



Claudyne Wilder

Simplify and organize your information for better slides

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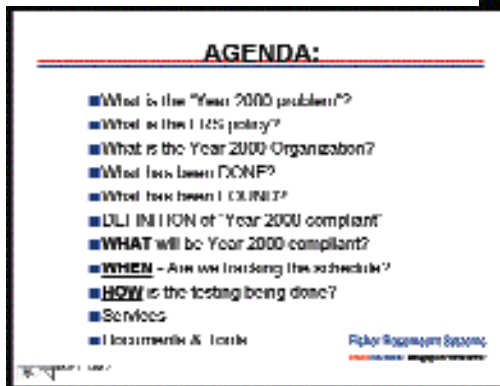
Assisting Wilder is presentation design and training consultant Jennifer Rotondo, 770.421.9867, rotos@mindspring.com.

Fisher-Rosemount Systems Inc. has developed close to 100 presentations on different subjects ranging from corporate meetings to product/services overviews. About 90 percent of its presentations are given electronically and the company's commitment to presenting is evident from its state-of-the-art presentation facility, where it hosts more than 300 customer visits yearly.

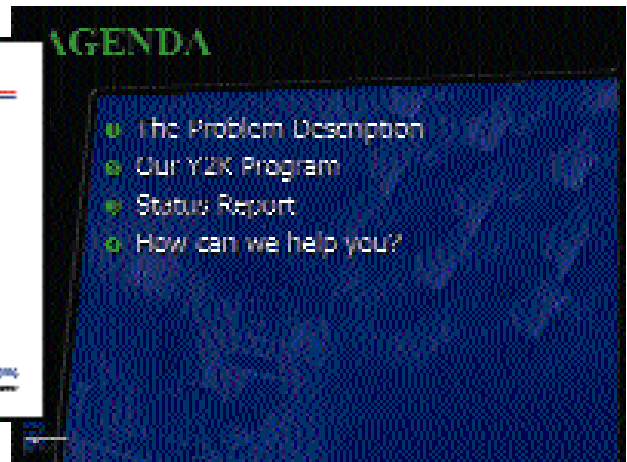
Fisher-Rosemount wanted to add a new look to its presentations with a different background. The background, created using Photoshop, is made up of three images: brushed steel, a keyboard and two co-workers. To make all of them the same color, we colorized them (in Photoshop: IMAGE to ADJUST to HUE/SATURATION, click the COLORIZE box under the SAVE button, then slide the HUE tab to

the left toward the blues). The company also wanted to learn how to cut down on the busy details in some of its slides. One of the questions we repeatedly asked company representatives was, "How can this information be chunked into groups?" Their answers helped us decide how to restructure the agenda and the flow chart.

EXAMPLE 1: Be specific



BEFORE: This agenda is too long. Audience members take one look at all those bullet points and inwardly groan — not the best way to start a presentation. Also, it doesn't look as though the presenter has organized the information in any meaningful way. It just looks like a laundry list of information.



AFTER: We shortened the agenda so that the audience isn't overwhelmed. We numbered agenda points so the presenter can say, "Here is my agenda. Before I start, let me say a word about No. 4." Numbering the points makes it easy for the presenter to point them out and discuss them.

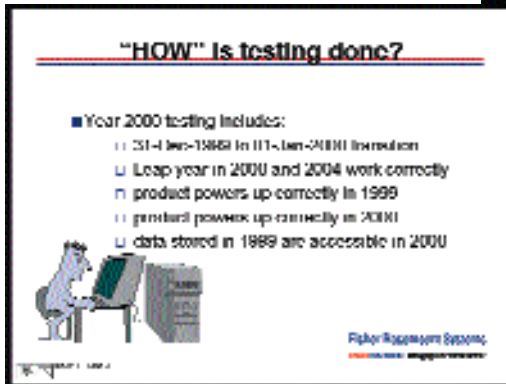
THE BUILD: There is no build. The presenter doesn't want to discuss each one, so there is no need to build them. Rule of Thumb: Don't build points unless you plan to say a sentence or two about each point you build.

Get your presentation critiqued free!

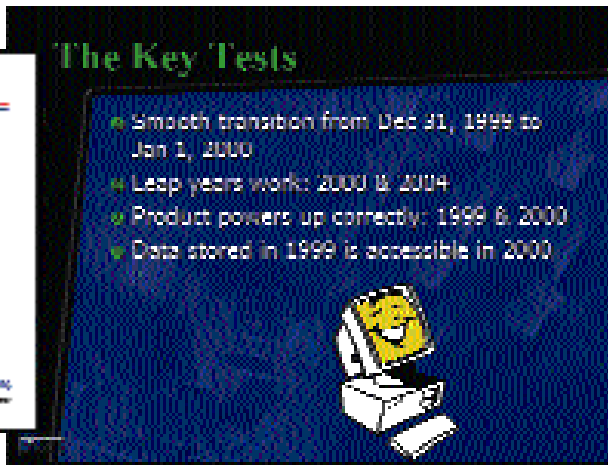
Do you have a presentation that falls flat or blends into the crowd? It may simply need an injection of energy, organization or individuality.

To have your material considered for a Before & After redesign, send your presentation on a Windows-compatible floppy disk to Claudyne Wilder, Wilder Presentations, 57A Robinwood Ave., Boston, MA 02130; 617.524.7172; claudyne@quik.com. Only presentations selected for redesign will be returned to the sender.

EXAMPLE 2: Eliminate redundancy



BEFORE: This slide's title doesn't fit with the content. Also, some words appear more than once in the slide. Rule of Thumb: Space is limited, so try to keep words from appearing more than once on the same slide.

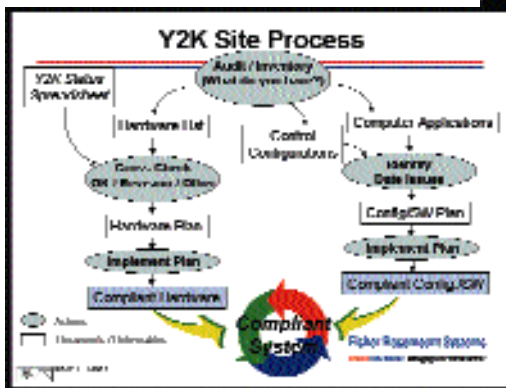


AFTER: We made the title more accurate and listed the tests as simply as possible.

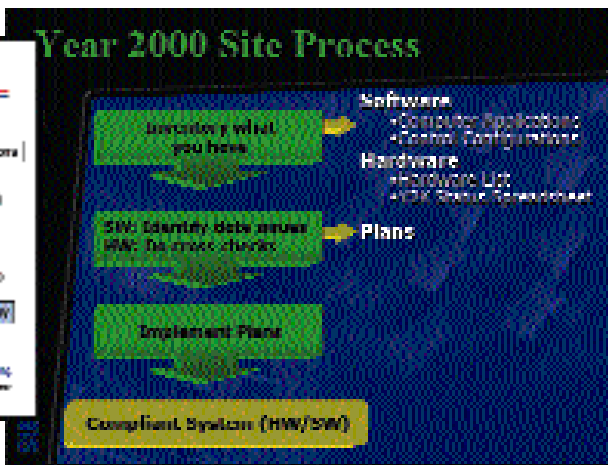
THE BUILD: Each of the four points WIPES RIGHT. Finally, the computer with the yellow screen ZOOMS IN FROM CENTER.



EXAMPLE 3: Break down busy charts



BEFORE: This flow chart is too busy. There are circles, squares, different colors and a lot of redundancy in the text. Basically, the hardware and software process is much the same. This chart makes the process look more complicated and confusing than it really is.



AFTER: We simplified the process as much as possible. We combined the hardware and software into one process to look clearer and more organized. Also, we eliminated all the different-shaped boxes and circles, and replaced them with block arrows from the Autosshapes menu of PowerPoint.

THE BUILD: First, the goal stated at the bottom — Compliant System (HW/SW) — SWIVELS and the presenter starts the story by discussing the goal. Then "Inventory" WIPES DOWN. The yellow arrow then WIPES RIGHT and the text APPEARS. Next, "Identify date issues" WIPES DOWN, the yellow arrow WIPES RIGHT and "Plans" APPEARS. Finally, "Implement Plans" WIPES DOWN.

