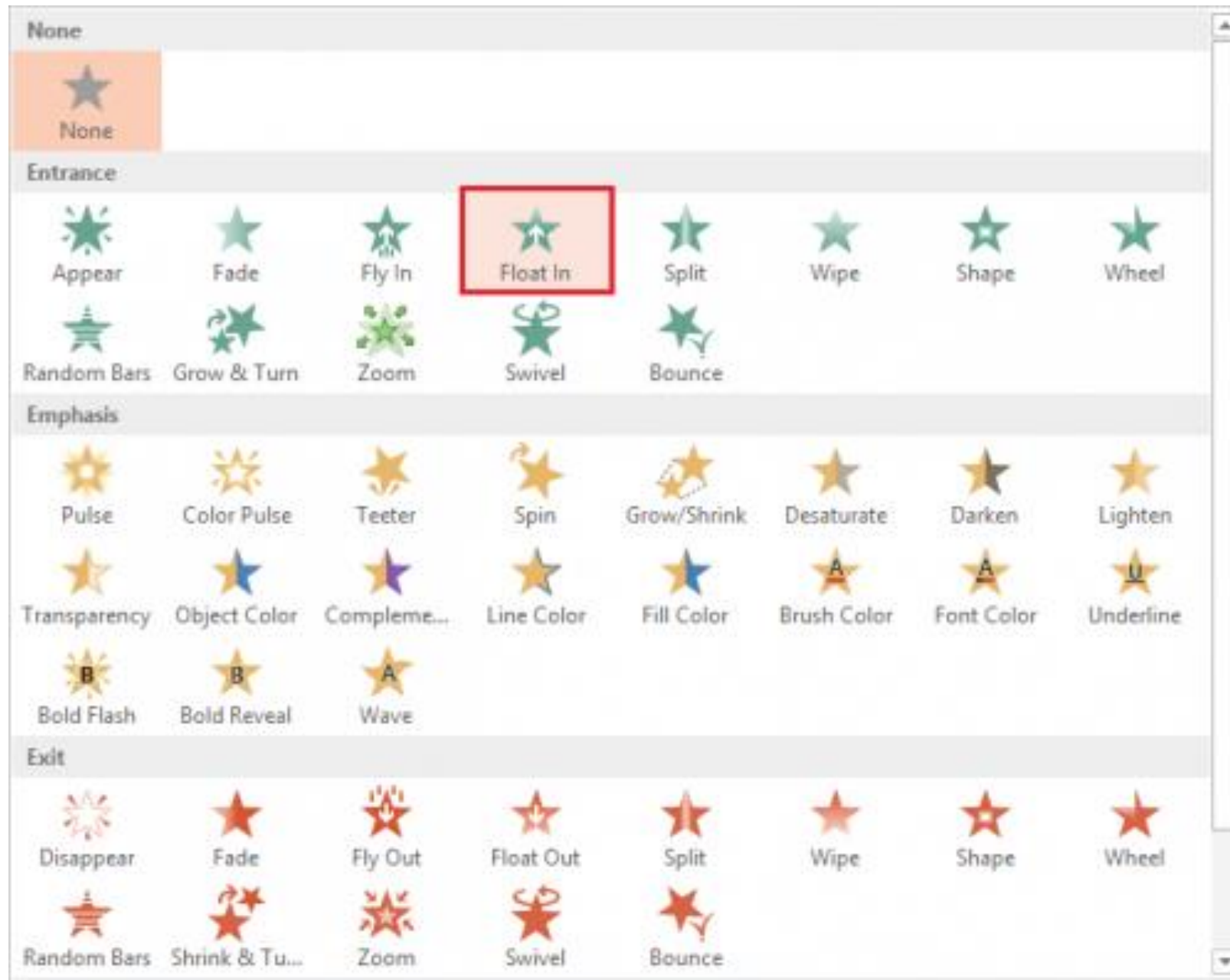
# Death By PowerPoint – SOME TIPS

- **ANIMATIONS - PURPOSE**
- **FOCUS ATTENTION**
- **CONSISTENT**
- **KEPT TO A MINIMUM**



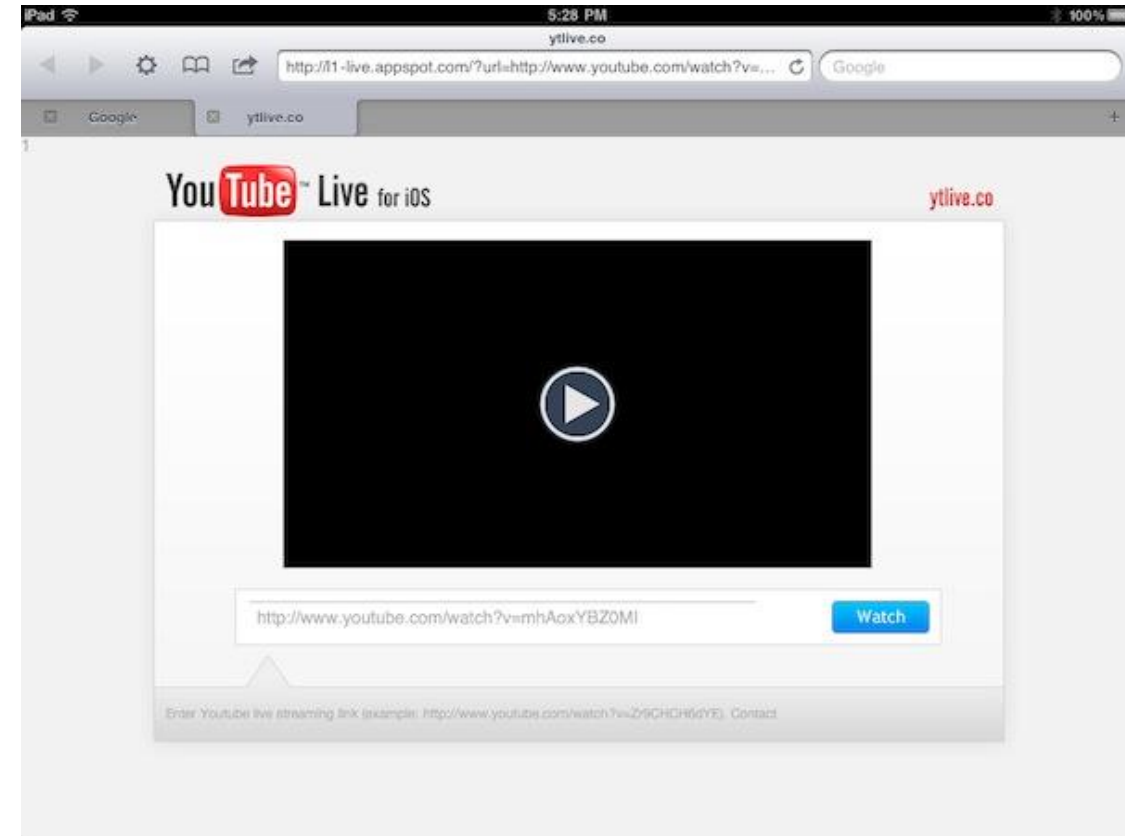


# ANIMATIONS



# Death By PowerPoint – SOME TIPS

- **VIDEOS:**
- **WHEN EMBEDDING,  
HAVE A BACK-UP**
- **TEST BEFORE YOU  
PRESENT**
- **FORMATTING ISSUES**



# Death By PowerPoint – SOME GENERAL TIPS

- **FORMATTING ISSUES**
- **MORE SLIDES ARE BETTER THAN FEWER**
  - **DON'T PUT TOO MUCH ON ONE SLIDE**
- **DON'T READ YOUR SLIDES – PPT A SUPPORT TOOL**
- **PLENTY OF TUTORIALS**



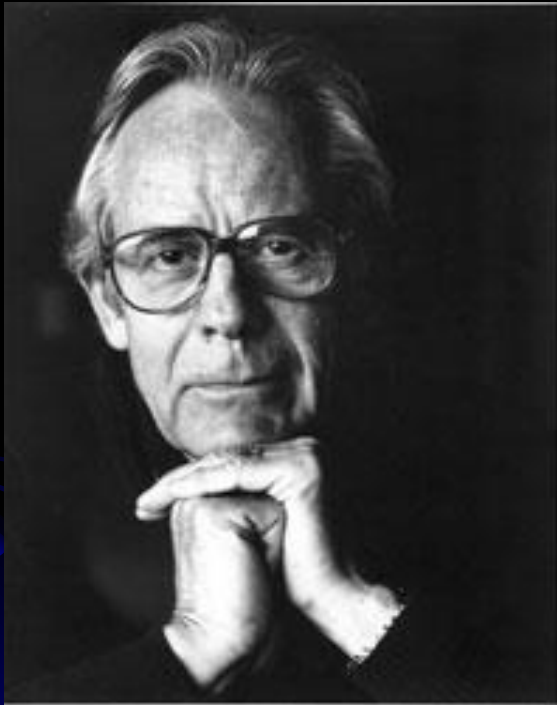
# Death By PowerPoint – EXAMPLES

*You have to show*  
**IDEAS**  
*not slides*





# Meeting Your Shadow



***“Insanity is doing the same thing over and over again expecting different results.”***

**~ Rollo May**

# CLASSES AT SEA

**Join Dr. Jim and Dorianne for this Incredible Trip**

- ▶ **The Accredited Joseph Campbell, Myth & Spirit Class**
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      - ▶ **Prices from \$2195 to \$2695 (cruise-only)**



# ***ARE YOU A*** **SPIRITUAL EDGEWALKER?**

**A Workshop  
with**



**Jim Lockard**





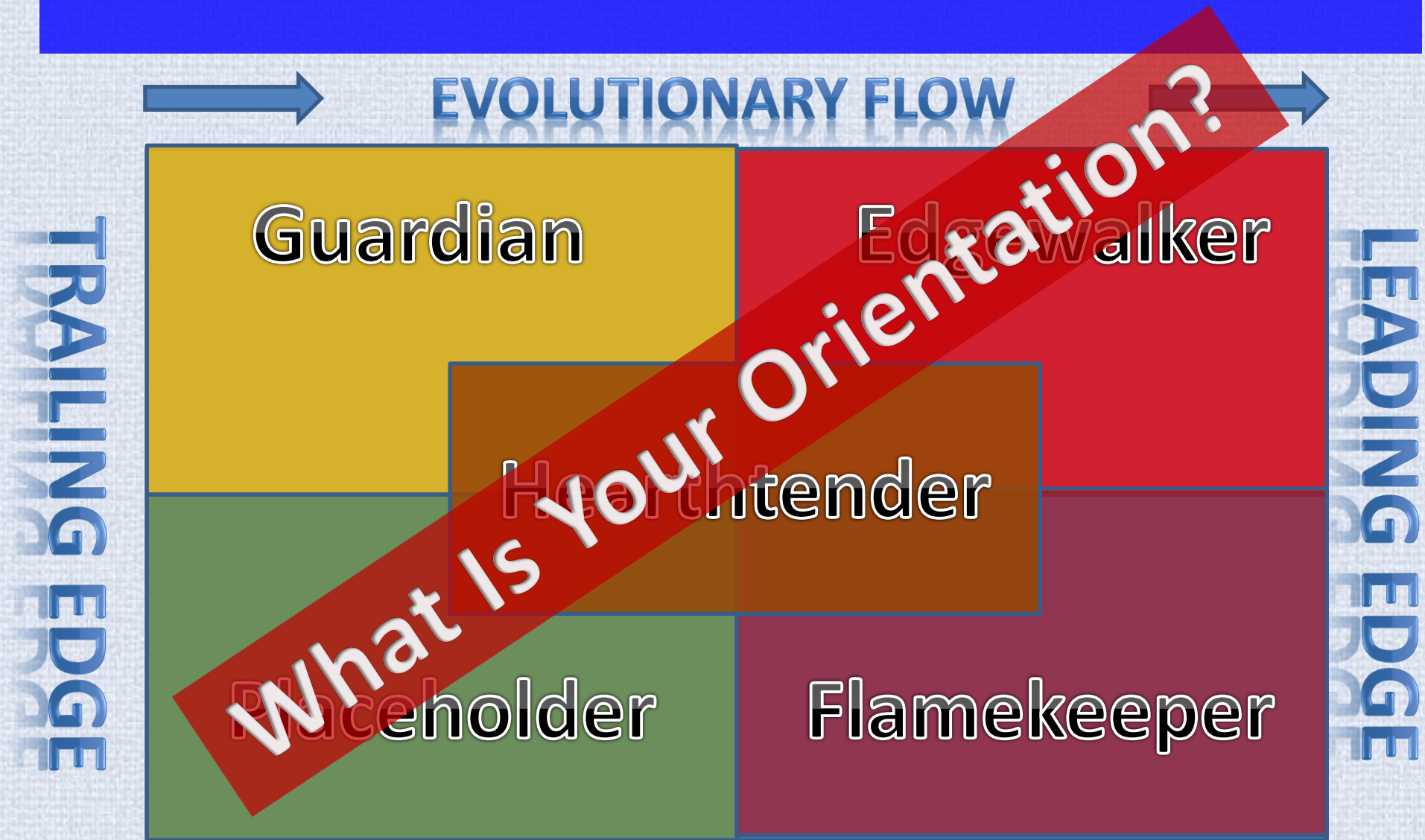
# SPIRITUAL EDGEWALKER

## 1. Edgewalker:

- Walks Between Worlds
- Intuitive
- Seek Change
- Comfortable in Transition
- Unpredictable
- Trigger Fear & Discomfort in Others



# SPIRITUAL EDGEWALKER



# CREATING IMAGES WITH POWERPOINT





# CREATING IMAGES WITH POWERPOINT



## Women of New Thought

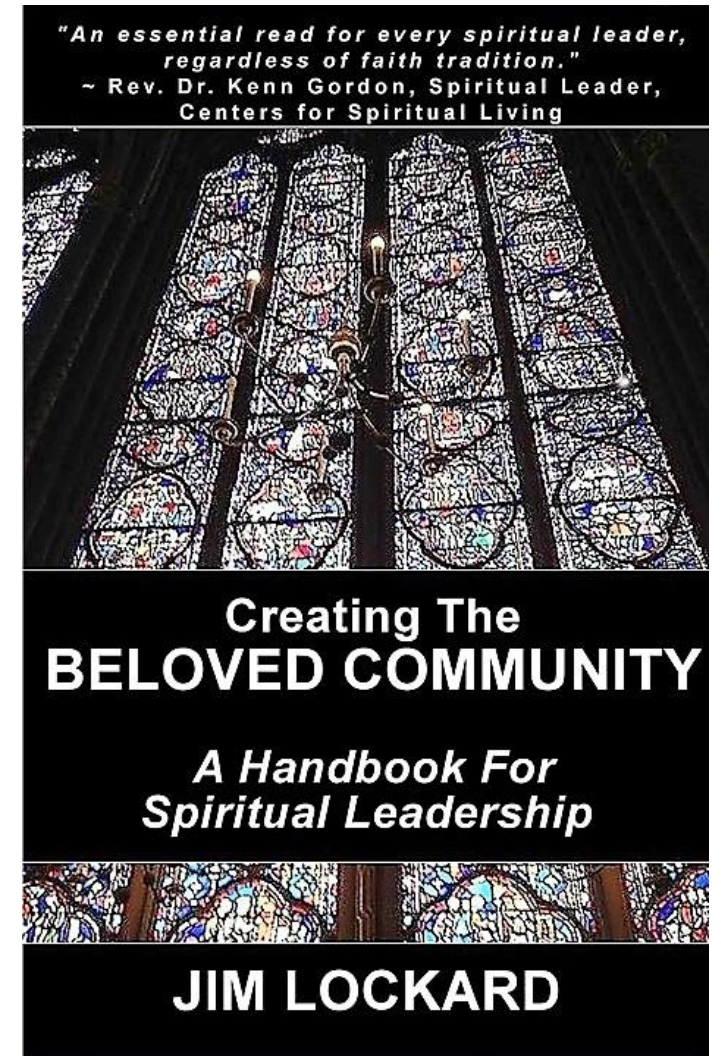


**ANY QUESTIONS?**



# STAYING IN TOUCH

- Blogs:
  - [NewThoughtEvolutionary.wordpress.com](http://NewThoughtEvolutionary.wordpress.com)
  - [JimLockardOnWine.com](http://JimLockardOnWine.com)
- SOCIAL MEDIA:
- Facebook: Jim Lockard
- Twitter: @JimLockard
- Linkedin: Jim Lockard
- Email: [JimLockardTravels@yahoo.com](mailto:JimLockardTravels@yahoo.com)



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