

## Beyond Bullet Points (BBP) Presentation Workshop with Cliff Atkinson

The learning objectives of the workshop include how to:

- Learn and apply effective ways of storytelling to quantitative presentations; including how to weave in the anecdotal with the quantitative, and to tell a story that's not limited to numbers.
- Strike a good balance between presenting information with spoken words and printed slides.
- Present data analysis in a way that makes it more accessible and actionable to decision-makers.
- Make an emotional impact in the first few slides, balanced by a logical structure throughout.
- Reduce information overload by identifying the most important information to be presented.
- Quickly turn a story outline into a storyboard, and apply simple graphic design techniques.
- Strengthen public speaking skills and confidence.

### Agenda

9:00-9:20 AM	Welcome, agenda review, speaker introduction
9:20-10:20 AM	Conduct icebreaker exercise, review research, methodology and BBP tools (See Chapters 1-3 of the <i>Beyond Bullet Points</i> book)
10:20-10:40 AM	Break
10:40-11:30 AM	Demonstrate how to write the headlines for the first five slides of the presentation in Act I, then breakout to apply concepts during exercise (See Ch. 4)
11:30 AM-12:30	Demonstrate how to write the headlines for the rest of the slides in Act II, then breakout to apply concepts during a group exercise (See Ch. 5)
12:30-1:30 PM	Lunch
1:30-1:45 PM	Demonstrate how to set up storyboard and sketch slides (See Ch. 6 and 7)
1:45-3:00 PM	Demonstrate how to add graphics to Act I slides, review examples, and design Act II slides (see Ch. 8 and 9). Finish presentations for delivery (see Ch. 10).
3:00-3:20 PM	Break
3:20-4:40 PM	Each group presents a 15 minute version of each presentation; feedback and discussion
4:40-5:00 PM	Overall review, discussion and conclusion

### Resources

- A copy of the *Beyond Bullet Points* book (Microsoft Press, 2007) is provided to all participants
- BBP Story Template and BBP Storyboard Formatter (provided on USB Flash Drive)
- Additional worksheets and supplies (provided on tables)