

10 Shots

to caffeinate your presentations

Lynell Burmark



Based on:

They Snooze, You Lose: The Educator's Guide to Successful Presentations (Jossey-Bass/Wiley, 2011)

Drawing for: *Great Quotes from Great Leaders!*
Snooze & Brain Rules books and Epson projector!

1. Tweak the text.

- Dave's résumé – before and after
 - __ upper vs. lower case letters
 - __ background, template, consistency
 - __ picture, color – association
 - __ CA (Canada or California?)
 - __ left justify
 - __ color to draw attention
 - __ leading, grouping
 - __ service or footnote?
 - __ color instead of underlines
 - __ remove superfluous and redundant text
 - __ power of picture
- Any slide with more than six lines of text is a document. – Nancy Duarte, *slide:ology*
- 3-slide presentation: *Robin redbreast*

2. Start with concrete.

- A rose is a rose....
- Tangerine math
- Frederick Cotman painting & point of view
- Progressive story:
 - Groups of 3 each get a koosh ball.
 - Person with biggest hand starts the story with the picture on the first slide. Tosses ball to next person to continue with second slide. And so on....
 - ("Worm balls" from www.orientaltrading.com)
 - How could you use this technique?
- First the image, then the text.
- Voice-over narration. Show *and* tell.
 - By narrating illustrated materials, you can increase retention and recall _____% and boost transfer a whopping _____%. (Mayer, Richard E., *Multimedia Learning*)

3. Make a handout.

- Complements presentation. Facts, quotes, URLs.
 - Black and white; two sides of one page.
- Post on website as .doc (editable) and .pdf.
 - Hotlinks (so don't have to key in those pesky URLs!)
- Complement with additional material on website. (Articles, images, videos, links, etc.)
 - <http://lynellburmark.schoolvideos.com/free>

4. Change it up.

- Monotonic economics teacher
 - Ferris Bueller's Day Off* (1986)
 - 10-minute limit (John Medina)
- Grimmer Elementary School, Fremont, California
 - Students follow a **10:2 rhythm**
- Taylor's schedule: What we are going to play next!
- Steve Jobs – MacWorld
 - John Mayer to introduce Garage Band

5. Play music.

- Experience the entrainment.
- Emotional element www.greatquotesmovie.com
 - How could you use this clip?
 - __ Set tone at staff meeting, training
 - __ "Template" for classroom activity
 - __ In the morning
 - __ "Do what you can, with what you have, where you are." – Theodore Roosevelt

6. Follow your passion.

- Music as "calling."
- Relate it to music, please....
 - Tacoma School of the Arts (TSOTA)
- Musical book report by Leah Orr, Skyline Junior High School, based on two books about Jewish girls who were hiding during World War II. (*The Upstairs Room* and *The Journey Back* by Johanna Reiss)
- Like Steve Jobs, introducing the iPhone...
 - share how *your* work = your passion
 - What inspires you to inspire others (HINT: probably not test scores....)
 - Stand up and tell the person next to you....

7. Create a context.

- Color for meaning: fall foliage
- Full-bleed images (fill the screen!)
- Power of juxtaposition (side-by-sides)

- Compare and contrast (Marzano’s #1 strategy: “Identify similarities and differences”)
- State-dependent learning: Popcorn while studying AND during the test. – Medina, John, *Brain Rules*.
- Your speed vs. the speed limit.
- Proof positive of global warming

8. Infuse humor.

- Stretch break
- *Clearing the Halls* – www.schooltube.com
- *Bad Dates* (math ratios video on SchoolTube)
- WXGA (resolution) projectors (1280 pixels wide)
Dress the scarecrow....
Epson 96W

9. Engage emotions.

- Like sticky notes to the brain.
- iMovie – Jasmin with Selena’s *No Me Queda Mas*.
- Words we want to hear: Glazier, Stephen, *Word Menu*, Random House, New York, 1998.

10. Tell stories.

- Nordstrom service – What are *your* “Nurdy” stories?
- Stories to organize the essence of information.
Facts + context + emotion (images, music)
Where it all comes together....
- Point of view: *Sacagawea*. [Available from: www.educationalvideos.com]
- Frosted wedding cake....
- That other wedding.... (Partake vs. take part)

For an evaluation copy....

- Let Hunter know the title of the course for which you are considering using *They Snooze, You Lose* as a textbook and he’ll be happy to send you a free, evaluation copy.

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Review.

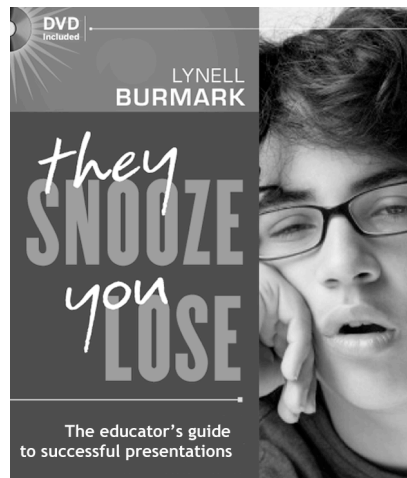
Circle/note 2 or 3 tips you can use to improve *your* presentations and think of one other person with whom you can share what you learned.

Teach it forward.

- Make my marble your David.

Drawing.

- *Great Quotes from Great Leaders* with greatquotesmovie.com DVD from Simple Truths®
- *Brain Rules* by John Medina
- *They Snooze, You Lose*



First chapter available as free download:
<http://lynellburmark.schoolvideos.com/free>

Order entire book with resource rich DVD from:
www.educatebetter.org/publications.html

- Epson LCD projector with
 - 16:10 widescreen (WXGA)
 - 2700 lumens of brightness
 - Built-in 16W speaker!



Thank you.

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