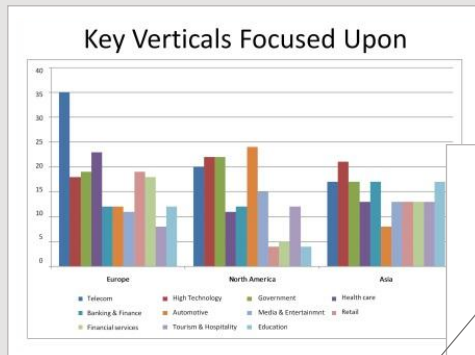


# Schedule a one-day workshop that will change the way your company uses PowerPoint.

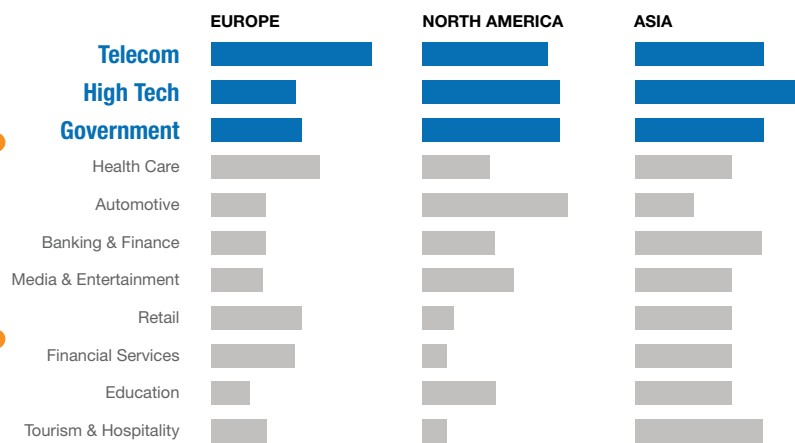
## BEFORE



## AFTER

Our primary focus should be **Telecom, High Technology and Government** because they show the highest interest in our product

Percentage of firms who rated our product very or extremely interesting



A full sentence summarizes the slide's main message

The most critical information is in the upper left

Less important information recedes using gray tints

“Most PowerPoint trainings I have seen focus on product features. This may be the first I have seen about how to use PowerPoint to communicate **EFFECTIVELY.**”

Steve H, MICROSOFT



**Speaking PowerPoint for Business Managers**

Visual communication skills for business managers, consultants and executives

[www.speakingppt.com](http://www.speakingppt.com)

# “The ideas offered in the session make you think, why AREN’T we doing presentations this way?”

Steven B, MICROSOFT

## About the workshop

### Who should attend?

This workshop is for business managers, consultants and executives who use PowerPoint to present complex business information.

Do you hear your people saying:

- 1 “We spend way too much time building PowerPoint slides.”
- 2 “Our presentations have no storyline. I don’t feel our message is getting through.”
- 3 “Our slides are too cluttered and hard to understand. I don’t know how to find the right mix of text and pictures.”
- 4 “Our slides do not look as professional as we’d like. I’m afraid amateurish design skills may be hurting our credibility.”

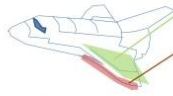
### BEFORE

Review of Test Data Indicates Conservatism for Tile Penetration

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
  - Crater overpredicted penetration of the coating
    - Initial penetration to described by normal
    - Varies with volumetric mass of projectile (i.e. Significant energy is required for the soft penetrate the relatively hard tile coating)
    - Test results do show that it is possible at velocity
  - Conversely, once tile is penetrated SOFI damage
    - Minor variations in total energy (above or below) cause significant tile damage
    - Flight condition is significantly outside of test
    - Volume of ramp is 1900cu in vs 3 cu in ft

### AFTER

We need additional in-orbit photos of the wing



**Best-case scenario**  
SOFI struck heat tiles and caused insignificant damage

**Worst-case scenario**  
SOFI struck leading edge of wing and completely penetrated to aluminum frame

**Damage could be insignificant if it hit the heat tiles, or critical if it penetrated the coating on the wing's edge.**

**Crater predicts SOFI penetrated through to the aluminum frame.**

**Results inconclusive.**  
Crater tends to over-estimate damage and the SOFI that hit Columbia is 600 times larger than anything in our test database.

**Damage could be insignificant if it hit the heat tiles, or critical if it penetrated the coating on the wing's edge.**

**Crater predicts the SOFI caused damage that was deeper than the depth of the protection shield on the wing edge, indicating complete penetration to the aluminum frame. Significant energy is required for the soft SOFI particle to penetrate the relatively hard tile coating. Test results do show that it is possible at sufficient mass and velocity.**

**SOFI that hit Columbia is 1900cu in, while the largest projectile in the test database is 3 cu in. Most of the data in our database is of projectiles of a small mass and velocity. Even the SOFI that hit Columbia. The larger the projectile, the more likely it is to cause penetration even at low speeds (eg. 200ft/sec at 3cu in)**

**An angle of impact less than 15% is a glancing blow and would cause little or no damage. An angle of impact greater than 15% increases the damage. Minor variations in total energy (above penetration level) can cause significant tile damage.**

BOEING 2/21/03

### What will participants learn?

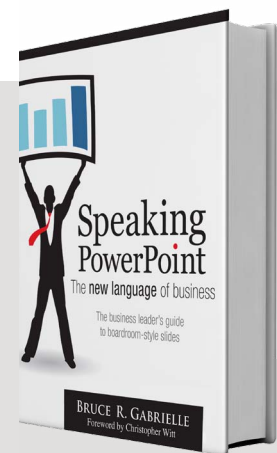
Participants will learn a new method for using PowerPoint in business:

- 1 Eliminate time wasters and complete PowerPoint decks **2-3 times faster.**
- 2 Develop a presentation with a **clear storyline**, structure and slide order.
- 3 Develop a clear and **persuasive** slide using slide title, text, pictures and animation.
- 4 Enhance their **credibility** by creating professional-looking slides and charts using color, alignment and layout.

## About the trainer

**Bruce Gabrielle** is the author of *Speaking PowerPoint: the New Language of Business*, which teaches business managers a 12-step method for creating clearer, more persuasive and more professional-looking PowerPoint slides in half the time.

Bruce is president of Insights Works Inc., a market research firm specializing in the high-technology industry, where he regularly presents boardroom-style PowerPoint slides to executives.



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**“The ideas covered in this workshop can easily save someone days or even weeks the next time you build a presentation.”**

Sarah D, PRIME 8 CONSULTING



# Agenda

8:00–10:00

## 1 STORY

Develop a presentation with a clear message, structure and appropriate use of emotional and logical evidence.

- How to develop a clear message and opening slides to capture the audience’s attention
- How to develop a storyline to support your main message and structure your deck
- The role of emotion, logic and storytelling to persuade and the five ways to order your evidence slides
- How to plan your deck on paper using mind mapping and planning templates

10:00–10:15

**BREAK**

10:15–12:30

## 2 SLIDE

Construct an informative slide using slide title, text, pictures, animation and sequencing.

- The important role of the slide title and four types of slide titles
- How to use proximity, similarity, alignment and enclosure to group items into 3-4 chunks to fit the limits of working memory
- The correct way to write and display bullet points or lengthy text on a slide
- How to select pictures to reinforce your key message, make your message more persuasive and help drive decisions

12:30–1:30

**LUNCH**

1:30–4:00

## 3 DESIGN

Enhance your credibility and lead the eye through the slide using simple graphic design rules.

- Four smart ways to use color to chunk information, direct attention, convey meaning and be more persuasive
- How to direct the reader’s eye through your slide using color, size, whitespace and layout
- How to make slides more visually pleasing using alignment, and which decorative elements to avoid
- How to make charts more clear and visually pleasing by changing the Excel defaults



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**“This is the most practical and productive presentation class I ever attended!”**

Val F, MICROSOFT

## Results from Previous Workshops

**“I would absolutely recommend this workshop. The presenter was extremely knowledgeable and up-to-date with recent research being done in this area.”**

Lisa C, RUSSELL INVESTMENTS

**“I am looking forward to my next presentation. Using my new skills, I know I can be highly effective.”**

Cameron L, MICROSOFT

**“Bruce provides practical guidance on improving PowerPoint presentations. I began using many of them immediately.”**

Scott C, PARADOXES INC

**“The training has definitely added to and improved my PowerPoint skillset”**

Pinak P, THE HOME DEPOT

**“I was able to use some of the concepts learned on the SAME DAY to vastly improve two decks I was preparing. That’s effective training!”**

Steven H, MICROSOFT

**“The most valuable part was the example of how an ineffective slide was cleaned up step by step according to the principles discussed.”**

B Pando, WRIGLEY

**“I just wish I had learned all these great tips before my internship. After Bruce Gabrielle’s workshop, using PowerPoint to share information became much easier.”**

Melissa V, UNIVERSITY OF WASHINGTON

**“Bruce synthesizes the vast research on information design into the absolutely most relevant pieces for communicating through PowerPoint.”**

Mikal F, MICROSOFT

**“I learned more about how to structure more successful executive presentations than in any other session I’ve attended.”**

Maureen H, MICROSOFT



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