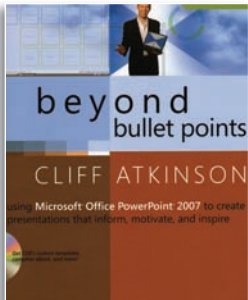




New Year's Resolution #2: Read These Books

Beyond Bullet Points
by Cliff Atkinson

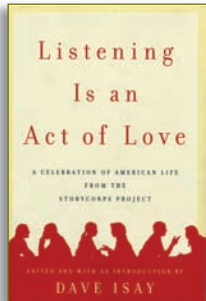
When I wrote about Cliff Atkinson's book, *Beyond Bullet Points*, in June 2005, little did I suspect that it would climb as high as #4 on Amazon.com's bestseller list. Due to this success, Microsoft Press commissioned Cliff to write an updated and more comprehensive guide for creating truly compelling PowerPoint presentations, and the new edition is now available in stores



and online. If PowerPoint is a frequent visitor in your life (like it or not), Cliff's book is a must-read.

Listening Is an Act of Love
edited by Dave Isay

Since 2003, StoryCorps has been collecting the stories of average Americans, and many of the best stories have been broadcast on NPR. Now, those stories are collected in this book, subtitled "A Celebration of American Life," and celebration is the right word. The stories, told in the voices of the people who lived them, are lovely, moving, and delightfully short (rarely more than three or four



pages.) In all my years of advocating for the power of storytelling, I haven't found more convincing evidence than the wonderful tales in this book.

Resolution #3: Raise Your Eye-Q

There are still spaces left for our webinars in January and February. Learn more and sign up now at www.agoodmanonline.com/Raise_EyeQ.



Free-range thinking™ is a monthly newsletter for public interest groups, foundations, and progressive businesses that want to reach more people more effectively. For a free subscription, send your request to: andy@agoodmanonline.com or call 323.464.3956. Back issues are available on the web at www.agoodmanonline.com.

Free-range thinking™ is written by Andy Goodman and edited by Lori Matsumoto.

New Year's Resolution #1: No More Boring PowerPoint

It's possible, which Civic Ventures is currently proving with its presentation, "A Tale of Two Moments."

Imagine today is your 60th birthday. You've had a successful career (or two, or three), but now you're beginning to consider what comes next. "What do I want to be *now* that I've grown up?" you ask yourself, and how you answer that question will be a defining moment for the rest of your life.

Roughly ten thousand baby boomers turn sixty *every day*, and their collective answer to this question will have a major impact on American life well into the 21st century. Civic Ventures, a nonprofit think tank, is encouraging boomers to respond by launching "encore careers," giving back (rather than kicking back) through work in education, health care, government and nonprofit leadership.

In "A Tale of Two Moments," Civic Ventures' representatives talk about this personal moment of decision, the larger societal moment an aging

America now faces, and how encore careers can lead to a brighter future. I built the PowerPoint deck that supports this talk (with invaluable guidance from John Gomperts and Stefanie Weiss of Civic Ventures), mindful of the rules I set down in *Why Bad Presentations Happen to Good Causes*. Was I able to obey those rules and keep my own resolution? Read on and decide for yourself.





Emphasize images over text.

The presentation begins with stories about older adults who have already launched encore careers, including Beverly Ryder, who left behind a successful career in corporate finance to work in the Los Angeles public school system. Showing Ryder inside a classroom helps tell her story (considerably more than a conventional headshot

would), and with no other elements to clutter the slide, the audience is left to concentrate on Ryder and the Civic Ventures presenter who tells her story.



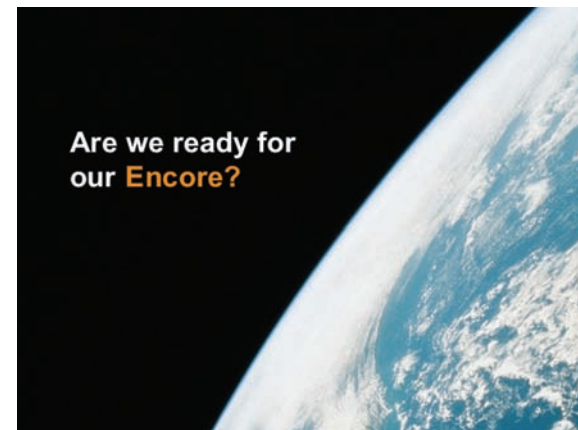
Visualize data wherever possible. The fact that millions of baby boomers are fast approaching an opportunity to launch encore careers is a central point of the presentation. This slide visualizes a key statistic (43% of the entire labor force is approaching retirement age) by first showing a silhouette of factory workers – a “labor force” that is literally in motion – and then by animating the text (and the translucent orange box that contains it) so it wipes across from the left side of the picture until it covers a percentage of the image equivalent to the percentage of potential retirees. In short, both the words and the images work together to deliver the same message.



Use design to convey structure.

After the introductory stories, the presentation proceeds through four sections, each denoted by a tab near the top of the slide (e.g., “Work Has Changed”). The tabs provide a clear visual cue for the audience, helping them chart progress through the talk. This particular segment quickly scans three centuries of

American life, explaining how our attitudes towards work have shifted over time. While images dominate the central portion of the slide, a timeline gradually builds along the bottom to visually reinforce which era is being discussed.



Maintain the brand, not the template. By including Civic Ventures’ flame icon and its organizational color on most of the slides, the presentation maintains a look that is consistent with the non-profit’s brand. But when the presentation delves into stronger emotional territory, the template falls away and images are allowed to do most of the talking. This principle

holds true during the opening stories (above), and is also observed during the final call to action, which is strongly supported by this slide. ■

To view the entire presentation, “A Tale of Two Moments,” visit www.agoodmanonline.com and follow the links to the January 2008 newsletter. Full-time public interest professionals can also order a free copy of *Why Bad Presentations Happen to Good Causes* by clicking on the Publications link on the home page.