



Build Inspiring Presentations

THE
HUMPHREY//
GROUP





It is estimated that most large firms lose up to **5%** of their annual revenue due to ineffective presentations.



EVERY PRESENTATION IS A LEADERSHIP OPPORTUNITY



BUILD INSPIRING PRESENTATIONS



1 THINK
VISUALLY

2 HORIZONTAL
LOGIC


3 VERTICAL
LOGIC

4 INSPIRING
PRESENTATIONS



1 THINK VISUALLY





**WHAT DO YOU REMEMBER
FROM THE FOLLOWING SLIDE?**




THE ECONOMIC OUTLOOK IS OPTIMISTIC

- According to DGBAS the GDP will grow by 4.39% in 2010 fueled by a slow but steady increase in exports, domestic consumption, and private investment.
- The Central Bank said the interest rate will remain at 1.25% for now and any revisions will depend on the financial situation. If consumer prices increase, upward revisions are likely to take place in March or June.
- Exports are expected to increase by 15.3%.
- Domestic consumption is expected to increase by 1.77% as people become more confident.
- The forecast for private investment is for an increase of 6.85%.



TELL ME IN THE CHAT

What do you recall from the previous slide?

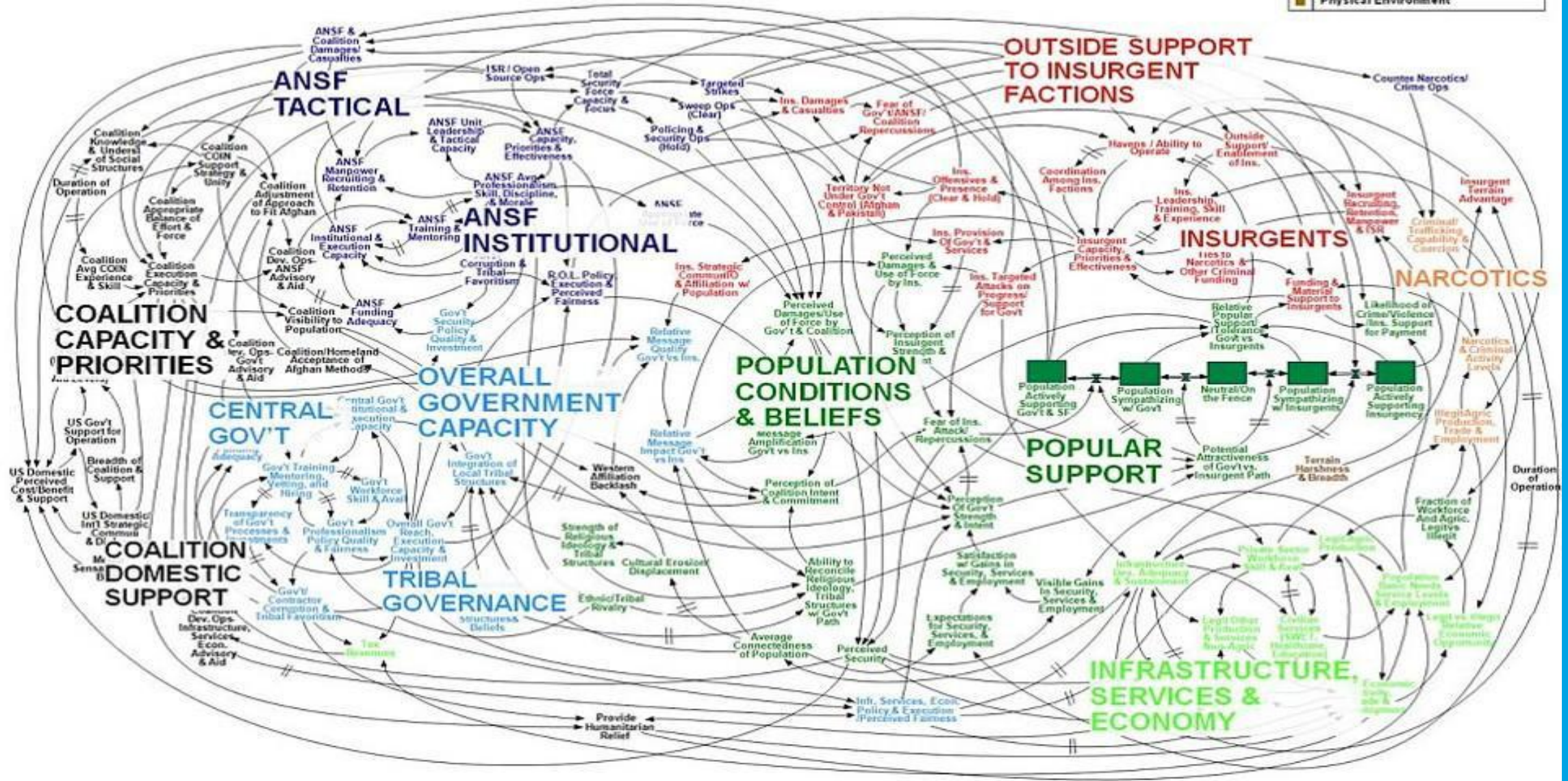


**WHAT DO YOU REMEMBER
FROM THE FOLLOWING SLIDE?**

Afghanistan Stability / COIN Dynamics

/// = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment






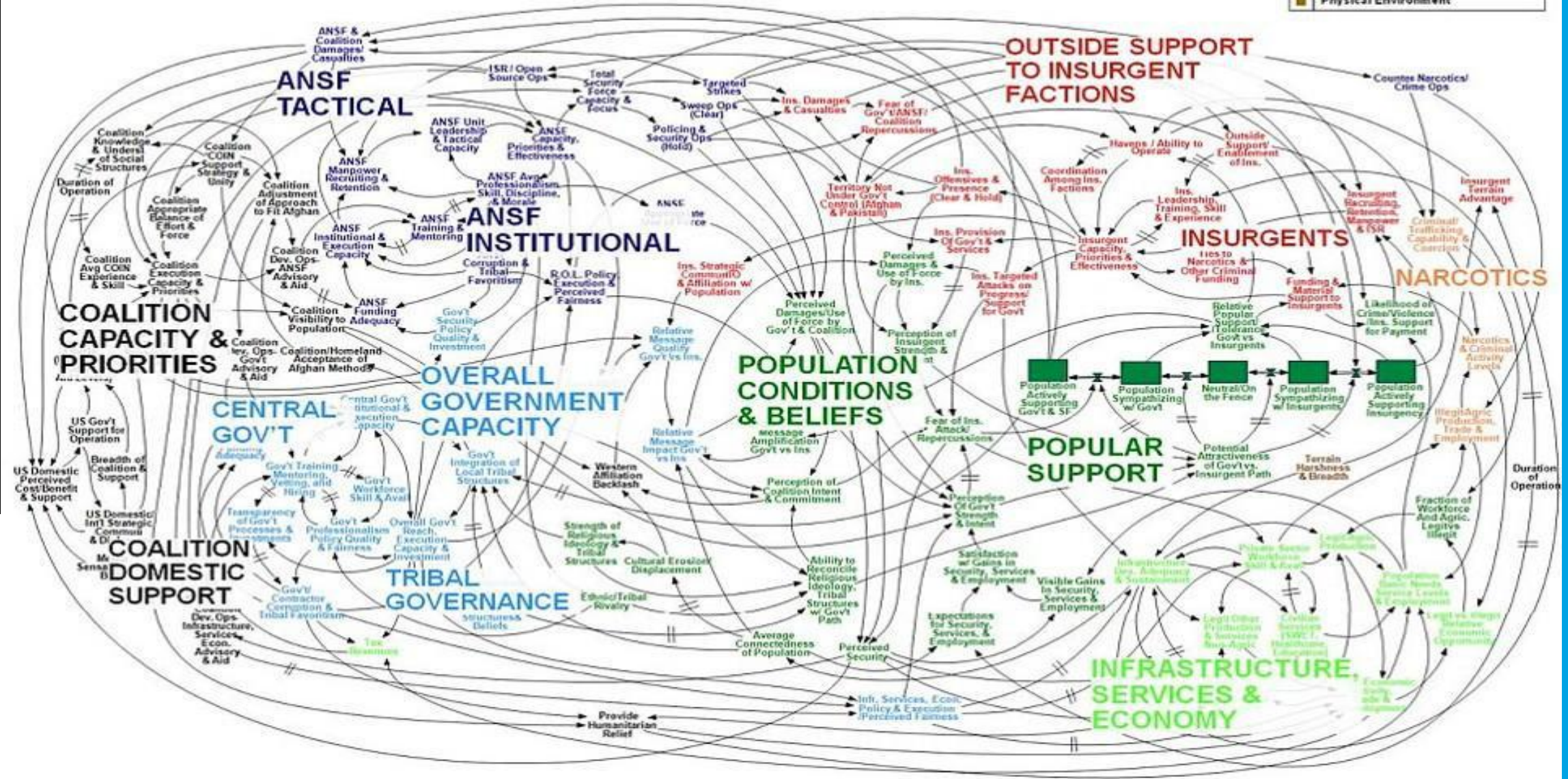
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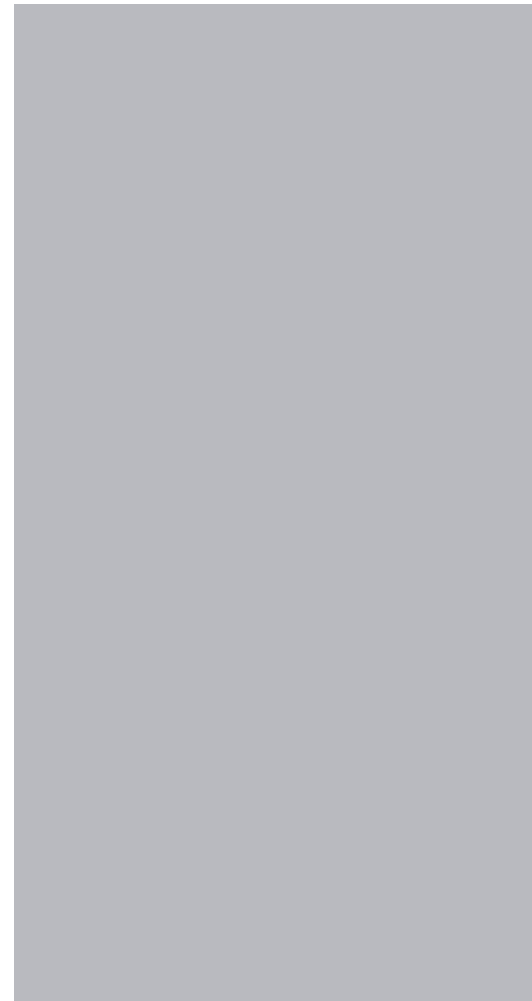
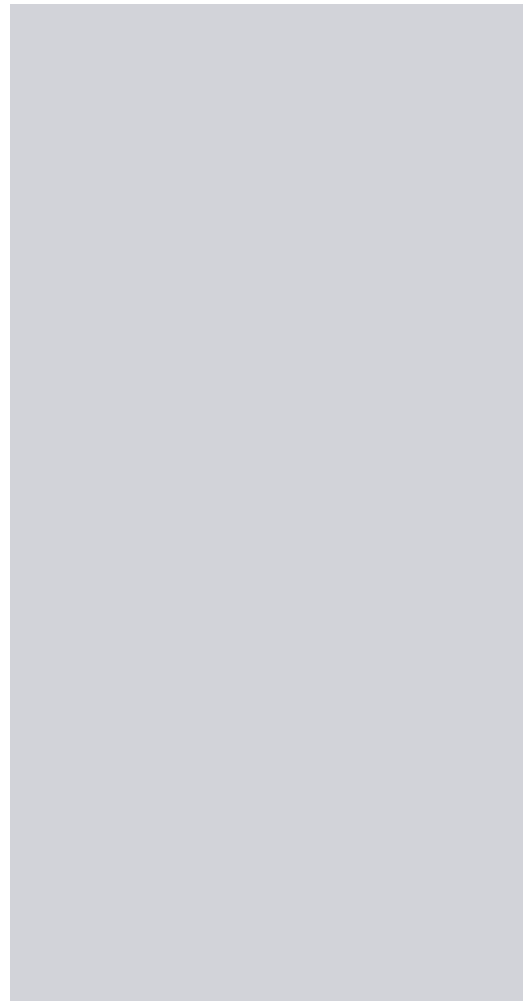
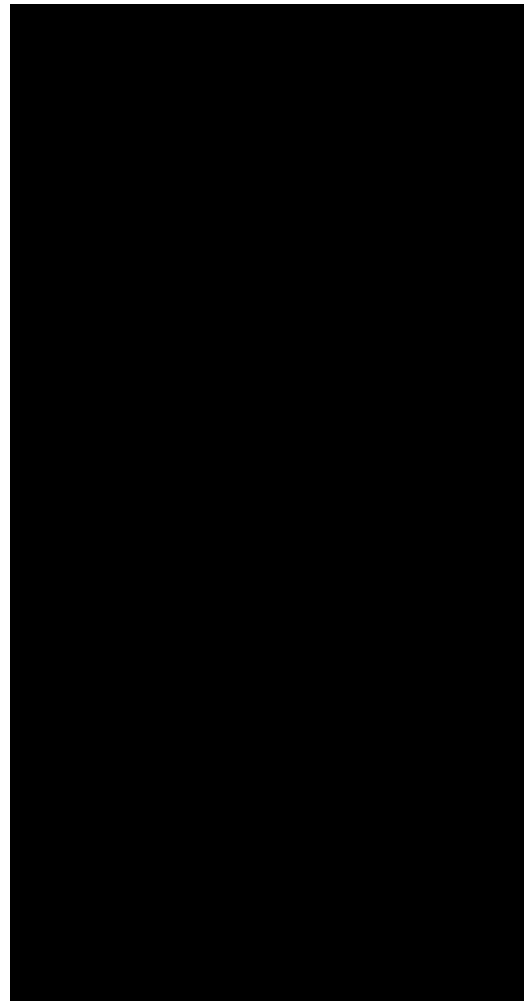
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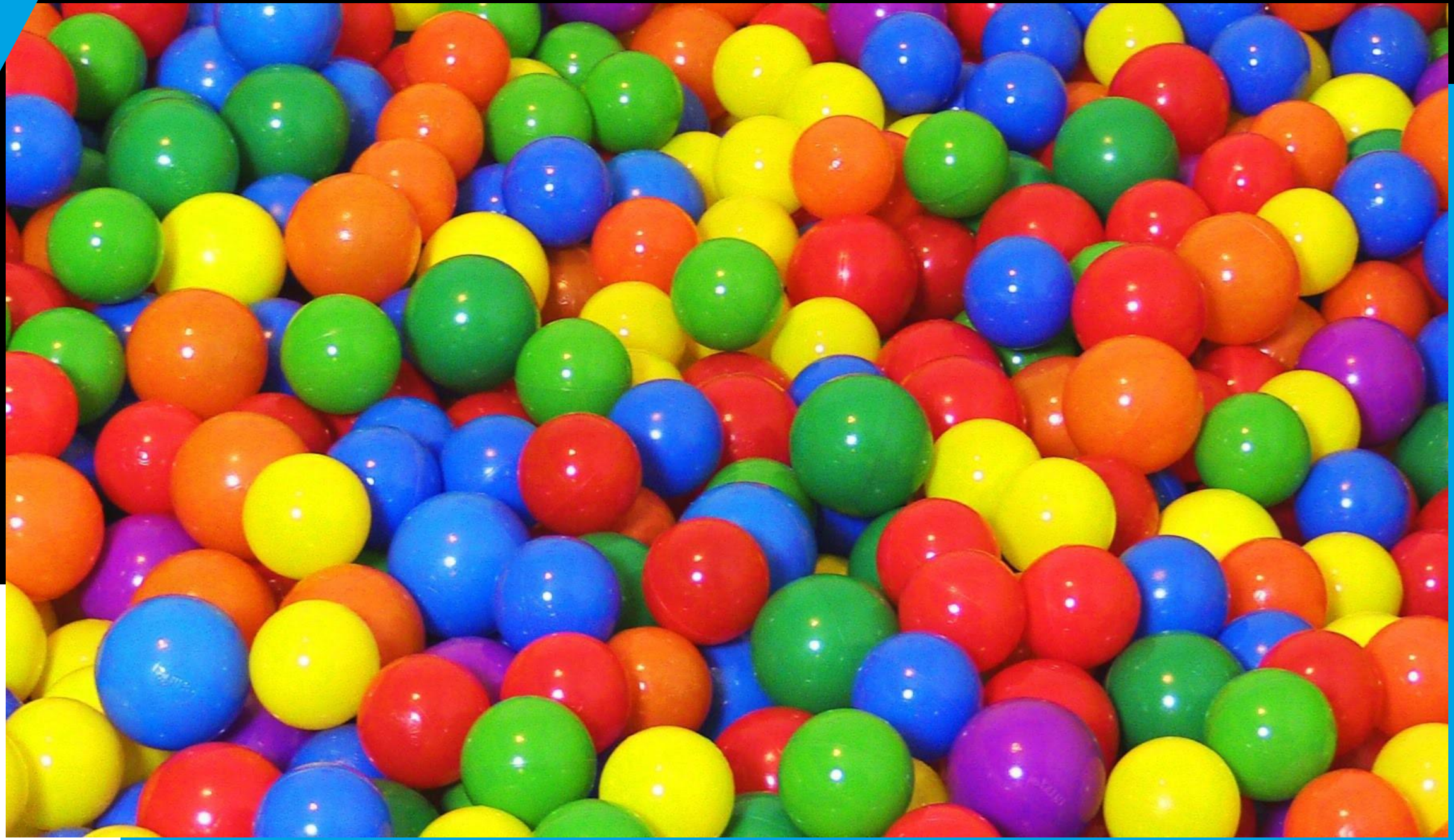


**WHERE DO YOUR EYES GO
IN THE FOLLOWING SLIDES?**

**THE STARKER THE CONTRAST,
THE MORE OUR ATTENTION IS DRAWN**









HOW DO I **APPLY** VISUAL THINKING?

THE AFTERMATH OF DEEPWATER

- **200 million gallons of oil spilled**
- **Additional 2 million gallons of a toxic dispersant used**
- **Over 1,000 miles of shoreline impacted, affecting production for:**
 - **80% of U.S. oysters**
 - **69% of shrimp**
 - **26% of blue crab**

THE AFTERMATH OF DEEPWATER



2 USE HORIZONTAL LOGIC





**USE THE MESSAGE TO
STRUCTURE YOUR PRESENTATION**



5 MESSAGE CRITERIA

- YOUR BELIEF
- POSITIVE
- AUDIENCE-CENTERED
- SUPPORTABLE WITH FACTS
- ALIGNED WITH THE ORGANIZATION

POLL:
**SELECT
THE BEST
MESSAGE**

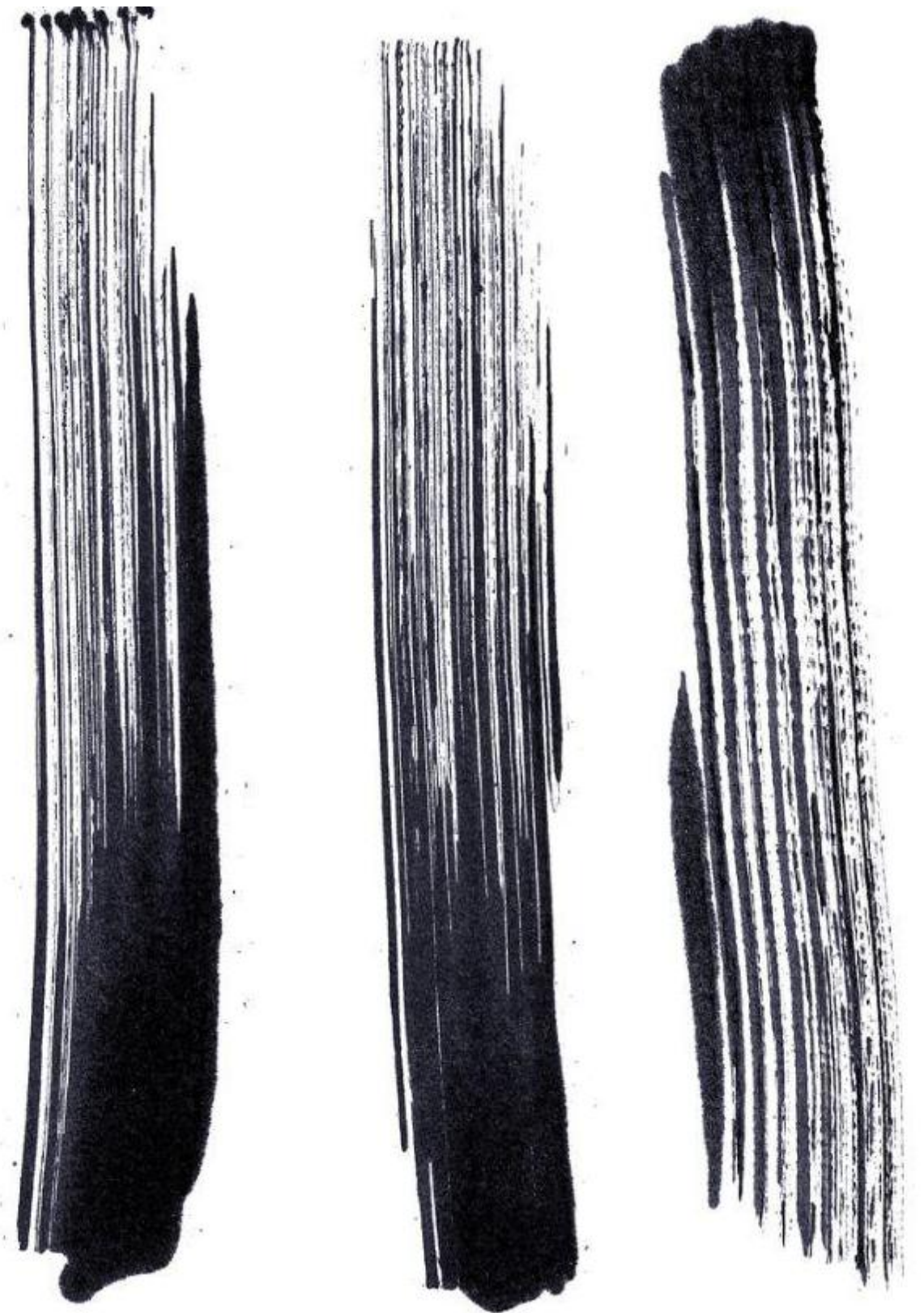




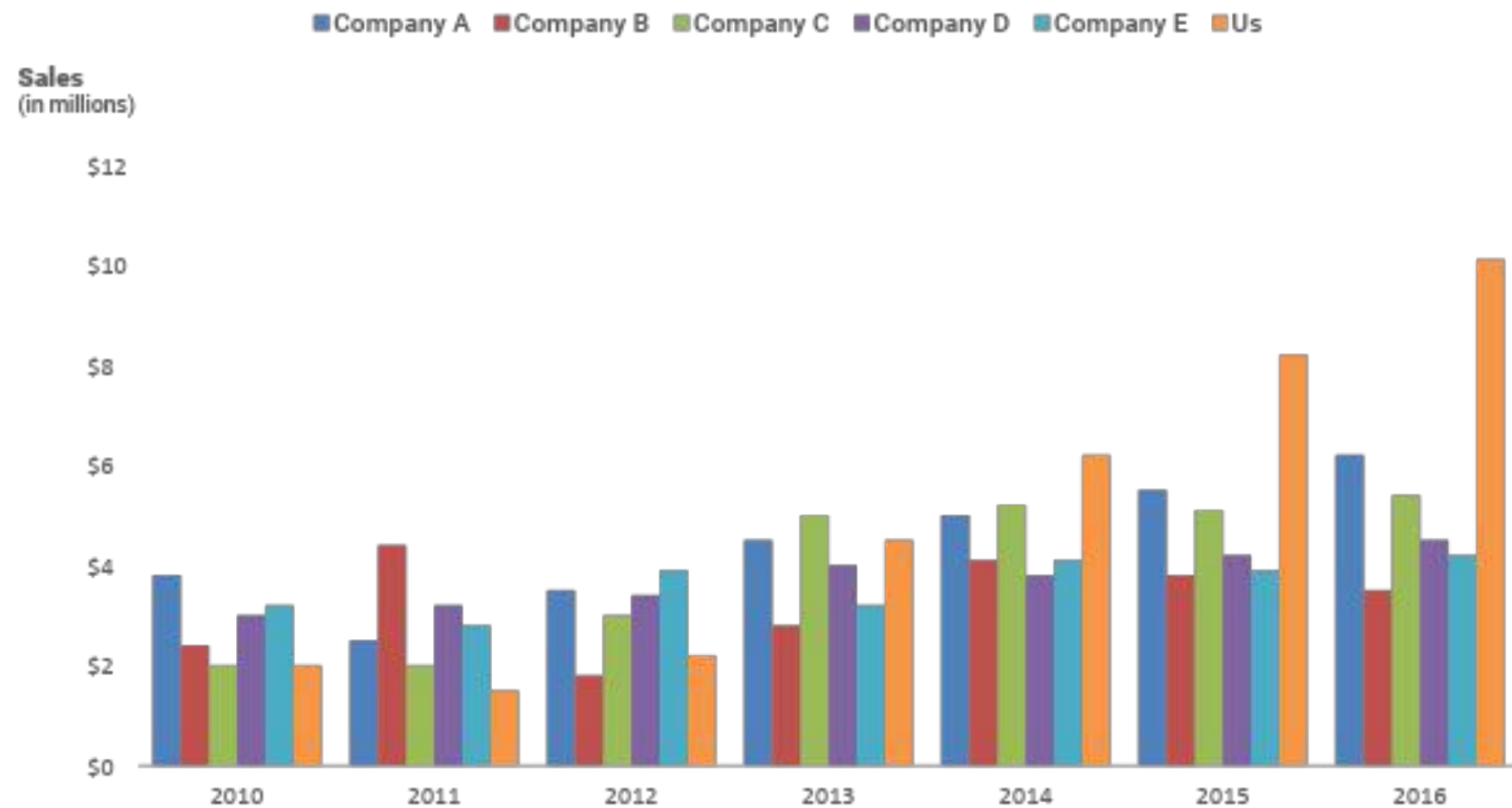
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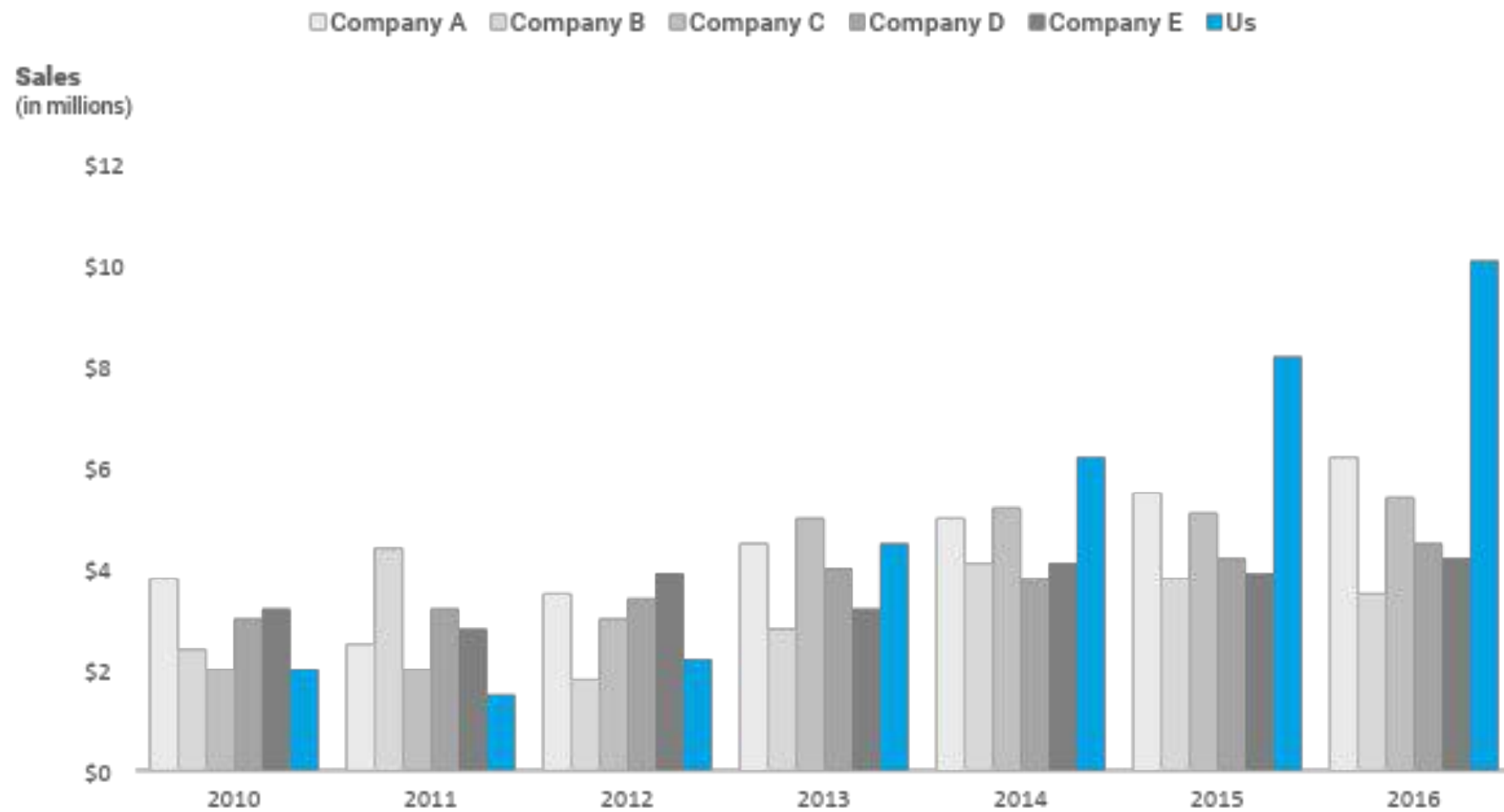
3 USE VERTICAL LOGIC



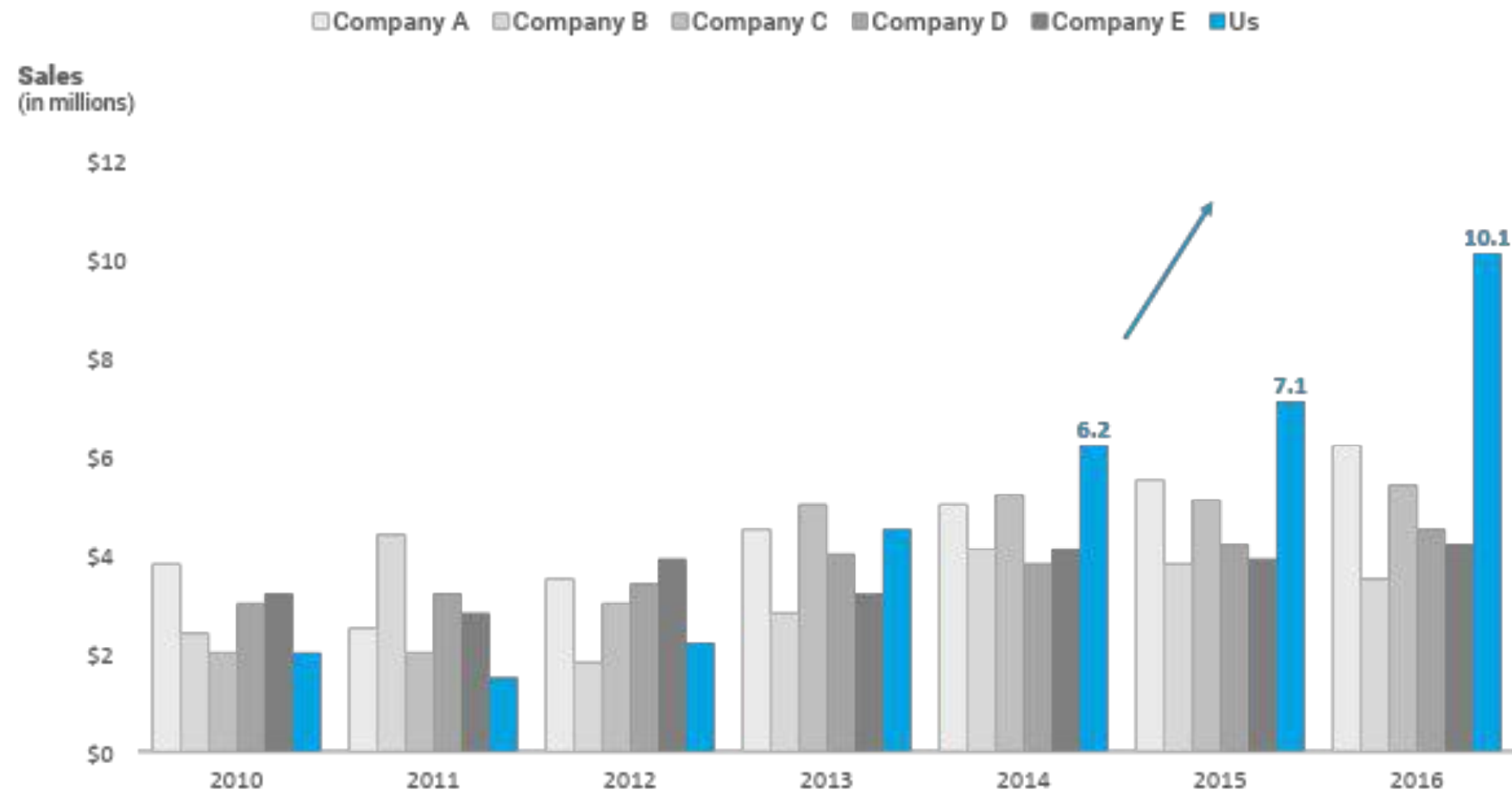
TYPICAL EXCEL-GENERATED BAR CHART



HIGHLIGHT THE KEY DATA

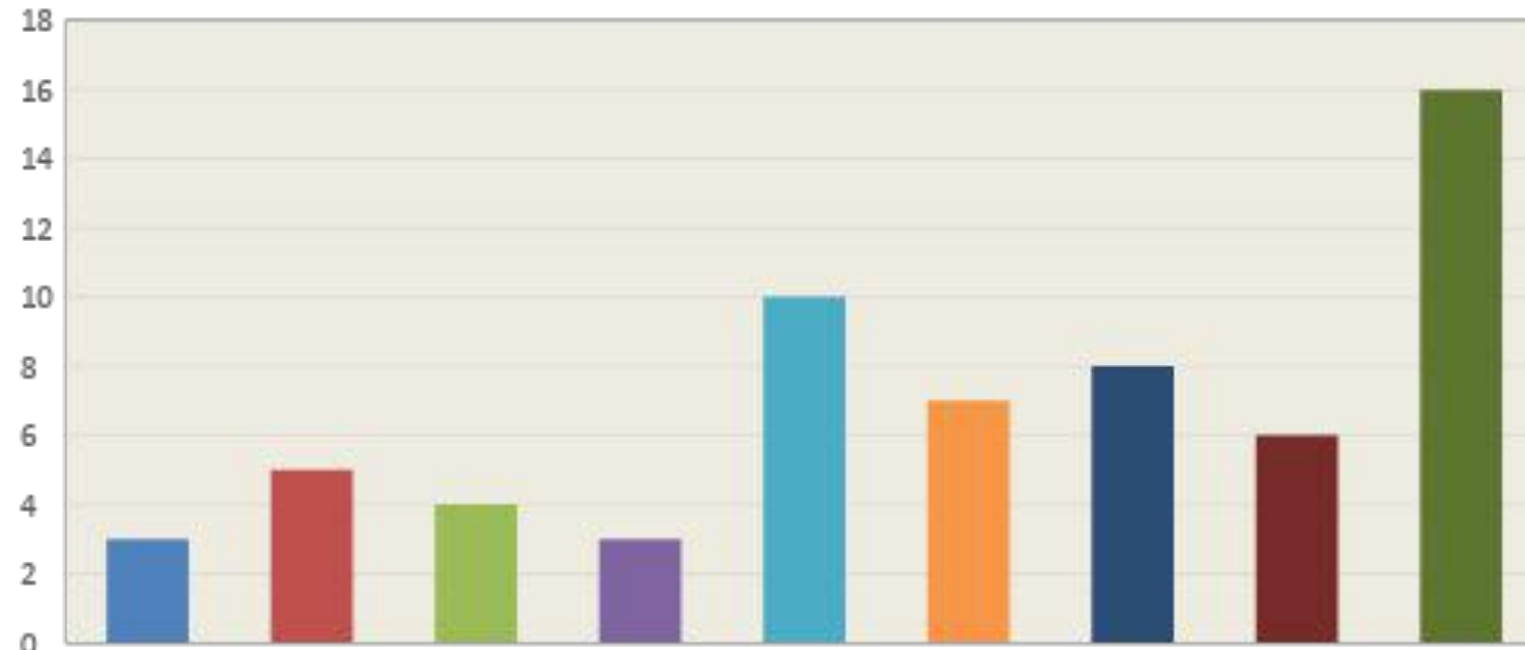


STRONGER VERTICAL LOGIC



WE MUST INVEST IN RECRUITMENT TO MANAGE LOOMING RETIREMENTS

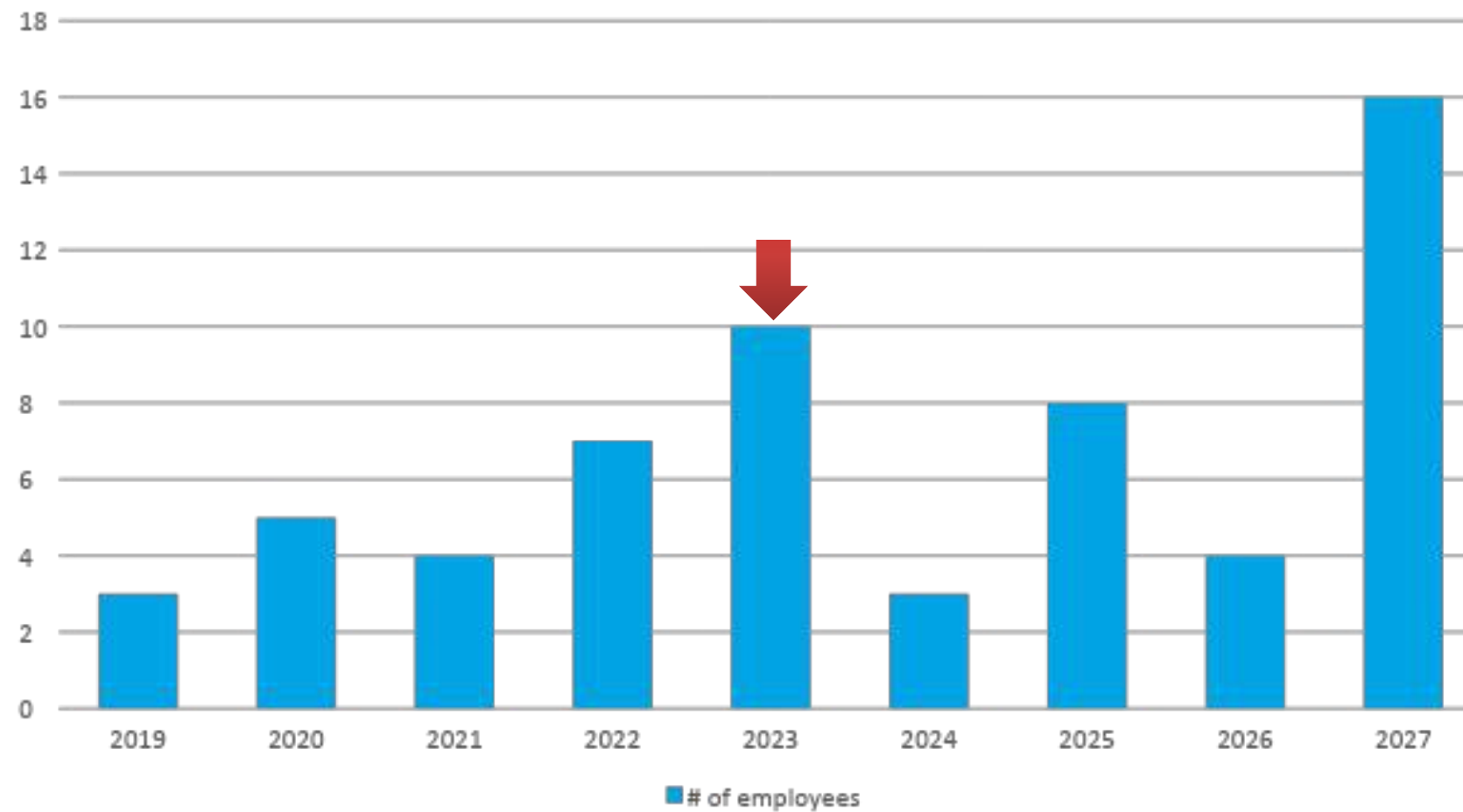
Employee Retirement Projections



of employees

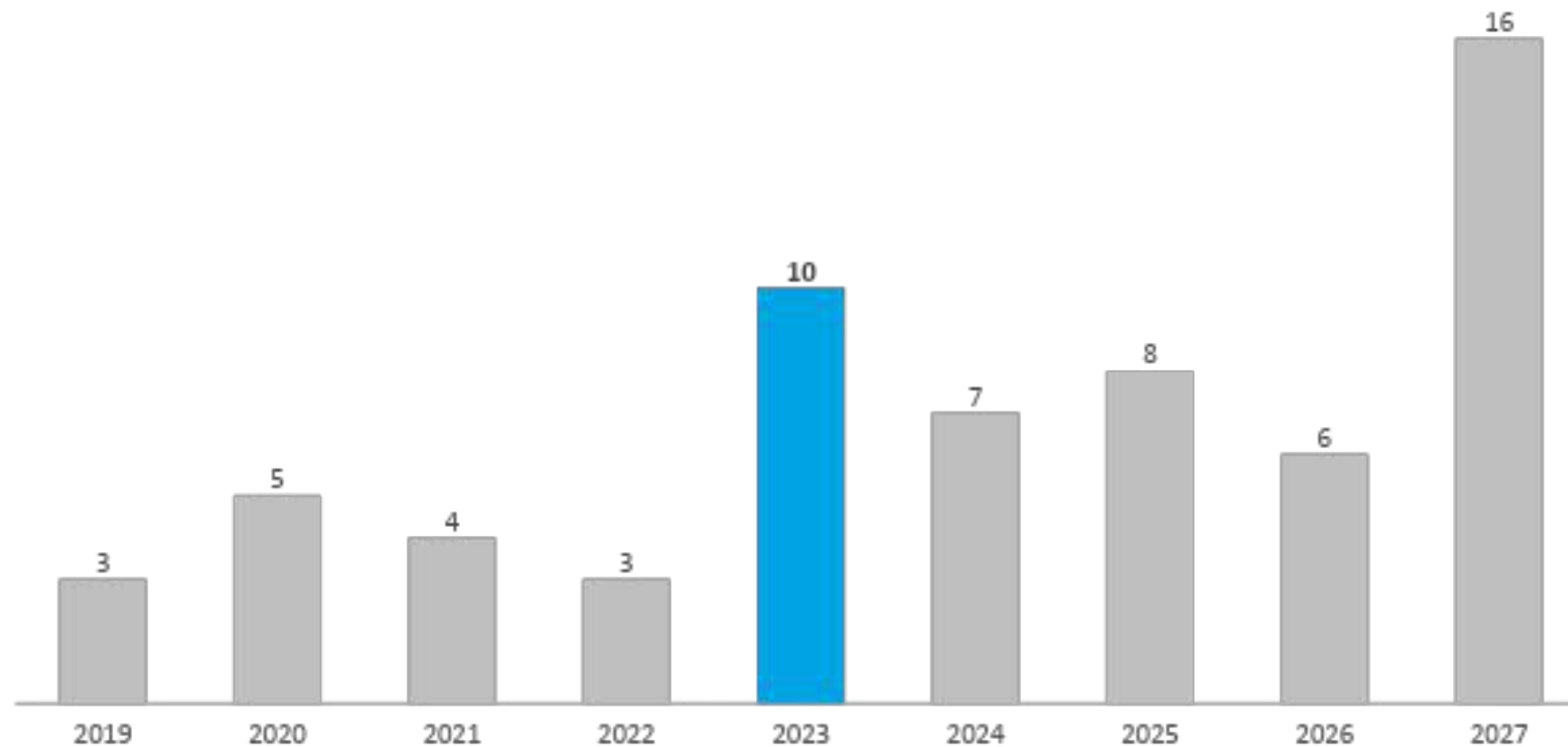
WE MUST INVEST IN RECRUITMENT BY 2023

Employee Retirement Projections



WE MUST INVEST IN RECRUITMENT BY 2023 TO HANDLE THE RETIREMENT SURGE

Annual Employee Retirement



4 BUILD INSPIRING PRESENTATIONS: PUTTING IT ALL TOGETHER



Choose Images that Support Your Message



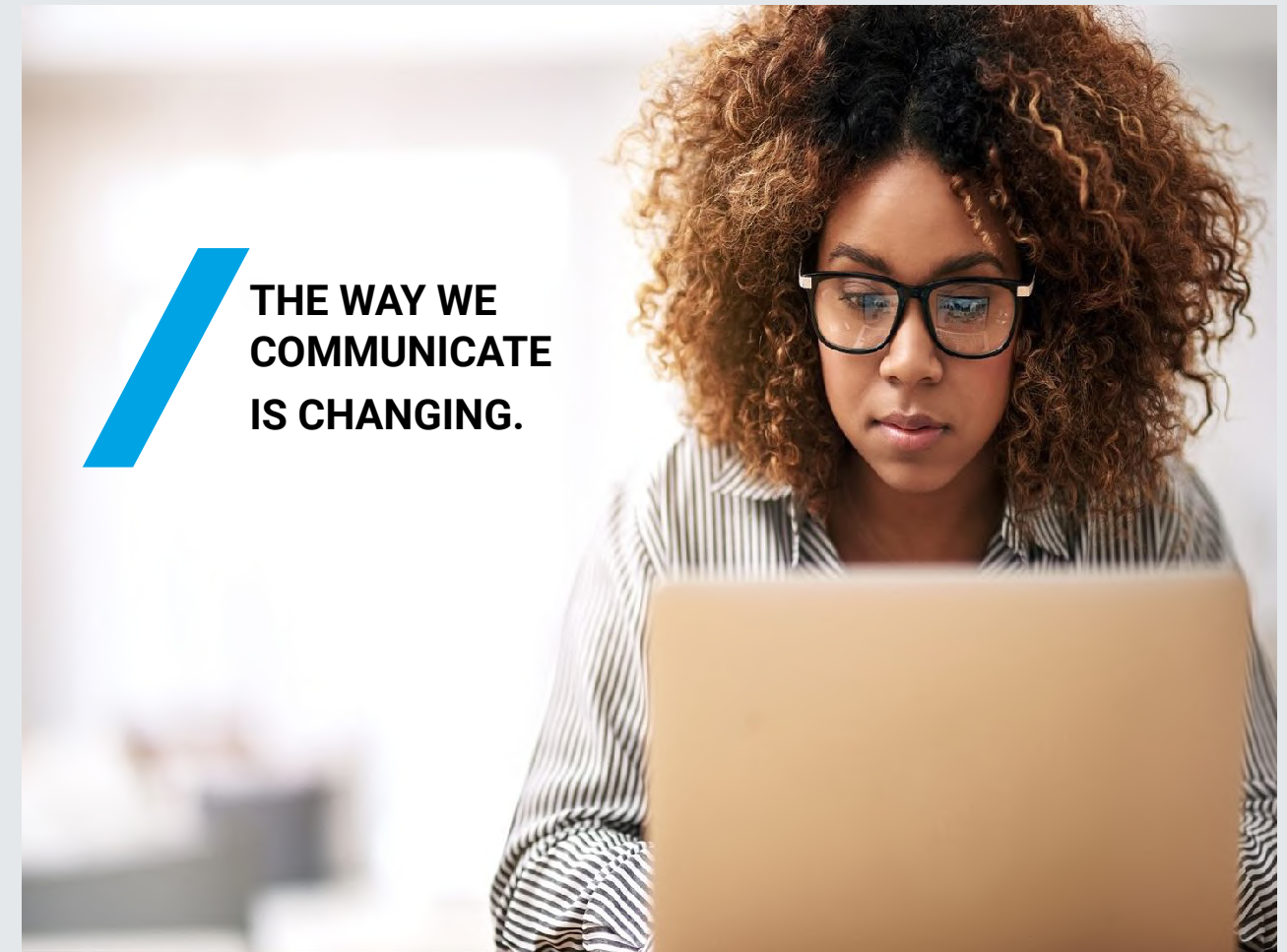


THE WAY WE COMMUNICATE IS CHANGING.

A woman with voluminous curly hair and black-rimmed glasses is looking down at a laptop screen. She is wearing a black and white striped shirt. The background is a bright, out-of-focus office environment.

**THE WAY WE
COMMUNICATE
IS CHANGING.**

Background and Subject Images Create Difference Impacts



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4 INSPIRING
PRESENTATIONS



Building Inspiring Presentations



Call to Action

