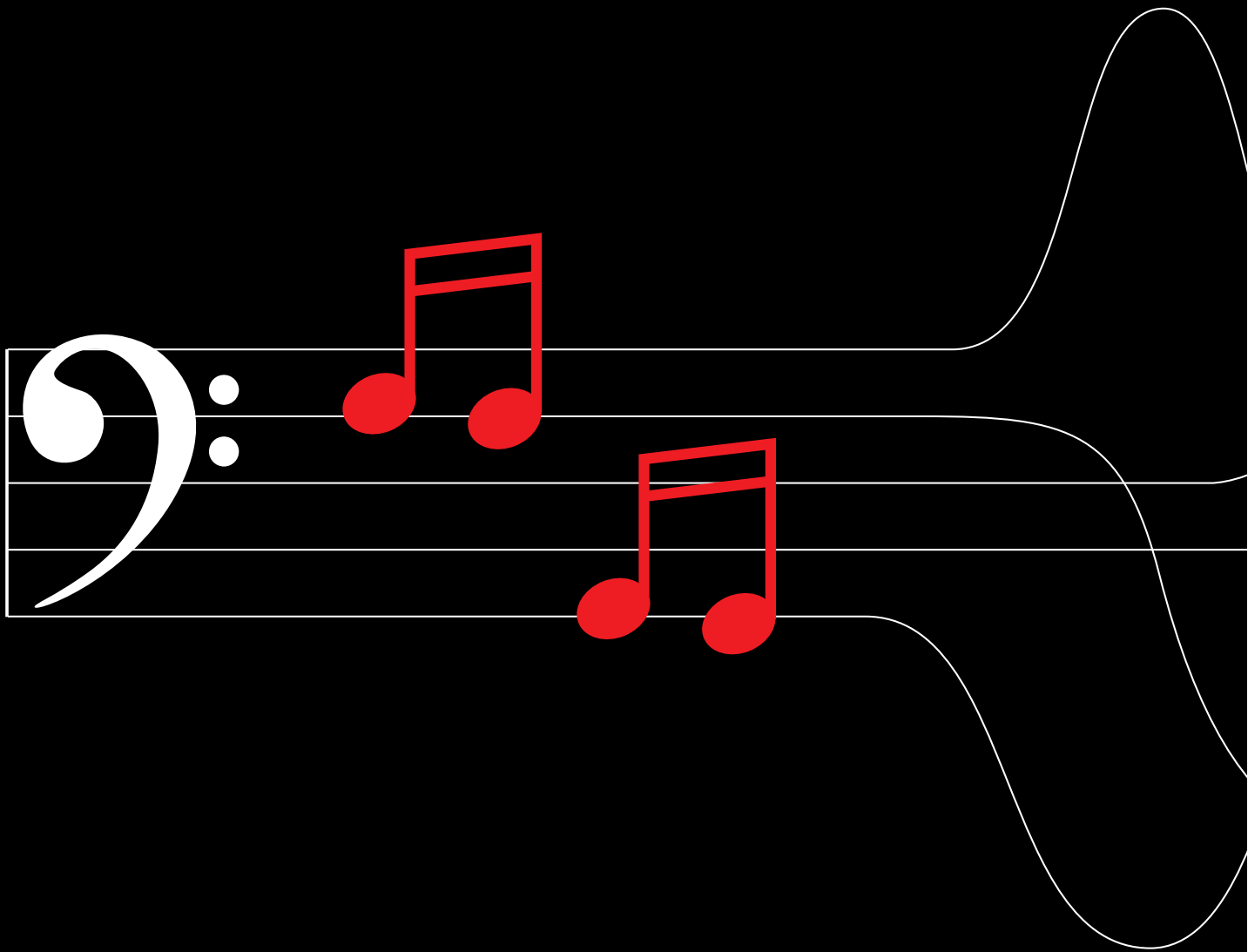PAICR CONFERENCE, NYC, SEPTEMBER 17, 2013

WORKSHOP
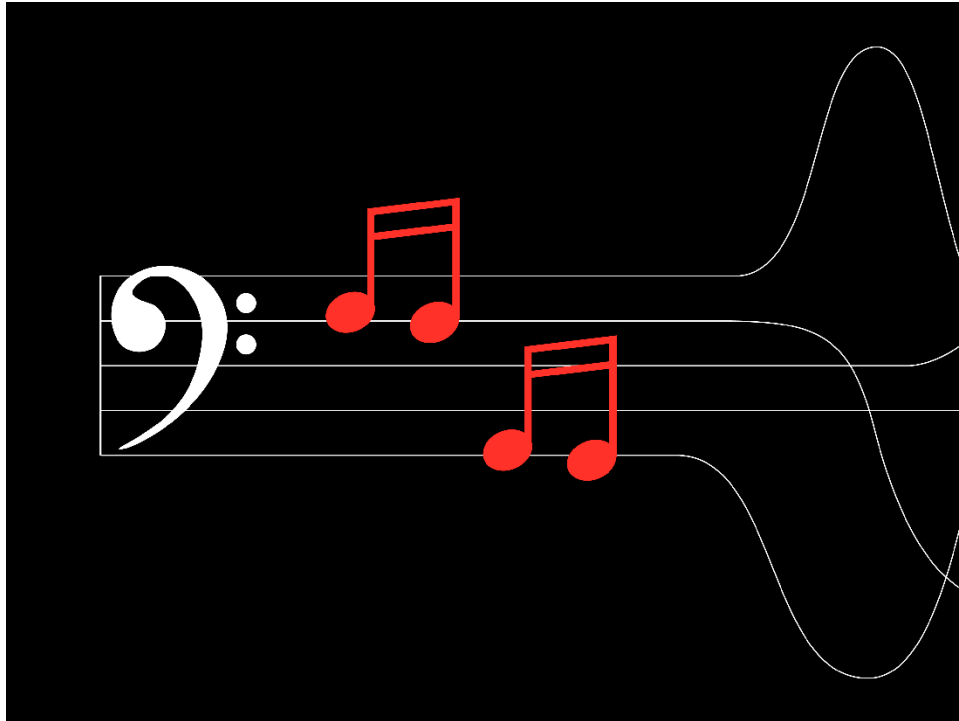
NEW AND INNOVATIVE WAYS
TO TRANSLATE PRODUCT CONCEPTS
INTO EFFECTIVE POWERPOINT PRESENTATIONS

aabalone[red]

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Darien, CT 06820   www.aared.com

Professional Association for Investment Communications Resources (PAICR) Conference
New York City, September 17, 2013
Workshop title:

"New and Innovative Ways to Translate Product Concepts into Effective PowerPoint Presentations"
[Music playing]

Thank you for inviting us to be with you today. The "us" includes my colleagues: Holly Hough and Nat Connacher. Holly is our marketing strategy consultant and Nat our creative director.

As Linda said, our firm is all about differentiation – whether it is a website, a formatted email or a PowerPoint (PPT) presentation. And the PAICR Conference title happens to be "A Shift in Perspective: Innovative Strategies…" So our intent today is to provide you with some ideas for *innovation* and give you tips and tools that will allow your PPT presentations to be, dare we say, *different*.

@#$**&%
POWERPOINT

We've been making, giving and coaching PowerPoint presentations for a long, long time. (You can see the wrinkles.) We'll share our experiences and our expertise so that you can improve yours, but also so we can get market feedback as to whether our understanding and perspective resonates with you – the in-market practitioners. So this is really an exchange of competencies. We hope you view it that way. You are free to interrupt any of us, by the way; but we will have ample time for discussion at the end of our prepared remarks.

First off, just to get warmed up: how many of you are primarily responsible for putting presentations together? And how many actually give presentations? How many of you are fed up with PowerPoint? We will attempt to address your needs, concerning both content and design, with an emphasis on those who actually give presentations.

Since the highest form of truth is paradox, we thought it highly appropriate to open with one. But seriously, begin with the end in mind. This is good advice for achieving anything. Decide what it is you want your audience to *do* as a result of your presentation.

Presentations are a call to action. You want your audience to be positively affected and for them to actually DO something, something specific as a result of their experience.

In *our* case today, our call to action, the uber point—the "power point" of our presentation, is to have you respond by adopting practicable solutions to making better presentations, presentations that stand out. In *your* case, the end you seek might be: getting invited to the next level of decision makers, qualifying for the finals, or responding to an RFP. Hold this goal clearly in mind. It will function as your decision rule, when you are deciding what content to put *in*, and *importantly* what to content to keep *out.* Soooo, with the end in mind, off we go.
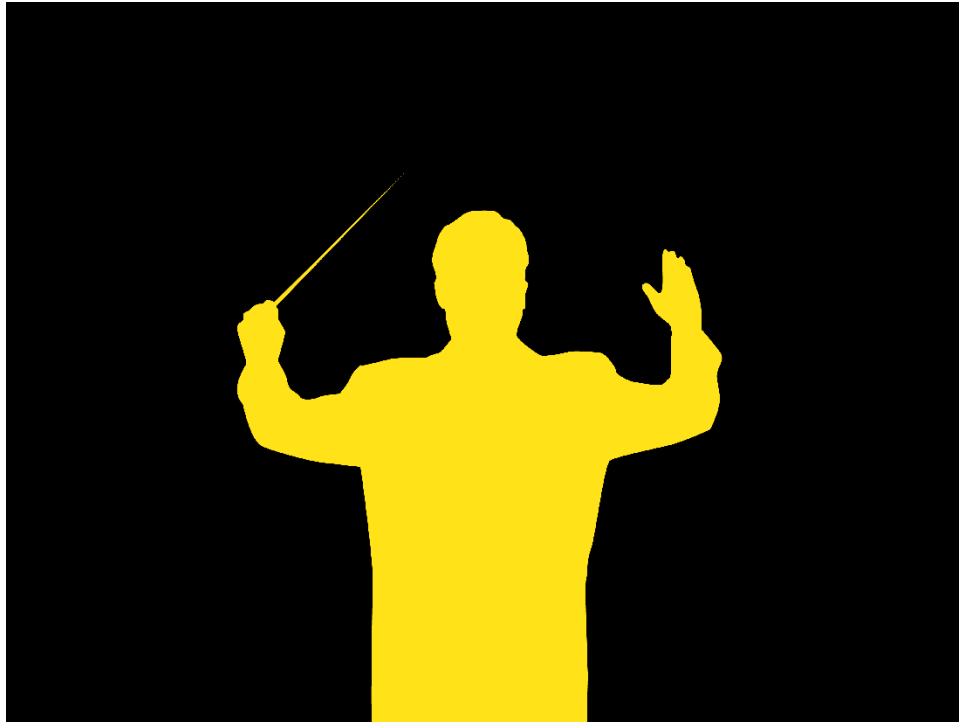
[Drum roll sound effect] PowerPoint is a performance: NOT a presentation. Good PowerPoint presentations aren't presentations; they're performances. Your PPT presentation should be viewed more like an instrument…

…you play to make captivating music, than a crutch on which you lean. I'm sure we have all been to PowerPoint presentations that are just catastrophes, principally because the presenter handed the "star performer role" over to the template and the slides. Your performance is not about the software. Using the performance metaphor then, let's examine three key elements at the heart of all good performances: <u>The Performer</u>, <u>The Instrument</u> and <u>The Music</u>.

Prospects decide to do business with people they trust, not software templates. The number one driver that tips the buy decision from "maybe" to "yes" is chemistry. Never forget this. *You* are the focus of the meeting, *not* your slides. And as the star Performer, your role requires several disciplines. <u>Presence</u>: Make sure you have some time to gather yourself before making your entrance. This is the time you recall the passion and commitment you have to your investment approach and the firm you represent. If you can bring to mind this passion and commitment, it will naturally be communicated as a motif beneath the actual words spoken. <u>Voice</u>: Unless you are Michael Caine, Sean Connery, Lauren Bacall or Adele, your voice is likely monotonous, or even tiresome. Embrace changes in pitch, volume and cadence. <u>Dress:</u> Only iconic folks can dress as they like— Ghandi, Zuckerberg, Jobs, and Miley Cyrus. Dress at or above the level of your audience. In our business, investors or buyers want to feel secure and comfortable so pay attention that you are well groomed and presentable according to your audiences' standards. <u>Practice, practice, practice:</u> Said three times, because it is critically important. If you practice, you can then ad lib with confidence. As well, because you know your material cold, you can pay more attention to the audience and establish a rapport, so vital to actually achieving your "power" point. <u>Emotional Connectivity</u> - (Alec elaborates by telling his story about dropping the slide tray before his presentation to GE Corporate). By sharing this personal anecdote or perspective, I am beginning to establish connectivity with you, you are relating to me, and are therefore more open and attentive to what I am talking about. I am moving from a routine presentation to something better: more individualized, personal and by default, different and better.
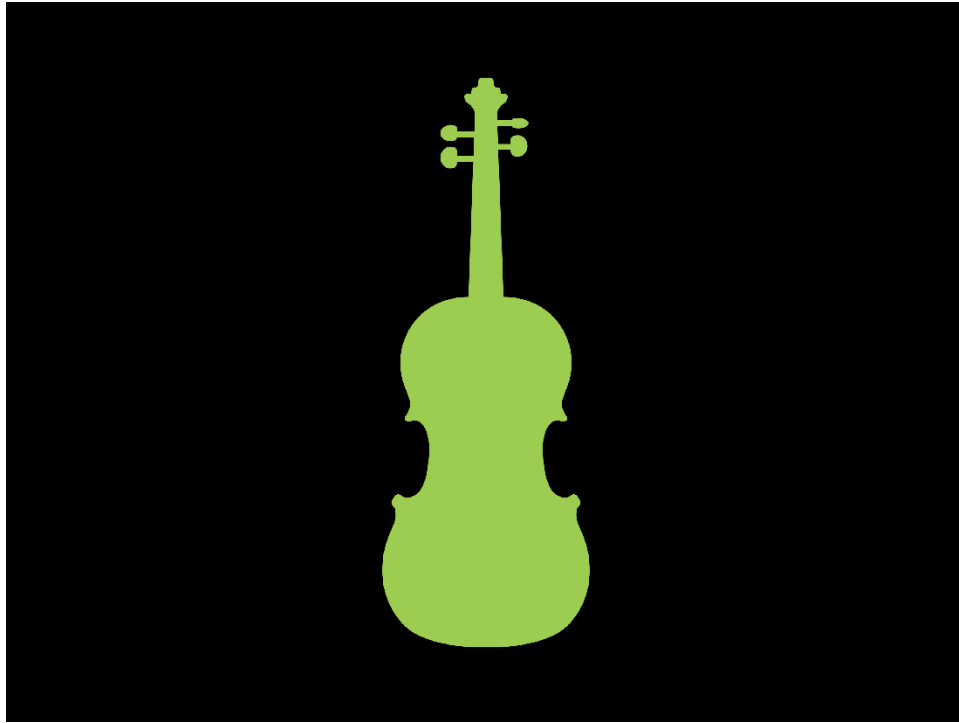
Can PowerPoint be a Stradivarius? Not likely, but what can it do? How can you get the most out of it? What is the instrument's range and what registers can it play in?
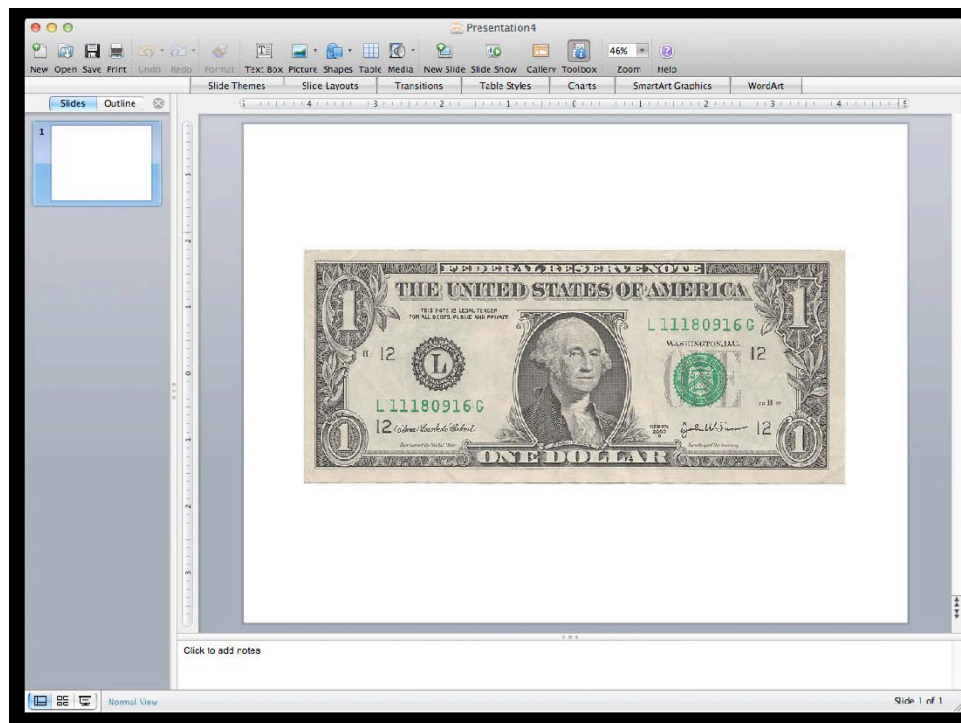
What's possible? You've already see, or more accurately heard, the ability for PPT to include music and sound. And of course you know how to import logos and ClipArt.
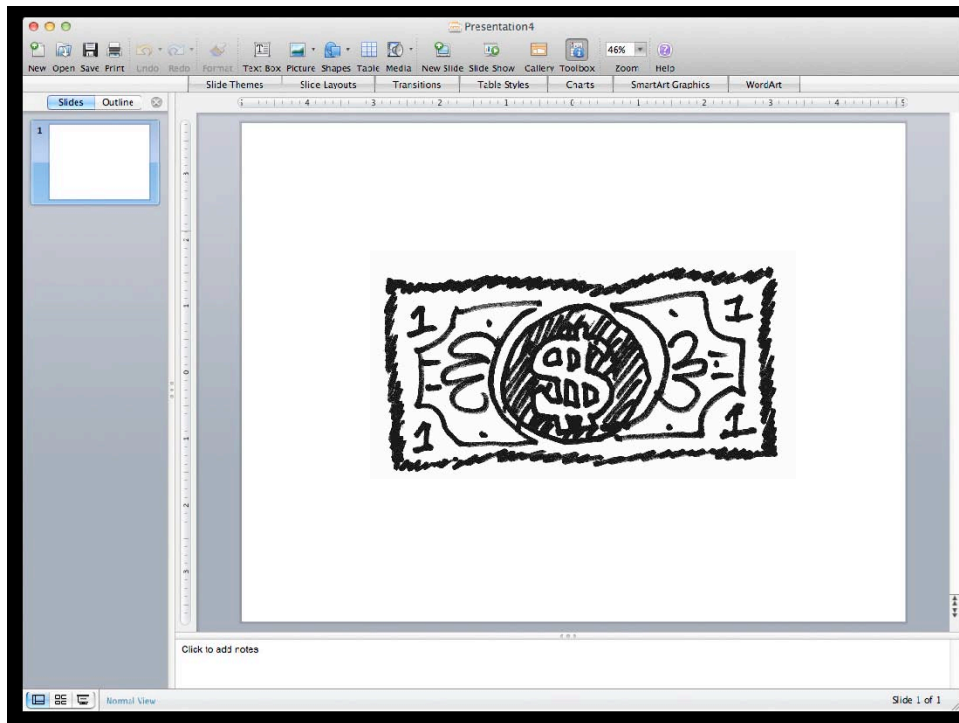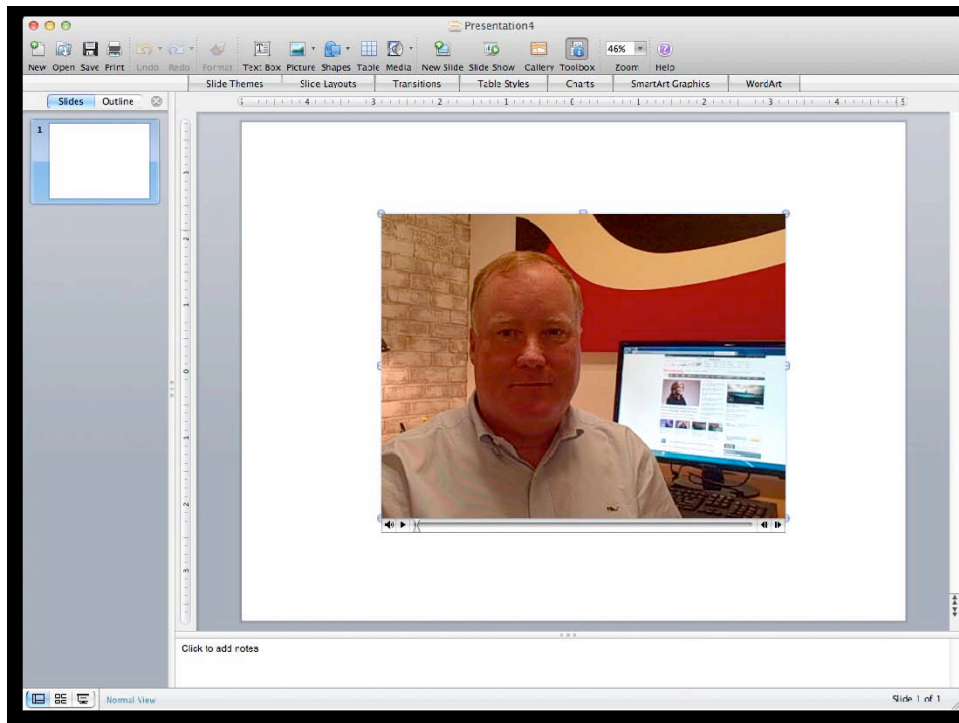
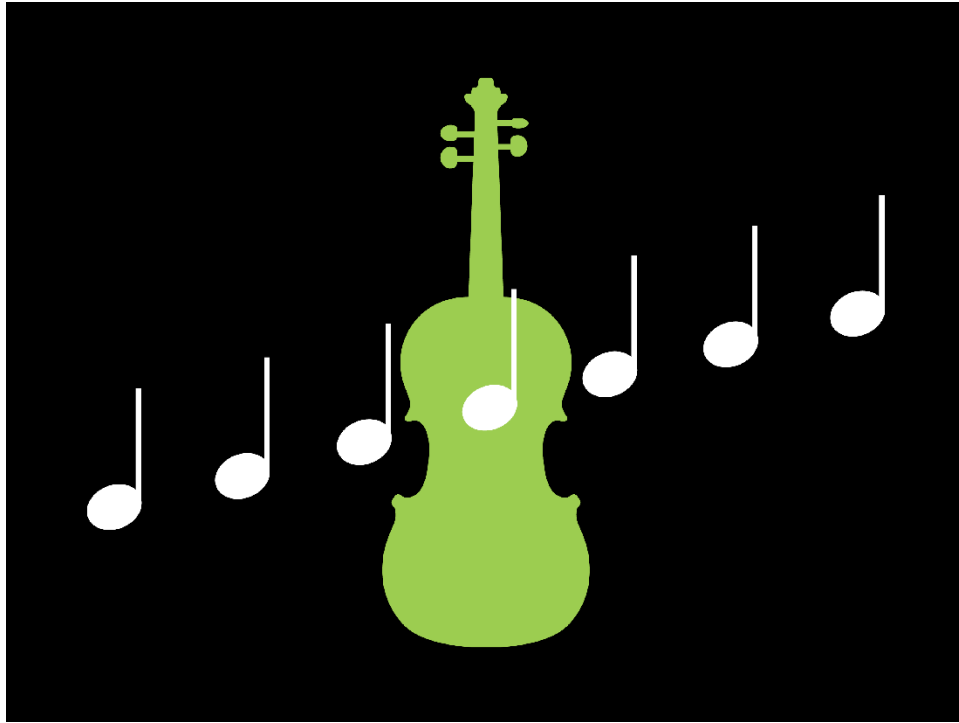Have you thought about importing a hand drawn sketch?
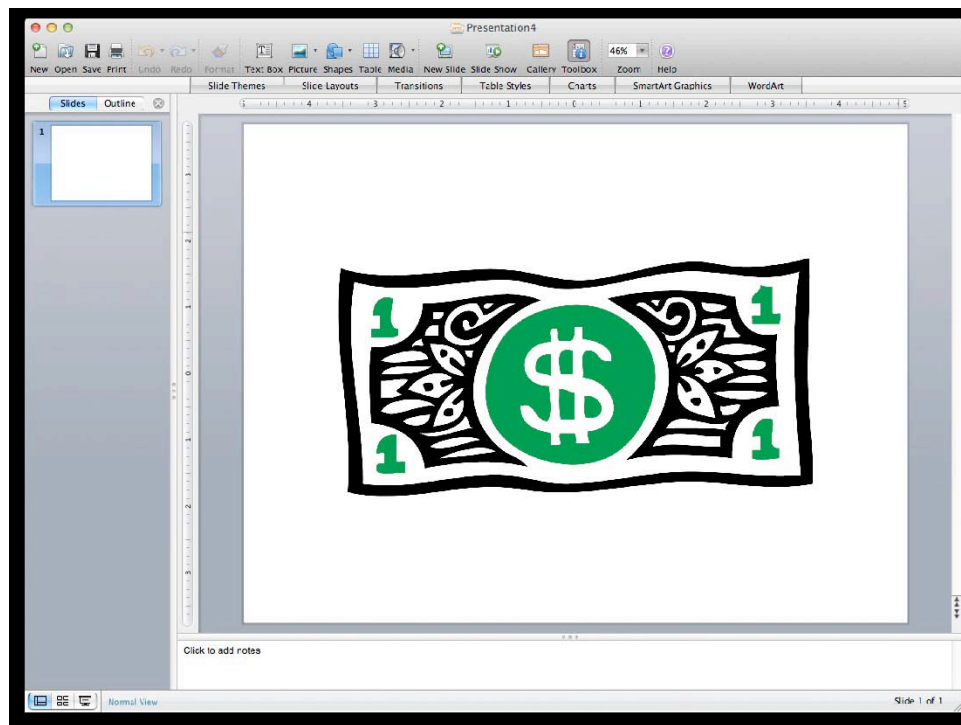
Illustration?

Photography?

What about using video to bring in the CEO or portfolio manager who couldn't be on the road with you? It's so easy now with a flip video or smart phone.

The possibilities are immense, but may not always be appropriate. So let's get practical. Let's talk about specific notes that help make a good pitch.

Avoid templates; start fresh. You've begun with the end in mind, in other words, you've established your goal. Now, what is the content that leads to the desired result?
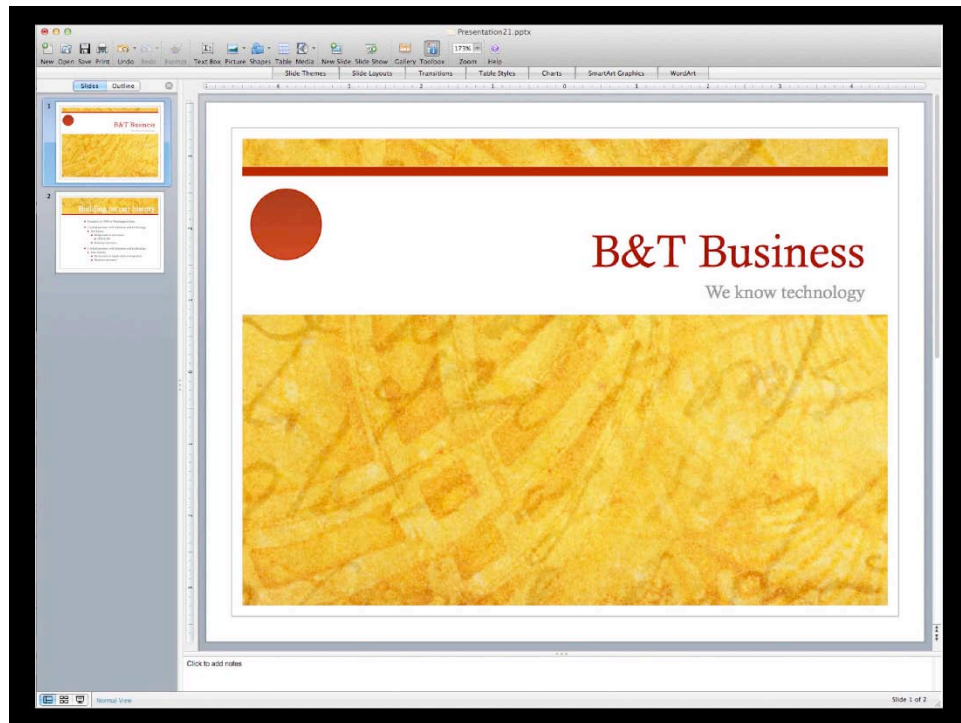
Too many times we see PPT presentations that all look alike because someone opened up PPT on their computer, browsed the themes, picked one…
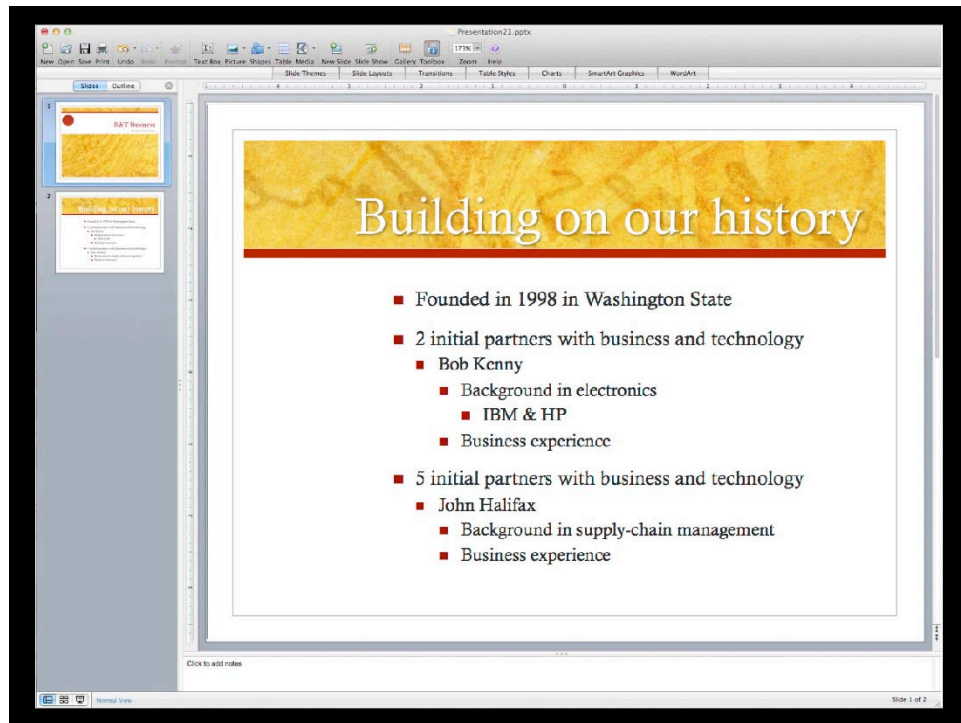
…and started to fill in. You know there are a variety of fonts, colors, and special characters, but how many times do you see the same generic fonts, the same bullets, carrots and hyphens?
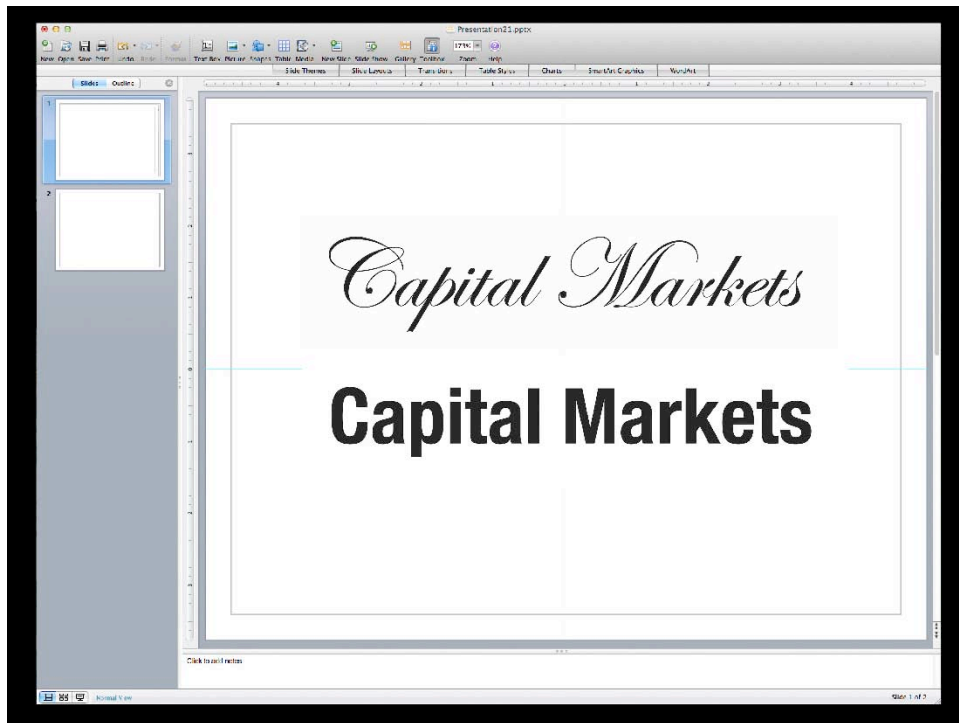
Our advice: begin with a clean slate.

A note about fonts. Does everyone know what sans serif vs. serif means? On screen: use sans serif fonts. They are easier to read. Generally, sans serif fonts feel clean and precise and convey believability. In print, serif fonts sometimes work better, but in both cases, other factors affect fonts such as size, color, brightness, leading. Letters in italics are more crowded and sometimes more difficult to read. Try increasing font size, bolding or adding color. Another trick for emphasis is to add a space between the letters.

Eliminate banners. Why use up all that valuable space? This applies to footers, too, for on screen. Leave behinds are a different story and we'll get into that later.
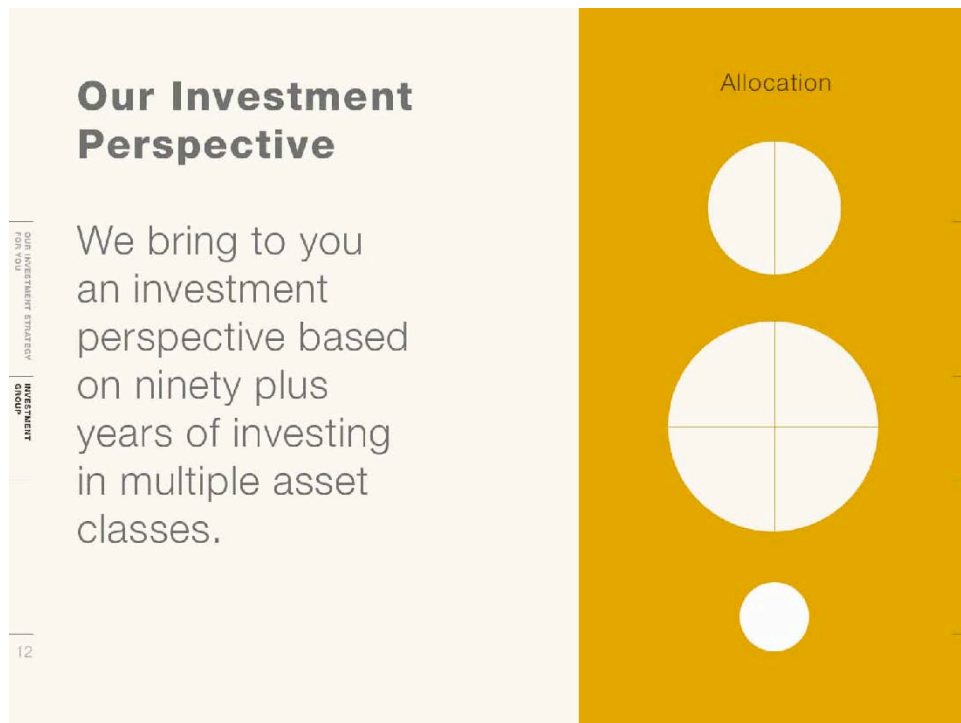
But look what happens when you break out of the banner mold. You've got so much more space to make your point. You've changed the focal point from the banner to the content. If you need organization or a footer, you can treat those as graphic elements and even put them on the side… now that's different.

Use color for a reason. Colors can help emphasize, set the tone, show relationships, reinforce a brand and evoke emotion.
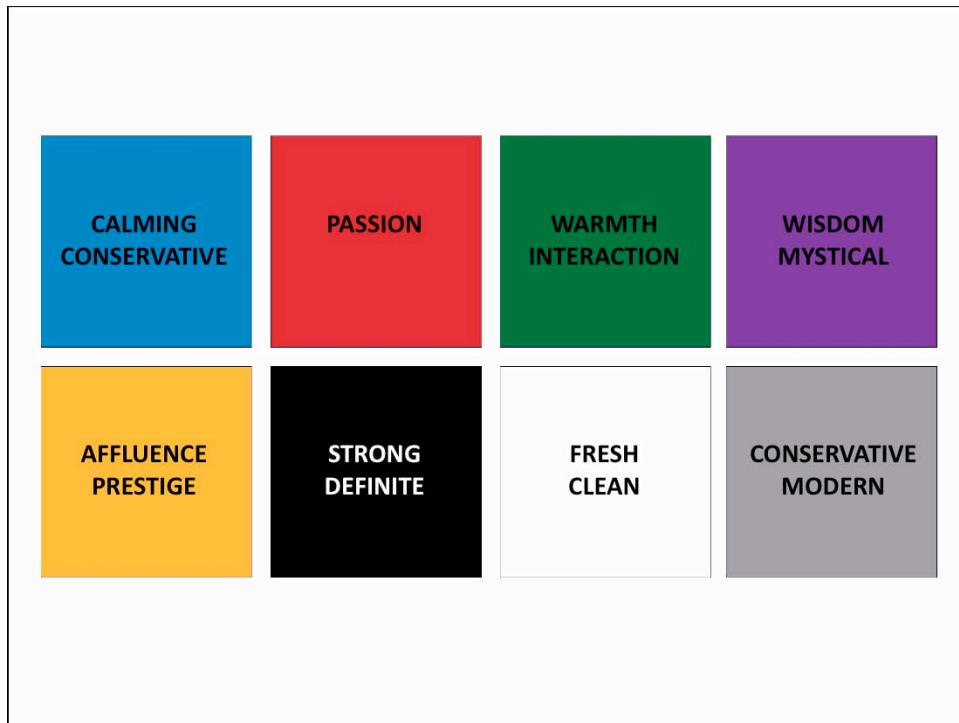
Time and time again we see in financial and investment communications, the same navy blue, hunter green and black. There's a world of color out there that can be embraced to great effect. Develop a color palette that is a reflection of your brand OR sets a tone to help you attain your goal. In our business, many people think that the color palette must be conservative and serious. That may be the case sometimes, but not always (show example).

The SHAPE *of*
THINGS *to* COME

Example. Here's one investment management client who uses color boldly to make a different statement each year…this one was designed to signify natural growth and vitality using earthy colors;

...the next year they wanted a luxurious, sophisticated feel with kind of a "Tiffany" look. But the point is, they're not afraid of color. Color was used to avoid the navy and green herd.

We'll get into leave behinds later, but remember that your presentation, particularly if emailed, may be printed in black and white. Don't rely on color alone, and it's a good idea to use colors that will continue show differences in black and white.

Every slide needs a point. Just as we have emphasized that your entire presentation must have a goal, it is imperative that you look at each slide and make sure that you can answer succinctly, "What's the point?" We know this sounds basic, but do the test. If you can't answer that question, re-work the slide or get rid of it.

Sorry, but you've all seen a slide like this. I challenge you to I figure out the point. If *you* can't articulate the point, *your audience* certainly won't be able to.
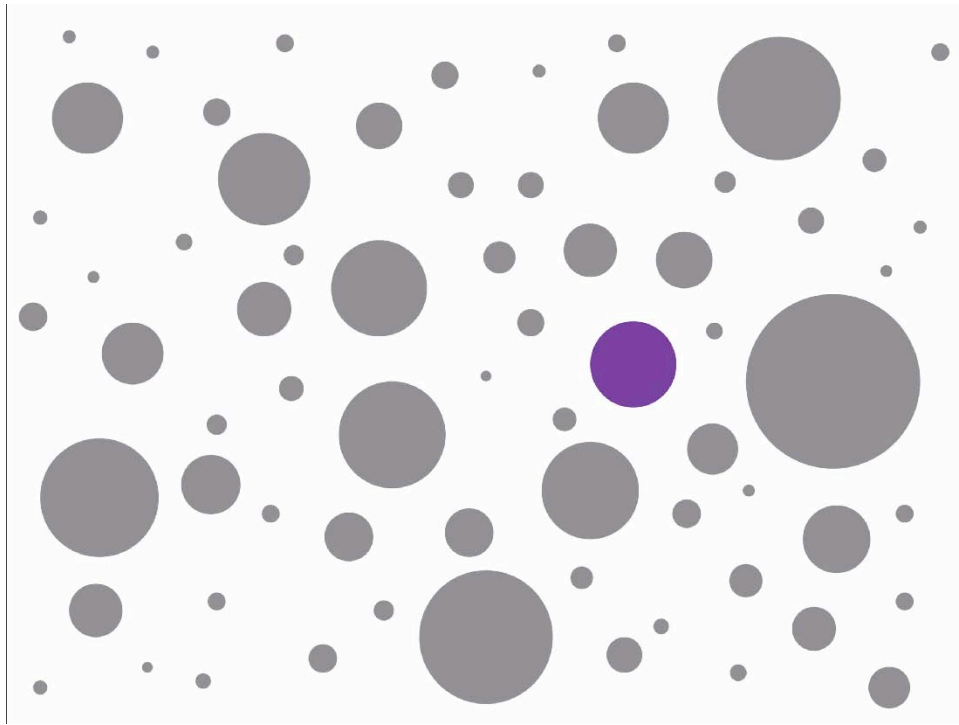
Think of it this way. As an abstraction, this is what the slide looks like to your viewer, this is how they feel...you cannot bombard them with info and data.

EMBRACE SPACE

Embrace empty space. This is about giving your client or prospect the chance to get the point. It allows the eye to focus and prioritize. Learn to love simplicity; and don't be afraid to of emptiness.

DO NOT CRAM

Power doesn't only come from text or numbers....there's real power behind "nothing".
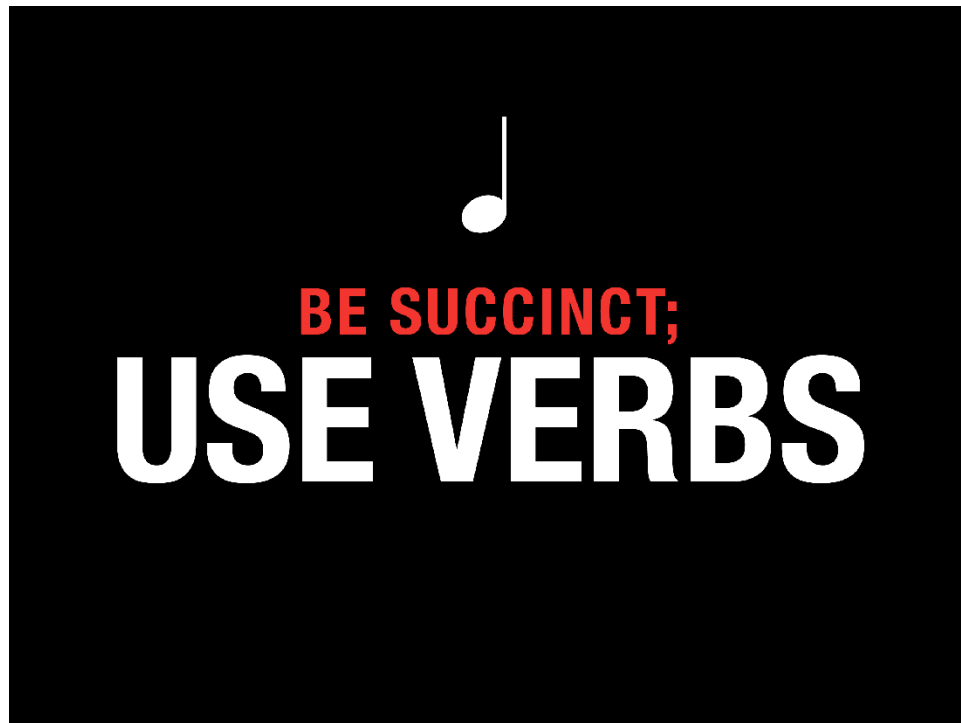
Be succinct; use verbs when possible. Related to the white space issue, don't use too many words and long sentences.

An introduction to XYZ Company

- Since inception, we have focused on delivering solid risk-adjusted returns to investors by utilizing a proven, repeatable investment process
- As of September 17, 2013 we manage approximately $8.2 billion in total investor capital
- Our investment approach is team oriented with a distributed decision making process that involves investment and trading professionals

Example of a slide without a focus on verbs.

We

- Utilize a proven, repeatable investment process

- Deliver solid risk-adjusted returns

- Manage approximately $8.2 billion

- Invest based on a team oriented decision-making process

Example of a slide with a focus on verbs.

MAKE COMPLEX IDEAS
SIMPLE

Make complex ideas simple. If you have a 20-page investment process, you certainly can't get into the details on screen. Provide a representation of what it is you're trying to communicate, explain the bigger picture, and then you can provide the necessary details in the leave behind or a separate meeting. It's easier to grasp complicated concepts with charts, graphs or diagrams. Usually pictures speak louder than words.
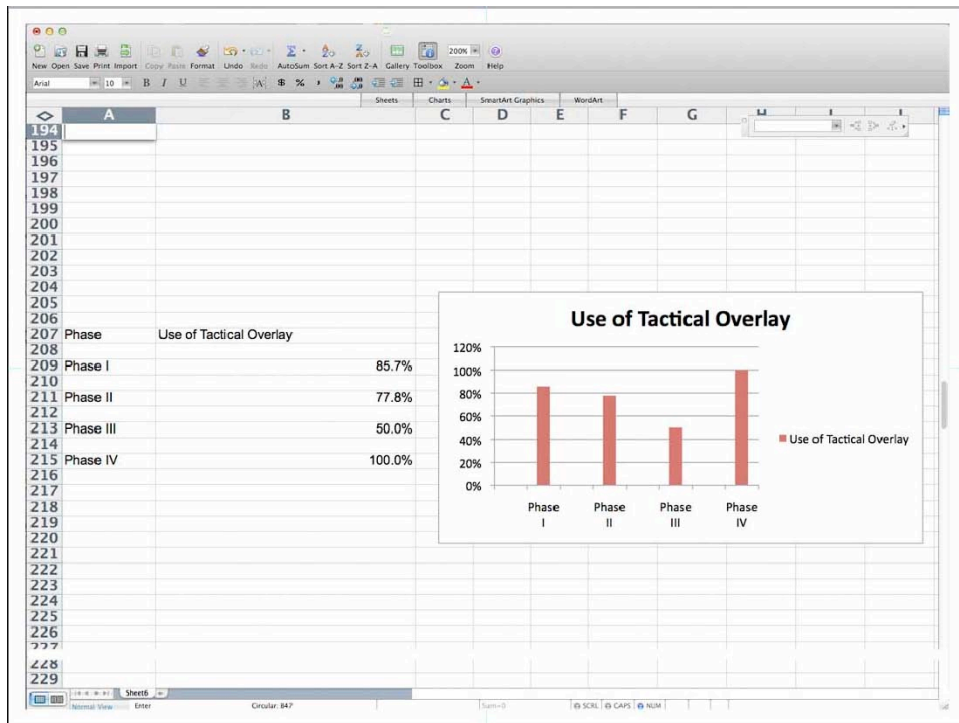
Everyone's seen these types of Excel charts that are sometimes imported to PPT. Instead of using the default chart from Excel…

USE OF TACTICAL OVERLAY

85.7% 77.8% 50% 100%

PHASE ONE | PHASE TWO | PHASE THREE | PHASE FOUR
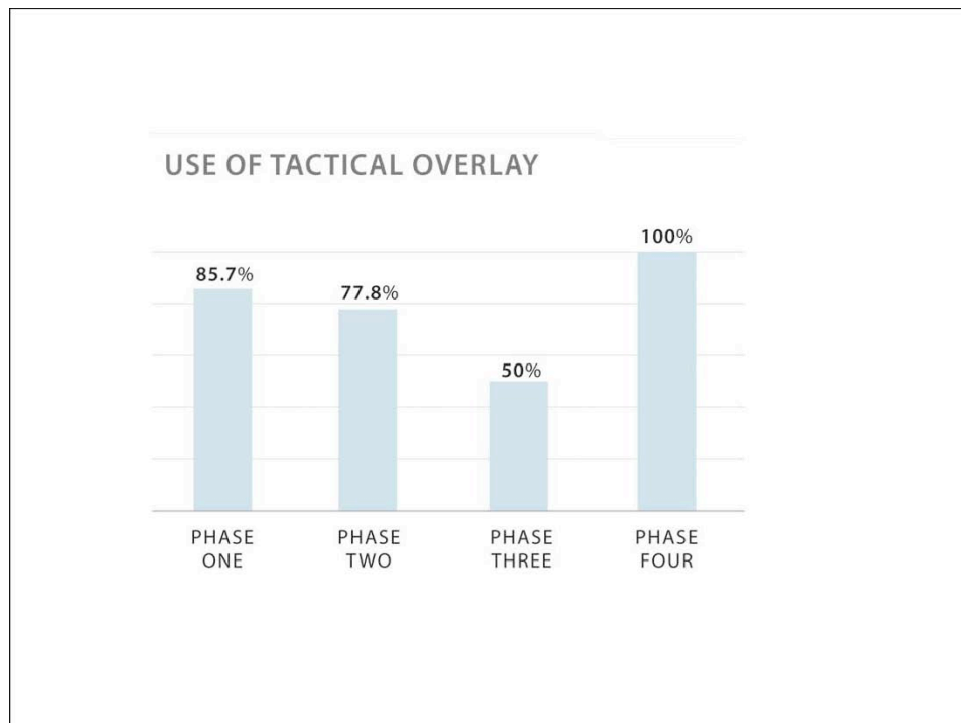
… change it up so the bars and numbers are the focal point, not the data or even the chart itself. It is much more powerful and easier to understand.

Representative client performance & allocation

PORTFOLIO PERFORMANCE:

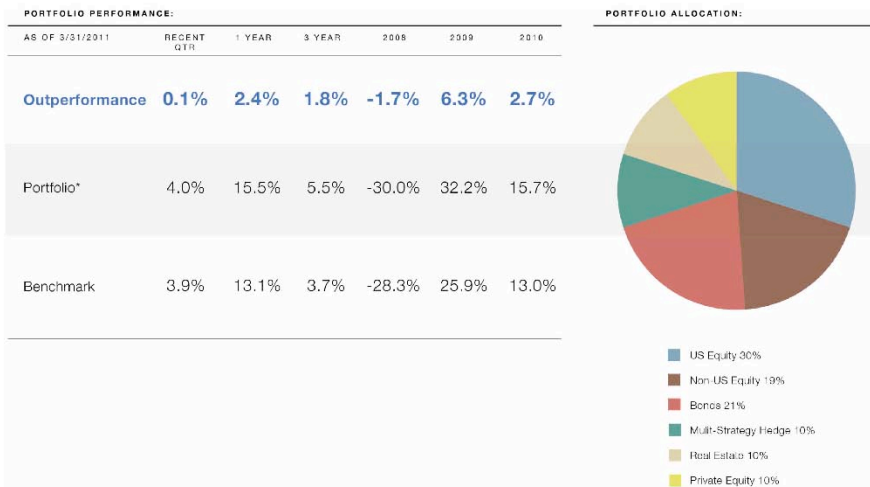| AS OF 3/31/2011	RECENT QTR	1 YEAR	3 YEAR	2008	2009	2010
Outperformance	**0.1%**	**2.4%**	**1.8%**	**-1.7%**	**6.3%**	**2.7%**
Portfolio*	4.0%	15.5%	5.5%	-30.0%	32.2%	15.7%
Benchmark	3.9%	13.1%	3.7%	-28.3%	25.9%	13.0%

PORTFOLIO ALLOCATION:

- US Equity 30%
- Non-US Equity 19%
- Bonds 21%
- Multi-Strategy Hedge 10%
- Real Estate 10%
- Private Equity 10%

Ok, but sometimes we understand that you can't be this simplistic, you actually do have to put more data on one page to make a point. Here's an example of a table and chart working together – allocation and performance on a single page. Note that color is used to highlight the important point – outperformance.

Communicate benefits. Most PPT presentations list features. People don't buy because of features, or even advantages; they buy benefits. This one is easy to remember, because it is FAB! Here's what I mean.

FAB

Features — It reduces wrinkles

Advantages — It makes me look younger

Benefits — I'll be more attractive / I'll feel more confident / I'll be able to attract a man
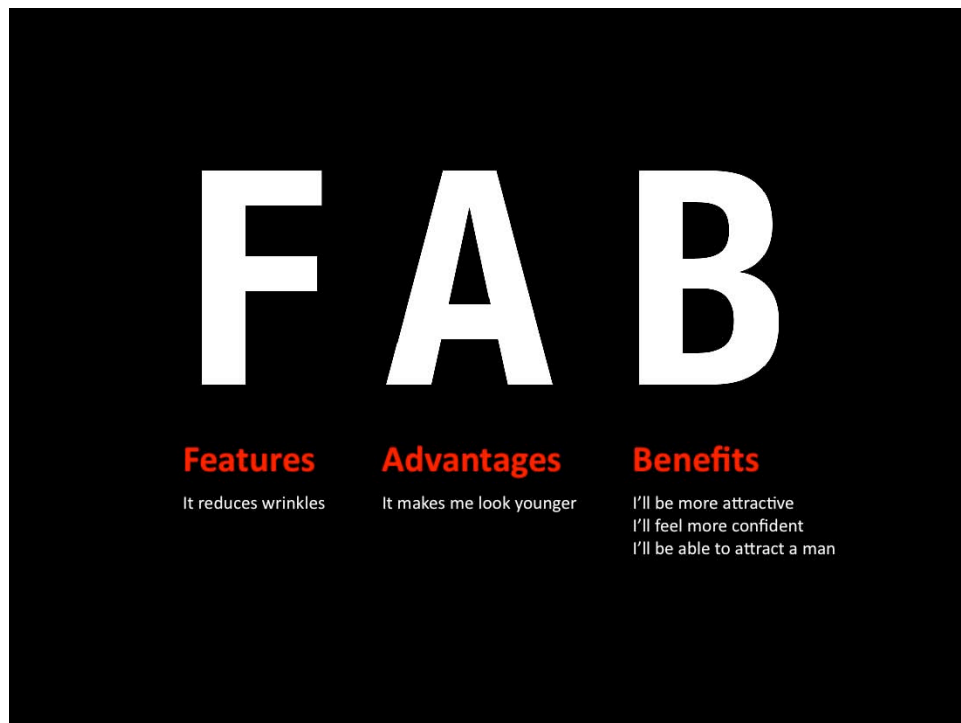
A feature is what a product or service has. An advantage is what it does or how it performs against the competition. A benefit is what a feature or advantage *means* to your prospect in terms of emotion or feeling. Benefits are derived from the prospect's or client's environment and mindset. As an example, since Alec mentioned wrinkles early on and it occupies my mind, let's use wrinkle cream. The feature: it reduces wrinkles. Ok, I could use that. The advantage: it makes me look younger (now I'm interested). But what will really gets me off the mark, or to pull the trigger, are the benefits… (now I'll buy). This is a fun example, but when you go to put your presentation together – if as we said in the beginning you have a desired action – make sure your slides are projecting the benefits – not just the features or advantages. In the investment world, quant shops have a particular tendency to labor on about process and selection criteria, and not express the benefits to the investor. Benefits need to be articulated -- such as insulation from down drafts in a declining market.

The Music. No better way to add life than to highlight people. If you want to draw your audience in, spend some time in your introduction of your people and provide each team member with an opportunity to perform. If you want your audience to believe in your firm, give them a chance to meet the players and learn something about them. The heartbeat of good music is a recognizable theme--a theme that can be easily hummed, if you will, and thus remembered. This theme occurs throughout your performance and becomes its signature sound. Most PPT presentations in our business mention the same things…people, philosophy, process, etc; and in pitches, this is often required. But are prospects really going to remember the philosophy of your firm vs. your competitors? They will, if it is served up differently, and a theme or a metaphor helps mightily. It might not be possible to have all your material fit within a theme, but you should be able to find an analogy or metaphor for some part of your presentation, the crucial part. Okay, let's see some real examples of the MUSIC – played with the right notes!

NAVIGATING SAFELY

One client came to us frustrated that they were asked to present their firm, usually pitted against 2 or 3 other firms on the same day. They felt that everyone, including themselves, was saying nearly the same thing. We advised them to use a metaphor to differentiate their PPT presentation from the pack. We scripted the entire presentation as the successful trip down a river to a safe harbor. The rapids represented challenges addressed and overcome in assembling and managing client portfolios. We described the value-added as the cumulative effect of approaching and successfully negotiating each rapid. This metaphor was an imprint overlaying the entire discussion.

Invest with **family** in mind

Another firm called on both institutions as well as high net worth families. They felt that their institutional pitch was a little too short term, "scientific" for the families, especially those intent on building legacies. We created a theme, "Invest with families in mind" and then worked with the client to come up with the right visual. Ultimately, one was selected because it spoke to their audience best (Matisse, art, families, life, legacy,).

Tax reduction is an important part of achieving superior returns

- Tax losses are harvested on a consolidated, daily basis

- 5% average annual return achieved over the three years (2008-2010)

- First family office to implement this innovation

Here's how the title page was then translated into interior pages and charts. The feedback from their prospects and clients was tremendous. The content was spot on, the theme resonated and the visuals were appealing.

PLAYBILL
TELLING THE STORY
WHEN YOU ARE NOT THERE

As a leave-behind, your slides are often better if not printed out as exact replicas of the on-screen experience. We already discussed how fonts and colors might be different, but your content will most likely be as well. As an example, instead of personal introductions, you'll have full bios in the book. In this read-only environment, information may need more details and written explanations…which is why we recommend scripting your slide notes and including them in the leave behind. You want to guide the reader's understanding of the information.
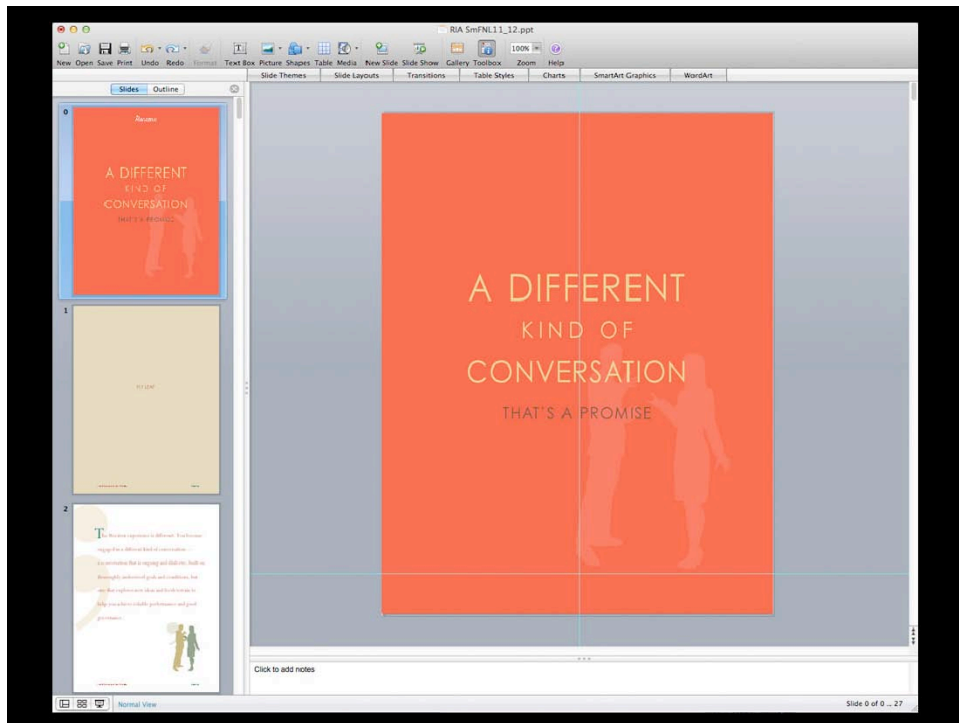
Here's an example of a unique "playbill". Right away something is different…the orientation. Why not?
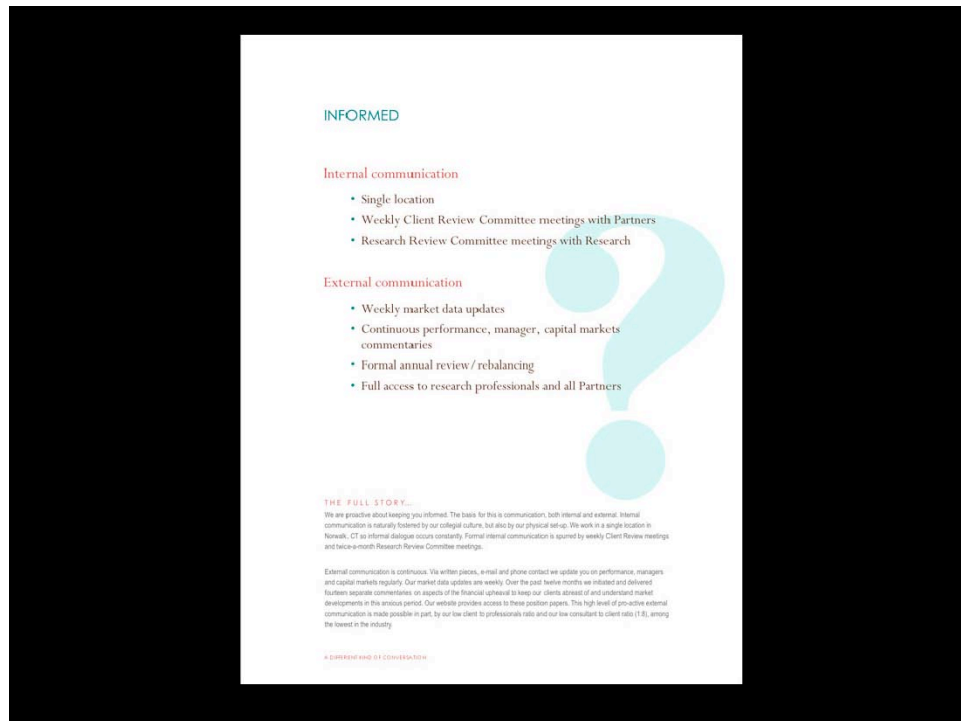
In discussions with the client and their clients, we learned that this particular firm took a very personal approach when developing strategies for clients, delving into complex areas – their conversations differed from those that other firms had, in other words. We created an entire graphic element and positioning line, using symbols that are readily available in Word or PPT – apostrophes, colons, quotation marks….and here's the result. Note the scripting at the bottom. Instead of using the default PPT Notes option, we actually made a text box to bring greater emphasis on the full story.

We want to take a minute or two to talk you about something new:
Prezi. Is anybody here using it? What is Prezi? It is presentation software
that is not as linear as PPT. It is flexible, editable, fairly easy to learn, and
will certainly help you stand out from the competition. It allows ideas to
be communicated in a highly engaging and dynamic way. We'll give you a
snippet of what this type of instrument is all about. Right away you can
see it is very different. You've created a whole new world for you and
your clients to explore. It is immediately intriguing, refreshing. You can
show graphics, include sound and photography, move to video, explore a
portfolio, zoom in seamlessly as a question comes up.
You've broken out of slide jail!

http://prezi.com/tbs6btrklr3-/?
utm_campaign=share&utm_medium=copy&rc=ex0share
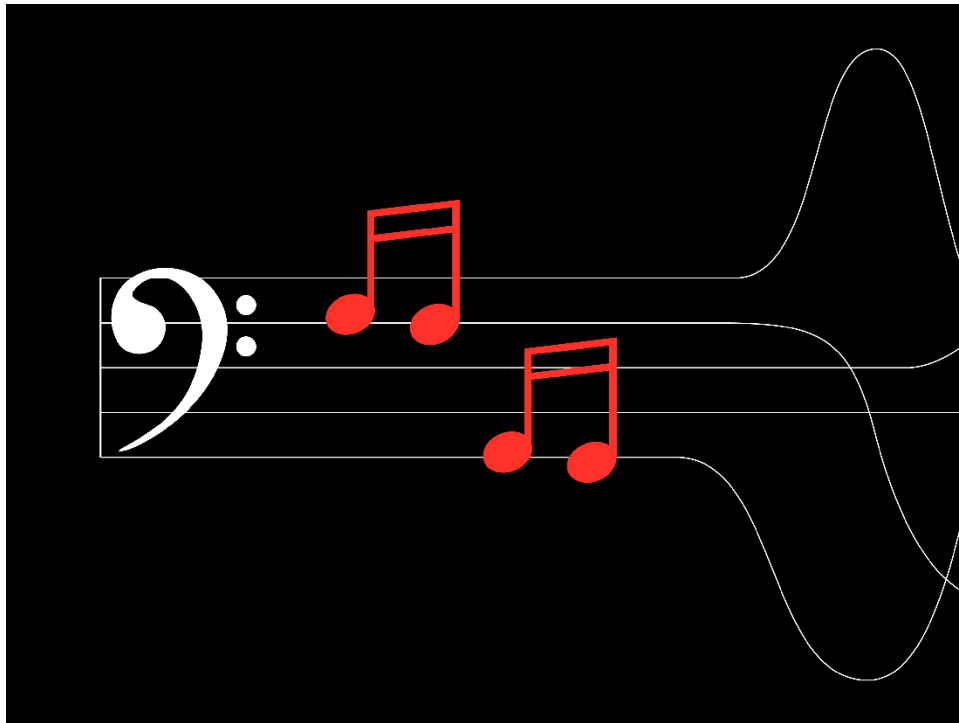
Conclusion:

We hope we've given you some ideas for innovation along with some practical tools that you can implement immediately when you return to your offices. You *can* differentiate through PPT.

Some of our ideas will require you and your team to take a fresh look at your **content**, and we understand that takes significant time and effort. By this we mean making sure you begin with the end in mind, create a theme, have a point for each slide and communicate benefits. Some of the other tools we discussed you'll be able to implement immediately in the **design** area: embrace space, eliminate banners, adjust fonts, use color for a reason, be succinct, use verbs and try graphics to make complex ideas simple. And then there are things you need to remember as it relates to **performance**: presence, voice, dress, emotional connectivity, and practice, practice, practice. And the last point, playing an instrument and hearing the music can be fun, interesting and inspiring. So enjoy!

Thanks so much.

[Music plays]

USING POWERPOINT TO DIFFERENTIATE

Notes, Resources and Information

Software:
PowerPoint = presentation tool
Excel = charts and data
Adobe Illustrator = charts, diagrams, tables, illustrations
Adobe PhotoShop = photography, image manipulation

Color:
Use color for a reason.
Blue = calming and conservative
Green = interaction, warmth and emotion
Red = passion
Purple = mystical, emotional, wisdom
Yellow, Gold, Orange = affluence and prestige
Black = strong and definite
White = pure, fresh and clean
Gray = conservative, modern

Create your own color themes:
https://kuler.adobe.com
http://www.colourlovers.com

Fonts:
Use sans-serif for on-screen presentations
Use only 1 to 2 fonts, adjust size & weight for emphasis

Font resources:
http://www.fontsquirrel.com

Photography:
Avoid images or illustrations included in PowerPoint

Find images at –
https://www.bigstockphoto.com
http://www.thinkstockphotos.com
http://compfight.com
http://istockphoto.com

Design/Layout:
Avoid preformatted PowerPoint template
Keep your templates simple, limited bullets & text
Eliminate banners & embrace space
Create a theme, metaphor or analogy
Use verbs
Make complex ideas simple with graphics
Ask for each slide: "What's the point?"

Motion and Sound:
Use video – short and specific
.asf, avi, .mpg or .mpeg, .wmv

Use audio – interviews, music to set the tone –
.aiff, .au, .mid or .midi, .mp3, .wav, .wma

Find sounds at -
http://freeplaymusic.com
http://www.brainybetty.com
http://www.melodyloops.com

Story/narrative:
Structure your presentation like a story, with a beginning, middle and end
Get personal when possible and appropriate
Communicate benefits (FAB)

Story structure -
http://blogs.hbr.org/cs/2012/10/structure_your_presentation_li.html

General do's and don'ts of PowerPoint:
http://blog.gcflearnfree.org/2011/01/25/simple-dos-and-donts-for-better-powerpoint-presentations/

http://www.envision-creative.com/top-10-powerpoint-tips-do's-and-don'ts/

http://www.slideshare.net/covs/ppt-dos-and-donts

http://theinnovativeeducator.blogspot.com/2013/03/10-dos-and-donts-to-delivering-lectures.html

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