

# Surviving PowerPoint

## Program

**Instructor(s):** João Ferreira

**Duration:** 9 hours (3h x 3 days)

**1 ECTS**

**Group size:**12

### Workshop objectives

This workshop introduces you to the art and science of creating meaningful and winning PowerPoint presentations. You will learn about:

- Understanding your audience's requirements
- Structuring your message
- Designing visually appealing presentations

### Workshop description

After completing the course you will be able to:

- Ask the right questions to analyze your audience
- Logically structure your message
- Use appropriate techniques and media to make your presentations visually appealing
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### Workshop methodology

This 9 hour course was developed as an “advanced” training, with main focus on the practical exercises, rather than theory. The emphasis is on developing a well structured PowerPoint based on the experience each student already has in this process thus strengthening existing skills, rather than developing them from a zero/limited base

- Students will be asked to bring one of their own presentations for improvement during the course. (Students must bring their own computer to this workshop)
- Students will practice skills on building structure and writing a story, and identifying own strengths and areas for improvement

### Expectations regarding session attendance

You must attend all classes. You are expected to be on time, come prepared to take notes, bring requested materials and required presentation to all sessions. Lack of materials or preparation may be considered by the instructor as inability to fulfill session goals and equivalent to missing the session.

### Extra-class assignments

None specified – good to plan own development actions

### Evaluation

**Overall Pass / Fail:** students are required to participate in and pass all class assignments  
*Leadership Lab approval guidelines apply (please consult them [here](#)).*

## Reference reading

- Bigwood, S., Spore, M. (2003) *Presenting Numbers, Tables and Charts*, Oxford
- Billingham, J. (2003) *Giving Presentations*, Oxford
- Mandel, S. (2005) *Effective Presentation Skills*, Kogan Page
- Minto, B. (2008) *The Pyramid Principle: Logic in Writing and Thinking*, Financial Times/ Prentice Hall; 3rd edition
- Zelazny, G. (2006) *Say It with Presentations, Second Edition, Revised & Expanded: How to Design and Deliver Successful Business Presentations*, McGraw-Hill Professional; 2nd edition
- Zelazny, G. (2001) *Say It With Charts: The Executive's Guide to Visual Communication*, McGraw-Hill Professional; 4<sup>th</sup> edition

## About the instructor(s)

**João Ferreira** is Master of Arts from Bowling Green State University, has fourteen years of experience as Communication Specialist in top management consulting firms (McKinsey & Company, A.T. Kearney) and more than sixteen at universities in Portugal and the United States. Main areas of expertise: Training executives in communication techniques and presentations, applying structural solutions to complex communication challenges. Currently he is Leadership Stream Coordinator of The Lisbon MBA, Partner of Do Skills – Professional Development Partners and an Associate of New Haven Consulting Group.