Who is this Lady and Why is She Talking About Presentations?

Aimee Gilbreath

- Executive Director of Los Angeles based
  Found Animals Foundation

- We helped over 130,000 pets in 2012 through micro-chipping, spay/neuter and adoption

- Gave 4 sessions at HSUS Expo last year, speak frequently

- Recovered management consultant - PowerPoint was part of my daily life for six years

- Stanford MBA
What We’ll Cover Today

• Understanding your audience and defining your goals

• To PowerPoint or not to PowerPoint?

• Organizing and structuring your content and “flow”

• Creating interesting and impactful slides

• Tools, tips and tricks for when you are at the podium

• Creating handouts that your audience will love
One View on Presentations

Guy Kawasaki 10-20-30 Presentation Rule
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Understand Your Audience

Start by asking a few questions:

• Who will be in attendance?
  – Consider larger meeting and your session
  – Think about age, role, knowledge base, etc.

• Why are they going to be there?

• What do they want out of this?

• What will keep them awake and interested for 60-120 minutes?
Define Your Goals and Tone

Again, start with questions:

• What do I want to share?
  – Program/Project
  – Resources/Tools
  – Concepts/Ideas

• What do I want the audience to do with the information once they leave the room?

• How do I want to share?
  – High level vs. details
  – Sharing vs. teaching

 Sharing about the amazing program that my shelter did that saved lots of animals and got us lots of press and yay for us!

 vs.

 Sharing about program that worked really well for us along with tips and tricks and details so that you can try it yourself!
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To PowerPoint or Not. . .
Wonderful Tool. . . Or Evil Creation of the Devil

PowerPoint is fantastic, BUT

- You need to put time and into proficiency and modifying content to get the benefits

- It’s pointless if you just vomit text onto slides and read them

PowerPoint is not right for every situation (or should be used very differently in some situations)

- Often not the right tool for highly motivational, interactive, workshop style sessions
Bad Slides Gone Good – Part 1

**Bad**

- Only one idea per slide
- Keep graphics simple
- Highlight key information

**Good**

- Only one idea per slide
- Keep graphics simple
- Highlight key information
Bad Slides Gone Good – Part 2

Bad

Good

- Strip out “noise”
- More images not usually better
- Less stuff = more impact
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Organize and Structure Content

1. Sit down and write notes about what you want to share
   - Can be bullet point “scribbles” and stream of consciousness, just dump the ideas out and capture them
   - I do this stage on paper, but use a computer if that works better for you

2. Group the ideas from Step 1 into related categories

3. Think about how you want to order the categories so that the presentation has a “story” or “flow” that works
   - Chronological order
   - Most important to least
   - By program/activity

4. Use this high level outline to start writing your presentation (also becomes your contents/agenda slide)
Structure Examples – Part 1
Found Animals 2012 Expo Presentations

Adventures in Sterilization

- Los Angeles Background
- Spay Neuter Business Models
- Surviving a Spay Neuter Startup
- Next Generation Sterilization

Cats, the Real Underdog

- Fee Sponsorships
  - Adoption Centers
  - Promotions

Chronological Order

Grouped by Program
Structure Examples – Part 2
Found Animals 2012 Expo Presentations

Retail Adoptions

- Retail Adoption Concept
- Store Tour & Results
- How to Make it Work
- Magic of Retail

Project Example + Teaching

Human Resources

1. Honor your staff
2. Be selective
3. Identify expectations
5. Feedback
6. Meet legal obligations
7. Be professional
8. Distinguishing between staff
9. Saying goodbye
10. Honor your staff!

Top 10 List
Start Fleshing Out Your Outline

5. Start adding detail to your outline, point by point
   – For each main category identify the ideas/points you want to get across
   – Write down any words, photos, data that you will use to make this point

6. Consider starting your presentation with a “hook” to set the tone
   – Photo, video, provocative statement, impressive data
   – Pull people into your content right away, get them leaning forward in their seats and interested in what comes next

7. Keep the presentation “flow” in mind as you go
   – Does your progression make sense to an outsider?
   – Is it too dense? Do you need more examples/graphics?
A Sample of Aimee's Scribbles

1. Who is your audience? Understand & define.
   - Why is this important?
   - Who is going to be there?
   - Why are they going to be there?
   - What do they want out of this?
   - What do you want them to leave with?
   - What will keep them awake & interested?

2. Organize & structure:
   - Sit down & outline what you want to share.
   - Bullet points to start.
   - Ideas & concepts.
   - Group into categories.
   - Think about how you want to group/order/prioritize:
     - Chronological order?
     - By program/activity?
     - Most important to least?
   - No one right answer - important frame.
   - This can become your agenda.
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Basic Tips for Slide Creation

Construct slides that are readable on screen in a large room
  - This means the font needs to be big! Bigger than you think!

Minimize the amount of text on a slide
  - The less text, the bigger your font can be!

Make sure you have “white space”
  - To draw the eye and keep from looking cluttered

Vary your slide format to keep it interesting
  - Don’t do several all text slides in a row
  - Use pictures, videos, charts, etc. to illustrate your points
Really, Truly, Less Text is Better!

Text on slides should be reserved for key points and takeaways that you want the audience to remember

• Your spoken words provide context and color commentary
• Consider using photos, graphs, etc for examples (not text)
• Handouts are better for dense, detailed information

Remember, people can read faster than you can speak (and reading slides makes you look like a bozo) – so less text!

Goal: No More than 7 Lines of Text per Slide
Use bold text and bullet points to structure and highlight info:

- Always use a sans serif font
  - My favorite is Arial (this)
  - Calibri can work too (this)
  - Times New Roman (this) is too hard to read on screens

- Never less than 20 pt font (this), even bigger is better
Tips For Photos

• Google image search makes it easy to find and copy photos

• You can also use your print screen functionality to capture images

• The “size and position” menu has what you need to crop and resize photos

• To keep presentation size down, use “paste special” and choose “device independent bitmap” when pasting in photos

A small dark border around photos makes them “pop”

Under “arrange” the “order objects” functions let you layer
Powerful Graphics are Simple

- Choose bold, basic colors
- Colors can help with meaning
  - Red = bad
  - Green = good
- Make labels at least 20 pt font
- Remove unnecessary lines and borders
- Use data labels to highlight key numbers
Some Notes About Videos

• Audiences love them, so use them!
• Embedding videos in PowerPoint makes files huge – not recommended
• You can paste an image from the video and make it a link, then simply link to YouTube during your presentation...
• ...as long as you’ll have high speed internet in the conference room
• If not (HSUS last year) be sure you have on your computer or DVD
Sample Slide Types – Bulleted Text

Boring – Don’t Use Too Often or Many in a Row

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Vary your slide format to keep it interesting
- Don’t do several all text slides in a row
- Use pictures, videos, charts, etc. to illustrate your points
Sample Slide Types – Text/Photos

Understand Your Audience

Start by asking a few questions:

- Who will be in attendance?
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  - Think about age, role, knowledge base, etc.
- Why are they going to be there?
- What do they want out of this?
- What will keep them awake and interested for 60-120 minutes?
Sample Slide Types – Tables

Total LA County Cat Pop. Estimates
Midpoint estimate 2.7 M Cats, or roughly 1 per 3.5 humans

<table>
<thead>
<tr>
<th></th>
<th>Low Estimate</th>
<th>High Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned Cats</td>
<td>1,493,000</td>
<td>1,599,500</td>
</tr>
<tr>
<td>“Feral” Cats</td>
<td>654,000</td>
<td>1,144,500</td>
</tr>
<tr>
<td>Total Cats</td>
<td>2,147,000</td>
<td>2,744,000</td>
</tr>
</tbody>
</table>
Sample Slide Types – Graphs

Subsidized S/N Capacity Has Grown Dramatically

LA Metro Subsidized S/N Capacity

- Est. 2005: 27,000
- Est. 2010: 66,000 (Up 144%)
- Est. 2012: 89,000 (Up 35%)

- Likely 15 - 20K surgeries are related to TNR
- 1.3 - 1.7% of mid-point feral population estimate
Sample Slide Types – Calculations

Owned Cat Population Estimates
Los Angeles County

2.84 Million Households
* 30% Cat Ownership Rate
* 1.75 – 2.0 Cats Per Household

= 1,493,000 – 1,706,000 Owned Cats

Or roughly 1 owned cat per 6 people

Sample Slide Types – Smart Art

Must Clarify Goals of Licensing Program
Program design should be aligned with goals

Enforcement

Impact

- Generate Revenue
- Subsidize Low Income Spay/Neuter
- Increase Return to Owner Rates
- Decrease Euthanasia

Enforcement of Rabies Requirement
Enforcement of Spay/Neuter
More Resources - Presentations

- Inc: How to Create a Great PowerPoint Presentation
- Forbes: 11 Presentation Lessons You Can Learn From Steve Jobs
- Lifehack: 18 Tips for Killer Presentations
- Harvard: How to Create An Effective Presentation
- 17 Examples of Great Presentation Design
- Create a Great Presentation in Under Four Hours
- slide:ology: The Art and Science of Creating Great Presentations
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Slide Writing is Less Than Half the Story. . .Now You Present!

PRACTICE MAKES PERFECT!
• You need to know your material cold
• Practice alone, practice for your pet, practice for your staff/spouse.
• Practice out loud, it makes a difference
• Practice with a projector and clicker

You will notice issues with your slides as you speak to them
• Make notes and revise as you go

Once you think you are solid, dry run with an audience (staff)
• You need others’ feedback, you’ll get to close to material
Create Connection and Engagement with Audience

Create a personal connection

- Audience retains more material
- Experience is more fun for you and them

Don’t be afraid to add personal touches

- A picture of your pet
- A short story or anecdote

Interactivity is another great tool – use quiz or exercise

- Hand raise to determine audience in the room
- Turn to your neighbor and discuss how you would apply
- Pop quiz on material for prizes (can be as simple as candy)
Have a Plan for Questions
Two General Approaches

**During**

**Pros:** Deal with while on topic, audience tends to prefer

**Cons:** May disrupt flow, may be answered later in presentation

**After**

**Pros:** No disruption, no covering twice, more time flexibility

**Cons:** Audience tends to like this less

Remember that part of your role is to manage the room
More Resources - Speaking

- 15 Tips for Public Speaking
- Toastmasters: 10 Tips for Public Speaking
- Psychology Today: Speaking tips for Introverts
- 7 Little Tricks To Speak In Public With No Fear
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What’s In a Handout?
Three Ideas for Handout Content

1. **Summarize key takeaways**
   - A 1-2 page summary of key points and references along with your contact information will be appreciated by your audience.

2. **Share detailed information that is too dense to work well in the presentation itself**
   - Checklists, detailed data, resource links, budgets, technical information, etc. work well as handouts.

3. **Share relevant example documents**
   - Medical protocols, adoption applications, volunteer agreements, outreach materials, etc.
# Sample Handout - Budget

## Adventures in Sterilization

**SAMPLE BUDGET FOR SPAY NEUTER CLINIC - 1 OR 2 VET**

***Operating costs only, does not include startup costs or depreciation***

<table>
<thead>
<tr>
<th>Revenue</th>
<th>One Vet</th>
<th>Two Vet</th>
<th>One Vet</th>
<th>Two Vet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Surgery</strong></td>
<td>$ 532,158</td>
<td>$ 1,064,315</td>
<td>78%</td>
<td>79%</td>
</tr>
<tr>
<td><strong>Client Donations ($3/surg)</strong>*</td>
<td>$ 24,675</td>
<td>$ 49,350</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Vax</strong></td>
<td>$ 125,725</td>
<td>$ 225,600</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 682,558</td>
<td>$ 1,339,265</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Costs</th>
<th>One Vet</th>
<th>Two Vet</th>
<th>One Vet</th>
<th>Two Vet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personnel</strong></td>
<td>$ 603,172</td>
<td>$ 851,042</td>
<td>68%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>Surgical Supplies ($17/surg)</strong></td>
<td>$ 139,825</td>
<td>$ 279,650</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Vaccines</strong></td>
<td>$ 19,254</td>
<td>$ 34,990</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Admin/Dev</strong></td>
<td>$ 130,000</td>
<td>$ 155,000</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Rent</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Professional Fees</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 892,251</td>
<td>$ 1,320,682</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

| **Net (Funding Gap)**     | $ (209,694) | $ 18,583  | 24%     | -1%     |

<table>
<thead>
<tr>
<th><strong>Total Surgeries</strong></th>
<th>One Vet</th>
<th>Two Vet</th>
<th>One Vet</th>
<th>Two Vet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,225</td>
<td>16,450</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Cost per surgery</strong></th>
<th>$ 108.48</th>
<th>$ 80.28</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue per surgery</strong></td>
<td>$ 82.99</td>
<td>$ 81.41</td>
</tr>
<tr>
<td><strong>Funding Gap per surgery</strong></td>
<td>$25.49</td>
<td>($1.13)</td>
</tr>
</tbody>
</table>
Sample Handout – Outreach

The PET OVERPOPULATION CHALLENGE

Although many of us would say “dog is man’s best friend”, the truth is there are more cat-owning households in the US than dogs! With so many myths about our purring felines, Found Animals Foundation has gathered some facts about the state of cats in our country. Presenting the good, the sad and the changeable about all things cat.

EUTHANASIA

- 87,000 cats entered Los Angeles area shelters
- 65,000 cats ultimately euthanized
- That’s a euthanasia rate of 75%
- 107,000 dogs entered Los Angeles area shelters
- 35,000 dogs ultimately euthanized
- That’s a euthanasia rate of 33%

MICROCHIPPING

- 45% of all pet owners
- 77 million dog owners
- 93 million cat owners
- 55% of all pet owners
- 56% own more than one

2.4 times higher for dogs with a microchip than without
2.4 times higher for cats with a microchip than without

STERILIZATION

- 1 in 10 domestic cats entering animal shelters are spayed or neutered
- Less than 1% of feral cats have been sterilized
- There are an estimated 12 million to nearly 100 million feral cats roaming nationwide

A single pair of unsterilized cats and their kittens can produce anywhere from 100 to 5,000 kittens

Sources: Humane Society of the United States (HSUS), Found Animals Shelter Data Analyses, and the National Council on Pet Population

Found Animals
A Few Final Thoughts

• Creating presentations and giving them well takes time – start **NOW** for Expo
  – The investment will pay off for you and your audience

• Many, many resources and tutorials are available online
  – Google search the details of what you need and you’ll be amazed at what you find (i.e. guide to smart art in powerpoint)
  – Many of the search results will even be videos that show you a step by step guide

• Learn presentation “best practices” and then choose which ones will work best for you and your material
  – There is no one right approach, use the tools that empower you and make you feel comfortable and confident
THANK YOU
AND
SEE YOU AT EXPO!

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