

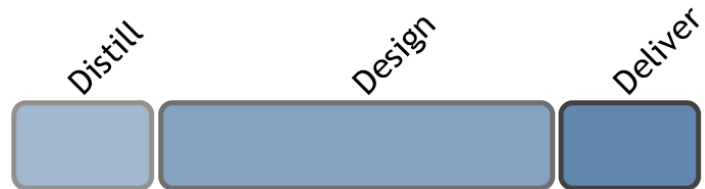
# Presentation Design & Delivery Handout

Stanford Technology Ventures Program

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**Overview:** There's no right or wrong answer to the question of what makes for a great presentation. Just as every presentation has a unique audience and objective, so too does every presenter have a unique style or technique for presenting. The goal of this session is to give you a few tips and techniques to consider when you work on your next presentation.

This presentation consists of three primary sections:



## 1. Distilling Your Content

What is your objective?

Consider your audience when preparing for your presentation.

- What reaction do you hope for?
- Why were YOU asked to speak?
- What do you have to offer the audience?
- What do you want them to do/feel when they leave?
- What one idea do you want the audience to remember?

What are your constraints?

- Time, space, knowledge, technology, attention span, etc.
- Constraints are helpful, particularly when you know what they are in advance.

Start in the analog (ie pen & paper, whiteboard, sketchbook, post-it notes)

- Develop a clear focus
- Don't try to do too much
- Make choices, design the experience



find inspiration  
develop analogies  
brainstorm with others  
develop your concepts  
group ideas to organize  
integrate personal stories  
consider the data you need to convey  
always remember to consider your audience

### Activity

Summarize your presentation objectives in 30 seconds or less, and get feedback from the person next to you. This is about getting at the core of your presentation.

## 2. Designing Your Visuals

Think like a designer: Consider visuals, not slides

What did we do before there was Powerpoint? We relied on a graphic designer to help assemble the appropriate imagery. Due to the ubiquity of digital tools, we're now empowered to create slides ourselves. However, we often don't have the skills or background to think visually.

Visuals should complement your presentation, not merely repeat what you are saying to the audience.

Signal to noise ratio: the point of your slide is the signal, everything else is noise. Increase the signal and reduce the noise. Less is more. Simplify to amplify.

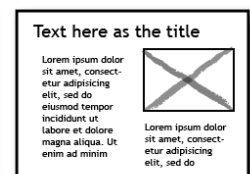
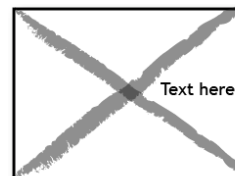
Consider the following graphic elements when designing your slides:

### Type

- Don't use more than two fonts on a single slide
- Select a font-size that can be read from the back of the room (generally 30+ pt)
- Fonts have feelings too! Use a sans-serif font for a clean, modern look

### Images

- What can an image achieve that text cannot? Emotion, memories, etc...
- Stimulate left & right side of the brain
- Use [www.istockphoto.com](http://www.istockphoto.com) to purchase images. Copy space feature available in the advanced search will allow you to find images that leave room for text
- Allow your images to fill the entire screen, don't box them in
- Use powerful images to evoke emotions
- Avoid clip art and cliché imagery



### Video and animation

- Embed video directly into the presentation
- Video can provide another expert perspective and give the speaker an opportunity to rest

### Display of data

- Carefully consider how you display data
- Highlight statistics of importance
- Don't display data that's too small to read
- Consider a handout of data as an alternative

### Storyboard your presentation

- Outline your talk by drawing rough boxes and fill in the content, considering the organizational flow
- Show your slides to someone for feedback



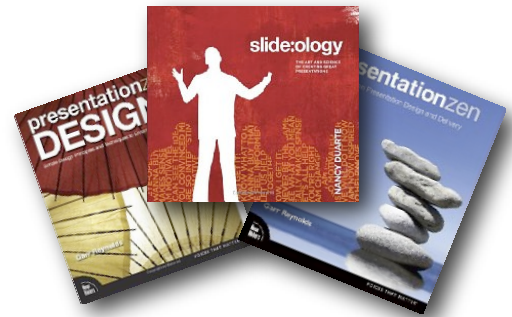
### 3. Developing Your Delivery

- Pacing and variety - consider variation across your presentation to keep it interesting
- Connect and engage with the audience - it's why you're there!
- Keep the lights on - the audience needs to see you
- Tell a story to make it personal and memorable
- Use a remote to advance slides
- Practice your presentation in advance
- Use the presenter view in Keynote or PowerPoint - this gives the presenter a view of the upcoming slides, as well as the elapsed presentation and per-slide time
- Each presentation should have 3 documents: your speaker notes to be used when delivering the presentation; your slides, or visuals to be projected onto the screen; a handout to be distributed after the talk.



#### Refine your message

Analogous to a sculptor chipping away to reveal a form within, so too should a presenter strive to remove the superfluous details to reveal a memorable message for the audience.



In summary, being asked to give a presentation should be considered an honor. Consider everyone's time a valuable asset, and ask the question of what you have to offer that's unique and valuable to them. Work to eliminate information or ideas which do not contribute to developing a core focus. Look to engage with the audience by making it relevant for them. Use storyboarding to develop a logical flow of information. Strive to reach the audience emotionally and with passion. Practice your presentation in advance. Show your slides and solicit feedback from others before your presentation. Finally, become a student of the topic. Learn from other presenters and consider ways you can improve.

#### Suggested reading

*slide:ology*  
by Nancy Duarte

*Presentation Zen*  
by Garr Reynolds

*Presentation Zen Design*  
by Garr Reynolds



#### About the speaker

Forrest Glick is the Director of Educational Technology for the Stanford Technology Ventures Program (STVP). He produces the Entrepreneurship Corner website, a video and podcast resource visited by entrepreneurs and students in more than

200 countries. An expert on presentation design, he is a guest lecturer in courses throughout the university.

#### References

[Storyboard Your Ideas](#)  
[In Defense of PowerPoint](#)  
[WSJ article PowerPoint turns 20](#)  
[Guy Kawasaki Video on Pitching](#)  
[Comparisons of graphs and data display](#)  
[TED Talk on Pitching VCs by David S. Rose](#)  
[Preparing to Present & Graph on attention span](#)