

Improving your presentation

20 or so pointers to consider

The Basics

This is the core of a great presentation. Make sure you're hitting these before worrying about additional pointers.

- Use the 7-part narrative structure. 10 to 15 slides max.
- Craft the first sentence you'll say for each slide. These openings create the transitions and flow of your presentation.
- Use a story. Describe it with visual language.
- Use visuals for many slides. Keep them simple and large.
- Make no more than three to four points per slide. Keep text short and direct. Narrate the detail.
- Put notes of what you want to say in the presenter notes, not as points on the slide.

Use pictures. Real pictures.

Pictures are worth what, 1000 words? Not bad.

- Use real images -- images that show a real example or context.
- Use pictures from your own organization, especially your project's context. (Take time now to shoot pictures of the context of your project.)
- When taking pictures of people, take them doing activities or engaging in the experience. (Don't shoot smiling portraits.)
- Take 3 different views: 1. Wide - whole environment 2. Mid - one to several people doing activity. 3. Detail - Hands doing an activity

Use other kinds of visual examples

In addition to pictures, look for a way to use other visuals that can provide great information or context

- Consider your user journey, a solution map or other visual from your project -- highlight or make callout key points.
- Use a diagram from the media or literature to provide external evidence of the situation.
- Use short videos of people's real experience or interview clips. A lot can be communicated from a short, on-point video.
- Use analogies to help people understand either your problems context or the solution direction.
- User/stakeholder quotes set big on a slide work well to illustrate a point, too!

Advanced pointers

Over-achiever are you? Here are a few pointers that can really boost the effectiveness of your presentation.

- Try something **BOLD**. Instead of typical title and bullet points, make one word, short phrase or number **HUGE**. Use it to make a strong point or change in tone of your presentation.
- Consider the pace or beat of your presentation. Look for ways to increase your intensity and create a quiet pause to let a point sink in.
- Practice making the presentation with just the first sentence you'll say for each slide and listen how it flows. It should make sense since you are using the 7-part narrative structure.

Critique your presentation

Here's how to review your presentation

- What's the first impression of this slide? Does it relate to or support the first sentence you will say?
- Does your text, if any, communicate a simple point or provide short placeholders for your points?
- Does the image relate directly to your project or story? Is it real or canned? Metaphorical or a good example?
- Do your slides have a similar layout/arrangement or are they all over the place? Try to keep structure more consistent.

Critique your presentation

Here's how to review your presentation

- In going through your presentation, can you adjust the first sentence to create better transitions and flow?
- In going through your presentation, what points to do you struggle with, talk too much about or don't make a clear, compelling point?

Resources

Free images: (use ones that are a bit more real than metaphorical)

- unsplash.com
- pixabay.com
- other CCI resources

To Do's Before Workshop #3

- ❑ [Register](#) and confirm your sponsor's attendance at June 28 showcase.
- ❑ Generate and prioritize ideas with stakeholders.
- ❑ Build rough prototypes of your ideas; incorporate user feedback.
- ❑ Continue to document your process with quotes, photos, video clips.
Bonus: Record people trying out your prototype! If you do, please [share an unedited clip](#) from your activity by June 20.
- ❑ Decide which photos, video clips and quotes you want to use in your pitch at the showcase.
- ❑ Draft a 7-10 slide deck (5-7 minutes).
- ❑ Bring a laptop and one printed copy of your draft slides to the June workshop on Day 1. Bring a USB drive if your work laptop won't accept Foreign USBs.
- ❑ Save space on your smartphone to record your presentation.

More Co-Design + Prototyping Resources



Population Health
Data Analytics
Innovation & Design Thinking

Technology Solutions
Delivery System Reform
Community-Centered Care

ABOUT PROGRAMS GET INVOLVED Q

The Resource Center

STAY UP-TO-DATE!

Catalyst Community

www.careinnovations.org/wearecatalysts/program

Phase 2: Generate Ideas

April – June: Prioritize Opportunities, Generate Ideas, Make them Better with Feedback

Choose a Topic to See Resources

Assignments

This section includes an overview of team assignments after the 2nd Catalyst training.

2 RESOURCES FOR "ASSIGNMENTS"

PROJECT-RELATED

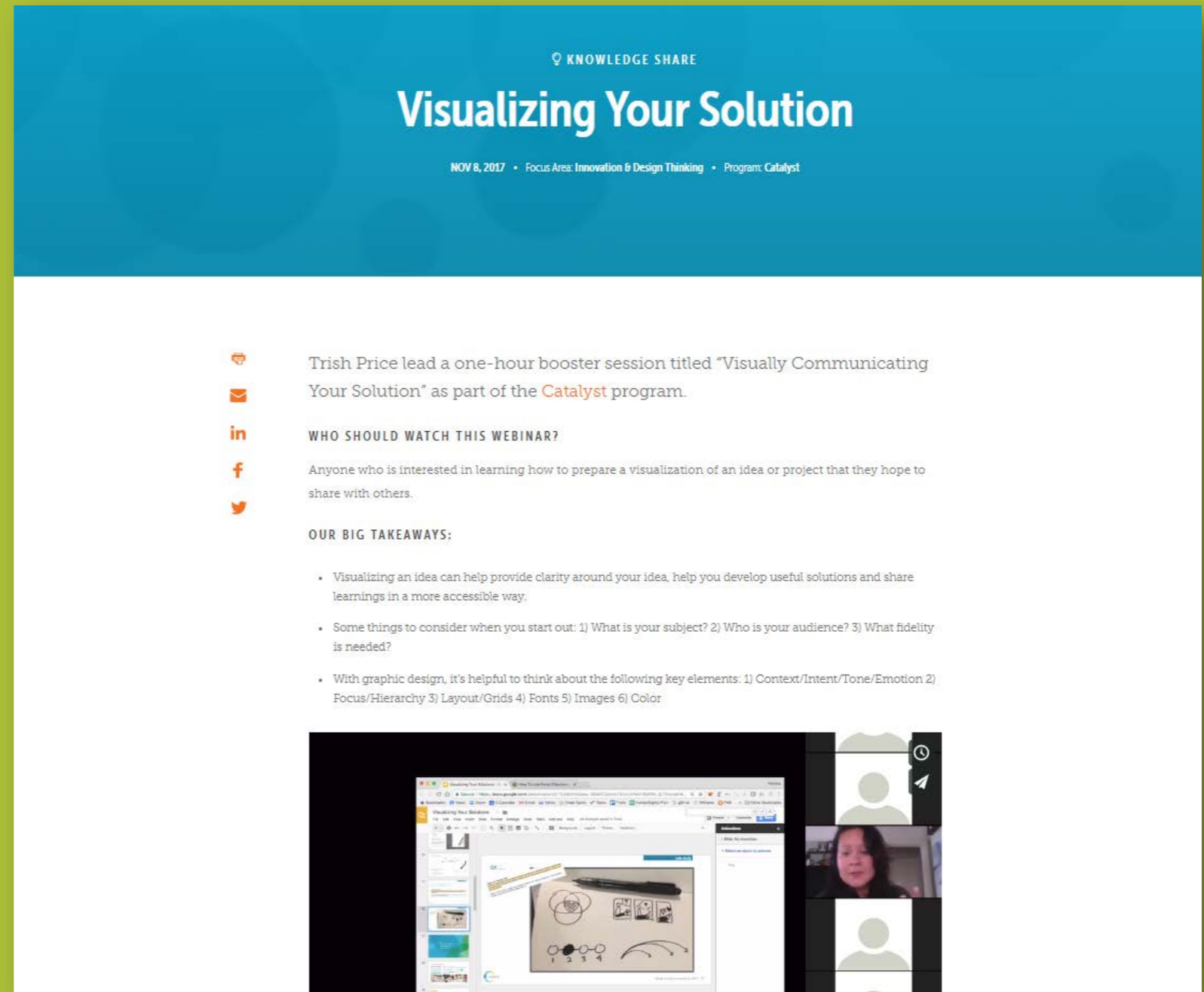
Prep for June Showcase

- Generate and prioritize ideas with stakeholders. - Build 3+ rough prototypes of your ideas and incorporate stakeholder feedback. - Continue to document your process with quotes, photos, video clips. Bonus: Record people trying out your prototype! - Figure out which photos, video clips and quotes you want to use in your pitch at the showcase. - Draft a 7-10 slide deck (7 minutes). - Bring a laptop and one printed copy of your draft slides to the June workshop on Day 1. - Confirm your sponsor's attendance on June 28th.

EVENT REGISTRATION

Coming Soon! [🔗](#)


Part 2 on being visual in your communication





KNOWLEDGE SHARE


Visualizing Your Solution

NOV 8, 2017 • Focus Area: Innovation & Design Thinking • Program: Catalyst

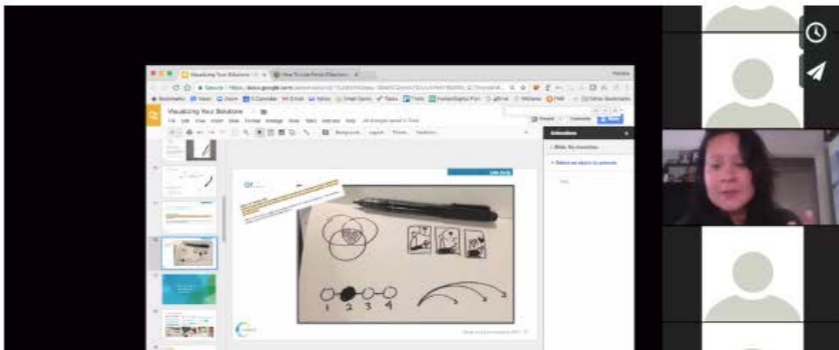
 Trish Price lead a one-hour booster session titled “Visually Communicating Your Solution” as part of the [Catalyst](#) program.

 **WHO SHOULD WATCH THIS WEBINAR?**

 Anyone who is interested in learning how to prepare a visualization of an idea or project that they hope to share with others.

 **OUR BIG TAKEAWAYS:**

- Visualizing an idea can help provide clarity around your idea, help you develop useful solutions and share learnings in a more accessible way.
- Some things to consider when you start out: 1) What is your subject? 2) Who is your audience? 3) What fidelity is needed?
- With graphic design, it's helpful to think about the following key elements: 1) Context/Intent/Tone/Emotion 2) Focus/Hierarchy 3) Layout/Grids 4) Fonts 5) Images 6) Color



careinnovations.org/resources/visualizing-your-solution/

Take advantage of your coaches!



Laura
EOYDC
WEAVE



Brea
Contra Costa
Tri-City



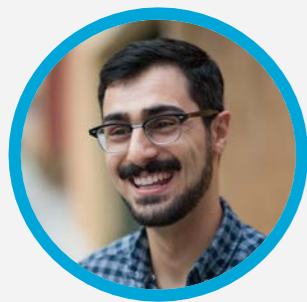
George
Olive View
Riverside



Kathleen
Alameda
Petaluma



Ariel
OPCA



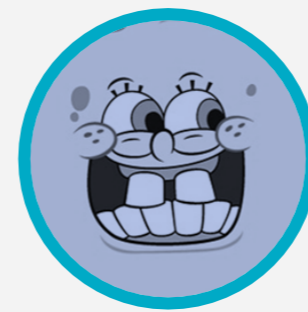
Luke
LifeLong
Venice



Sarah
LAC+USC
Neighborhood



Susie
Open Door
WellSpace



Renata
CHCN
CCI



Yui
CHCN
CCI



Trish
Master
Coach



Q&A
Thanks!