



# Transforming Your Slides

Tips for Creating Slideshows to Enhance Your Presentations

# Toastmasters Education Series



Successful  
Club  
Series



Better  
Speaker  
Series



Leadership  
Excellence  
Series

# More About the Education Series

## Outline

### INTRODUCTION:

The more effective we are in evaluating each other, the more each one of us will profit from the experience, whether we are delivering a speech, evaluating, or sitting in the audience. For as audience members, we learn from the good example an effective evaluation presents. As evaluators, we learn to sharpen our listening and impromptu speaking skills. And as speakers, effective evaluations benefit us by:

- ▶ **Providing immediate feedback.** Supportive commentary and helpful suggestions reinforce positive speaking behaviors as well as assist in focusing on areas that need work.
- ▶ **Offering methods for improvement.** An evaluator can offer a new perspective. This perspective will allow the presenter to recognize and then solve any difficulties within the presentation.
- ▶ **Building and maintaining self-esteem.** As the presenter's speaking improves from speech to speech, more self-esteem will be gained.

### USING THE "TELL AND SELL" APPROACH

- ▶ Requires the evaluator to do all the talking while the speaker listens.
- ▶ Makes the meeting efficient, leaving no time for conversational digression.
- ▶ Allows the speaker to focus on what is being said.
- ▶ New members should not evaluate until they have conducted several speeches.

### HOW TO EVALUATE EFFECTIVELY

Giving an evaluation is an excellent way to demonstrate the skills you are learning as a Toastmaster. The following are five basic points to remember when offering an evaluation:

1. **Before the speech.**
  - Review and discuss the project objectives and evaluation guidelines.
  - Ask about any concerns regarding the speech or the speaker's speaking ability.
2. **Show that you are interested.**
  - Demonstrate that you are truly interested in the speech.
  - Exhibit your interest in the speaker's ability to grow and improve.
3. **Personalize your language.**
  - Put yourself in the position of the speaker before giving your evaluation.
  - Stay away from words like:
    - ♦ "You didn't..."
    - ♦ "You should have..."
    - ♦ "You failed to..."

## Toastmasters' Moments of Truth

- First impressions
- Membership orientation
- Fellowship, variety, and communication
- Program planning and meeting organization
- Membership strength
- Achievement recognition

TOASTMASTERS  
INTERNATIONAL

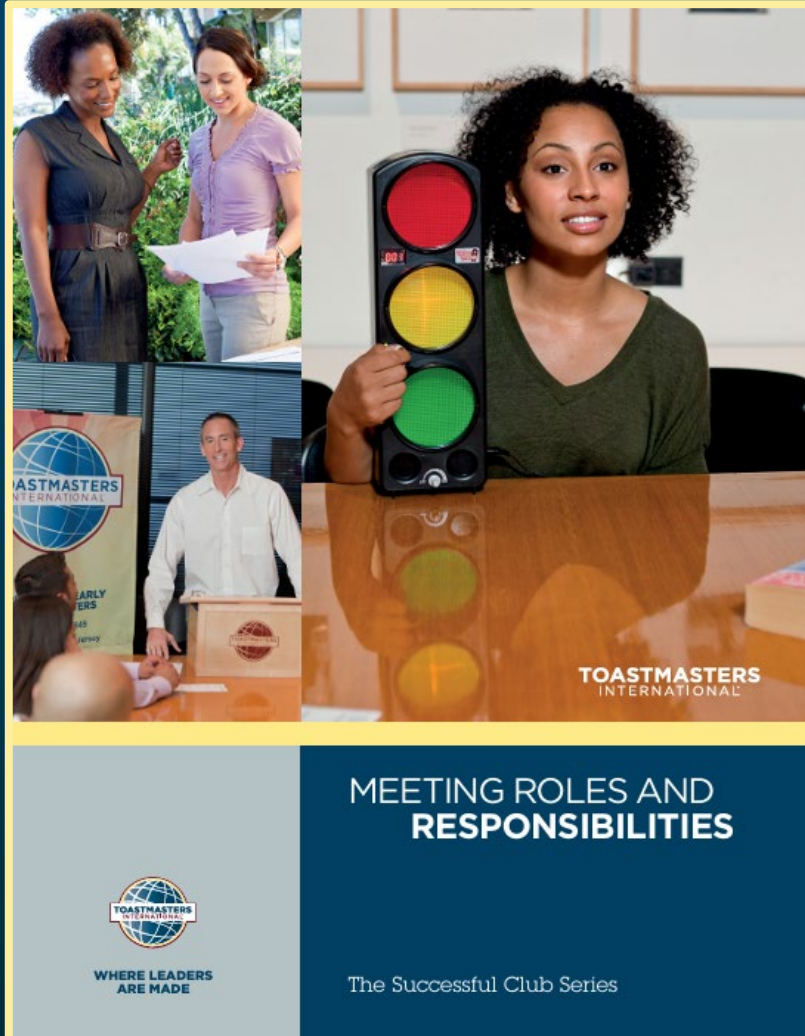
# Making a Canned Speech Your Own

Don't give the exact presentation      Don't worry about the time

Use the outline as a guide      Add something specific/personal

Choose a topic you know      Don't worry about the time

# Example: Meeting Roles and Responsibilities



- ✓ Review the provided outline
- ✓ Find an element to personalize
- ✓ Summarize the rest

# Example: Service and Leadership

## Team Leaders

- ▶ Encourage participation
- ▶ Facilitate communication
- ▶ Facilitate problem-solving
- ▶ Tolerate mistakes
- ▶ Help team members grow
- ▶ Persuade

- ☒ Review the provided outline
- ☒ Find an element to personalize
- ☒ Summarize the rest



# WHERE'S THE MESSAGE?

- You can easily bury your message in too much fluff
- Long, bulleted lists, **CRAZY FONTS**, animations **wild colors**, are just a few ways to distract your audience from your message
- Using too many words, just going on and on, over-explaining and rambling can get you in trouble, too
- Is this your message?
- Is this the impression you want to leave?
- A cluttered message is an ineffective message.
- Do you really want an ineffective message?
- What about pictures? Are pictures good?





# Tip 1 - Avoid Wordiness

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One of the tips for transforming your slides is to avoid large blocks of text on your slides. Large blocks of text look busy and are difficult to read. Despite the fact that they are difficult to read, your audience may try to read a large block of text anyway. When they are reading a lot of text, or really any sentences that seem like they should be read, that means they are not paying attention to you. If you try to talk while they are reading, they are probably not going to hear your message. They are giving their focus to reading what's on the screen. One of the ways to avoid this is to use fewer words. Is it fewer or less? Use fewer among things that are counted, like apples or words. Use less among things that measured, like distance, time or effort. But that's another topic, use fewer words on your slides to avoid wordiness.

Another way to avoid wordiness on your slides, in addition to, of course, putting fewer words on your slides, is to give your audience a handout. This will help them know what the main points are without them needing to read a bunch of words that you thought were helpful but that you really should have edited down to a reasonable length – just main points – to benefit your audience and your presentation.

Just because you have the space on a slide, doesn't mean you need to use it. It's ok to leave some space blank. This is difficult to read, and if you've read it all, you may see that it's not as useful as what the presenter is actually saying. Or, if it's more useful than what the presenter is saying, you may want to encourage the presenter to refine his or her message and better rehearse the delivery. This large amount of text shouldn't be the main focus of the presentation at any point during the presentation.



# Strategies to Avoid Wordiness

No large blocks of text

Use large, readable font (30+ pt)

Emphasize the main points

Don't be afraid of white space

No Sentences

Use the 6x6 rule

# Tip 2 – Use Photos, Multi-Media



# Strategies for Photos, Multi-Media

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- ✓ Relevant to your message
- ✓ Not too many per slide
- ✓ Not distracting or overwhelming



# How to Evaluate Effectively

1. Before the speech, talk with the speaker about:
  - manual objectives
  - evaluation guidelines
  - any concerns
2. During the speech:
  - show that you are interested
  - put yourself in the position of the speaker
  - take notes



# Evaluate Effectively<sub>1</sub>

**Before the speech, talk to the speaker about:**

- manual objectives
- evaluation guidelines
- any concerns



# Evaluate Effectively<sub>2</sub>

## During the speech:

- show that you are interested
- put yourself in the position of the speaker
- take notes



## Tip 3 – Use High-Contrast Colors

- Avoid bright colors or low contrast colors
- High-contrast colors are easier to read
- Use Templates

This is hard to read.

This is hard to  
read.



# Tip 3 - Use High-Contrast Colors<sub>2</sub>

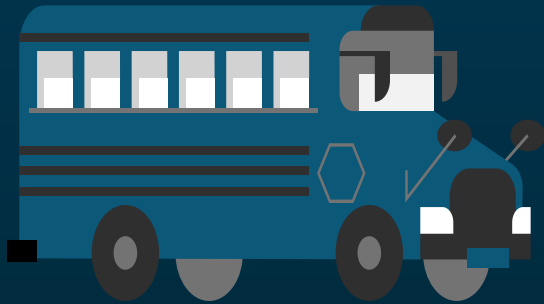
- Avoid bright colors or low contrast colors
- High-contrast colors are easier to read
- Use Templates

This is easy to  
read

This is easy to read.

# Tip 4 - Use Appropriate Animations

- Too much animation can be bad
- Slides look cluttered
- Distracting
- Looks unprofessional

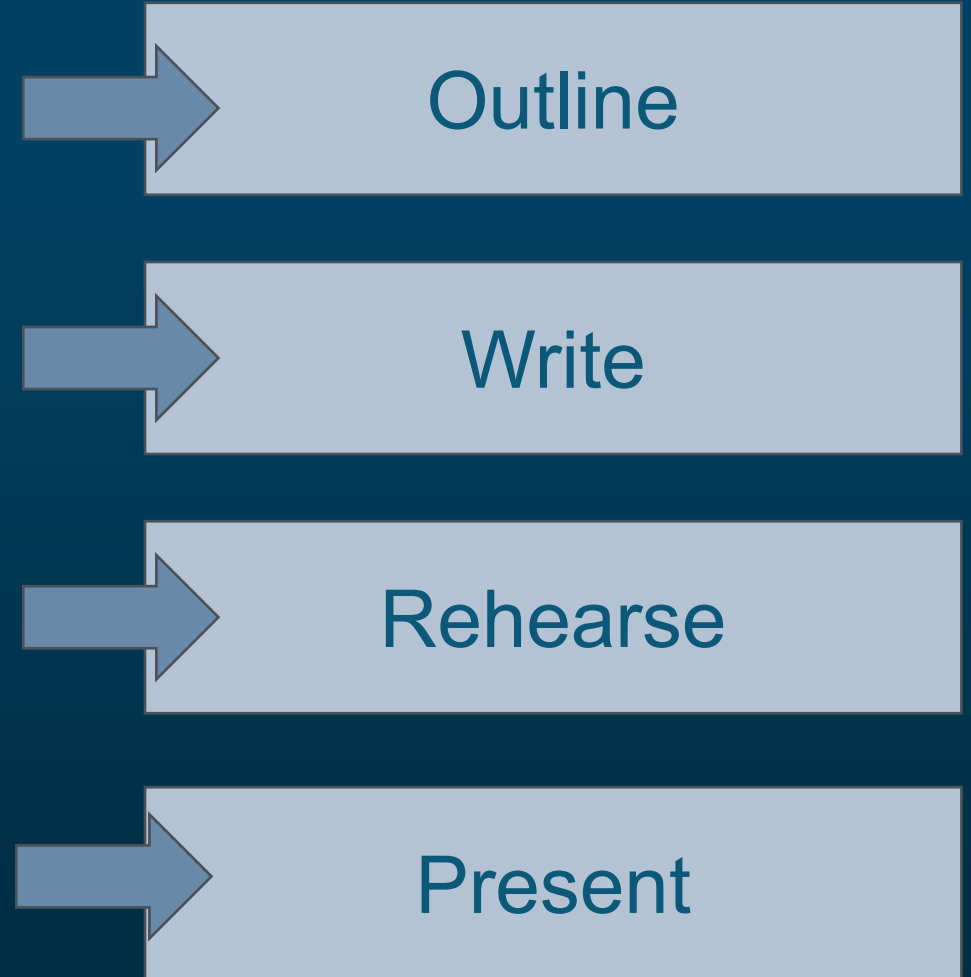


# Strategies for Animations

Highlight Main Points

Font colors or size

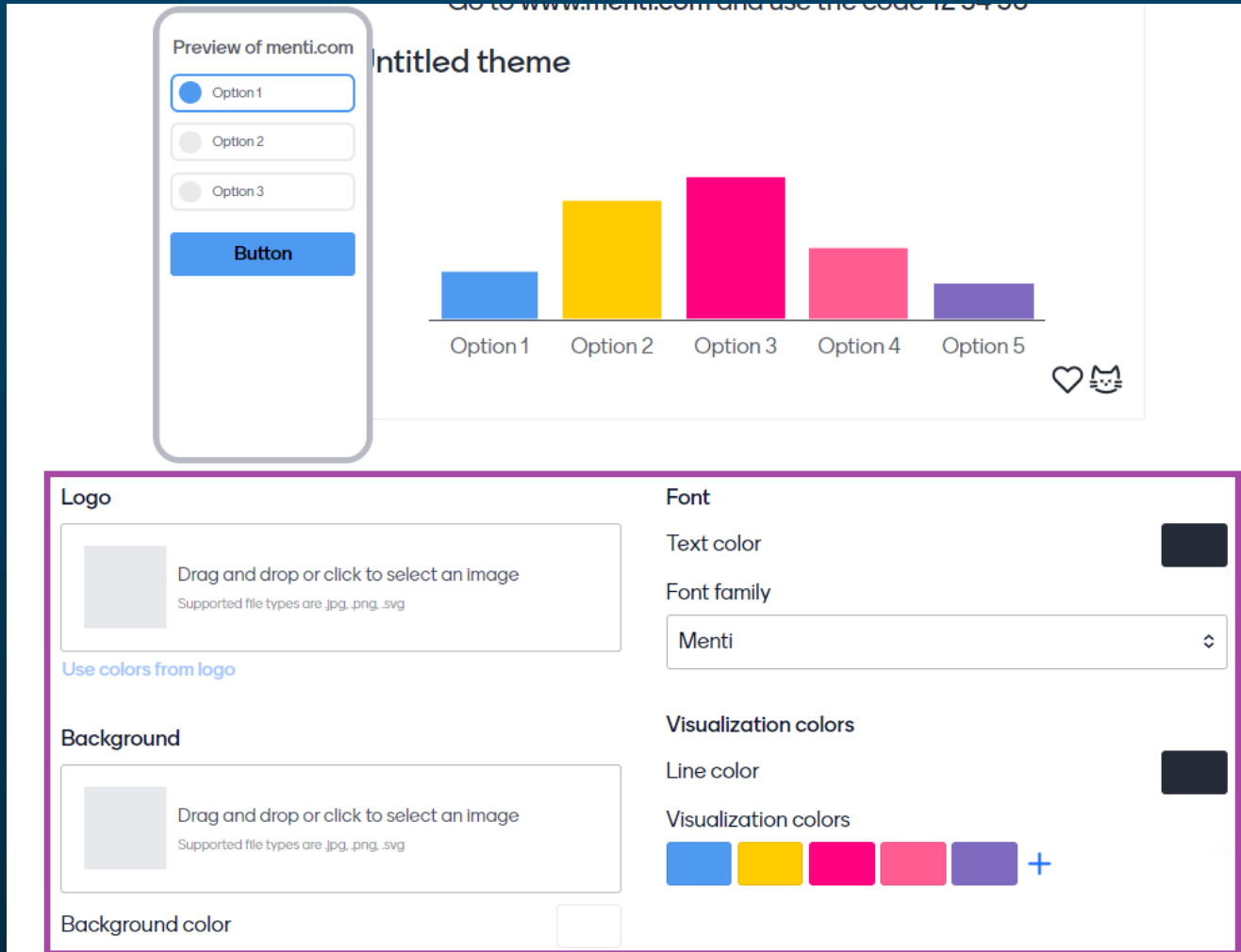
Underline or other emphasis



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# Tip 5 - Use Interactive Elements



# Tip 6 - Be Consistent

Layouts

Graphics

Fonts

# Strategies for Consistency

Templates

Built-in Graphics

Fonts



Font Styles

Serif

San Serif

*Script and Handwriting*

Cartoon and Symbols😊



# Tip 7 - Be Correct

According to a research at an English university, it doesn't matter in what order the letters in a word are, the only important thing is that first and last letter is at the right place.

The rest can be a total mess and you can still read it without problem. This is because we do not read every letter by itself but the word as a whole.

# Strategies for Correctness

Review your slides

Read slides backwards

Read slides aloud

Use built-in grammar, spelling  
tools

# Tip 8 - Be Ready and Be Flexible

:(

Your PC ran into a problem and needs to restart as soon as we're finished collecting some error info.

1% complete ...

# Strategies to Be Ready and Flexible

Rehearse

Presentation length

Check your AV?

Sources cited, Q&A

Know your message?

Solicit feedback

# Tip 9 – Slides Area a Visual Aid

*How to Avoid Death By  
PowerPoint* | David JP Phillips |  
TEDxStockholmSalon | 4-14-14

[youtu.be/lwpi1Lm6dFo?si=ZwH9SybhflvhGT72](https://youtu.be/lwpi1Lm6dFo?si=ZwH9SybhflvhGT72)





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# Any Questions?

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