



PowerPoint Presentation Guide

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Cloud Operations
+ Innovation



DCSBI

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Agenda

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8. Solution and Architecture example
9. Impact example
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PowerPoint Presentation Guide

PowerPoint Deck Tips- Audience and Consistency

- **Know your audience**

Marketing 101! Practically the first blank in any creative brief is to enter in your target audience. Does your audience need a broad overview of the story, or the fine details? Should you employ a lot of striking imagery, more text, or more charts and tables? Thinking through these types of questions will drive not only the story you tell, but how you tell it.

- **Be consistent**

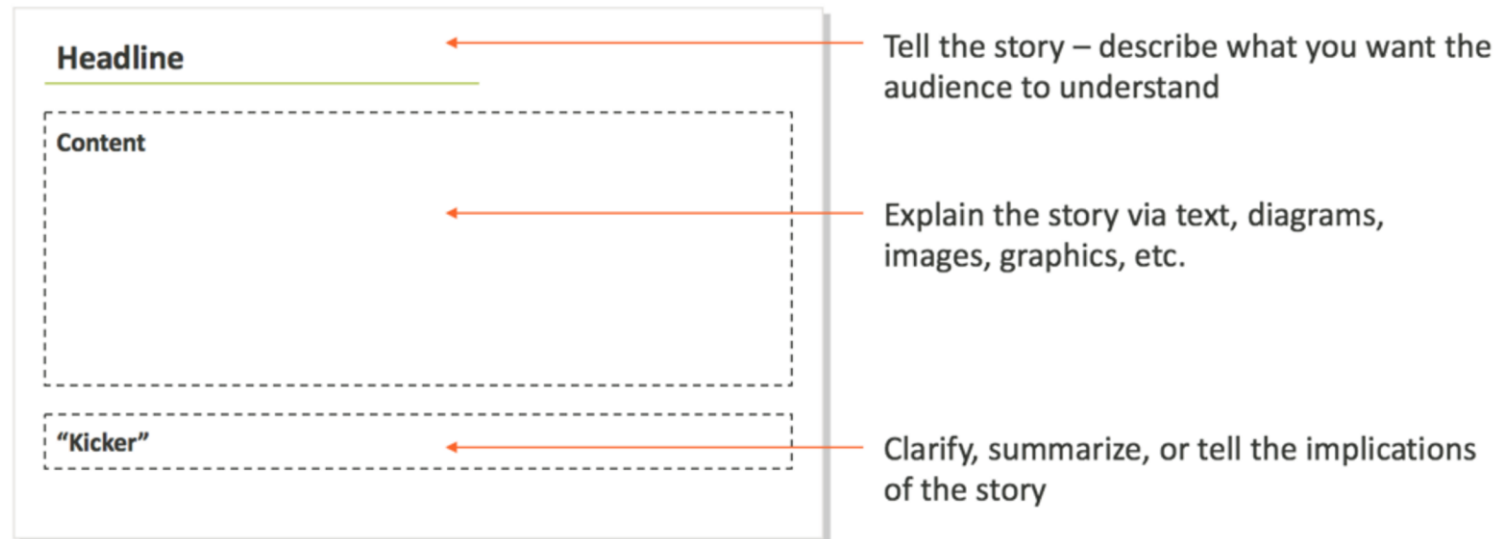
Consistency is a familiar theme to marketers — we're often referred to as the "brand police" (or "brand coaches," if you're more polite about it). This mantra should also be applied to your slides: same colors, same fonts, same image style, same chart formatting, etc. If your company has a corporate PowerPoint template, use the built-in layouts, colors, and fonts. Only go outside of those guidelines when you want to call out something important in your slide — it'll stand out more.

PowerPoint Presentation Guide

PowerPoint Deck Tips- Slide Titles

- Write great slide titles

If you've read any best practices on web page design, you might be familiar with the concept of the "golden triangle" — the upper left corner of the page — where the eye goes first. That's the most valuable real estate on your slide, and where your slide title resides. Unfortunately, I often see slide titles that read like a caption for the image or chart in the body, when they should really be telling your story. An easy test is to read through only the titles of your slides, ignoring the body, to see if the storyline is complete and understandable.



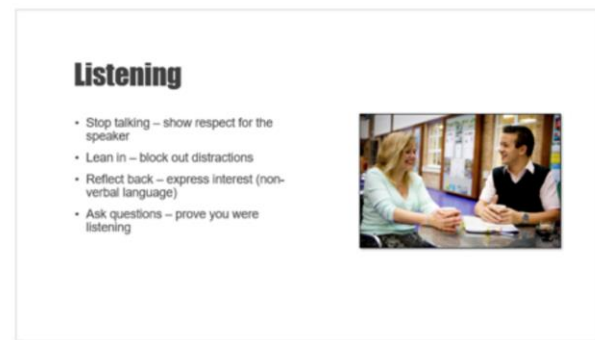
PowerPoint Presentation Guide

PowerPoint Deck Tips- Less is More

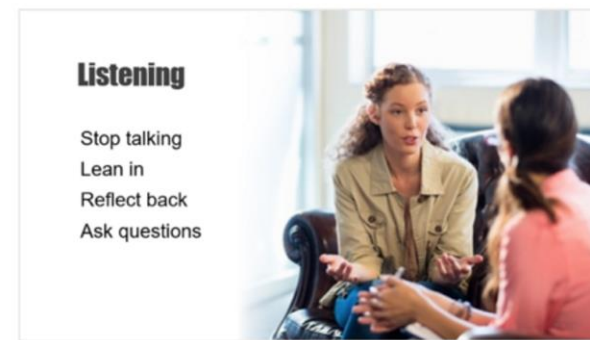
- **Follow less is more**

The body of your slide should be used to prove or illustrate the slide title (not the other way around) using supporting points such as examples, diagrams, charts, well-ordered bullet points, etc. And, as I'm sure you're aware, the information presented here should be succinct. If your slide contains hundreds of words, as a viewer, I'm naturally going to start reading them — and I'm no longer listening to what you're saying. Also, **never read your own slides.**

A simple rule of thumb is 5-5-5: no more than five words per line of text, five lines of text per slide (including the title), or five text-heavy slides in a row. This exercise can be very challenging, and it sometimes does make sense to break that rule (for example, if your slides will be shared with others who did not attend the presentation). If you have a lot of information to support your story that you feel is critical for those secondary audiences, I suggest putting it in an appendix at the end of the deck.



Before



After

PowerPoint Presentation Guide

PowerPoint Deck Tips- Find and Use Quality Images

- **Find quality images**

It's easier than ever to find great, free images for your slides. PowerPoint has the Bing search engine built right in, but I prefer Google Images because of the additional filtering tools it offers. In Google Images, I suggest opening the Tools menu bar and finding the largest size images with a transparent background. This will generally give you results with the sharpest images, and no background that may conflict with your template.

Another handy trick is for when you find an image that's really close to what you need, but not quite: you can simply click and drag the image itself into the search bar. The Search by Image feature is also a great example of how machine learning is now being applied in the real world.

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PowerPoint Deck Tips- Great Charts

- **Make easy-on-the-eyes charts**

Increasingly, marketers are becoming data-driven in their decisions and planning. As a result, you're likely going to need to include charts or tables on your slides. PowerPoint and Excel can easily take you down a slippery slope of adding interesting but distracting elements into your visualizations with their Chart Styles options. Again, less is more: avoid formatting such as gradients, drop shadows, 3D, background colors or patterns, and even gridline and axis labels. Do use the colors and fonts in your PowerPoint template to keep things consistent.

Give yourself space on slides with visualizations to add commentary — don't leave the analysis solely to the audience. Tell the story that the visualization is supporting: are things trending well or poorly, what caused the outliers (if any), and what's the next action based on the data?



Before



After

PowerPoint Presentation Guide

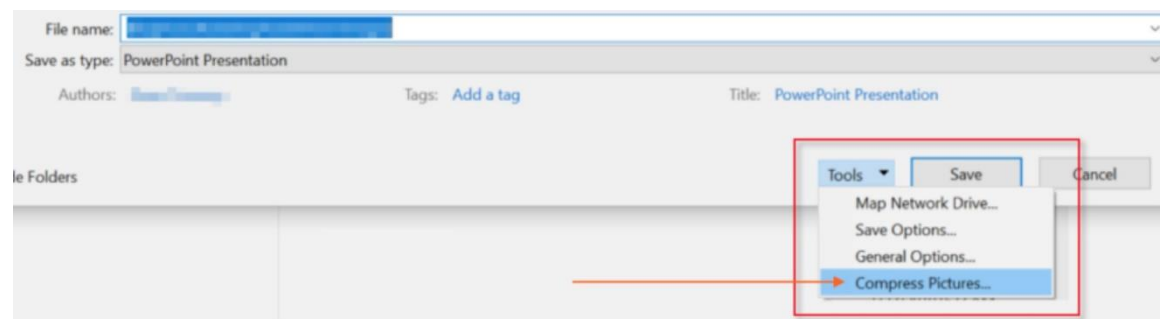
PowerPoint Deck Tips- White Space and File Sizes

- **Maintain white space**

Give your slide elements room to breathe by creating space between them. “White space” is simply empty space (it doesn’t have to be white) on your slide, and it improves consumption and comprehension of the content. Don’t feel compelled to fill every part of your slide; in fact, you can drive more impact with your content by giving it more white space.

- **Keep an eye on file size**

Adding large, high-resolution images or copying slides into your deck from other decks (this will pull over the templates from those decks, too) can substantially increase the size of your PPT file. If you need to send your file as a follow-up to the audience, this can be problematic if there are restrictions on attachment size for the recipients. I recently accessed a PPT file that was over 160 MB! Fortunately, PowerPoint has the capability to easily compress and discard cropped parts of images during the Save process.



PowerPoint Presentation Guide

PowerPoint Deck Tips- Less is More and Effects/Transitions

- **Less can be more**

With text, less is almost always more. One thing to avoid—slides with a lot of text, especially if it's a repeat of what you're saying out loud. It's like if you give a paper handout in a meeting—everyone's head goes down and they read, rather than staying heads-up and listening. If there are a lot of words on your slide, you're asking your audience to split their attention between what they're reading and what they're hearing. That's really hard for a brain to do, and it compromises the effectiveness of both your slide text and your spoken words. If you can't avoid having text-y slides, try to progressively reveal text (like unveiling bullet points one by one) as you need it.

- **Go easy on effects and transitions**

PowerPoint comes with a lot of effects and transitions. In my opinion, most of these don't do much to enhance the audience experience. At worst, they subtly suggest that the content of your slides is so uninteresting that a page flip or droplet transition will snap the audience out of their lethargy. If you must use them, use the most subtle ones, and keep it consistent.

PowerPoint Presentation Guide

PowerPoint Deck Tips- Edit. It. Down!

- **The most important tip**

It may sound contradictory, but the best thing you can do with your PowerPoint deck is to edit it down. Take out the slides that simply look interesting (but provide no real value), veer from the message, or distract from the point you're making. Your slide deck should support your story — not be the story.

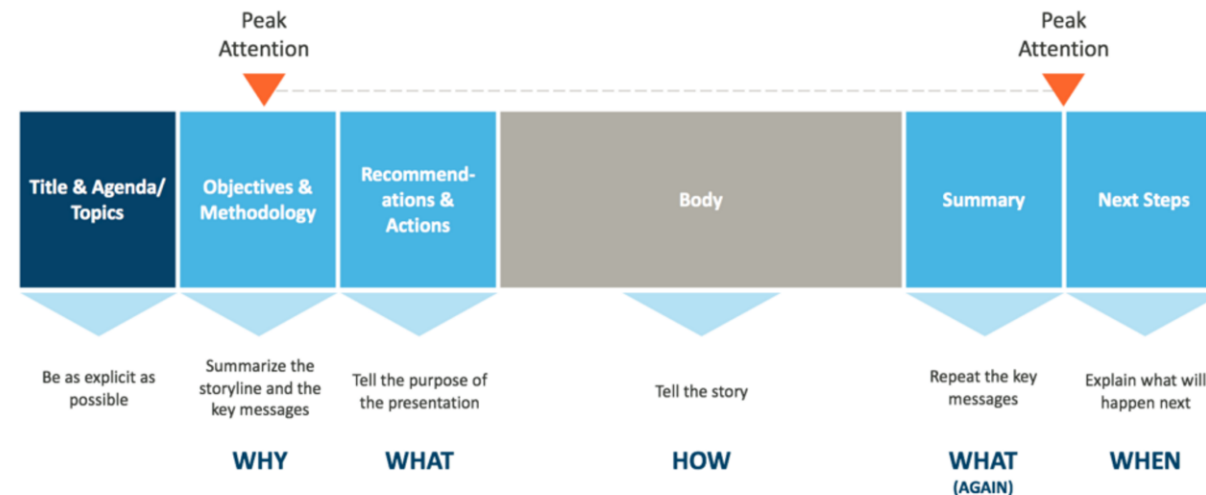
PowerPoint Presentation Guide

PowerPoint Deck Tips- Organization

- **Structure your slide deck**

You also need to be cognizant of how long you have to present. You need to provide time for questions and decide whether you want to allow them mid-presentation or only at the end. A simple rule for determining the maximum number of slides needed in your deck is to approximate two minutes per slide. For example, if you have 30 minutes in total, assume 5-7 minutes for questions and therefore 10-12 slides maximum in your deck.

Place the most meaningful, compelling information, such as your conclusion or recommendations, at the front of your deck. Don't save it for the end (although you should restate this information again there), in the event you run out of time or lose your audience.



PowerPoint Presentation Guide

PowerPoint Deck Tips- Organization

- **Convert text into multiple columns**

The human eye finds narrow columns easier to read than full-width pages. That is why newspapers and magazines split the information up with visuals and columns, and graphic designers use grid layouts when setting copy pages. The first step is to convert blocks of text into multiple columns that automatically adjust. This makes it easier for your audience to scan read.

Examples of two, three, and four column formats are provided at the end of this slide deck. They are also included in the template.

PowerPoint Presentation Guide

PowerPoint Deck Tips- Presenting

- **Avoid “discussing the slides!”**

Data presented in the deck should stand on its own merit. Talking Points should introduce the presented data but not discuss it. Know your audience and tailor the content of the deck based on that audience

- **Old/New Process Diagram**

When pitching a new process, provide both old and new process diagrams to enable comparison between the two.

- **Impact Statement**

Provide advantages and potential upsides to the new process as well as disadvantages and potential downsides to the new process.

- **Problem Statement**

The problem statement provides the reason for the discussion. What problem is being addressed?

- **Use Notes to prompt thought processes among the audience and to organize thoughts in the meeting**

- **Interrogatives**

Always provide answers to the usual six interrogative questions: **Who? What? When? Why? How? Where? (when applicable)**

Interrogatives

Who?

- Who benefits from the proposal?
- Who will need to approve the proposal?
- Who will be responsible for development of the solution?
- Who will need to test the developed solution?

What?

- What is the problem (or problems) the proposal solves?
- What is the proposed solution?
- What are the potential impacts of the solution?
- What are the potential impacts of waiting to implement the proposed solution?

Interrogatives

When?

- What is the proposed timeline for solution development?
- What potential factors could lengthen the timeline?
- What factors have changed previous similar solutions in the past?

Why?

- Why is this the correct time to pursue a solution to the problem?
- Why has the proposal been delayed until now?

How?

- How will the solution be implemented?
- How is the solution designed to be scalable?

PowerPoint Presentation Guide- Handouts

- **Benefits For the Presenter**

- Handouts allow the presenter to cut down on the amount of material covered in the presentation and so not commit information overload.
- Handouts allow the presenter to stop worrying about forgetting what the presenter wants to say.
- Audience members will have a concrete reminder making the presentation more memorable.
- Audience members can easily contact the presenter later.

- **Benefits For the Audience**

- Handouts allow audience members to relax about having to take copious notes.
- If the audience likes taking notes, they've got a place to do it.
- If the audience is inspired by the topic, they've got more information on it.
- If the audience wants to refresh themselves later about what was discussed they've got a place to go.

PowerPoint Presentation Guide- Handouts

- **Don't Just Print Out the Slides**

- This is lazy and not effective. If the slides are bullet-point slides (not recommended) then they will often be cut-down sentences which will no longer make sense to the reader a week later. If they are visual slides (recommended) then they're also unlikely to make sense without additional text. If you're presenting with visual PowerPoint slides, one of the easiest ways of creating a handout is to type the text of the handout in the "Notes" pane of the PowerPoint edit screen. Then print your slides as "Notes", resulting in an effective handout.

- **Ensure the Handout Reflects the Presentation**

- Audience members should be able to relate the handout to the presentation they've just attended. When using the Notes pane of PowerPoint as suggested above this will happen naturally as the presenter will be guided by the visuals used in the presentation. The handout should have the same title as the presentation and should follow the same structure so that audience members can easily find the information they want.

PowerPoint Presentation Guide- Handouts

- **Add More Information**

- Presentations are not a good format for transferring a lot of information. However, they are good for inspiring people to find out more about a topic. That extra information can be in the handout.

- **Include References**

- If citing research do include the references in the handout. For most presentations (scientific presentations to a scientific audience would be an exception), don't clutter up the presentation or the slides with references. But do be able to say: "The reference for this research is in your handout." Let the audience know where they can find out more: books, websites, blogs etc.

- **Consider Creating an Action Sheet**

- Handouts are a great place to help people put ideas from the presentation into action. Either list a series of actions that people can take, or provide a worksheet that people fill in on what actions they will take as a result of the presentation. Have people fill in the action sheet near the end of the presentation.

PowerPoint Presentation Guide- Handouts

- **Make the Handout Stand Alone**

- The handout may be passed onto people who were not at the presentation. Or an audience member may look at it a year from now when they've forgotten most of the presentation. Make sure that it will make sense to them. For people who weren't present, include some brief credibility-establishing information about the presenter.

- **Provide White Space**

- Some people like to take notes during a presentation. Provide plenty of white space (or even some blank pages at the back) so that they can take notes on the handout and so keep all the information related to the presentation in one place.

- **Ensure the Handout Looks Professional**

- The handout is the concrete reminder of the presentation. It may also get passed onto other people who were not at the presentation, so it should enhance the perception people have of the presenter:
 - Have someone proofread the handout
 - Create a consistent look and feel with the presenter's brand (this may include a logo and colors)

PowerPoint Presentation Guide- Handouts

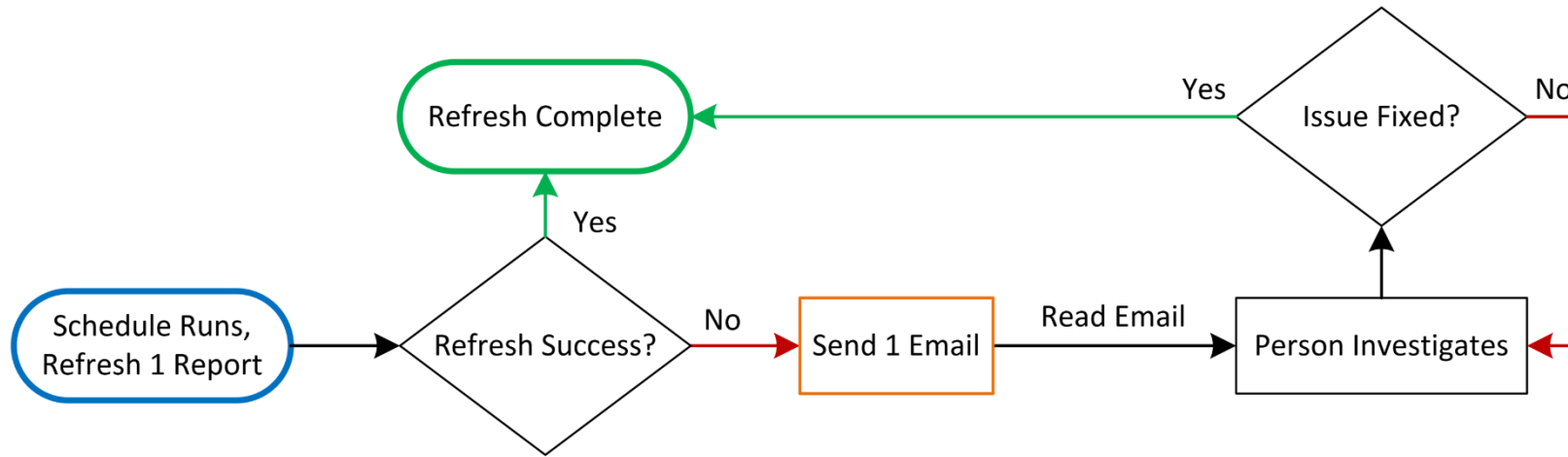
- **Tell People What is Not In the Handout**

- When / if the presenter goes off on a tangent in reply to a question, do let the audience know that that answer is not in the handout.

- **When to Provide the Handout?**

- Provide the handout before the question and answer session but after the presentation.
 - This is a perennial topic of debate amongst presenters. Some people are concerned that if they distribute the handout first, people will stop listening and start leafing through it. The problem in that case is not the handout itself, but rather that the presentation is not engaging enough.
 - Not distributing it until after the presentation suggests that the presenter believes he or she knows best how people should pay attention to your information. Let the audience decide for themselves.
 - But...We try to keep our presentations highly flexible, and to follow up on ideas that come from the dialogue with the audience. Any preprepared handout is dated the moment we start. Instead, we sit down later to produce a handout that reflects the true content of the session, and the folks ideally get it some days afterwards. The advantages:
 - It doesn't get lost in the pile of mostly useless paperwork from that conference day or whatever
 - It serves to refresh the memory of the session just at the moment it would otherwise be forgotten (a few days later)
 - It reflects the true content of the presentation and not the planned content

Current Process (EXAMPLE)



An error occurred while processing the data in the dataset.

Refresh failed:

[GDCO - Tickets Per Tech](#) has failed to refresh.

Failure details: The last refresh attempt failed because of an internal service error. This is usually a transient issue. If you try again later and still see this message, contact support.

The M evaluation exceeded the memory limit. To address the issue consider optimizing the M expressions, reducing the concurrency of operations that are memory intensive or upgrading to increase the available memory. Container exited unexpectedly with code 0x0000DEAD. PID: 6292. Used features: (none); Container exited unexpectedly with code 0x0000DEAD. PID: 6292. Used features: (none). Container exited unexpectedly with code 0x0000DEAD. PID: 6292. Used features: (none). Container exited unexpectedly with code 0x0000DEAD. PID: 6292.. Table: ReportColors.

Next refresh for GDCO - Tickets Per Tech is scheduled for April 8, 2021 6:00 UTC.

[Learn more >](#)

Scheduled refresh

Keep your data up to date On

Refresh frequency
Daily

Time zone
(UTC-08:00) Pacific Time (US and Car

Time

5 00 AM X

11 00 AM X

2 00 PM X

5 00 PM X

[Add another time](#)

Send refresh failure notifications to Dataset owner

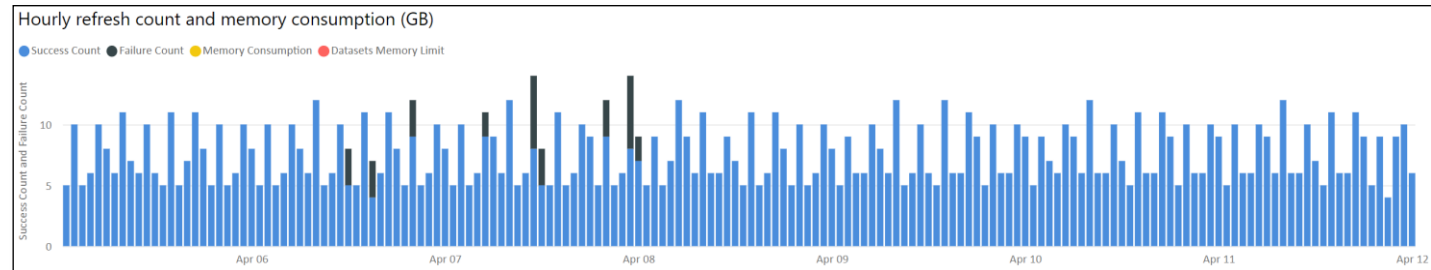
Challenges

DCS BI Team OKR Objectives impacted:

- [High] Number of stale/outage reporting < 33 hours per month
- [High] Number of Refresh Delays (8+hours) <= 2 times per month
- [Low] Average Dev Cycle Time for Work Item <= 20 days

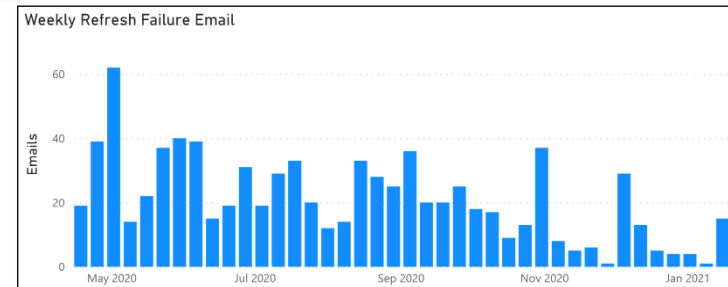
1. Very Limited Monitoring

- Max 7 days of stored refresh data
- No aggregated error information
- Unfocused maintenance



2. No retry capabilities and too many emails

- Distracted by 30+ failure emails per week
- Wasting time discovering the dataset refreshed on the next cycle



3. Only dataset owner can make changes to the schedule

- Need to 'Take Over' the dataset, and update all credentials
- Risk longer failures if a person doesn't have access to a data source

This dataset has been configured by aralexan@microsoft.com.

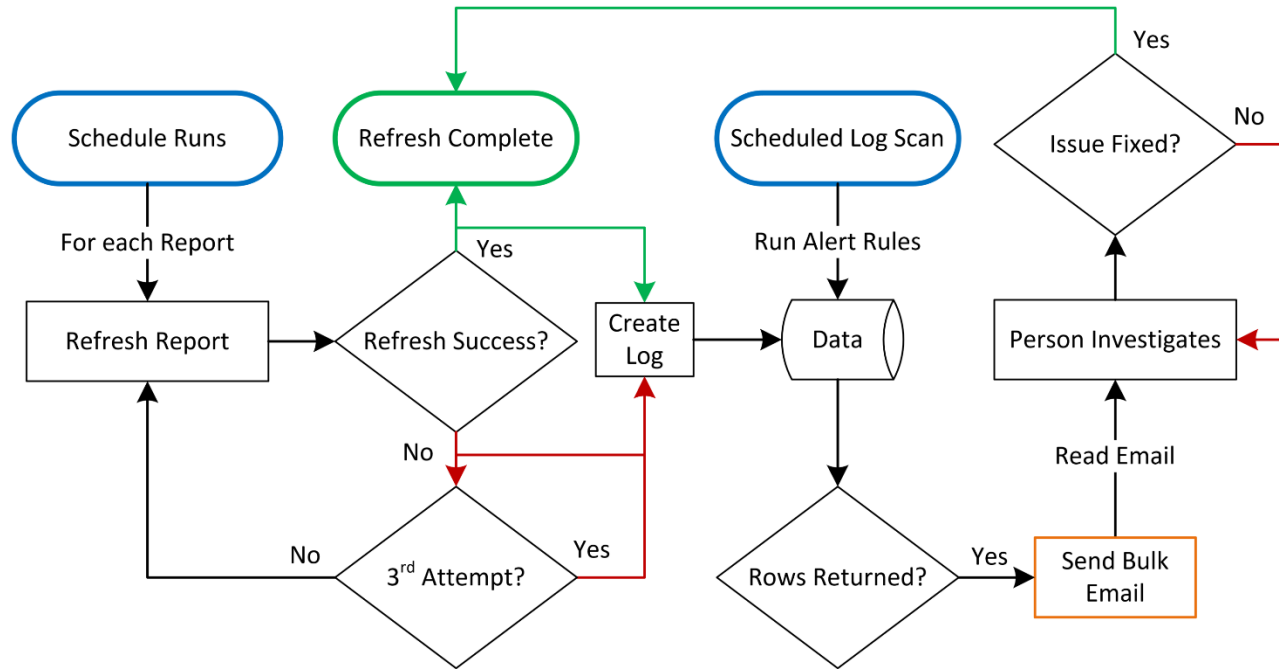
[Take over](#)

Last refresh succeeded: Mon Apr 12 2021 08:11:27 GMT-0700
[Refresh history](#)

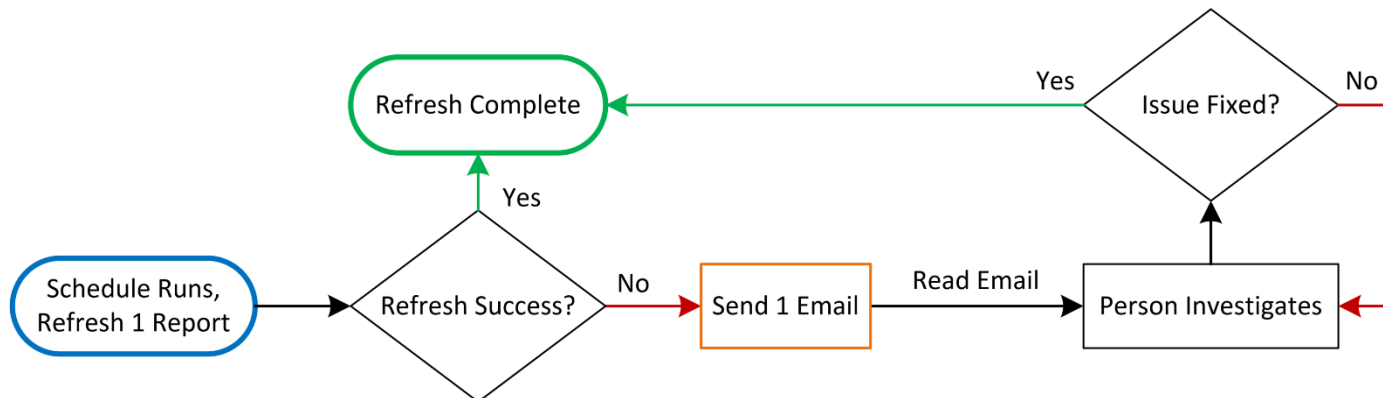
- ▶ Data source credentials
- ▶ Scheduled refresh

Solution and Architecture (EXAMPLE)

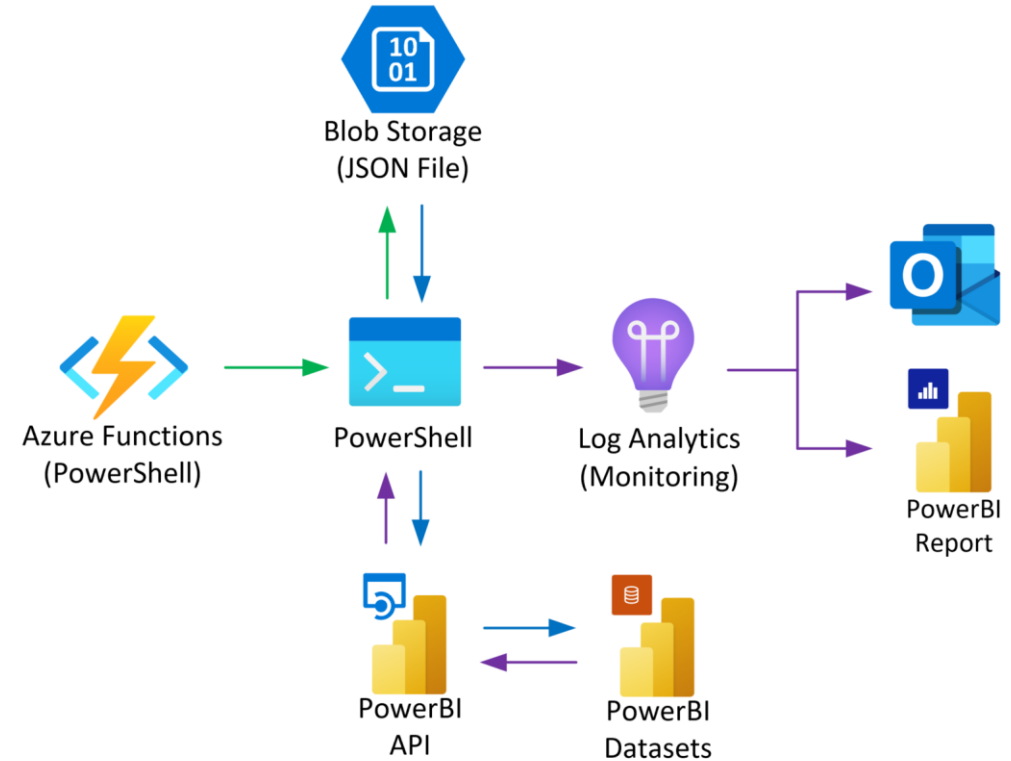
Current Workflow



Old Workflow



Infrastructure



Azure Functions

- Highly supported and feature rich
- Out-of-box scheduling, authentication, parallel execution

PowerShell

- Easy language with many pre-built libraries
- Integrates across all MS products

Log Analytics

- Scalable Monitoring and Alerting
- Kusto backend for quick analytical processing

Impact (EXAMPLE)

1. Complete Monitoring

- Isolated 5 out of 30 total reports are having repeat issues
- Monitoring/Alerting from Azure Log Analytics
- PowerBI reporting now available

2. Ability to retry refresh upon failure

- 107 engagements averted in 2 months
- 54 person hours saved (avg 30 min per investigation)
- 320 hours of stale refresh avoided (avg 3 hours)

3. Aggregated Emails with actual action needed

- 66% reduction in emails, 100% in spam
- 5-15 emails per week, down from 30-40

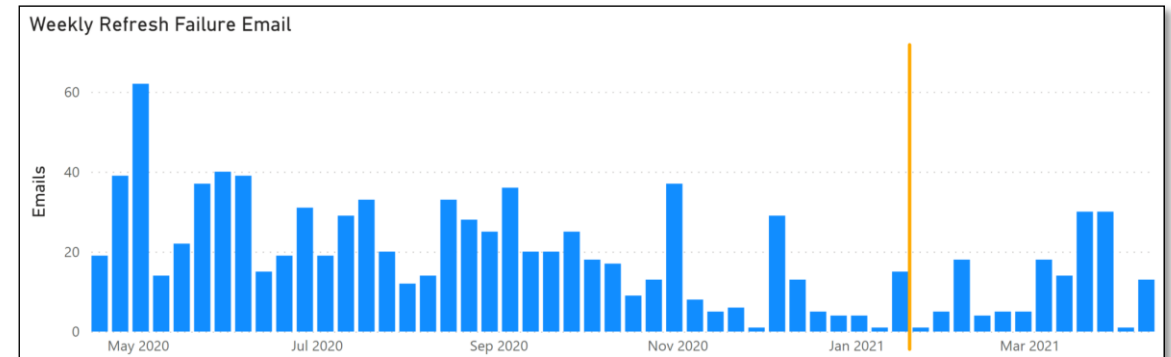
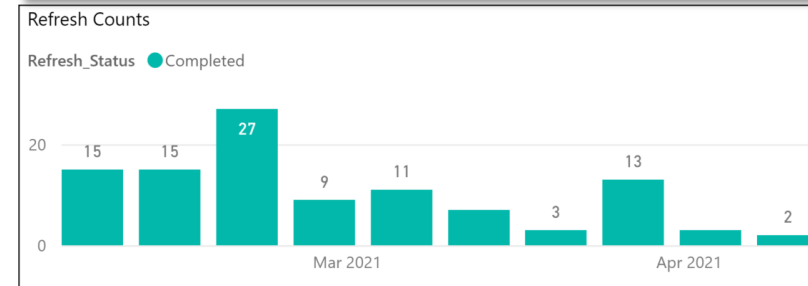
4. Anyone can configure refreshes

- Can change schedule without risking credential issues
- Don't need to contact the refresh owner

DCS BI Team OKR Objectives impacted:

- [High] Number of stale /outage reporting < 33 hours per month
- [High] Number of Refresh Delays (8+hours) <= 2 times per month
- [Low] Average Dev Cycle Time for Work Item <= 20 days

DatasetNameWithWorkspace	Min	P50	Avg	Max	Sum	Count
Lead: GDCO - Tickets Per Tech	21.77	44.60	57.80	151.85	2,237.75	36
Prod: GDCO - Blocked Tickets	10.05	19.08	23.11	108.72	809.02	35
Prod: GDCO - Work in Progress	12.60	16.05	19.07	41.72	343.25	18
Prod: GDCO - OLA & SLA Regional	10.58	12.36	15.84	46.88	348.57	22
Prod: GDCO - IAM Data Bearing Devices	11.63	12.86	13.78	19.65	496.03	36
Prod: CARES2 Assurance Health	0.50	9.77	13.18	47.50	461.15	35
Prod: MSFT IUE Report - FY21	7.72	14.57	12.51	16.98	62.53	5
Lead: GDCO - Time On Task	11.13	11.64	12.50	27.35	224.92	18
Lead: GDCO - OKR Leadership Time on Task	10.82	12.33	12.46	18.98	448.60	36
Prod: GDCO - WIP Throughput	8.30	10.69	11.47	19.75	413.02	36
Total	0.10	5.13	9.47	151.85	7,584.90	769



```
"DatasetName" : "GDCO - Decommissions",  
"WorkspaceName" : "DCS BI - Prod",  
"DatasetGuid" : "d5f356a8-c71e-47d9-ba16-168b41a178ce",  
"WorkspaceGuid" : "a0ac04c8-0d15-4a9c-9a89-3adce2e9b3b7",  
"RefreshEnabled" : true,  
"RefreshTimes" : [  
  "01:30"  
  "01:30"]
```


Q&A

Example two column layout

Heading one

- Bullet one
- Bullet two
- Bullet three

Heading two

- Bullet one
- Bullet two
- Bullet three

Example three column layout

Heading one

- Bullet one
- Bullet two
- Bullet three

Heading two

- Bullet one
- Bullet two
- Bullet three

Heading three

- Bullet one
- Bullet two
- Bullet three

Example four column layout

Heading one

- Bullet one
- Bullet two
- Bullet three

Heading two

- Bullet one
- Bullet two
- Bullet three

Heading three

- Bullet one
- Bullet two
- Bullet three

Heading four

- Bullet one
- Bullet two
- Bullet three

Example two text columns with subheads



Add a subhead here

- This placeholder is designed with bulleted text
- It's easy to remove bullets
- Select the text, then on the Home menu, click the bullet list icon

Add a second subhead here

- Keep the top edge of text blocks aligned
- More text
- More text

Example three text columns with subheads



Space for a two-line subhead here

- This placeholder is designed with bulleted text
- It's easy to remove bullets
- Select the text, then on the Home menu, click the bullet list icon

Wrap short subheads

- Keep the top edge of text blocks aligned
- More text
- More text

Adjust lower text blocks up or down

- Keep the top edge of text blocks aligned
- More text
- More text

Example four text columns with subheads



Space for a two-line subhead here

- This placeholder is designed with bulleted text
- It's easy to remove bullets
- Select the text, then on the Home menu, click the bullet list icon

Wrap short subheads

- Keep the top edge of text blocks aligned
- More text
- More text

Consistent line wraps look better

- Keep the top edge of text blocks aligned
- More text
- More text

Adjust lower text up or down as needed

- Keep the top edge of text blocks aligned
- More text
- More text