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 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

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 idea 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

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!