

# let go of your fear

public speaking is the #1 FEAR of people in the world  
don't let it hold you back

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## Introductory

Why We have to communicate ?

How we communicate in business context?

Which best communication way for business ?

Why Presentation skill is necessary?

How to make an adorable presentation ?

*the aim is to:*

**WOW THEM**







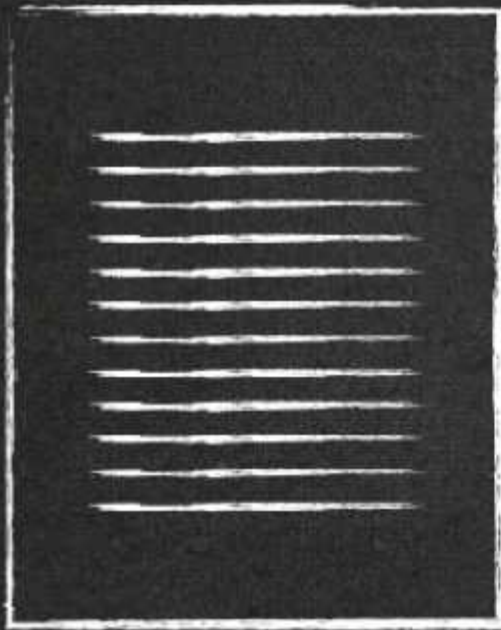
*with superb*  
**VISUALS**

1



# SUPERSIZE YOUR MESSAGE

*Documents*



*Slides*









**SLIDES**

*Are Visual*



*Slides should be*



**SUPERSIZED**

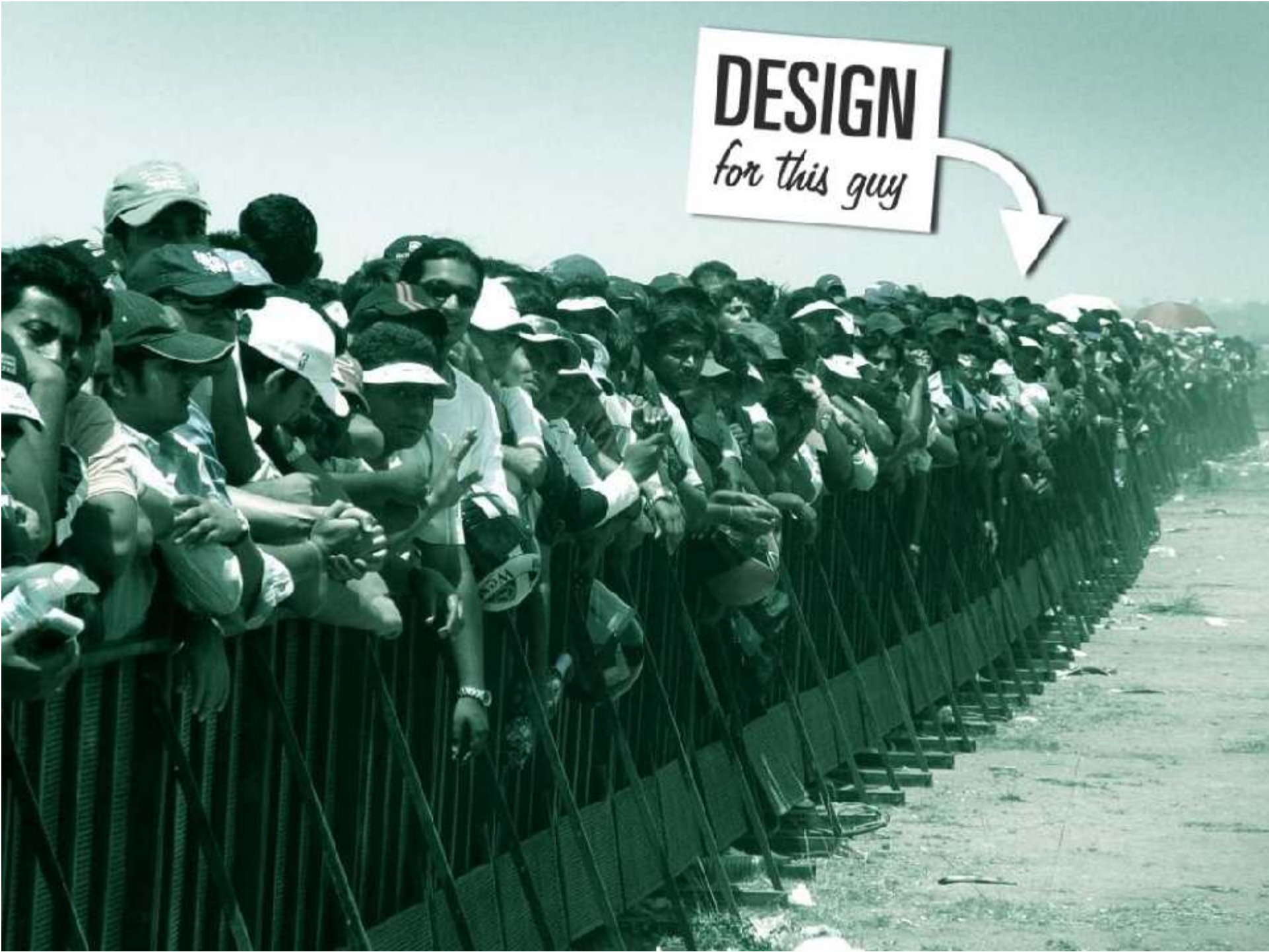


*Make it*

**COHERENT**

*for anyone*

**DESIGN**  
*for this guy*





2



# MAKE USE OF IMAGERY



*Sell Your*  
**BIG IDEA**  
*Visually*



**BUFFALOES ARE**  
*REALLY COOL*



*hey thanks!*

**BUFFALOES**  
*are super cool*



# WHERE TO GET IMAGES



*Take Em*



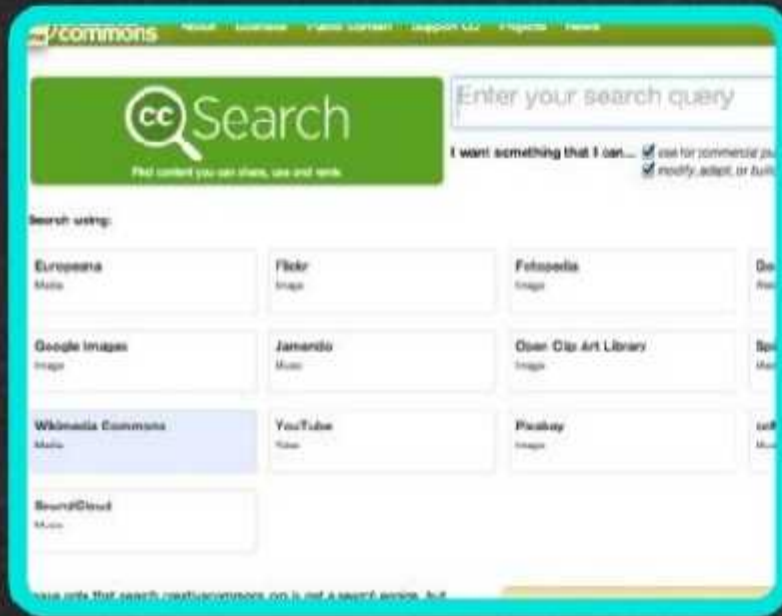
*Creative Commons*



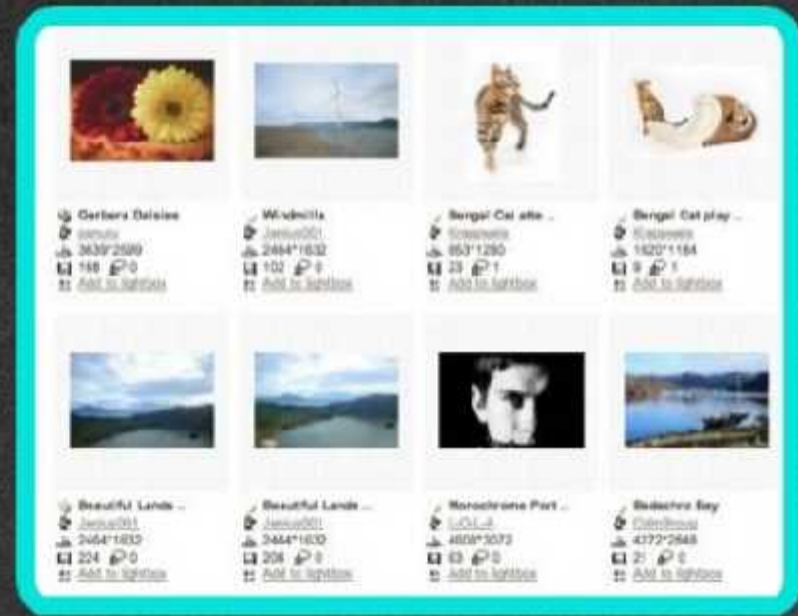
*Buy Em*

RESOURCE

# COOL IMAGES

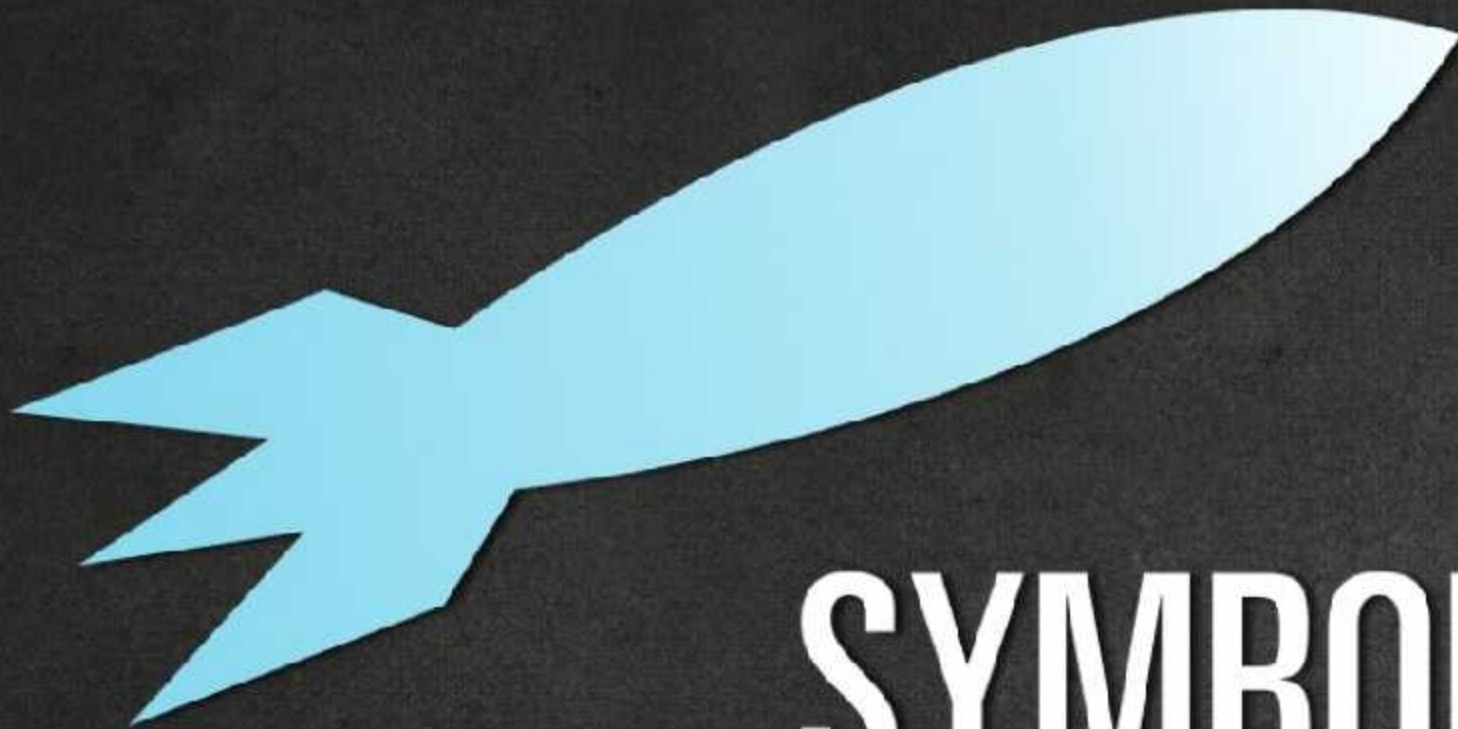


CC Search



Stock.Xchng





**SYMBOLS**

*make meaning*

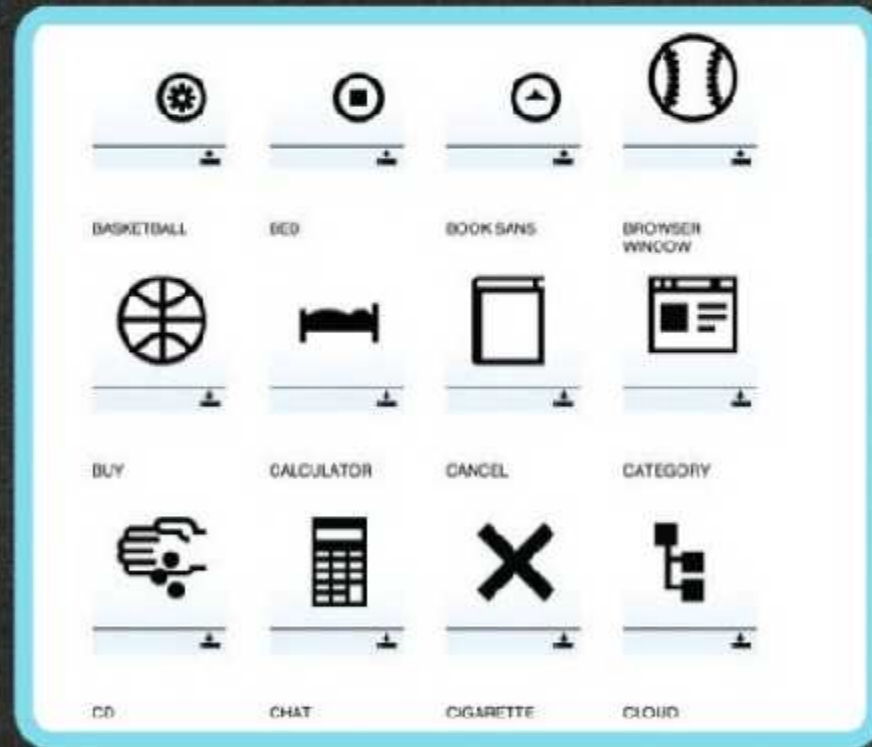


**GOING ON A TRIP**



RESOURCE

# SEXY SYMBOLS



*Picol.Org*

3



TAKE TYPE  
SERIOUSLY



**BOB BROWN**  
**Financial**  
**Consultancy**

*Bad Combos*

# SALLY'S CHILD CARE

*Bad Combos*



NO WAY

~~ComicSans~~

DON'T

**Sans Serif**

**Serif** ↙

***Script***



Default Fonts  
*are* **BORING**

*(Arial)*

Veneer

# MIX & MATCH

*typefaces* around

Times

Bariol



*keep to about*

**3 TYPEFACES**

*to be consistent*

**TRY SOME:**

Oswald

Fertigo

League Gothic

*Pacifico*



RESOURCE

# FREE FONTS

ONLY THE BEST  
COMMERCIAL-  
USE FREE FONTS!

Free fonts have met their match. We know how hard it is to find quality freeware that is licensed for commercial work. We've done the hard work, hand-selecting these typefaces and presenting them in an easy-to-use format. Here are some of our favorites:

Source Sans Pro AaBbCcDdEeFfGg

Source Sans Pro | 12 styles | OpenType | Adobe

View | Download



Font Squirrel

DaFont

4

A faint, dark illustration of a hand holding a paintbrush, positioned above the main text.

USE COLORS  
WISELY



## Psychographic Clusters: Lifestyle Segmentation

- **Youth Segment**  
**Communication**

- Mobile, Social Networking Sites, Internet;
- Banks have created Facebook and Twitter, as well as E-banking to cater to their interests and activities.

twitter 

You  Tube™

facebook 

*Disaster*



**COLORS**

*create emotion*





*Contrast*  
*is important*

RESOURCE

# COLOR SCHEMES



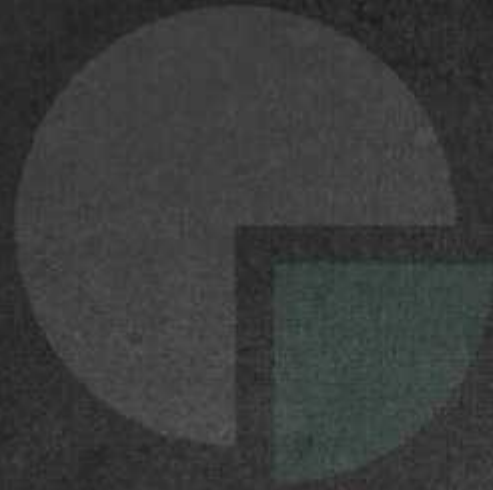
*Design Seeds*



*Adobe Kuler*



5



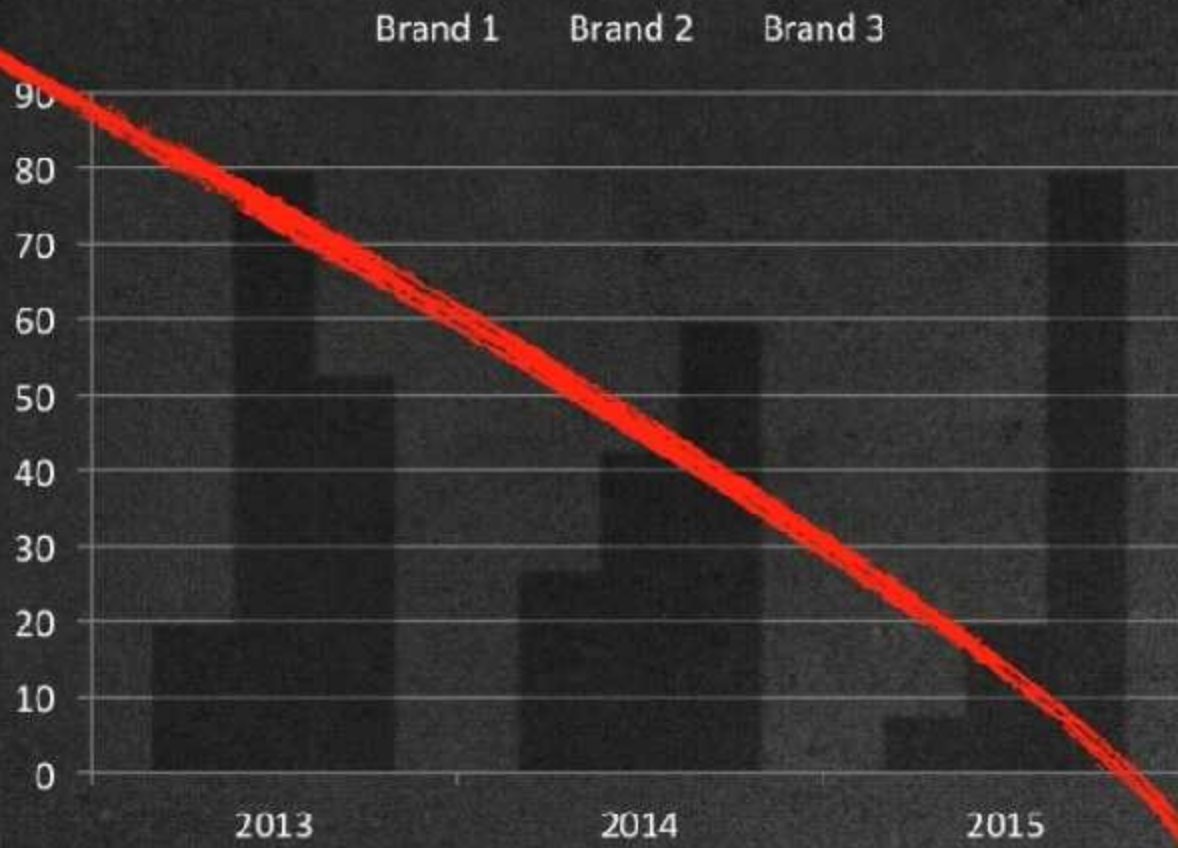
MAKE **INFORMATION**  
INTERESTING



# TEMPLATE CHARTS

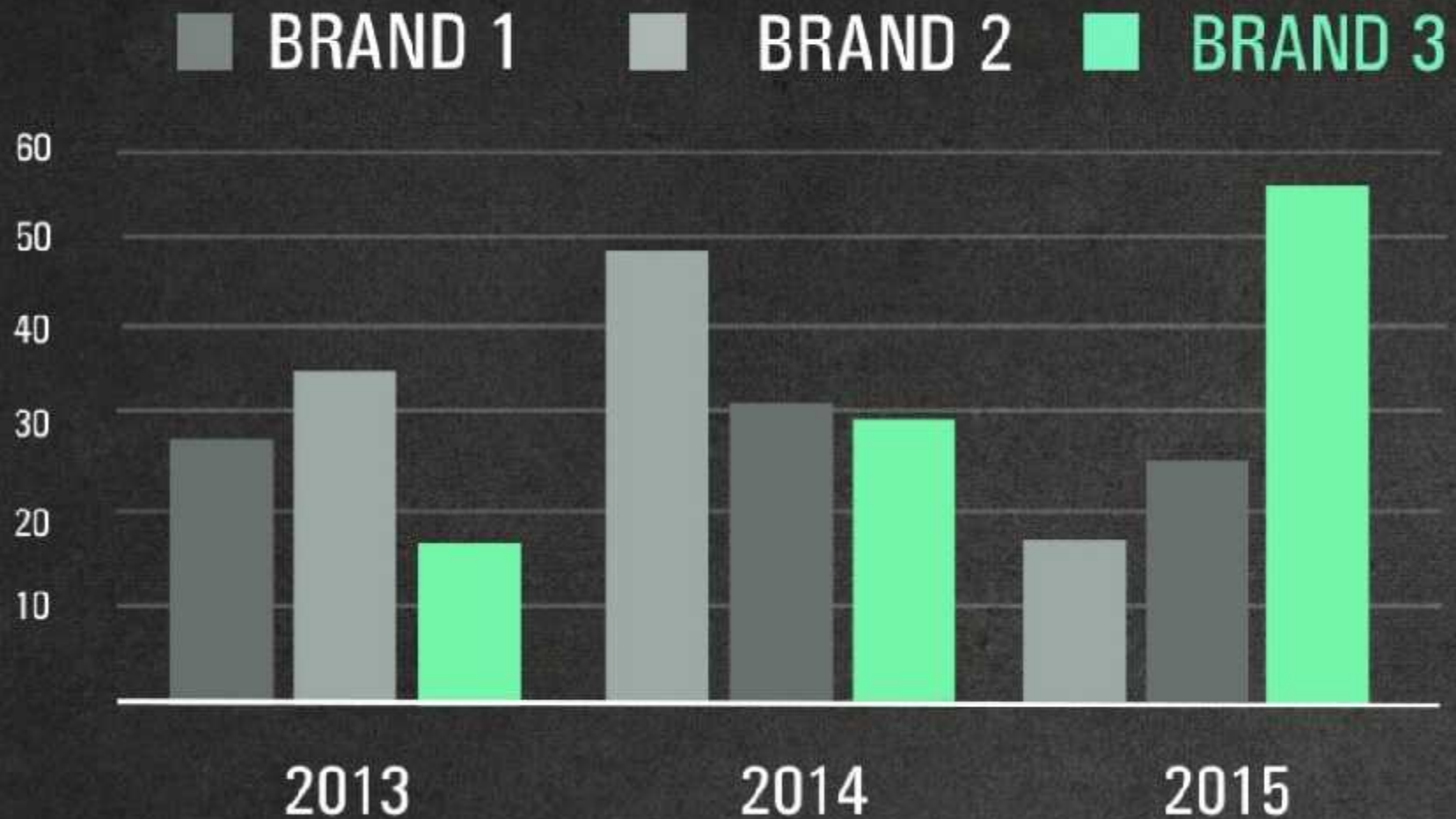
*are meant for printed documents*





*Yucks!*

# SALES ARE STEADILY **INCREASING**





# START UP COSTS

ADMINISTRATION COSTS	\$800
COMPANY INCORPORATION	\$370
LICENSING	\$200
LEGAL COSTS	\$230
SERVERS & MARKETING	\$5,000
SERVER COSTS	\$1,000
TRAINING	\$800
SALARIES	\$3,000
PERMITS	\$1,400
<b>TOTAL COSTS</b>	<b>\$11,000</b>

**Boring!**

# START UP COSTS



*using circles*



# START UP COSTS



*using rectangles*



6



MAP OUT THE  
STRUCTURE





*Show Big & Clear*

**SIGNPOSTS**

7



KEEP IT STUPIDLY  
SIMPLE





90%

of the creative process  
**IS DESTRUCTIVE**

- *Nancy Duarte*



# TRASH OUT

*those ~~corporate templates~~*





# REMOVE

*Things you don't need*



# ONE BIG MESSAGE

*per slide*





1

**SUPERSIZE**  
YOUR MESSAGE

2

MAKE USE OF  
**IMAGERY**

3

TAKE **TYPE**  
SERIOUSLY

4

USE **COLORS**  
WISELY

5

MAKE **INFORMATION**  
INTERESTING

6

MAP OUT THE  
**STRUCTURE**

7

KEEP IT **STUPIDLY**  
**SIMPLE**

RESOURCE

**COOL IMAGES**



CC Search

Stock Xchng

RESOURCE

**SEXY SYMBOLS**



Pixel One

RESOURCE

**FREE FONTS**



Font Squirrel

DaFont

RESOURCE

**COLOR SCHEMES**



Design Seeds

Adobe Kuler

**A GOOD SET OF SLIDES WON'T  
MAGICALLY MAKE YOUR TALK  
GREAT. BUT A GREAT TALK IS  
BADLY HURT BY BAD SLIDES**

*-Zach Holman*





Some shots,  
**I took myself.**

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- 514 pending
- 0 added today

**COMPLETE.  
CREATIVE.**

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**THANKS**

*for listening*