OK, you're convinced. You've read the research and seen it for yourself—presentations that effectively use visuals are more engaging and easier to understand than bullet point–laden ones. You're ready to refresh your own slide decks to add more visuals. If only you knew how. This session answers that question by demonstrating a simple, three-step process you can use to evaluate the big ideas in a presentation, generate a plan for representing those ideas visually, and find visuals in the vast sea of image and illustration sources.

The three steps are questions:

1. **Which** ideas should I visualize?
2. **What** does [the idea] look like?
3. **How** do I want my audience to feel about [the idea]?

Why bother adding visuals to a presentation?

- Visuals help make abstract concepts more clear
- Images and words together activate multiple parts of the brain and both short-term and long-term memory

Step 1: Which ideas should I visualize?

- The idea(s) most relevant or key to the core message of your presentation
- The hardest to understand ideas
- The ideas most likely to elicit emotion

Step 2: What does [the idea: example—teamwork] look like?

In this step, ask yourself 'when I think of [teamwork], what comes to mind?' Use the Zoom Principle:

Zoom Out: generate ideas

- Think big
- Brainstorm
- Get out of your head
- Ask others what comes to mind for them

Zoom In: consider how to visualize it

What activities require/use/need it?

Step 3: How do I want them (the audience) to feel about [teamwork]?

Feelings play a critical role in effective message delivery because emotions open the audience up to change. Emotions move humans in ways that data, knowledge, and information alone simply can't. Knowing how you want the audience to feel about [teamwork] will also help guide your search for images.

Where do I find great images or visuals?

Inside / In-house

- Intranet, shared network
- Marketing department
- Training department

Outside

Paid:

- iStockphoto.com
- GraphicStock.com
- ShutterStock.com

Free: (but check licensing!)

- FreeImages.com
- CreativeMarket.com
- Flickr.com (Commons)* be very careful…

Custom:

- Your own (camera, PowerPoint, SnagIt)
- eLance.com
- Fiverr.com

Resources

Visual Inspiration

- SlideShare.net
- HaikuDeck.com's Gallery
- Canva.com's Design School

Websites

- eLearningCoach.com
- NutsAndBoltsSpeedTraining.com
- BetterPresenting.com

Articles

- 21 Ways to Get Visual Ideas
- Free Stock Photos: 74 Best Sites to Find Awesome Free Images

Connect with the Presenter

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