Mark Leutwyler
Presidents, VPs, and CMO

Steve Felice
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Ron Garriques
Steve Schucktenbrock
Focusing on the Takeaway

Powerful Presentations for Public Speakers
Custom Deployment Services for Life Sciences Firms

Fast Facts about Our Deployment Services

Validation assistance at many steps in process to reduce customer workload (for both client and server machines) for validation

5.5 million units custom-integrated in our global factories in the last year

Over 3 million client systems installed annually

50,000 applications packaged for automated install

~67% of Relationship Customers use Custom Factory Integration Services
Case Study: ACME IT

• SITUATION
  – More than 500 servers running SQL Server
  – Wanted to improve scalability and performance

• SOLUTION
  – Upgraded from SQL Server 2000
  – Deployed test apps to prove scale and performance
  – Implemented database mirroring
    › New Servers and Storage
    › Microsoft SQL Server 2005
    › Microsoft Windows Server 2003 Enterprise Edition
    › Microsoft Operations Manager 2005

• RESULTS
  – 1.4X boost in application performance
  – Reduced data loss and improved data consistency through database mirroring
  – Integrated monitoring and management

ACME

“From the product catalog to the customer profile to the shopping cart to customer support after the sale, SQL Server is one of the components that makes the online retail site happen on a day in, day out basis.”

“We no longer require as many servers to support our disaster recovery efforts. By reducing the amount of hardware and automating manual processes, we’ve been able to save a lot in support costs.”

“Using the same hardware platforms as deployed in the field we were able to verify that a switch to SQL Server 2005 would deliver a performance enhancement of about 1.4-times over that found with SQL Server 2000.”

- John Hancock, IT Strategist, Global Data Services
“But wait a second, PowerPoint is essentially just slides with bullets on them. It’s limited. There is only so much you can do with it.”
Microsoft Office

Whether you need more time with your customers or to respond more quickly to their needs, Office Professional 2007 helps professionals work faster, stay organized, and manage contacts and customer information in one place. Visualize data more effectively, forecast, track, and manage projects and opportunities, and produce professional-quality marketing materials entirely in-house. Discover the quickest way to more easily find, organize, analyze, and use all the information you need to succeed.

PowerPoint Expertclub

http://cafe.nauer.com/powerpoint
http://www.powerpoint.kr

At Microsoft, we're motivated and inspired every day by how our customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's most important to them.
A presentation program, such as OpenOffice.org Impress, Apple Keynote or Microsoft PowerPoint, is often used to generate the presentation content.

Presentation

In order to stay in line with your customers or to respond more quickly to their needs, Office Professional 2007 helps professionals work faster, be more productive, and improve customer satisfaction. With Outlook, you can manage your email, contacts and customer information in one place. Visualize data more effectively; forecast, track, and manage projects and campaigns; and create professional-quality marketing materials entirely in-house. Discover the quickest way to more easily find, organize, analyze, and use all the information you need to succeed.

Passion

The most successful business leaders are those who retain their enthusiasm for the mission.

Access

Presentation is the process of showing and explaining the content of a topic to an audience.

Accounting

Communicator

A presentation program, such as OpenOffice.org Impress, Apple Keynote or Microsoft PowerPoint, is often used to generate the presentation content.

InfoPath

OneNote

Outlook

Microsoft Office PowerPoint 2007 enables users to quickly create high-impact, dynamic presentations, while integrating workflow and ways to easily share information. From the Microsoft Office Fluent user interface to the new graphics and formatting capabilities, Office PowerPoint 2007 puts the control in your hands to create great-looking presentations.
Create visual slides
Give 'em a show
Don't sweat the small stuff
Sell the benefit
Rehearse, rehearse, rehearse
Demonstrate enthusiasm
Make number meaningful

Microsoft PowerPoint
A presentation program, such as OpenOffice.org Impress, Keynote or Microsoft PowerPoint, is often used to generate the presentation content.

Presentation
Presentation is the process of showing and explaining the content of a topic to an audience.

Set the theme
Demonstrate enthusiasm
Provide an outline
Try for an unforgettable moment
Yeah, right!
Cognitive Guidance begins by making it easy for the audience to follow along.

- focused
- illustrated
- simplified
- explained
Focus
You’re audience is probably only going to remember one thing from your presentation
Use “The rule of three”
“Simplicity is the nature of great souls”

- Unknown
Removing unnecessary text from the slide improves your audience’s ability...

to retain information by 28%

to apply information by 79%
Give each concept its own slide

Cliff Atkinson, respected business consultant and Author of *Beyond Bullet Points*, believes that each bullet point should have its own slide.
“Simplicity is the ultimate sophistication” – Leonardo da Vinci
One bite?
Our history in a nutshell

• It all began with one simple idea and 23 years later...
  – The same simple idea powers the World’s data centers.
  – It powers virtually every government on Earth, including National, State, and Local Governments.
  – It powers millions of small businesses, from mom and pop shops to small start ups.
  – and people at home and school everywhere.

ACME
one simple idea..
23 years later
the same simple idea powers the world’s data centers..
.. it powers virtually every government on earth
… and millions of small businesses
.. and people at home and school everywhere
Images are the language of memory
listen deliver
Explain your ideas verbally
Keep the pace up, keep them visually stimulated and engaged
What else can we do to improve our presentations?

1. Keep the pace up
2. Get their attention early
3. Write headlines that are complete sentences
4. Tell a story
Shot # 7
ANGEL and Gunn rush towards the stage from the audience.

Shot # 8
WESLEY runs from audience starts to FRED.

Shot # 9
Wide - GUNN enters frame and starts to pull at the monsters tentacles while FRED is being raised as ANGEL grabs mic stand to fight off monster.

Shot # 10
High angle - on ANGEL poking towards camera past the tentacles.
Telling your story

Begin by creating a very basic script, or create a mind map like this one.
Begin to organize your topics
(Hint: outlines help!)
Start creating slides! Just include one main thought per slide to start.
Here are some more helpful hints

1. Get their attention early
2. Keep it simple, take things one step at a time
3. Illustrate your ideas with compelling imagery
4. Tell a story, use complete sentences
5. Present facts to back up your assertions, but don’t get bogged down in the details
6. Avoid Clip Art and distracting animations
7. Only present information when ready to talk about it
8. Find consistent fonts and color schemes* to use

*See Resources and Inspiration slide for more on this
Thank you!
Resources and Inspiration

• Cliff Atkinson – Beyond Bullets (Blog)
  – http://www.beyondbullets.com/

• Olivia Mitchell – Speaking About Presenting (Blog)
  – http://www.speakingaboutpresenting.com

• Garr Reynolds blog with lots of tips for making professional, impactful presentations

• Nancy Duarte – Industry expert, recommended
  – http://blog.duarte.com/  (blog on presentation design)

• Presentation design methods
  – http://www.presentationadvisors.com/powerpoint-design-methods

• Great site for lots of example slides and the latest thoughts on presentations
  – http://blog.slideshare.net/
Tools of the trade

• Excellent resource for creating your own icons and maps
  – http://www.slidetemple.com/

• Good Resources for Images
  – http://www.flickr.com/creativecommons/
    › Good resource for free images
  – http://labs.tineye.com/multicolr/
    › This will help you find images in your color palette
    › Great source for inexpensive, but professional images and illustrations

• Create beautiful word clouds
  – http://www.wordle.net/

• Make custom, visually pleasing timelines
  – http://www.readwritethink.org/files/resources/interactives/timeline_2/

• Technical PowerPoint Training
Back Up