Slide:ology

Slide:ology

A collection of best practices for creating slide presentations. It changes your approach, process and expectations for developing visual aides. It makes the difference between a good presentation and a great one.

slide:ology

No matter where you are on the organizational ladder, the odds are high that you've delivered a high-stakes presentation to your peers, your boss, your customers, or the general public. Presentation software is one of the few tools that requires professionals to think visually on an almost daily basis. But unlike verbal skills, effective visual expression is not easy, natural, or actively taught in schools or business training programs. slide:ology fills that void. Written by Nancy Duarte, President and CEO of Duarte Design, the firm that created the presentation for Al Gore's Oscar-winning film, An Inconvenient Truth, this book is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's leading brands. With slide:ology you'll learn to: Connect with specific audiences Turn ideas into informative graphics Use sketching and diagramming techniques effectively Create graphics that enable audiences to process information easily Develop truly influential presentations Utilize presentation technology to your advantage Millions of presentations and billions of slides have been produced -- and most of them miss the mark. slide:ology will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. And it will help your career by creating momentum for your cause.

Presentation Zen

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making \"slide presentations\" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Resonate

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to

action Upends the usual paradigm by making the audience the hero and the presenter the mentor Shows how to use story techniques of conflict and resolution Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

HBR Guide to Persuasive Presentations

Terrified of speaking in front of a group\u003e Or simply looking to polish your skills? No matter where you are on the spectrum, this guide will give you the confidence and the tools you need to get results. Learn how to wIn over tough crows, organize a coherent narrative, create powerful messages and visuals, connect with and engage your audience, show people why your ideas matter to them, and strike the right tone, in any situation.

Presentation Zen Design

In his internationally acclaimed, best-selling book Presentation Zen: Simple Ideas on Presentation Design and Delivery, presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can apply time-honored design principles to presentation layouts. Throughout Presentation Zen Design, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to achieve an overall harmony and balance using the tenets of Zen simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you'll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting connection with your audience.

slide:ology - Oder die Kunst, brillante Präsentationen zu entwickeln

Wie viele Präsentationen haben Sie in Ihrem Berufsleben bereits verfolgt? Und Hand aufs Herz: Wie viele davon haben einen bleibenden Eindruck bei Ihnen hinterlassen? Wirklich gute Präsentationen sind noch immer die Ausnahme, denn nur selten werden die Möglichkeiten dieses Mediums optimal genutzt. Wer sein Publikum nachhaltig überzeugen möchte, muss seine Ideen verdichten und in stimmige Bilder umsetzen. slide:ology setzt hier an und führt Sie in die Kunst des visuellen Erzählens ein. Die Autorin Nancy Duarte weiß, wovon sie spricht: Sie leitet Duarte Design, das Unternehmen, das unter anderem die Slide-Show in Al Gores Oscar-prämiertem Film Eine unbequeme Wahrheit entwickelt hat. In slide:ology gewährt sie tiefe Einblicke in ihr umfangreiches Wissen als Designerin. Anhand von Fallstudien bringt sie Ihnen darüber hinaus die Visualisierungsstrategien einiger der erfolgreichsten Unternehmen der Welt nahe. slide:ology zeigt Ihnen unter anderem, wie Sie: - Ihr Publikum gezielt ansprechen - Ihre Ideen auf den Punkt bringen und ein stimmiges Design entwickeln - Ihre Aussagen mit Farben, Bildern und prägnantem Text unterstützen - Grafiken erstellen, die Ihren Zuhörern das Verständnis erleichtern - Präsentationstechnologien optimal nutzen

The Ghost Map

\"It is the summer of 1854. Cholera has seized London with unprecedented intensity. A metropolis of more than 2 million people, London is just emerging as one of the first modern cities in the world. But lacking the infrastructure necessary to support its dense population - garbage removal, clean water, sewers - the city has become the perfect breeding ground for a terrifying disease that no one knows how to cure.\" \"As their neighbors begin dying, two men are spurred to action: the Reverend Henry Whitehead, whose faith in a benevolent God is shaken by the seemingly random nature of the victims, and Dr. John Snow, whose ideas about contagion have been dismissed by the scientific community, but who is convinced that he knows how the disease is being transmitted. The Ghost Map chronicles the outbreak's spread and the desperate efforts to put an end to the epidemic - and solve the most pressing medical riddle of the age.\"--BOOK JACKET.

Datastory

Readers will learn to understand the story behind the data and how to influence the people with a DataStory.

The Non-designer's Presentation Book

Provides information on creating an effective digital presentation, covering such topics as animation, plot, contrast, software, and handouts.

Illuminate

'Change can be fear-filled in prospect but fearsome in effect. With Illuminate, Duarte and Sanchez light our path through that crucial transition dazzlingly' ROBERT B. CIALDINI, author of Influence To envision the future is one thing, getting others to go there with you is another. By harnessing the power of persuasive communication you can turn your idea into a movement. In Illuminate, acclaimed author Nancy Duarte and communications expert Patti Sanchez equip you with the same communication tools that great leaders like Steve Jobs, Howard Schultz, and Dr. Martin Luther King Jr. used to move people. In this visual and accessible communication guidebook, Duarte and Sanchez lay out a plan to help you lead people through the five stages of transformation using speeches, stories, ceremonies, and symbols and inspire those around you to support and execute your vision. 'Great leaders aren't measured by their volume but by their ability to be truly heard. To motivate others, leaders must listen and communicate empathetically. With Illuminate, everyone can learn to lead - even without being loud' SUSAN CAIN, AUTHOR OF QUIET AND COFOUNDER OF QUIET REVOLUTION 'Leading people through change is hard to do, especially for leaders who don't communicate well. But Illuminate makes it easy with a clear road map and comprehensive communication tool kit that will help any leader learn how to inspire and activate people' BETH COMSTOCK, VICE CHAIR OF GE

Buyology

NEW YORK TIMES BESTSELLER • "A fascinating look at how consumers perceive logos, ads, commercials, brands, and products."—Time How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? In Buyology, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can "cool" brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? Buyology is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or turned off—by marketers' relentless attempts to win our loyalty, our money, and our minds.

Presentation Patterns

Presentation Patterns is the first book on presentations that categorizes and organizes the building blocks (or patterns) that you'll need to communicate effectively using presentation tools like Keynote and PowerPoint. Patterns are like the lower-level steps found inside recipes; they are the techniques you must master to be considered a master chef or master presenter. You can use the patterns in this book to construct your own recipes for different contexts, such as business meetings, technical demonstrations, scientific expositions, and keynotes, just to name a few. Although there are no such things as antirecipes, this book shows you lots of antipatterns—things you should avoid doing in presentations. Modern presentation tools often encourage ineffective presentation techniques, but this book shows you how to avoid them. Each pattern is introduced

with a memorable name, a definition, and a brief explanation of motivation. Readers learn where the pattern applies, the consequences of applying it, and how to apply it. The authors also identify critical antipatterns: clichés, fallacies, and design mistakes that cause presentations to disappoint. These problems are easy to avoid—once you know how. Presentation Patterns will help you Plan what you'll say, who you'll say it to, how long you'll talk, and where you'll present Perfectly calibrate your presentation to your audience Use the storyteller's "narrative arc" to full advantage Strengthen your credibility—and avoid mistakes that hurt it Hone your message before you ever touch presentation software Incorporate visuals that support your message instead of hindering it Create highly effective "infodecks" that work when you're not able to deliver a talk in person Construct slides that really communicate and avoid "Ant Fonts," "Floodmarks," "Alienating Artifacts," and other errors Master 13 powerful techniques for delivering your presentation with power, authority, and clarity Whether you use this book as a handy reference or read it from start to finish, it will be a revelation: an entirely new language for systematically planning, creating, and delivering more powerful presentations. You'll quickly find it indispensable—no matter what you're presenting, who your audiences are, or what message you're driving home.

You-Ology

A new kind of puberty guide, You-ology embraces an inclusive gender-affirming approach that normalizes puberty for all kids. Kids may not know where to go to get accurate information about how they and their peers are changing. Traditional puberty education--splitting up kids according to assumed gender identity--only contributes to a sense of isolation and often does not include all kids' experience of puberty, fostering shame and secrecy in cisgender kids, alienating kids who may be gender diverse, and leaving kids with questions about how puberty will affect their friends and classmates. In addition to discussing puberty in cisgender kids, You-ology speaks to kids who are gender diverse and intersex, who will see themselves reflected in these gender-affirming pages. Colorful illustrations keep the tone upbeat and engaging, while short stories featuring a cast of diverse characters add relatability and humor. For curious kids and parents looking to talk about puberty in an inclusive way, You-ology offers fact-based, age-appropriate, and body positive information about the physical, social, and emotional changes ahead for all kids.

Slide Rules

A complete road map to creating successful technical presentations Planning a technical presentation can be tricky. Does the audience know your subject area? Will you need to translate concepts into terms they understand? What sort of visuals should you use? Will this set of bullets truly convey the information? What will your slides communicate to future users? Questions like these and countless others can overwhelm even the most savvy technical professionals. This full-color, highly visual work addresses the unique needs of technical communicators looking to break free of the bulleted slide paradigm. For those seeking to improve their presentations, the authors provide guidance on how to plan, organize, develop, and archive technical presentations. Drawing upon the latest research in cognitive science as well as years of experience teaching seasoned technical professionals, the authors cover a myriad of issues involved in the design of presentations, clearly explaining how to create slide decks that communicate critical technical information. Key features include: Innovative methods for archiving and documenting work through slides in the technical workplace Guidance on how to tailor presentations to diverse audiences, technical and nontechnical alike A plethora of color slides and visual examples illustrating various strategies and best practices Links to additional resources as well as slide examples to inspire on-the-job changes in presentation practices Slide Rules is a first-rate guide for practicing engineers, scientists, and technical specialists as well as anyone wishing to develop useful, engaging, and informative technical presentations in order to become an expert communicator. Find the authors at techartsconsulting.com or on Facebook at: SlideRulesTAC

PowerPoint® Presentations That Sell

Powerful presentations thatclose every deal! It's time to rethink your approach to PowerPoint® presentations.

Rather than oversee data-filled informationsessions, you need to tell a compelling story that holds your audience's attention while selling yourideas. PowerPoint® Presentations That Sell helps business professionals efficiently structure presentations thataddress audience needs, while providing the necessary tools to create slide elements. With sample slideson every page, this unique guide explains how to: Format and organize slides to emphasize your main points Select and create compelling charts using data Use shortcut techniques to create slides faster Create a memorable, focused conclusion Ending with a case study displaying each presentation tip in action, PowerPoint® Presentations That Sellreplaces the same old features and benefits with actionable recommendations in a dynamic package guaranteedto get results.

What the World Eats

Sitting down to a daily family meal has long been a tradition for billions of people. But in every corner of the world this age-old custom is rapidly changing. From increased trade between countries to the expansion of global food corporations like Kraft and Nestlé, current events are having a tremendous impact on our eating habits. Chances are your supermarket is stocking a variety of international foods, and American fast food chains like McDonald's and Kentucky Fried Chicken are popping up all over the planet. For the first time in history, more people are overfed than underfed. And while some people still have barely enough to eat, others overeat to the point of illness. To find out how mealtime is changing in real homes, authors Peter Menzel and Faith D'Aluisio visited families around the world to observe and photograph what they eat during the course of one week. They joined parents while they shopped at mega grocery stores and outdoor markets, and participated in a feast where a single goat was shared among many families. They watched moms making dinner in kitchens and over cooking fires, and they sat down to eat with twenty-five families in twenty-one countries--if you're keeping track, that's about 525 meals! The foods dished up ranged from hunted seal and spit-roasted guinea pig to U.N.-rationed grains and gallons of Coca-Cola. As Peter and Faith ate and talked with families, they learned firsthand about food consumption around the world and its corresponding causes and effects. The resulting family portraits offer a fascinating glimpse into the cultural similarities and differences served on dinner plates around the globe. This book has been selected as a Common Core State Standards Text Exemplar (Grades 2-3, Read-Aloud Informational Texts) in Appendix B.

The Craft of Scientific Presentations

This timely and hugely practical work provides a score of examples from contemporary and historical scientific presentations to show clearly what makes an oral presentation effective. It considers presentations made to persuade an audience to adopt some course of action (such as funding a proposal) as well as presentations made to communicate information, and it considers these from four perspectives: speech, structure, visual aids, and delivery. It also discusses computer-based projections and slide shows as well as overhead projections. In particular, it looks at ways of organizing graphics and text in projected images and of using layout and design to present the information efficiently and effectively.

Strategic Sales Presentations

When your big moment comes, will you be ready? Strategic sales presentations, those given to high level decision makers at the crucial time in the sales process, are the most highly leveraged activities in sales-and those that most sales professionals are least prepared for. Strategic Sales Presentations prepares you for the presentations that could make or break you as an accomplished sales professional. And it will help polish your skills for any presentation that matters. This is a presentation book like no other! In Strategic Sales Presentations you will improve your ability to: Position yourself strategically for success Craft presentations that speak the language of senior decision makers Deliver engagingly, confidently and professionally. You will see the concepts in action as Jack Malcolm expertly weaves an example of a strategic sales presentation throughout the book. Implement the ideas from this book and you will be able to create a clear, concise, compelling presentation that you will be able to confidently present to executives. This book will take your presentations to a new level! \"This book will transform any salesperson into a strategic salesperson and the

more strategic you are, the higher value you sell.\" Nancy Duarte, CEO, Duarte, Inc. award winning author of slide: ology and Resonate \"Do you want to learn, step-by-step, how to design, build, and deliver compelling strategic sales presentations that will achieve your objectives with senior executives? This is where you need to start-and finish. It's the most comprehensive, direct, and insightful book on the subject that I've read.\" Dave Stein, CEO and Founder, ES Research Group \"After spending countless hours listening to sales presentations during my career, I wish every salesperson had read a copy of Jack Malcolm's Strategic Sales Presentations. From the perspective of a sales decision-maker, had a salesperson utilized the exceptional wealth of experience and how-to practicality offered in this dynamic resource they would have clearly differentiated their sales presentation in every competitive situation.\" R. Luke Lively-- Financial Service Industry Consultant, C-Level executive for over 20 years including CEO of three banks and author A Questionable Life

PowerPoint Surgery: How to create presentation slides that make your message stick

Sometimes when things get really bad, surgery is required. Bad Powerpoint* (and boring presentations) are everywhere! it appears that they have almost become the norm and very few people seem to want to talk about it. It doesn't have to be that way. Bad presentations are costly. They can cost money, jobs and reputations, don't let your slides ruin your pitch. In this funny, cut-to-the-chase and down-to-earth book professional speaker Lee Jackson will wean you, and your workplace off bad slides forever. He'll also teach you how good presentation slides can work for you and help you stand out from the crowd. Using these simple techniques we can kill death by bullet-point once and for all. JOIN THE FIGHT TODAY! (N.B. This book is a colour paperback and illustrated with full colour slides.) " Lee takes a clever and refreshing approach to presentation mastery. " Nancy Duarte – author of 'Slide:ology', 'Resonate' and principal of Duarte (creators of the slides/visuals for Academy Award-winning film, 'An Inconvenient Truth') " Powerpoint Surgery is an invaluable resource...and I highly recommend it... " Jeremy Waite – Head of Social Strategy, Adobe EMEA " Lee Jackson takes PowerPoint presentations from boring to brilliant. " Alan Stevens FPSA – Past President Global Speakers Federation and co-author of 'The Exceptional Speaker " ...a masterclass of creating sublime slides & presentations, but be warned, you may never be able to sit through a presentation again without thinking of Lee Jackson! " Geoff Ramm – President 2013 Professional Speaking Association UK and Ireland "Jackson has got a bl***y nerve asking me to write a testimonial for his book. You see, I am a proudly militant Anti-PowerPoint Bigot, but somehow, he has turned the Indefensible into the Indispensable! " Graham Davies – best selling author of 'The Presentation Coach'

Multimedia Learning

An evidence based, rigorous text reviewing 12 principles of experimental studies grounded in cognitive theory of multi-media learning.

Presenting Virtually

Provide practical tips that help business communicators address basic problems they run into when creatingand delivering presentations in a virtual format.Teach proven principles in short, skimmable chapters and sections that are easy for busy managers andprofessionals to digest and apply in the moment.Create the content foundation for a supplemental training offering from Duarte TBD, which may be an onlinecourse OR a series of short virtual workshops with lessons and simple practice activities drawn from eachchapter.

Cosmic Queries

In this thought-provoking follow-up to his acclaimed StarTalk book, uber astrophysicist Neil deGrasse Tyson tackles the world's most important philosophical questions about the universe with wit, wisdom, and cutting-edge science. For science geeks, space and physics nerds, and all who want to understand their place in the universe, this enlightening new book from Neil deGrasse Tyson offers a unique take on the mysteries and

curiosities of the cosmos, building on rich material from his beloved StarTalk podcast. In these illuminating pages, illustrated with dazzling photos and revealing graphics, Tyson and co-author James Trefil, a renowned physicist and science popularizer, take on the big questions that humanity has been posing for millennia-- How did life begin? What is our place in the universe? Are we alone?--and provide answers based on the most current data, observations, and theories. Populated with paradigm-shifting discoveries that help explain the building blocks of astrophysics, this relatable and entertaining book will engage and inspire readers of all ages, bring sophisticated concepts within reach, and offer a window into the complexities of the cosmos. or all who loved National Geographic's StarTalk with Neil deGrasse Tyson, Cosmos: Possible Worlds, and Space Atlas, this new book will take them on more journeys into the wonders of the universe and beyond.

PowerPoint 2010 For Dummies

Start creating dynamite presentations with PowerPoint 2010 PowerPoint, the number one presentation software, has been revised and improved with the introduction of Microsoft Office 2010. More than 120 million people are using PowerPoint to create business and educational presentations worldwide. Both new and veteran PowerPoint users will improve their skills with the fun and friendly advice in PowerPoint 2010 For Dummies. Bestselling author Doug Lowe makes it easy to grasp the new features and shows you how to create presentations with pizzazz. PowerPoint is used in more than 60 countries to create visual presentations for business and educational settings The newest revision to PowerPoint adds new features, an online version of the software, and improved audiovisual and video editing capabilities This easy-to-follow guide explains how to create and edit slides, import data from other applications, and add charts, clip art, sound, and video Also covers working with hyperlinks, creating Web pages with PowerPoint, video editing, and collaboration via online access PowerPoint 2010 For Dummies helps you take full advantage of the enhancements in the new version, so you can create more effective and impressive presentations.

Storytelling with Data

Influence action through data! This is not a book. It is a one-of-a-kind immersive learning experience through which you can become—or teach others to be—a powerful data storyteller. Let's practice! helps you build confidence and credibility to create graphs and visualizations that make sense and weave them into action-inspiring stories. Expanding upon best seller storytelling with data's foundational lessons, Let's practice! delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author and data storytelling maven Cole Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator. Each chapter includes: ? Practice with Cole: exercises based on real-world examples first posed for you to consider and solve, followed by detailed step-by-step illustration and explanation ? Practice on your own: thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions ? Practice at work: practical guidance and hands-on exercises for applying storytelling with data lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data storytelling skills and transition your work from acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!

Academic Slide Design

This book offers a new vision and a new method for building more effective slides, starting with the lecture itself. Inside you'll find practical advice on white space, graphics, colors, fonts, composition, and more. Liberally illustrated with before and after examples, and enhanced with exercises you can work through on your own, this book is your companion for learning (or re-learning) visual techniques that will help students understand and remember content delivered during live lectures. Based on research in multimedia learning, universal design, visual perception, and graphic design, this book is not just about slides, it's about effective visual communication for teaching and learning in the twenty-first century.

Slide:ology

The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

The Wall Street Journal Bestseller! Updated to include Steve Jobs's iPad and iPad2 launch presentations "The Presentation Secrets of Steve Jobs reveals the operating system behind any great presentation and provides you with a quick-start guide to design your own passionate interfaces with your audiences." —Cliff Atkinson, author of Beyond Bullet Points and The Activist Audience Former Apple CEO Steve Jobs's wildly popular presentations have set a new global gold standard—and now this step-by-step guide shows you exactly how to use his crowd-pleasing techniques in your own presentations. The Presentation Secrets of Steve Jobs is as close as you'll ever get to having the master presenter himself speak directly in your ear. Communications expert Carmine Gallo has studied and analyzed the very best of Jobs's performances, offering point-by-point examples, tried-and-true techniques, and proven presentation secrets in 18 \"scenes,\" including: Develop a messianic sense of purpose Reveal the Conquering hero Channel your inner Zen Stage your presentation with props Make it look effortless With this revolutionary approach, you'll be surprised at how easy it is to sell your ideas, share your enthusiasm, and wow your audience the Steve Jobs way. "No other leader captures an audience like Steve Jobs does and, like no other book, The Presentation Secrets of Steve Jobs captures the formula Steve uses to enthrall audiences." —Rob Enderle, The Enderle Group "Now you can learn from the best there is—both Jobs and Gallo. No matter whether you are a novice presenter or a professional speaker like me, you will read and reread this book with the same enthusiasm that people bring to their iPods.\" —David Meerman Scott, bestselling author of The New Rules of Marketing & PR and World Wide Rave

Advanced Presentations by Design

Advanced Presentations by Design overturns much of the conventional wisdom and practice for creating presentations. Based on over 200 research studies from the fields of communication, marketing, psychology, multimedia, and law, it provides fact-based answers to critical questions about presentation design, including how to adapt your presentation to different audience personality preferences, what role your data should play and how much of it you need, how to turn your data into a story, and how to design persuasive yet comprehensible visual layouts.

How to Design TED-worthy Presentation Slides

La quatrième de couverture indique : \" [...]By the end of this guide, you too will be able to create sexy presentation slides that keep your audiences mesmerized. More importantly, you will be able to design presentations that breathe life into your slides, instead of draining it out of your audience.[...]\"

Better PowerPoint (R)

Giving good presentations is not just common sense. Cognitive neuroscientist Stephen M. Kosslyn shows how to make presentations work better based on how our brains work. Where many books focus on how to create a first draft, Better PowerPoint gives you quick steps to improve one you already have. · 8 key rules that are easy to remember and use · Clear principles about how to design effective slides based on well-established scientific data · Quick steps to sharpen and strengthen your presentation · Easy-to-use checklists guide you through each aspect of your presentation · Chapters are structured to help you prioritize the most effective edits · Memorable examples and illustrations to show what works, and what doesn't · Lessons in what to fix can also help you create better first drafts faster. If you have a PowerPoint presentation that is not giving you the results you want, take advantage of what scientific research can tell you about how your audience is seeing and thinking about what you have to say.

The Field Guide to the 6Ds

Practical guidelines for implementing the six disciplines of breakthrough learning The Six Disciplines of Breakthrough Learning has become a standard for companies serious about increasing the return on their investment in learning and development. Now the authors help workplace learning professionals apply the concepts of their bestselling book. With real-world applications, case studies, how-to guidelines, and practical advice and examples for implementing the 6Ds, The 6Ds Fieldbook: Beyond ADDIE will help organizations substantially increase the return on investment and decrease \"learning scrap,\" the potential value that goes unrealized in many learning and development initiatives. Helps OD professionals apply the concepts of the bestselling Six Disciplines of Breakthrough Learning Includes all new case studies, examples, tools, and best practices in use by organizations that have successfully used the 6Ds Taps into the experience and expertise of 6Ds practitioners Linking to social media to enhance the lessons of the book, The 6Ds Fieldbook is an easy-to-use and widely-applicable guide to getting the most from learning and development.

Microsoft® PowerPoint® 2010 Step by Step

Experience learning made easy-and quickly teach yourself how to create dynamic presentations with PowerPoint 2010. With STEP BY STEP, you set the pace-building and practicing the skills you need, just when you need them! Topics include creating great-looking slides using templates or your own designs; creating sophisticated charts and diagrams; using animation, sound, and other special effects; creating presentations simultaneously with others over the Web; delivering presentations; and other core topics.

Non-Obvious

What do Disney, Bollywood, and \"The Batkid\" teach us about how to create celebrity experiences for our audience? How can a vending machine inspire world peace? Can being \"imperfect\" make your business more marketable? Can a selfie improve one's confidence? When can addiction be a good thing? The answers to these questions may not be all that obvious. And that's exactly the point. For the past four years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of \"non-obvious\" trends by asking the questions that most trend predictors miss. In this all-new fifth edition, discover what more than half a million other readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. \"Non-Obvious\" also delves into the curation process the author has used for years to build his trend reports and takes readers behind the scenes of \"trend curation\" -- the art of adding meaning to isolated beautiful things. In the end \"Non-Obvious\" is a book that will show you how to think different, curate your ideas and get better at predicting what will be important tomorrow based on learning to observe patterns in the world today. -- From publisher's description.

Speaking PowerPoint

You use PowerPoint at work to create strategic plans, executive briefings, research reports and other boardroom-style slides. But could your slides be clearer, more convincing and built in half the time? You bet! Learn a new method for business managers who want to use PowerPoint at work to drive strategy. The Mindworks Presentation Method is based on 40 years of research in brain science, instructional design and information design and will help you to eliminate time wasters and complete PowerPoint decks three times faster, to enhance your credibility by creating visually pleasing slides using simple graphic design rules, to make complex slides easier to understand and avoid \"Death by PowerPoint\" forever, to make audiences more likely to agree with you by applying the proven principles of master persuaders.

Excel 2010 Power Programming with VBA

All the methods and tools you need to successfully program with Excel John Walkenbach's name is

synonymous with excellence in computer books that decipher complex technical topics. With this comprehensive guide, \"Mr. Spreadsheet\" shows you how to maximize your Excel experience using professional spreadsheet application development tips from his own personal bookshelf. Featuring a complete introduction to Visual Basic for Applications and fully updated for the new features of Excel 2010, this essential reference includes an analysis of Excel application development and is packed with procedures, tips, and ideas for expanding Excel's capabilities with VBA. Offers an analysis of Excel application development and a complete introduction to Visual Basic for Applications (VBA) Features invaluable advice from \"Mr. Spreadsheet\" himself (bestselling author John Walkenbach), who demonstrates all the techniques you need to create large and small Excel applications Provides tips, tricks, and techniques for expanding Excel's capabilities with VBA that you won't find anywhere else This power-user's guide is packed with procedures, tips, and ideas for expanding Excel's capabilities with VBA.

Harvard Business Review Guides Ultimate Boxed Set (16 Books)

This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders looking for trusted advice on such diverse topics as data analytics, negotiating, business writing, and coaching. This set includes Persuasive Presentations, Better Business Writing, Finance Basics, Data Analytics, Building Your Business Case, Making Every Meeting Matter, Project Management, Emotional Intelligence, Getting the Right Work Done, Negotiating, Leading Teams, Coaching Employees, Performance Management, Delivering Effective Feedback, Dealing with Conflict, and Managing Up and Across. Arm yourself with the advice you need to succeed on the job, from the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges Also available as an ebook set.

The Accidental Instructional Designer

Don't create boring e-learning! Cammy Bean presents a fresh, modern take on instructional design for e-learning. Filled with her personal insights and tips, The Accidental Instructional Designer covers nearly every aspect of the e-learning design process, including understanding instructional design, creating scenarios, building interactivity, designing visuals, and working with SMEs. You'll learn all about the CBT Lady and how to avoid her instructional design mistakes. Along the way, you'll hear from a few other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level. The Accidental Instructional Designer is perfect for the learning professional or instructional designer who is just getting started with e-learning--or the more experienced practitioner looking for new ideas. In addition to sharing proven techniques and strategies, this book: covers best practices and what to avoid when designing an e-learning program presents e-learning in action through various case studies shows how you can go from being an accidental instructional designer to an intentional one.

Fundamentals of Graphic Language

Simplify and streamline your way to a winning legacy The Financial Controller and CFO's Toolkit is a hybrid handbook and toolkit with over 100 lean practice solutions and a wealth of practical tools for senior financial managers of small, midsized and large companies. This book outlines the mindset of paradigm shifters relevant to future-ready finance teams, and contains guidelines on how to become an effective change leader. Guidance from world leading expert David Parmenter provides the insight and tools you need to reach your true leadership potential and achieve more for your organization. Packed with templates and checklists, this book helps you adhere to the best practices in reporting, forecasting, KPIs, planning, strategy, and technology. The companion website—a complete toolbox for positive, entrenched change—gives you access to additional resources that reinforce The Financial Controller and CFO's Toolkit strategy. This new second edition has been updated to reflect the latest practices and technology to streamline your workflow and get more done in less time—without sacrificing quality or accuracy. As an all-in-one resource for the CFO role,

this book provides a clear, practical strategy for demonstrating your value to your organization. Selling and leading change effectively Get more accurate information from your KPIs Attracting, recruiting and retaining talented staff Invest in and implement new essential tools Investing wisely in 21st century technologies Report the month-end within three days, implement quarterly rolling forecasting, complete the annual plan in two weeks or less, and bring your firm into the 21st century with key tools that get the job done. Be the CFO that your organization needs and the leader that your teams deserve. The Financial Controller and CFO's Toolkit gives you everything you need to achieve more by doing less.

The Financial Controller and CFO's Toolkit

Championing Science shows scientists how to persuasively communicate complex scientific ideas to decision makers in government, industry, and education. This comprehensive guide provides real-world strategies to help scientists develop the essential communication, influence, and relationship-building skills needed to motivate nonexperts to understand and support their science. Instruction, interviews, and examples demonstrate how inspiring decision makers to act requires scientists to extract the essence of their work, craft clear messages, simplify visuals, bridge paradigm gaps, and tell compelling narratives. The authors bring these principles to life in the accounts of science champions such as Robert Millikan, Vannevar Bush, scientists at Caltech and MIT, and others. With Championing Science, scientists will learn how to use these vital skills to make an impact.

Championing Science

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