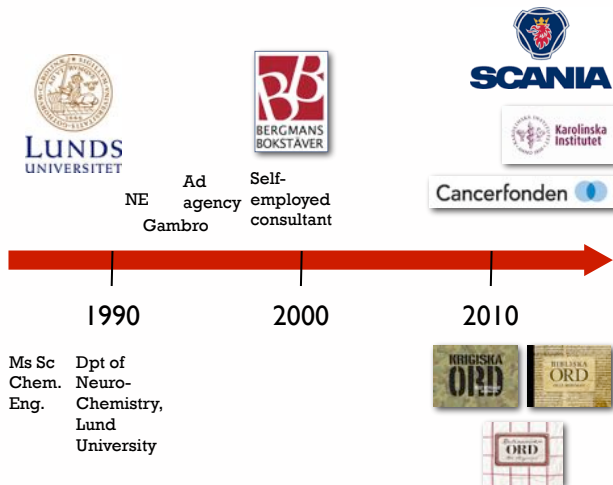


Slide design for scientists

Hillerød, 8 juni, 2018

Olle Bergman

M.Sc. Chemical Engineering
“Communications Consultant,
Public Speaker & Professional
Writer with a passion for
people, science, language &
history.”



The noble art of public speaking

§ why perfection is not the goal

1

2

3

GOOD
ENOUGH

PRETTY
GOOD

OUT-
STANDING

LEVEL

1

Good enough

Love your stuff
– and show it!

LEVEL

2

Pretty good

- Define your main messages.
- Follow a preparation protocol.
- Practice.

- Goal?
- Main message?
- Target group?
 - a). How create confidence?
 - b). How inspire them?
 - c). Facts, feelings or trust?
- Type of presentation?
- Content?
 - a). What to include?
 - b). How to structure it?
 - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?



LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetoric.
- Build practical experience.



Use a remote



Be silent.

(Use the "B" key)

Use the
space



Making use of PowerPoint

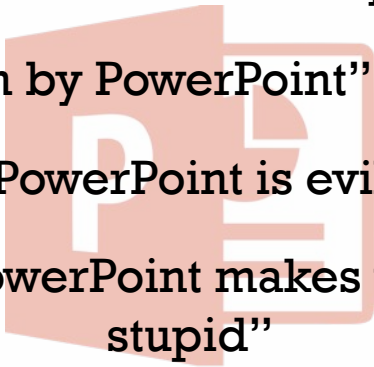
without boring your audience

“PowerPoint corrupts”

“Death by PowerPoint”

“PowerPoint is evil”

“PowerPoint makes you
stupid”



Winston
Churchill
1874–1965



We shall fight ...

- in France
- on the seas and oceans
- with growing confidence and growing strength in the air
- on the beaches
- on the landing grounds
- in fields and in the streets
- in the hills.

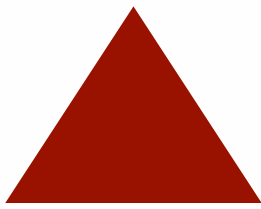
Bottom line: We shall never surrender!!!



This is a PowerPoint slide which I show to remind you that it is very boring when the speaker turns his head away from the audience and just reads from the slides.

Do the planning before the slides.
One item/slide.
Max 25% bullet point slides

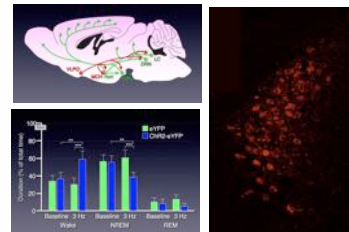
Write the report abstract



Prepare your visuals

Pick out main conclusions

The stars of the show



The data displays!



Keep it simple.
Think in sequence.
Focus on the visual.

KISS



*Pizza
Powerpointo*

Obstacles are made
to be removed.



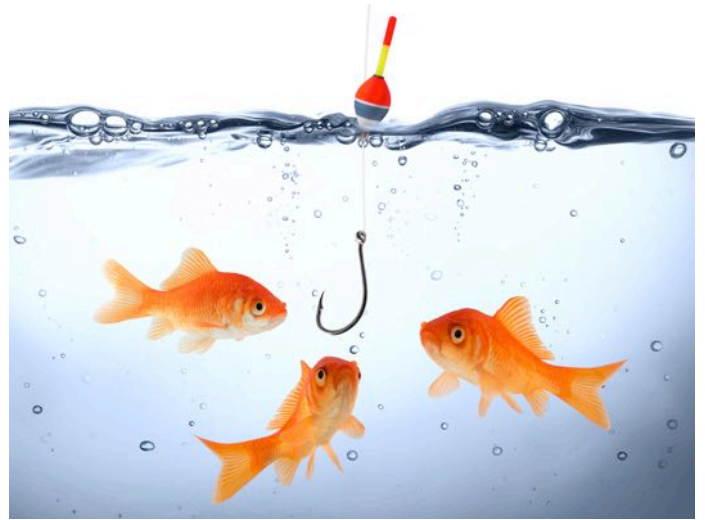
CARP



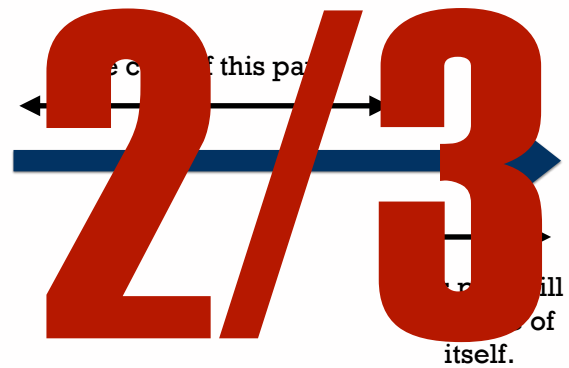


Think
BIG

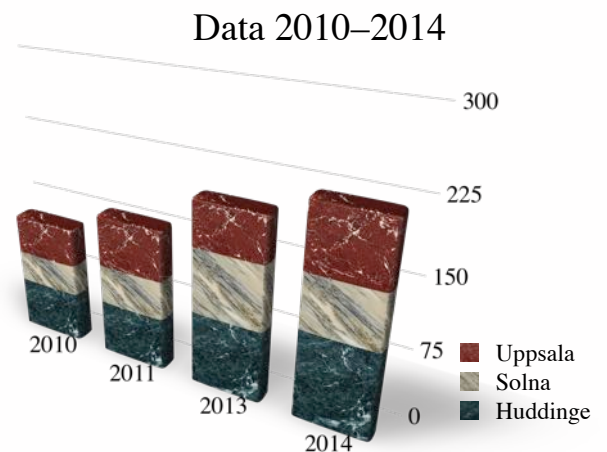
Add a hook.
REMOVE stuff!
Practice &
refine.



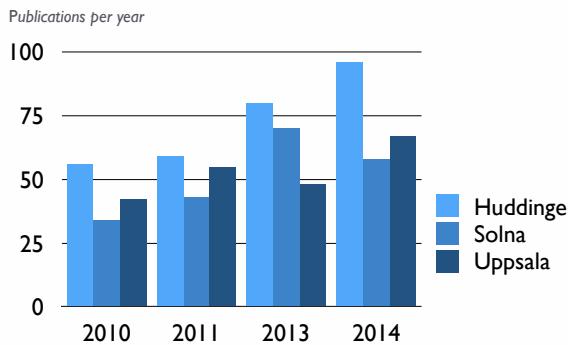
- ▶ Humanitarian importance?
- ▶ Innovation potential?
- ▶ Economic impact?
- ▶ Association to well-known subject/person/context?
- ▶ Contradiction/Mystery?
- ▶ Demonstration?



data/ink ratio



Huddinge produces most publications four years in a row



1. Use stickies for planning.
2. Incubate your presentation.
3. Minimize the data/ink ratio.
4. Standardize the layout & typography. Use photos and think BIG.
5. Tell your story in sequences, structure them with title slides.

Communicating with **IMPACT**

CLARIFY
your concept

SIMPLYFY
your message

ENGAGE
your audience

**THE RIGHT
ATTITUDE:**

*personal
modesty*

+

*professional
boldness*

