

# Top 5 PowerPoint Secrets for Educators

**Mike Parkinson**

Microsoft PowerPoint MVP, APMP CPP Fellow



"A real pleasure. . . . *Blink* brims with surprising insights about our world and ourselves." —*Salon*

#1 National Bestseller



# blink

By the author of *David and Goliath*



The Power of Thinking  
Without Thinking

Malcolm Gladwell

NEW YORK TIMES BESTSELLER

REVISED AND  
EXPANDED EDITION



# PREDICTABLY IRRATIONAL

"Sly and lucid. . . . Revolutionary." —*New York Times Book Review*

*The Hidden Forces That  
Shape Our Decisions*

DAN ARIELY

AUTHOR OF *THE UPSIDE OF IRRATIONALITY*

NEW YORK TIMES BESTSELLER

Why Some Ideas Survive  
and Others Die

# MADE



# STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)

# #1

GIVE THE “SO THAT...”

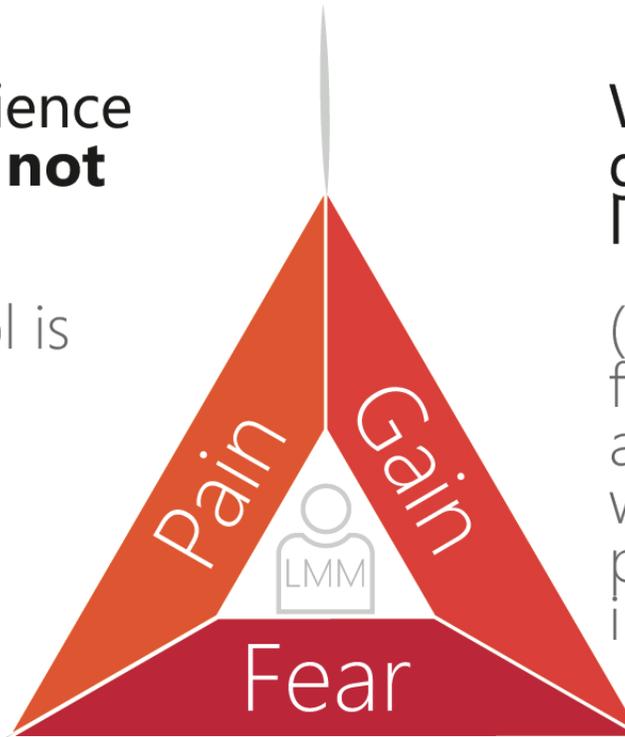


What pain does the audience experience as a result of **not** learning?

(Example: The current tool is slow and frustrating.)

What does the audience gain as a result of learning?

(Example: The new tool is faster, easier and helps the audience do a better job, which may positively impact performance and may improve their compensation.)



What does the audience fear will happen as a result of **not** learning?

(Example: The inefficiency of the current tool may result in disciplinary action and negatively impact their compensation and career.)

Motivator

By What Means

Reduce cost in three steps.

# #2

**START WITH THE END & END WITH THE START**

## 1) Reduce cost 15% with three changes

### a) Change 1: New Procedure Reduces Cost by 9.3%

- i) Reduce extra work by confirming data is accurate
- ii) Eliminate 2 day's work by automating renewal process
- iii) Avoid collections by automatically sends out notice
- iv) Ensure documents received on time with system confirmations

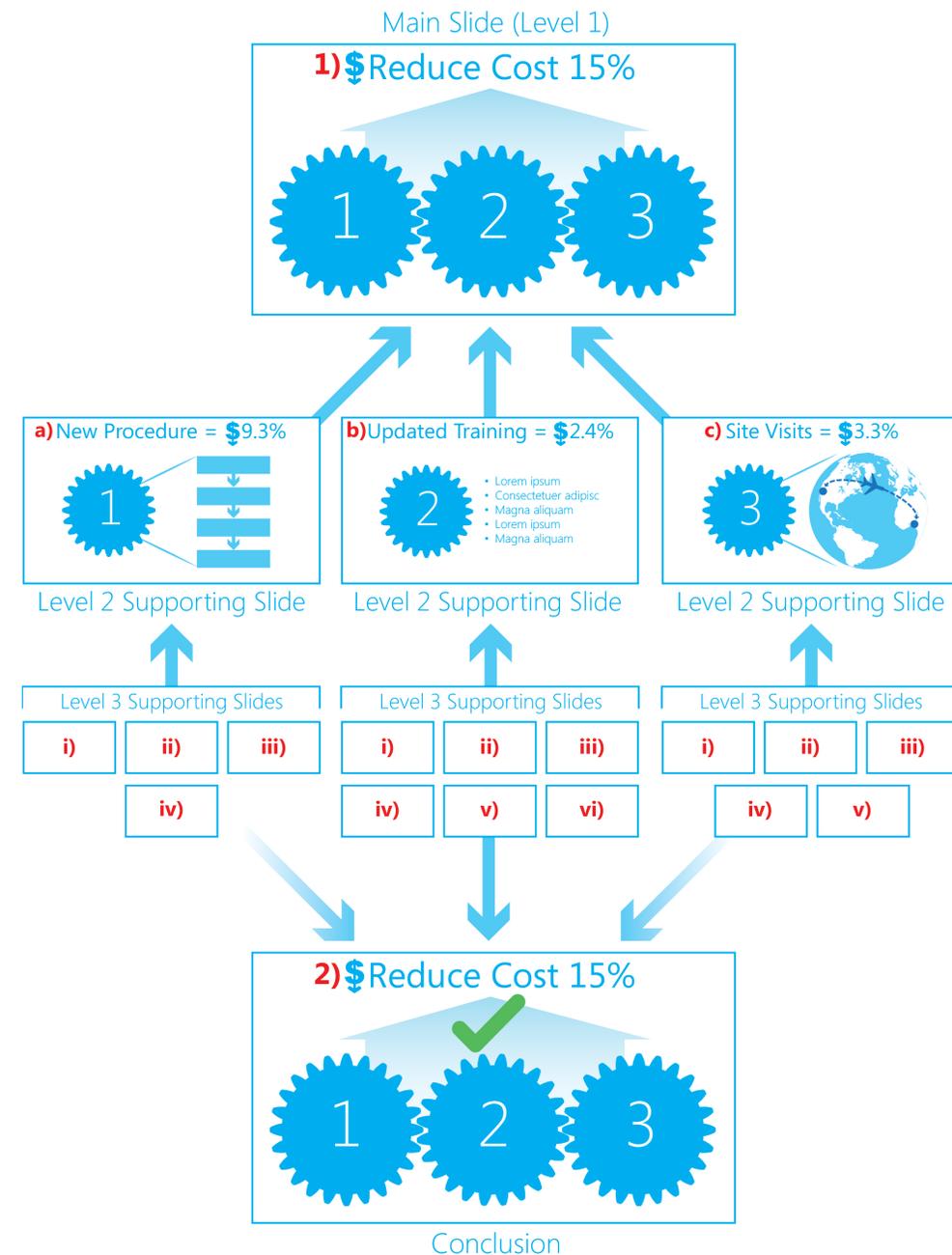
### b) Change 2: Update Training Reduces Cost by 2.4%

- i) Save \$42,000 annually with online training
- ii) Increased attendee numbers because geography not an issue
- iii) Faster adoption (less training) because more applicable
- iv) Tests validate understanding
- v) Recollection improved through homework
- vi) Recall improved with QRGs (Quick Reference Guides)

### c) Change 3: Site Visits Reduces Cost by 3.3%

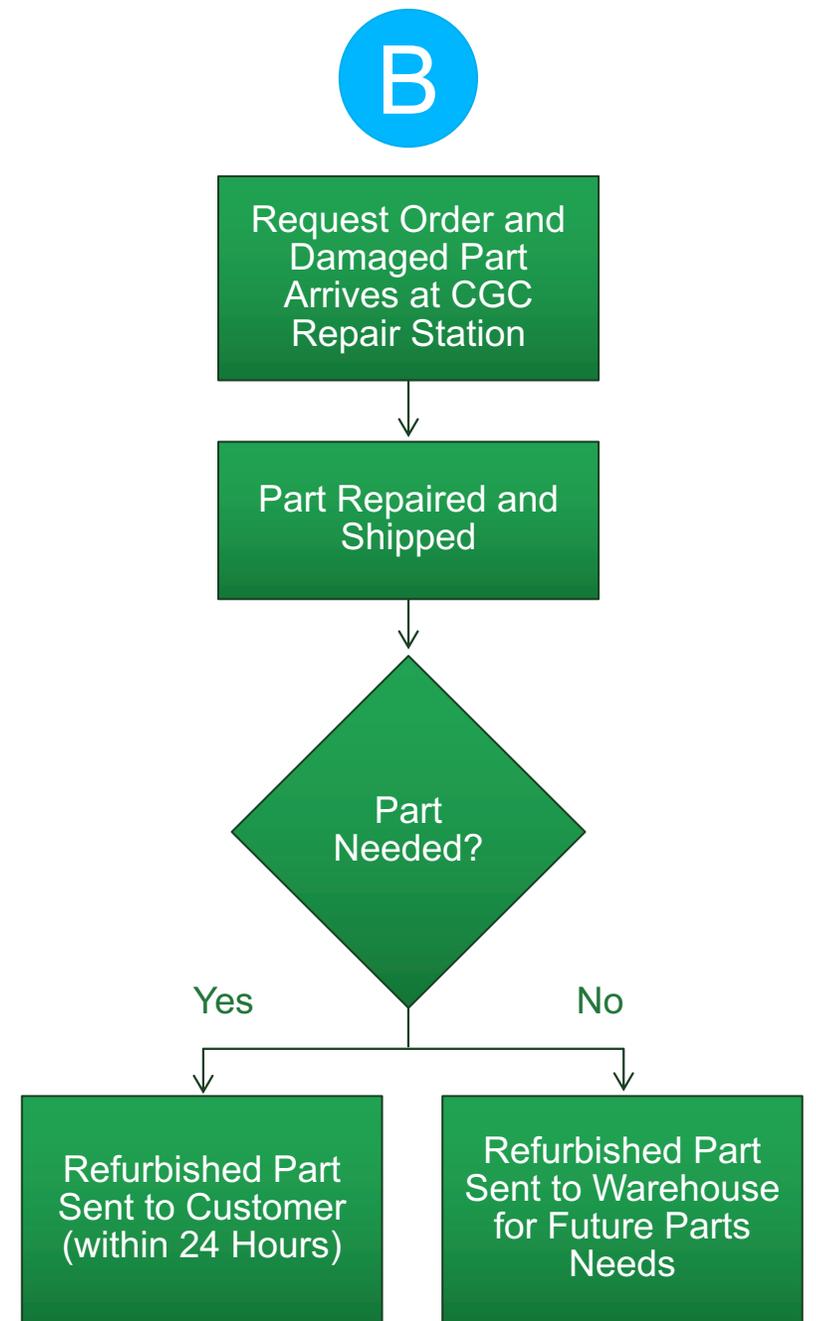
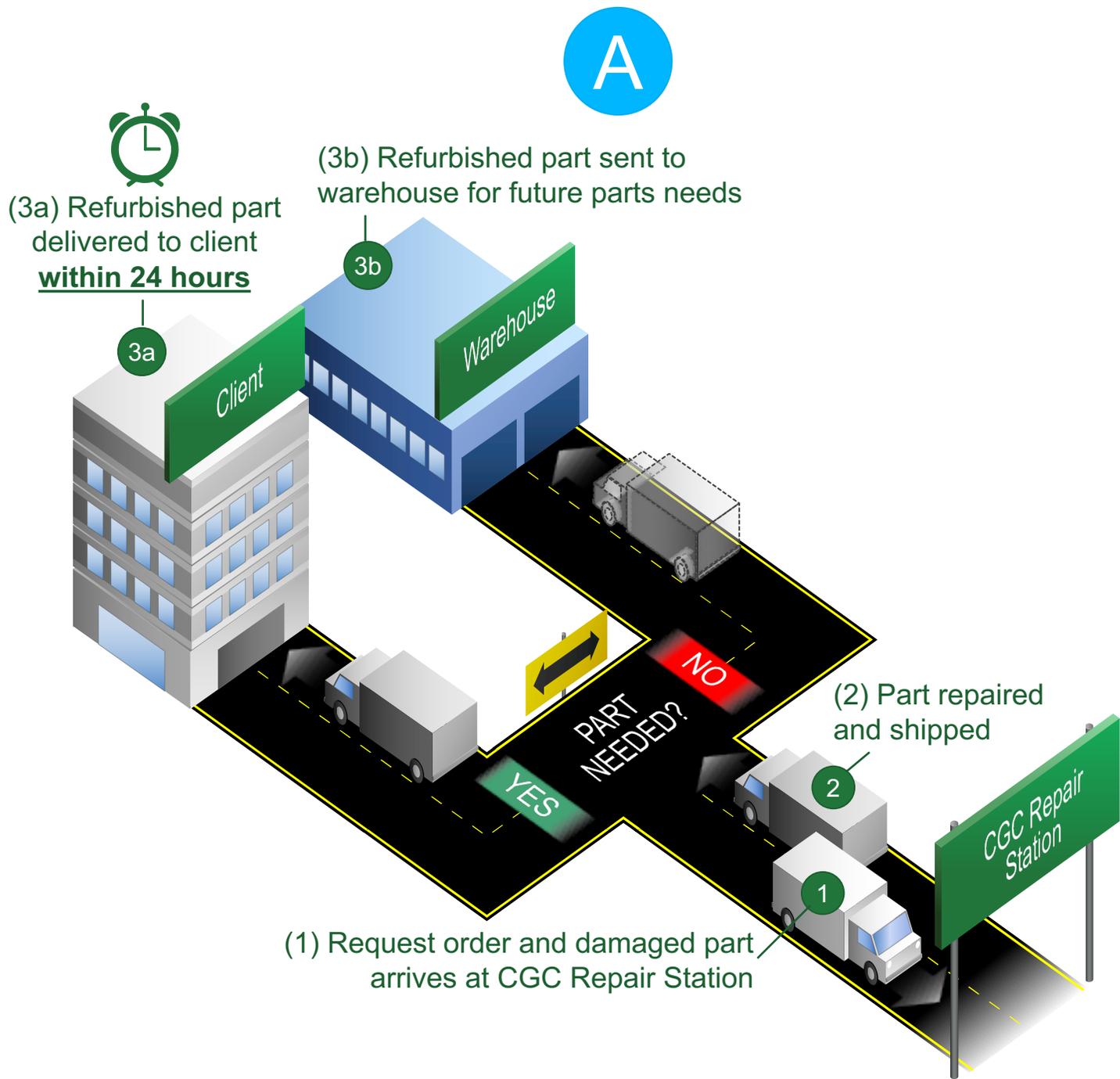
- i) Lower the likelihood of production errors with onsite inspections
- ii) Travel cost is low and ROI is high
- iii) Relationships build trust
- iv) Compliance increases with visit frequency
- v) Less machine outages because of more visible inspections

## 2) Summary: Validated that cost reduced by 15% with three steps



# #3

## USE (THE RIGHT) VISUALS

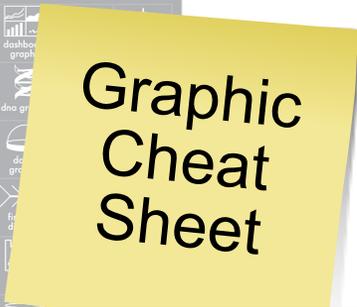


MIKE PARKINSON'S **Graphic Cheat Sheet**

	Simple <small>The information to be communicated is easy to understand and not involved.</small>	Complex <small>The information to be communicated is abstract or multivalued.</small>	Quantitative <small>The information to be communicated is numeric.</small>
Hierarchy	[Icons: tree diagram, pyramid, funnel, etc.]	[Icons: complex flow, network, etc.]	[Icons: bar chart, line chart, etc.]
Architecture or Structure	[Icons: building block, floor plan, etc.]	[Icons: complex structure, etc.]	[Icons: bar chart, line chart, etc.]
Process or Flow	[Icons: flowchart, process diagram, etc.]	[Icons: complex process, etc.]	[Icons: bar chart, line chart, etc.]
Cause and Effect	[Icons: cause-effect diagram, etc.]	[Icons: complex cause-effect, etc.]	[Icons: bar chart, line chart, etc.]

Graphic Types...

- area chart
- bar chart
- background
- before & after graphic
- bridge graphic
- calendar
- bullet chart
- bubble chart
- calendar
- line chart
- map graphic
- pareto chart
- pie chart
- point chart
- radar chart
- table



**Relationship**  
 (Most graphic types can show relationships between elements. The graphic types pictured here are those most often used.)

Relationship capabilities for various graphic types:

- before & after graphic: X
- building block graphic: X
- chain graphic: X
- hexagon graphic: X
- fuzzy graphic: X
- collage: X
- conveyor belt graphic: X
- cross section diagram: X
- cutaway diagram: X
- dashboard graphic: X
- pyramid graphic: X
- scale graphic: X
- stair graphic: X
- step-by-step graphic: X
- timeline: X
- dna graphic: X
- dome graphic: X
- exploded diagram: X
- tunnel graphic: X
- gear graphic: X
- hub and spoke graphic: X
- learning graphic: X
- network diagram: X
- peg chart: X
- peg graphic: X
- pie chart: X
- pipe graphic: X
- process diagram: X
- process diagram: ✓
- stacked graphic: X
- table: X
- temple graphic: X
- tree diagram: X
- vee diagram: X

Relationship capabilities for various graphic types:

- area chart: X
- bar chart: X
- before & after graphic: X
- bubble chart: X
- calendar: X
- candlestick chart: X
- circle chart: X
- dashboard graphic: X
- gant chart: X
- line chart: X
- map graphic: X
- pareto chart: X
- pie chart: X
- point chart: X
- radar chart: X
- table: X

<b>Time</b> <small>(Most graphic types can show time. The graphic types pictured here are those most often used.)</small>	[Icons: timeline, calendar, etc.]	[Icons: complex time, etc.]	[Icons: bar chart, line chart, etc.]
<b>Physical Description</b>	[Icons: map, photograph, etc.]	[Icons: complex physical, etc.]	[Icons: bar chart, line chart, etc.]
<b>Location or Distance</b>	[Icons: map, photograph, etc.]	[Icons: complex location, etc.]	[Icons: bar chart, line chart, etc.]
<b>Protection or Isolation</b>	[Icons: shield, barrier, etc.]	[Icons: complex protection, etc.]	[Icons: bar chart, line chart, etc.]

number of visuals

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 Mike Parkinson  
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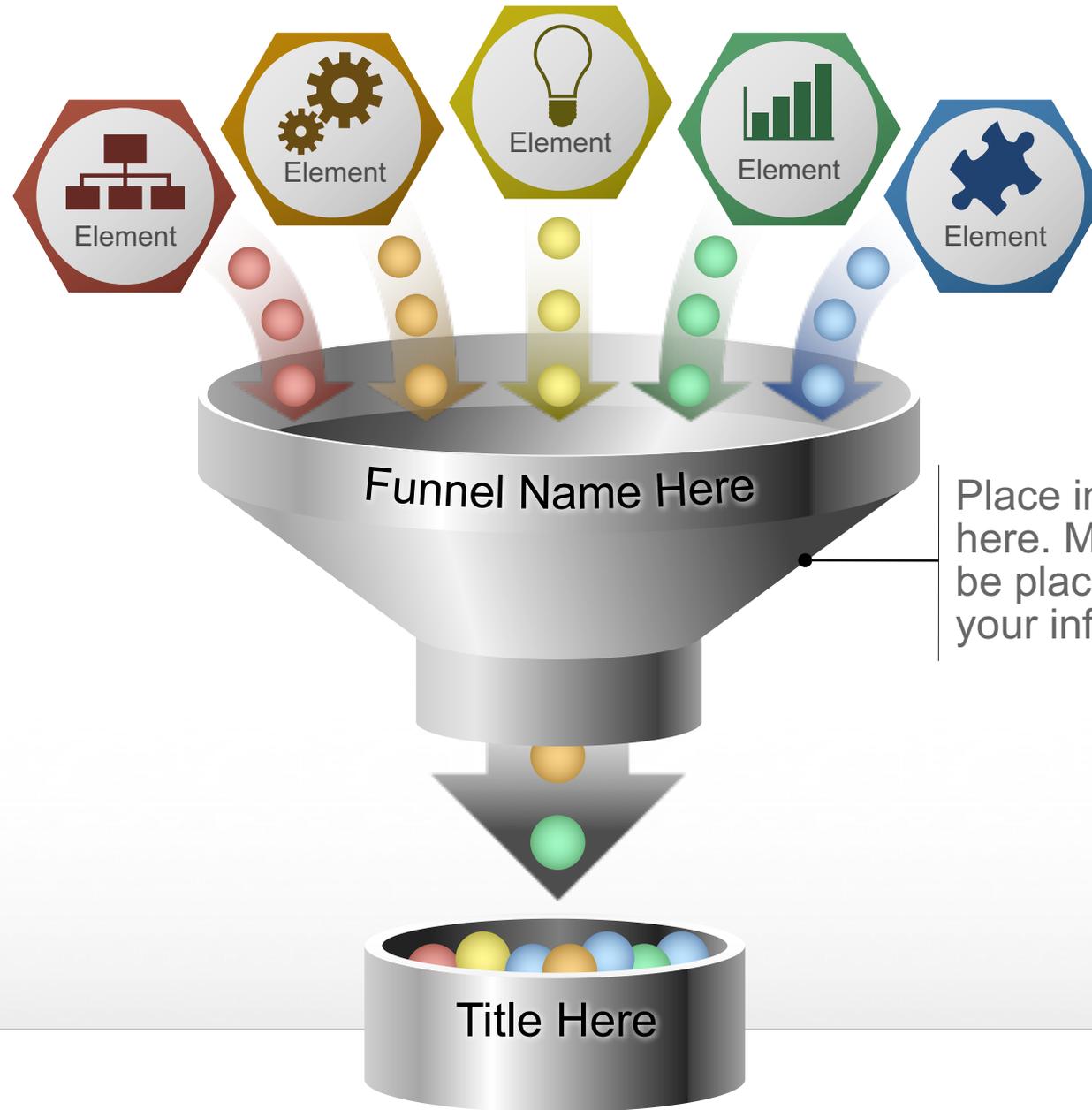
Mike Parkinson's  
Billion Dollar  
**Graphics**



**100's**  
of graphic  
examples

- 1 **Center Gear:** Your description here. Your content in this area, if needed. Fewer words is better.
- 2 **Gear A:** Your description here. Your content in this area, if needed. Fewer words is better.
- 3 **Gear B:** Your description here. Your content in this area, if needed. Fewer words is better.
- 4 **Gear C:** Your description here. Your content in this area, if needed. Fewer words is better.
- 5 **Gear D:** Your description here. Your content in this area, if needed. Fewer words is better.
- 6 **Carriage:** Your description here. Your content in this area, if needed. Fewer words is better.
- 7 **Ring:** Your description here. Your content in this area, if needed. Fewer words is better.





Place information here. More data can be placed here. Place your information here.

- Element 1
- Element 2
- Element 3
- Element 4
- Element 5
- Element 6
- Element 7

*INTEGRATED FUNCTIONALITY*

# Title Here



- Place information here
- More data can be placed here
- Place your information here

## APT Process Lowers Transition Risk

### Old System

- Frequent outages
- Not supported
- Costly training
- Slow

#### Analyze

Review current needs and system

#### Plan

Develop plan and review new system specs

#### Test

Analyze results and modify

#### Deploy

Begin using and monitoring new system

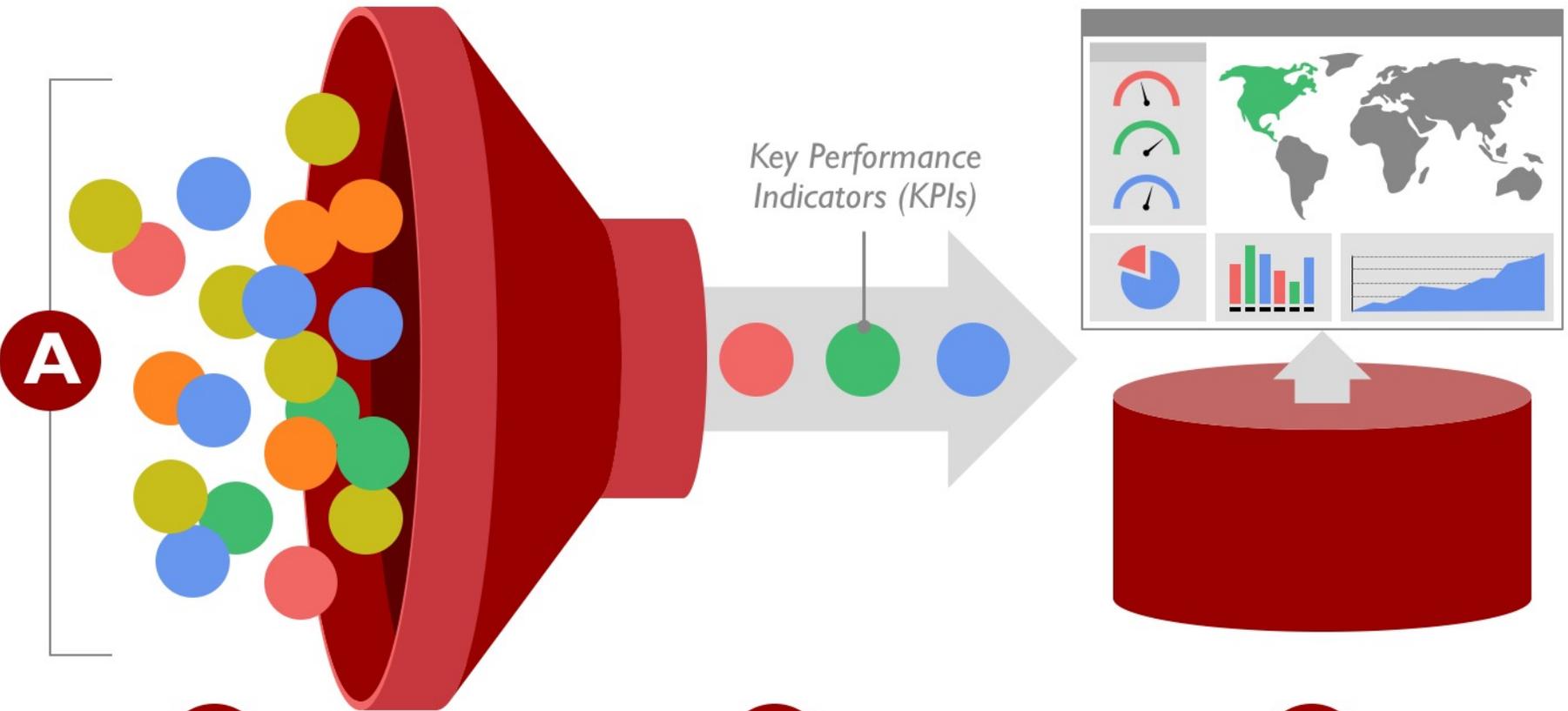
### New System

- 99.9% up time
- Free support
- Intuitive
- 79% faster

# Risk

## Outside Influences

At project start, use problem and gap analysis to identify KPIs. (**Critical** to the success of a dashboard.)



1

Collect relevant data using version control protocols to ensure information accuracy.

2

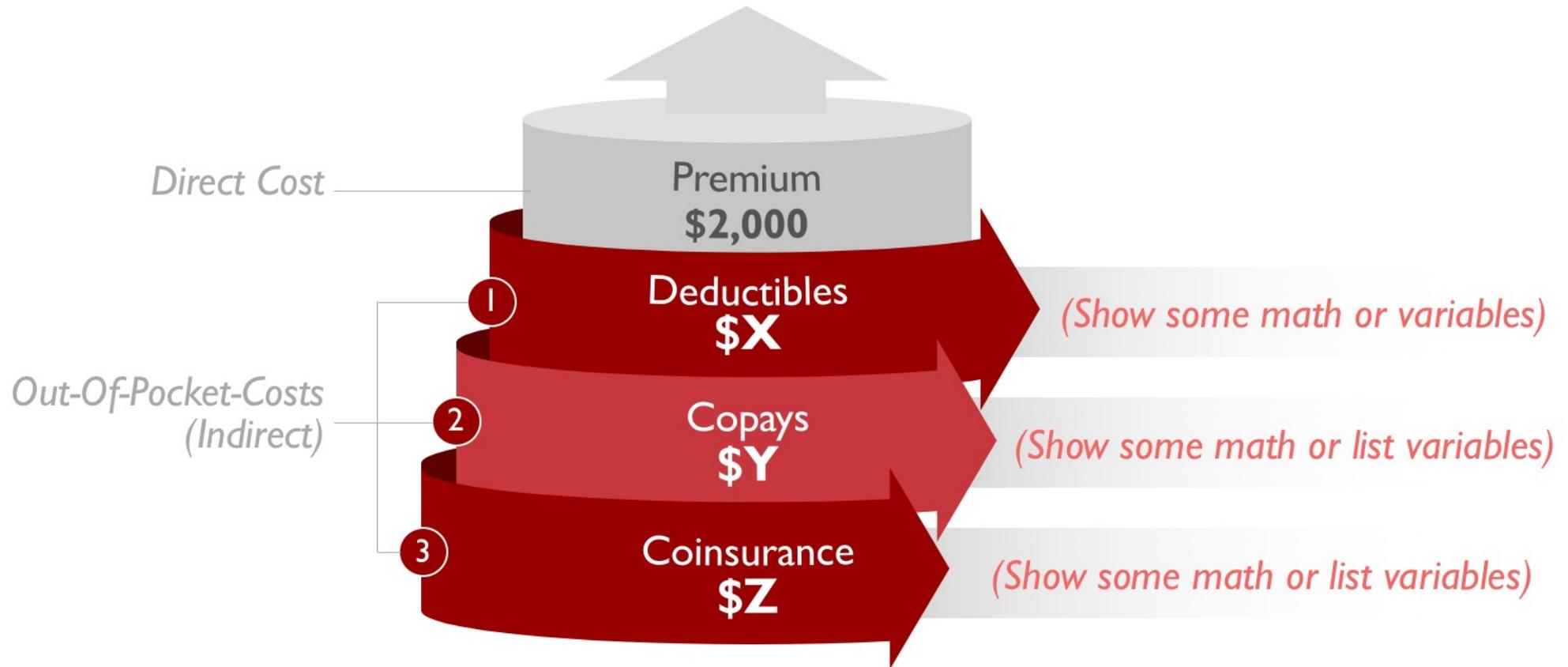
Using algorithms, automatically analyze and filter information to partition KPIs.

3

Store data in a secure repository and serve the dashboard for real-time actionable **intelligence at a glance**.

# TOTAL TRUE COST

(up to 20,000 plan variants  $\times$   $36^8$  family combinations =  $5.64 \times 10^{16}$  possibilities)





# Presentation **Silver Bullets**

Mike Parkinson  
Billion Dollar Graphics



# LEARN BEST PRACTICES

Programs aligned  
with industry  
competencies

Scholar and  
practitioner  
faculty are  
active leaders  
in their fields

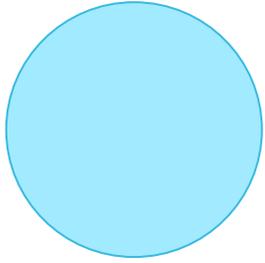
# #4

## DIY GRAPHICS

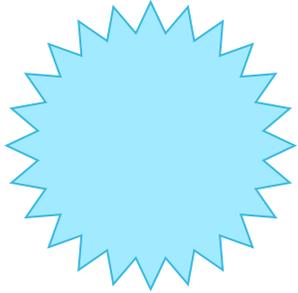
- 1 **Center Gear:** Your description here. Your content in this area, if needed. Fewer words is better.
- 2 **Gear A:** Your description here. Your content in this area, if needed. Fewer words is better.
- 3 **Gear B:** Your description here. Your content in this area, if needed. Fewer words is better.
- 4 **Gear C:** Your description here. Your content in this area, if needed. Fewer words is better.
- 5 **Gear D:** Your description here. Your content in this area, if needed. Fewer words is better.
- 6 **Carriage:** Your description here. Your content in this area, if needed. Fewer words is better.
- 7 **Ring:** Your description here. Your content in this area, if needed. Fewer words is better.



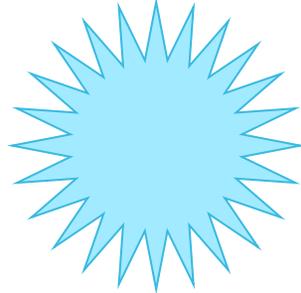
1. Make a circle.



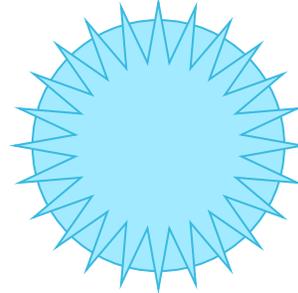
2. Make a 24-Point Star (or another Star).



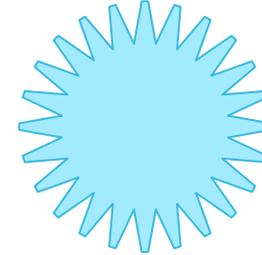
3. Increase the length of the star's points by selecting and moving the associated node.



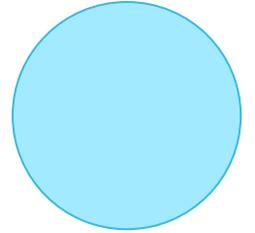
4. Select and center the circle and the star.



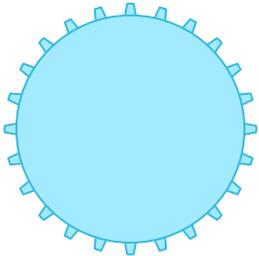
5. Select Merge Shape (or Combine Shape) and choose Intersect.



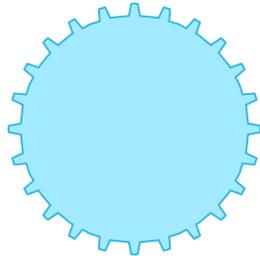
6. Draw a smaller circle. (This will be the body of your gear.)



7. Select and center the circle and the star.



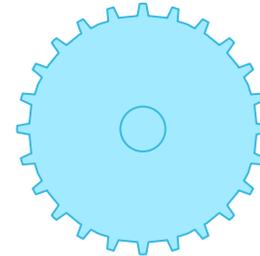
8. Select Merge Shape (or Combine Shape) and choose Union.



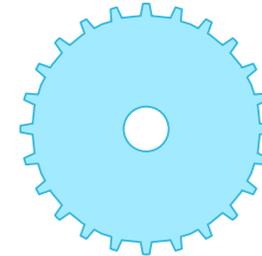
9. Draw a smaller circle. (This will be the center of your gear.)



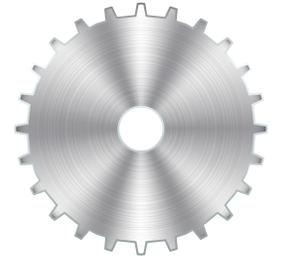
10. Select and center the central circle and the gear. Deselect all.

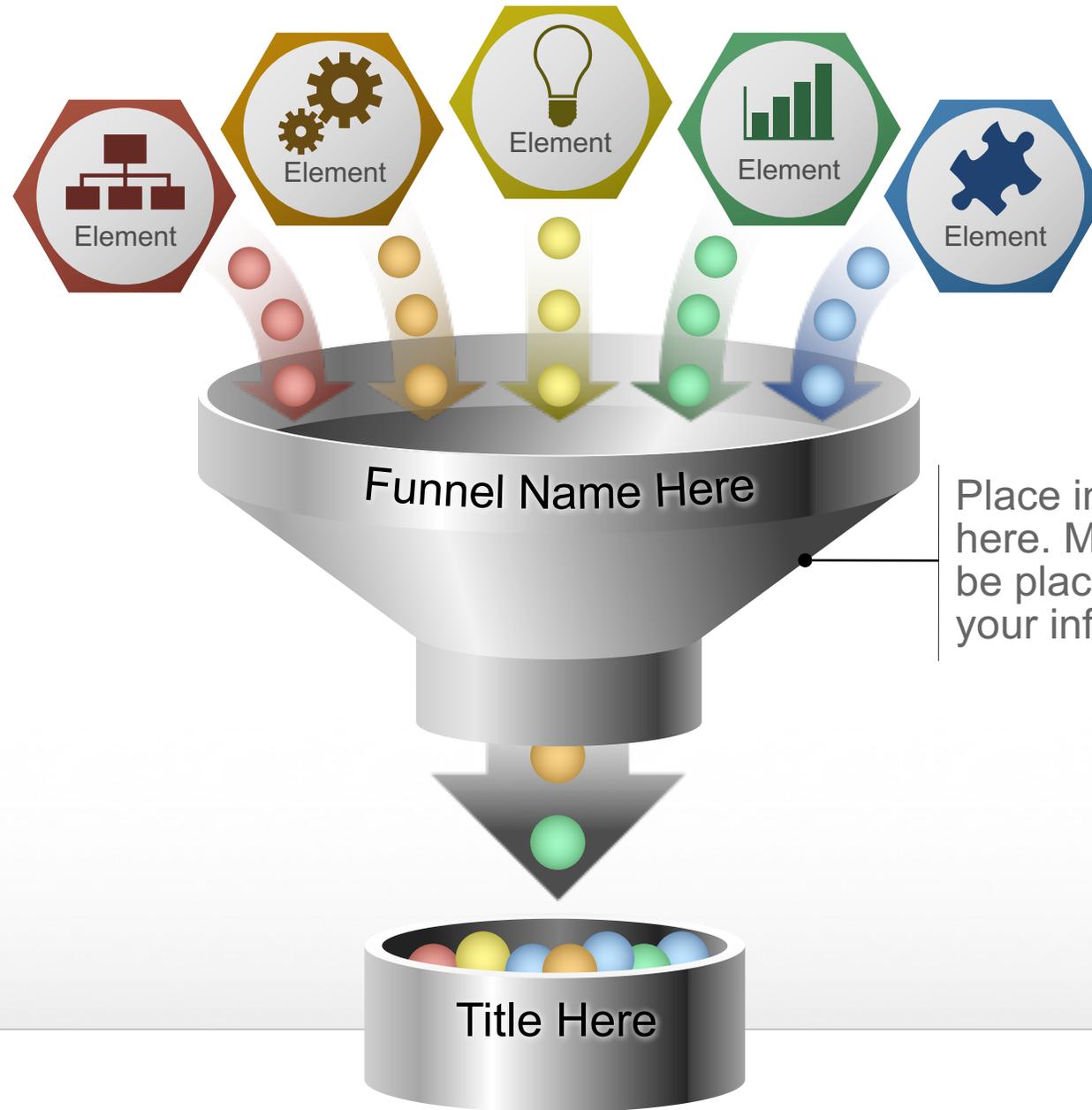


11. Select the gear shape first and then the center circle. Select Merge Shape and choose Subtract. (The order of selection changes the outcome.)



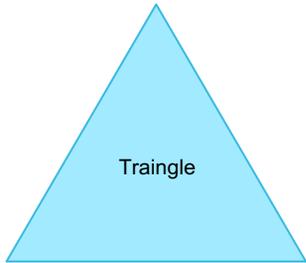
12. If wanted, choose Shape Fill / Picture or Texture Fill and select a metal texture. (Augment with a Gradient Outline.)



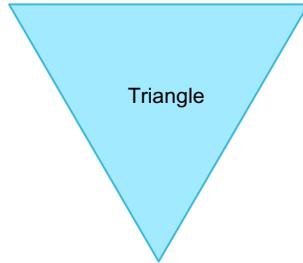


Place information here. More data can be placed here. Place your information here.

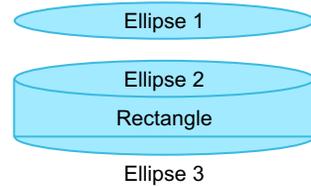
1. Make an Isosceles Triangle.



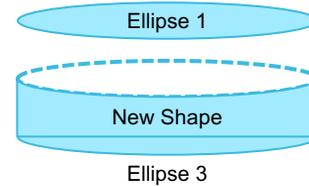
2. Rotate 180 degrees.



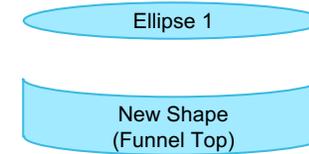
3. **Funnel Top:** Draw an ellipse and duplicate it twice (for a total of 3 ellipses). Draw a rectangle. Arrange as shown below. If needed, Align Center for all objects.



4. **Funnel Top:** Select rectangle first and then ellipse 2. Select Merge Shape and choose Subtract. (The order of selection changes the outcome of the Merge effect.)



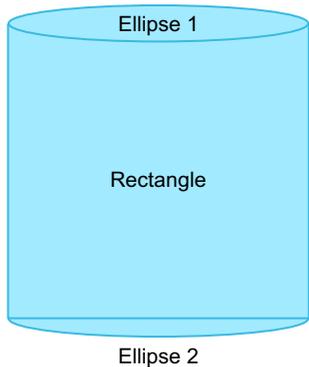
5. **Funnel Top:** Select the New Shape and the ellipse 3. Select Merge Shape and choose Union.



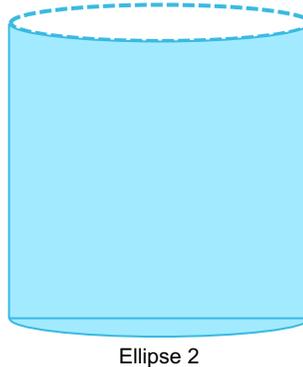
6. **Funnel Top:** Bring ellipse 1 down rest on top of the new shape



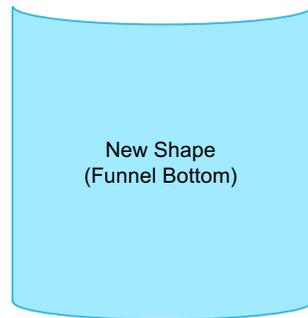
7. **Funnel Bottom:** Repeat steps 3-5 but with a taller rectangle and only 2 ellipses (see below).



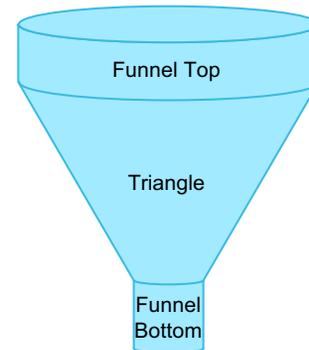
8. **Funnel Bottom:** Select rectangle first and then ellipse 2. Select Merge Shape and choose Subtract.



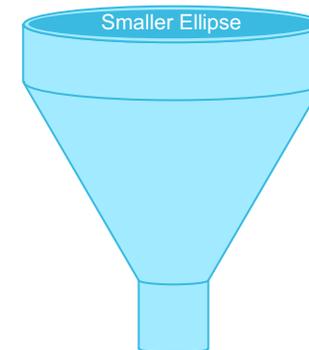
9. **Funnel Bottom:** Select the New Shape and the ellipse 3. Select Merge Shape and choose Union.



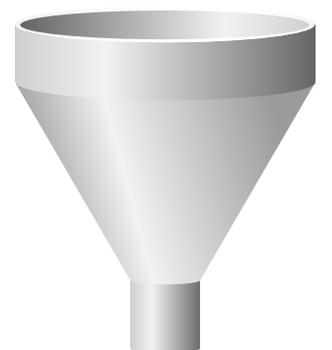
10. Combine all elements as shown below.



11. Draw a slightly smaller ellipse and place it at the top. (This is the funnel opening.)



12. Add color and gradients as wanted.



	Infographics	Quantitative Graphics	Symbols	Photographs	Video	Audio
<b>GetMyGraphics.com</b>	Yes*	Yes*	Yes*	Yes*	No	No
<b>Presentationload.com</b>	Yes*	Yes*	Yes*	Yes*	No	No
<b>Slideshop.com</b>	Yes*	Yes*	Yes*	Yes*	No	No
IstockPhoto.com	Yes	Yes	Yes	Yes	Yes	No
Dreamstime.com	Yes	Yes	Yes	Yes	Yes	Yes
Shutterstock.com	Yes	Yes	Yes	Yes	Yes	Yes
Pexels.com	No	No	No	Yes	No	No
Bigstockphoto.com	Yes	Yes	Yes	Yes	Yes	No
Thinkstockphotos.com	Yes	Yes	Yes	Yes	No	No
Adobe Stock	Yes	Yes	Yes	Yes	Yes	No

*\*PowerPoint native files*

# #5

## CONNECT THE DOTS

# Highlights & Benefits



- Free to hotels
- Easy to navigate & saves on administrative work
- One hotel profile fulfills the needs of 4 applications
- Hosts multiple email address options – accommodates various contacts
- Built in network of support: BPC's, inside sales, and technical help
- RFP Hotel & Account statuses predominantly displayed for each client
- RFP Account Manager = specific Choice contact for each bid
- RFP data archived and readily available for historical reference

# A Better Solution



Saves Money



Easier



Faster



Free to hotels



User-friendly, intuitive interface



Fulfills the needs of 4 applications



Multiple email address options = multiple contacts



Built in network of support (BPC's, inside sales, and technical help)



RFP Hotel and Account status displayed for each client



Choice RFP Manager assigned to each bid



RFP data archived and available



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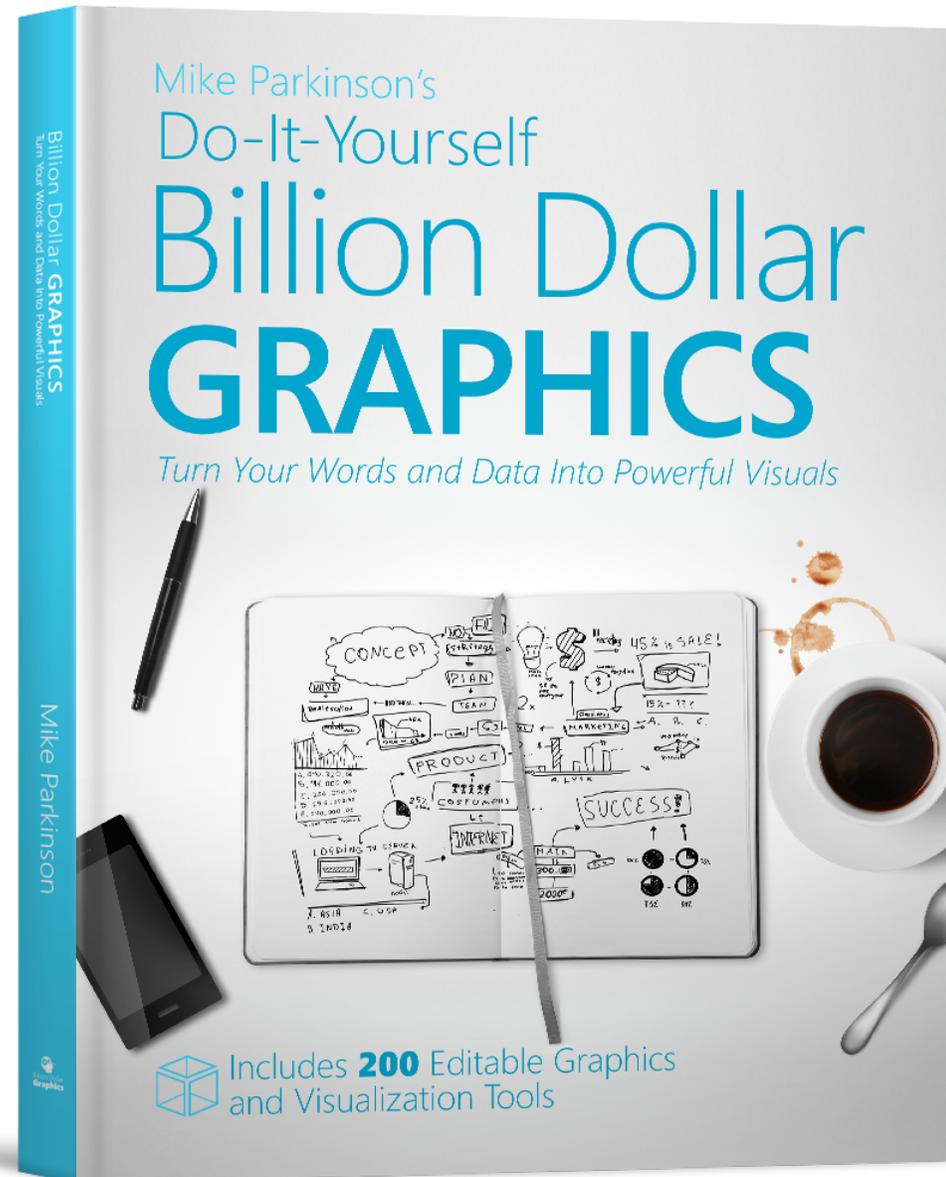
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