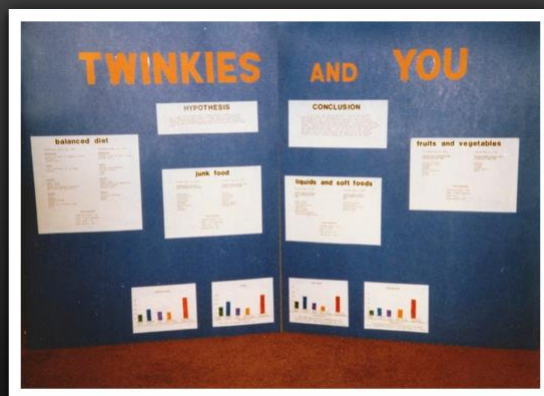




CREATING VISUAL PRESENTATIONS

Nolan Haims

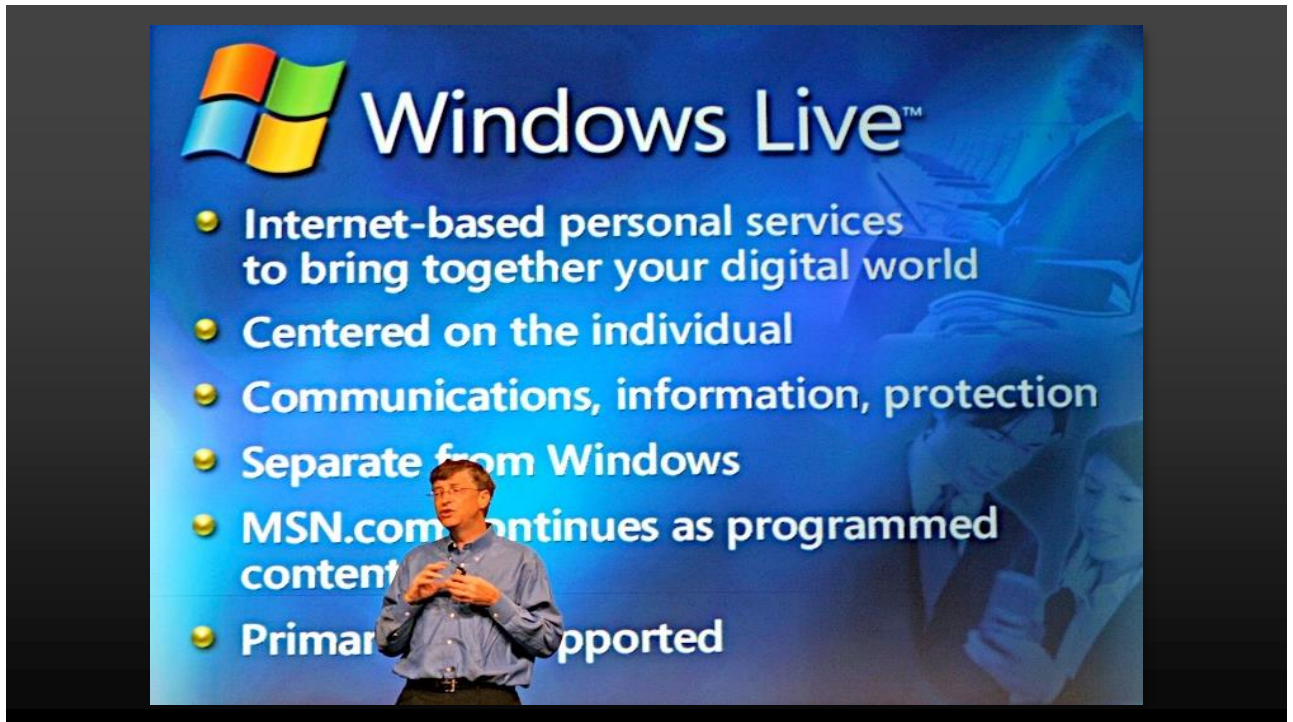




CONSIDERATIONS FOR INCREASING FORWARD-LOOKING SALES FLOW

- It's time that we became more efficient with our deconstructed organizational time-phases.
- We can make a window to discuss quality organizational options.
- We're going forward with our plans to implement functional asset matrix approaches.
- Our upgraded model now offers regenerated strategic innovation. We need a more blue-sky approach to global transitional concepts.
- The consultants recommend compatible modular capability.
- At base level, this just comes down to optionnal reciprocal projections.
- Our exploratory research points to responsive strategic mobility.
- Don't forget synergy!
- The organization believes in knowledge-based administrative matrix approaches.
- Can't fail with four-dimensional strategic paradigm shifts. Tomorrow's winning lottery number is six seven two five seven.
- Assertively generate long-term high-impact testing procedures





A presentation slide for Windows Live. The slide features the Windows Live logo at the top left, which consists of the four-pane Windows logo followed by the text "Windows Live™". Below the logo is a list of six bullet points, each preceded by a yellow circular icon. A man in a blue shirt is standing in front of the slide, gesturing with his hands. The background of the slide is a blue gradient with a faint image of people using a laptop.

Windows Live™

- Internet-based personal services to bring together your digital world
- Centered on the individual
- Communications, information, protection
- Separate from Windows
- MSN.com continues as programmed content
- Primarily supported

Picture Superiority Effect



B-E-E-R



PALMOLIVE

HERE is a statement due to users of Palmolive Soap, who know that Palm and Olive oils come from overseas. Who may wonder how the war has affected the supply. And whether we have been able to keep the formula the same.

Our answer is—Palm and Olive oils are scarce and costly. Our supply has come through the war zone, with freight rates

multiplied and carrying war insurance that costs, in addition, from 10 to 20 per cent.

But in spite of this condition we have not changed our formula. Palmolive is the same blend as when first you used it.

If the time comes when we cannot get enough Palm and Olive oils we will have to cut production.

But we shall not change the formula.

Oils from Spain and from Africa

The Olive oil used in making Palmolive comes principally from Spain, a great Olive producing country. But the last crop was small and exports restricted. Each shipment has required government permission. Submarines have reduced ocean tonnage.

Palm oil comes from the interior of Africa. It reaches the coast on the heads of native carriers, carried thus over mountain ranges. Every cargo braves the perils of the war zone.

These hazards are adding a new chapter in Palmolive history. Almost as adventurous as the one written 3000 years ago.

How We Could Make Palmolive

A soap could be made to look like Palmolive at a fraction of the cost. By the substitution of fats or other domestic oils. By artificial coloring. Remember this if you are told some other soap is like Palmolive. And that Palmolive isn't changed—in size, in appearance or quality.

B. J. JOHNSON SOAP COMPANY, Inc.
Milwaukee, Wisconsin
The Palmolive Company of Canada, Ltd.
115-117 George St., Toronto, Ont.



Nothing Better In 3000 Years

Users of Palmolive know how the use of Palm and Olive oils is old as civilization. How Cleopatra prized these natural cleansing agents.

Modern progress has perfected their combination. But in 3000 years the world has found nothing to compare with these historic luxuries.

If Palm and Olive oils become unobtainable, we shall stop for awhile the manufacture of Palmolive. We shall perhaps be obliged to limit the output to the available supply.

But every cake leaving the Palmolive factory will be made from Palm and Olive oils. On this all users may rely.

The Rest of the Palmolive Line

The line of toilet specialties bearing the name of Palmolive are as conscientiously made as their famous leader. They include Palmolive shampoo, cream, and washing cream, powder, talcum, shaving soap, rouge and lip rouge. All for sale by leading dealers.



Think small.

Our little car isn't so much of a novelty any more.
A couple of dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even stares at our shape.
In fact, some people who drive our little

silver don't even think 32 miles to the gallon is going any great guns.
Or using five parts of oil instead of five quarts.
Or never needing anti-freeze.
Or racking up 40,000 miles on a set of tires.
That's because once you get used to

some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.
Think it over.





KNOW YOUR FORMAT

THE 3 TYPES OF PRESENTATIONS



*Large
Screen*



*“Walking”
Deck*



*Printed
Document*

LARGE SCREEN



Imagery

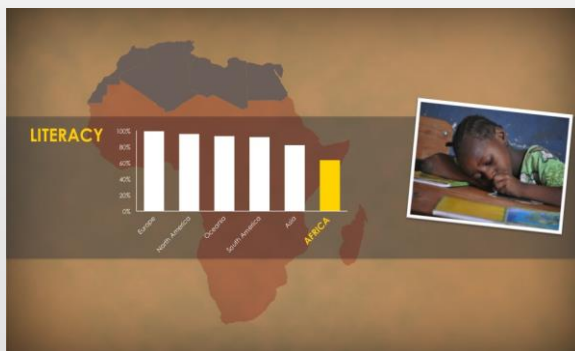
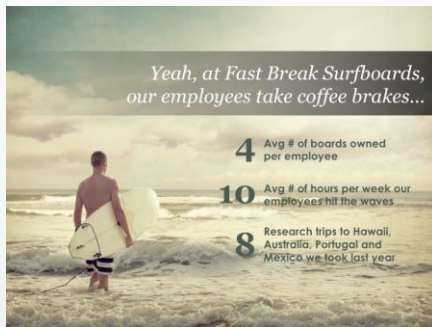
Limited text

Lots o' white space

30-60pt text

Landscape

Think **"Billboard"**



PRINTED DOCUMENT



Detailed
 Full sentences
 10 or 11 pt text
 Columns
 Portrait or Landscape
 Think **“Annual Report”**

The image displays a grid of 15 thumbnail pages from an annual report. The pages are organized into three rows and five columns. The first row includes the title page 'Oceans', a 'Table of Contents' page, a 'Looking Forward' page, and an 'Oceans and Coasts: The problem - Fisheries' page. The second row features 'Progress: Coastal Conservation - MPAs', another 'Oceans and Coasts: The problem' page, a 'Fisheries: Seafood Markets Driving Change in Fisheries Management' page, and a 'Resource Allocation & Staffing' page. The third row contains 'Most marine conservation philanthropic support is focused on the US, Canada, and Europe', a 'Foundation Approach' page, a 'Progress: Fisheries' page, and a 'Progress: Coastal Conservation - Protection of Coastal Lands' page. Each thumbnail shows a mix of text, charts, maps, and images related to marine conservation and fisheries management.

www.duarte.com/slidedocs/

“WALKING” DECK



Varying Detail Level
 Bullet Points & Full Sentences
 Varying Text Size
 Portrait or Landscape
 Think “**Car Brochure**”



THE 3 TYPES OF PRESENTATIONS



Large Screen



"Walking" Deck



Printed Document



KNOW YOUR FORMAT



DETAILED LEAVE BEHINDS



Lo-Cal Drinks notes page default.pptx - PowerPoint

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW MIX SLIDE LIBRARY

Align to Slide Align Selected Objects

Workers are **HAPPIER** and are more **PRODUCTIVE** when allowed to work from home

Telecommuting is On the Rise
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Worker Flexibility is Good for the Bottom Line
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And The Environment too...
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NOTES 1 OF 1

71%

Lo-Cal Drinks notes page default.pptx - PowerPoint

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW MIX SLIDE LIBRARY

Align to Slide Align Selected Objects

Workers are **HAPPIER** and are more **PRODUCTIVE** when allowed to work from home.

Telecommuters are 13% more productive than office-bound workers

Flexibility is the key to a happy and productive workforce

Telecommuting is On the Rise
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Worker Flexibility is Good for the Bottom Line
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And The Environment too...
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One company looked at in a Stanford University Study that instituted telecommuting reduced turnover by 50% and saved \$1,900 per employee.

2000 2004 2008 2012

NOTES 1 OF 1

71%

Lo-Cal Drinks notes page default.pptx - PowerPoint

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Worker Flexibility is Good for the Bottom Line
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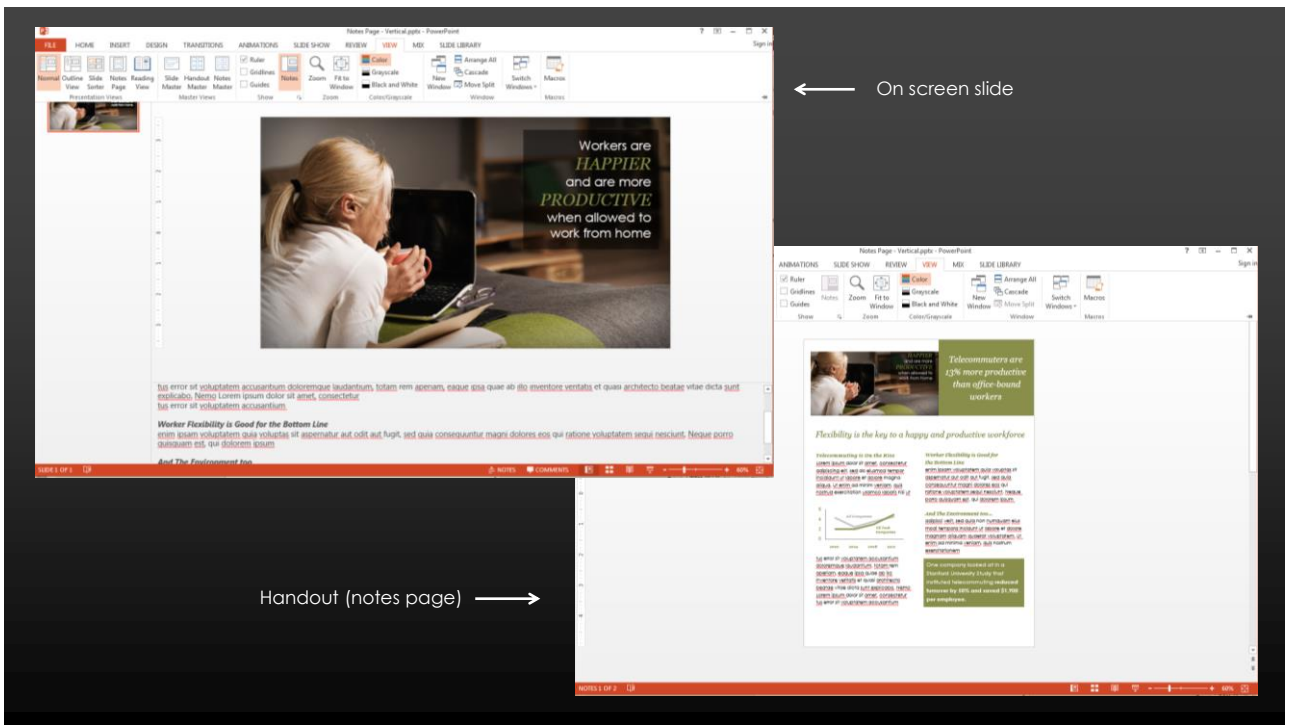
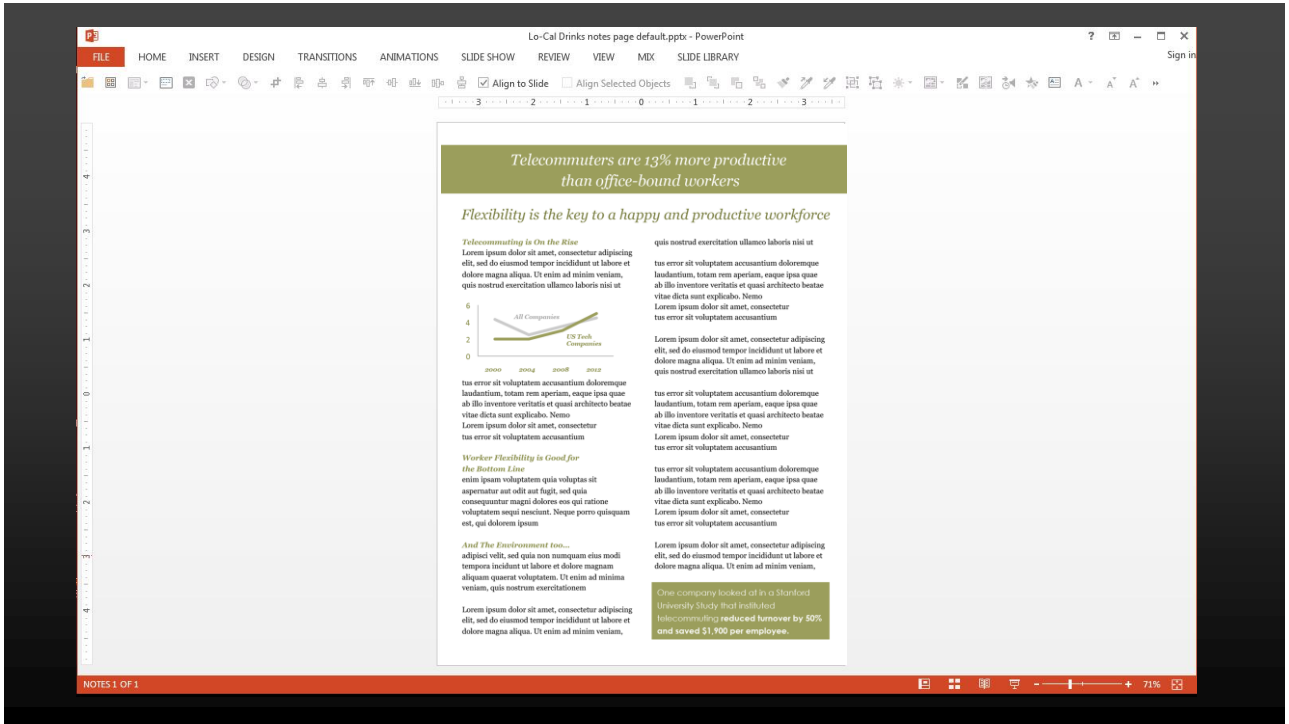
And The Environment too...
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2000 2004 2008 2012

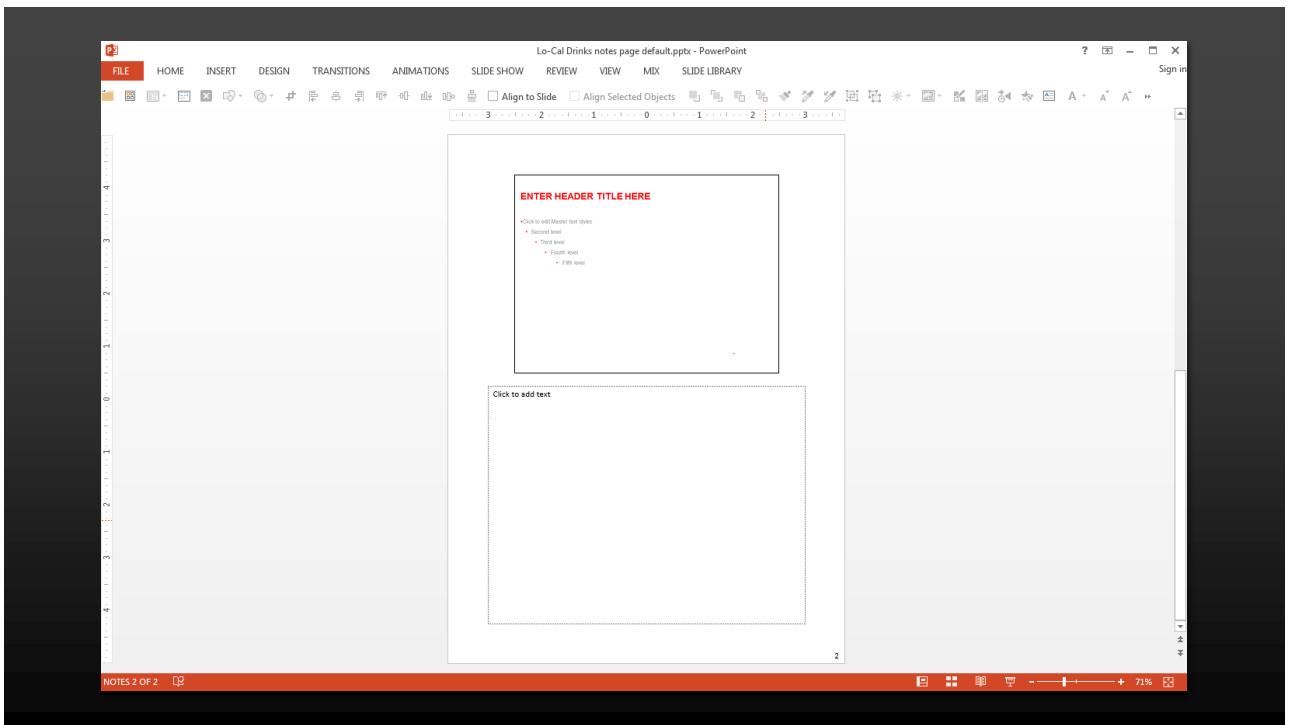
NOTES 1 OF 1

71%





The Magical 2-in-1 Deck



Lo-Cal Drinks notes page default.pptx - PowerPoint

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW MIX SLIDE LIBRARY FORMAT DRAWING TOOLS

Align to Slide Align Selected Objects

DEFINING THE WOMEN'S MIXED DRINK MARKET

Demographics

Psychographics

- Demographics
 - We looked at three age groups:
 - Women 21-39
 - Women 40-55
 - Women 55+
 - We focused on women with household incomes of \$50K - \$155K as our initial target market
 - 52% of our target were married and 38% had children
- Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles
 - For our study, we focused on women who socialized at least once a week with other women
 - Our sample included self-identified conservatives and liberals
 - The sampled group all said that having fun and spending time with friends was a top priority for them

NOTES 1 OF 2 71%

2-in-1 Deck Lo-Cal Drinks.pptx - PowerPoint

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW MIX SLIDE LIBRARY DRAWING TOOLS

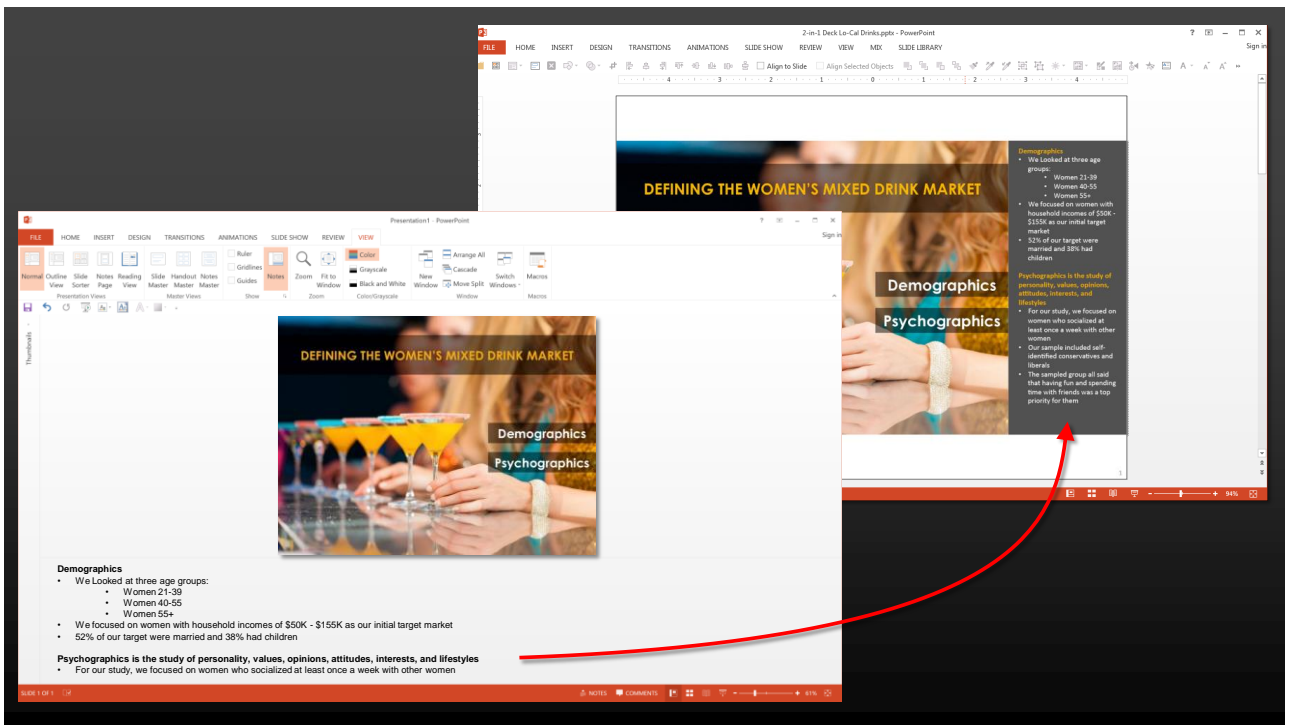
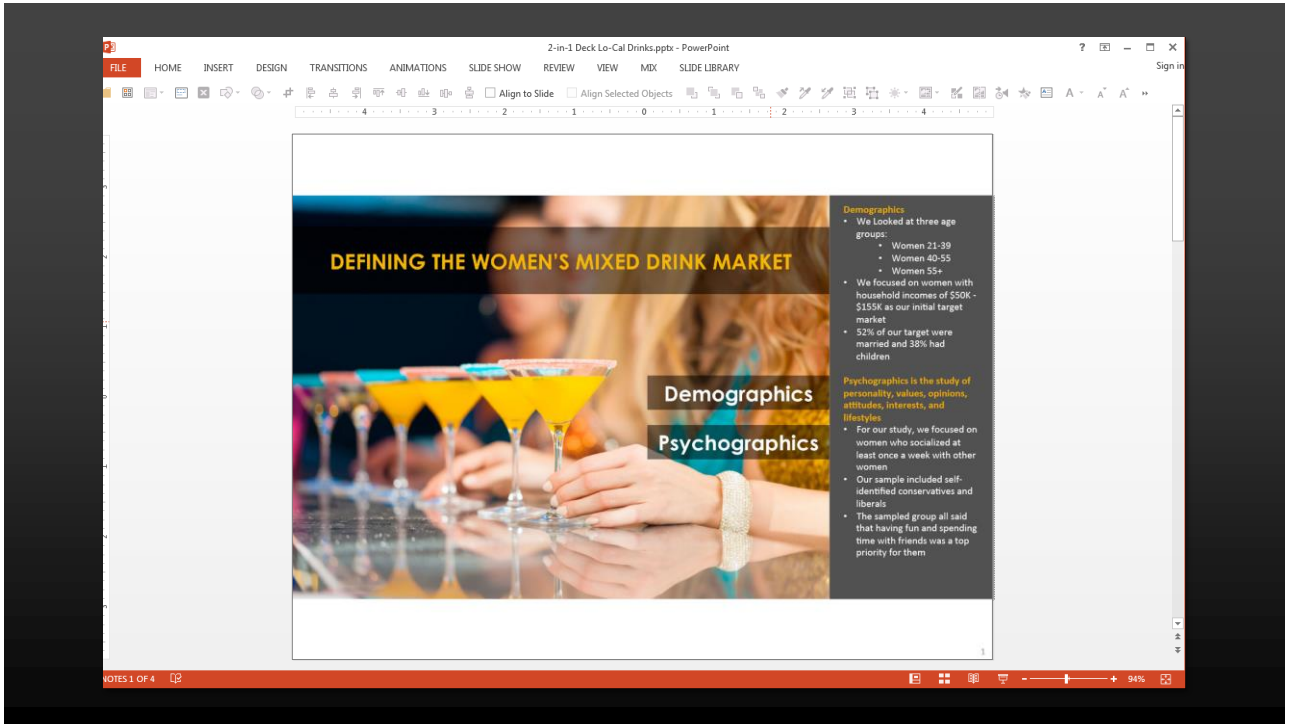
Align to Slide Align Selected Objects

ENTER HEADER TITLE HERE

Click to add text

- Click to edit Master text styles
 - Second level
 - Third level
 - Fourth level
 - Fifth level

NOTES 1 OF 4 94%



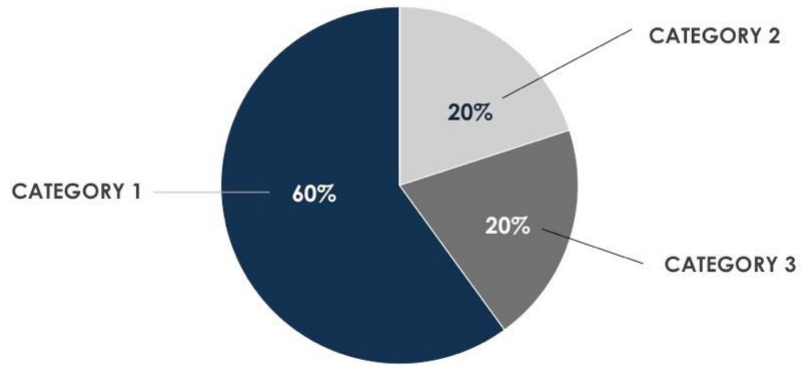


DETAILED LEAVE BEHINDS

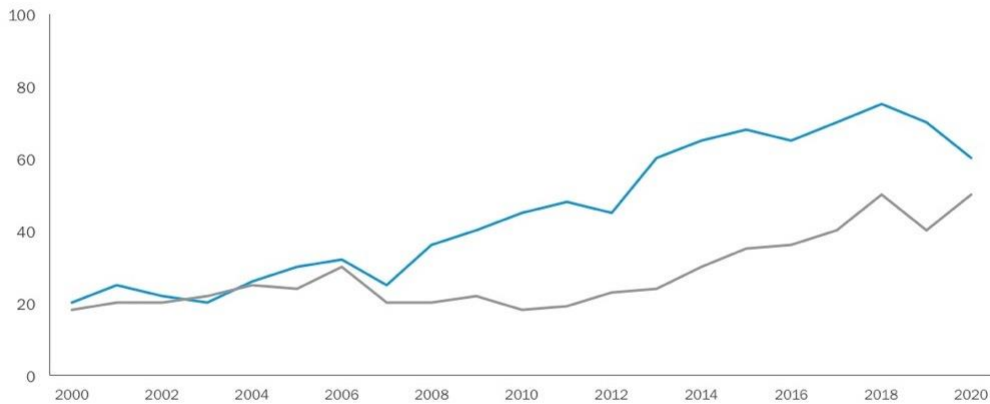


Disappearing Content Tricks

Hey, Where are My Page Numbers...?



And What About Those Annoying Footnotes...?



HEALTH SURVEY 2014



Hey, Where are My Page Numbers...?

Category	Percentage
CATEGORY 1	60%
CATEGORY 2	20%
CATEGORY 3	20%

14

The screenshot shows a PowerPoint slide with a pie chart and an animation pane. The pie chart is divided into three segments: a large dark blue segment labeled 'CATEGORY 1' with '60%', a light grey segment labeled 'CATEGORY 2' with '20%', and a dark grey segment labeled 'CATEGORY 3' with '20%'. The slide number '14' is in the bottom right corner. The animation pane on the right shows two animation entries for 'Slide Number P...'. A red arrow points from the animation pane to the slide content.

And What About Those Annoying Footnotes...?

100
80
60
40
20
0

2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020

Source: The Journal of American blah blah Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

15

Animation Pane

- Rectangle 7 (1..)
- Rectangle 8 (1..)
- Slide Number F...
- Slide Number F...

HEALTH SURVEY 2014

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Animation Pane

- Rectangle 2 (1..)
- Rectangle 3 (1..)



Disappearing Content Tricks



CHUNKING

Putting Our Philosophy Into Practice

- Our **Values** guide our every day work and our commitment to employees, partners and clients
- Our guiding **Mission** is behind everything we do
- Our **Goals** define our future division's planning
- A unique **Strategy** realizes our brand's unique vision
- North American **Operations** coordinate our portfolio matrix

Putting Our Philosophy Into Practice...

VALUES

guide our every day work and commitments

MISSION

is behind everything we do

GOALS

define our future division's planning

STRATEGY

realizes our brand's unique vision

OPERATIONS

coordinate our portfolio matrix

To Build a Stronger Market for Giving

Collect & Analyze Information

Understand Demand for Information

Distribute Information

To Build a **Stronger** Market for **Giving**

Collect &
Analyze
Information

Understand
Demand for
Information

Distribute
Information

Information

Information

Information

Global Partner

- ✓Premiere Global partner
- ✓Naming rights
- ✓First access to media content (shared with media partner)
- ✓Activation in key markets of business relevance
- ✓“Sole and exclusive” opportunity
- ✓Executive “experiences” (10 spots)
- ✓Access to athletes (as spokespersons)
- ✓Brand integration opportunities onsite
- ✓Brand promotion in PR
- ✓Brand promotion in marketing (including rights to marks and logo)

GLOBAL *Partner*

Premiere
Global
Partner

Naming
Rights

1st Access to Media Content
(shared with media partner)

Activation in Key Markets
of Business Relevance

“Sole and
Exclusive”
Opportunity

Executive
“Experiences”
(10 spots)

Access to Athletes
(as spokespersons)

Brand Integration
Opportunities Onsite

Brand
Promotion
in PR

Brand Promotion in Marketing
(including rights to marks & logo)

Use of Content



PREMIER Partner



VIP Partner



THE ASSIGNMENT

Drive
loyalty program
enrollment

Increase
business traveler
partnerships

Build an
Asian market
strategy

Create major
athletic event
promotion

THE ASSIGNMENT



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Putting Our Philosophy Into Practice...

Values



guide our every day work and commitments

Mission



is behind everything we do

Goals



define our future division's planning

Strategy



realizes our brand's unique vision

Operations



coordinate our portfolio matrix



Iconography

Challenges for Foster Youth

- Crime
 - 57% of former foster youth are arrested by age 19
- Income
 - Youth aging out of foster care are underemployed.
- Education
 - 40% of former foster youth have repeated one or more grades
- Housing
 - 37% of former foster youth experienced homelessness after age 18

Challenges for Foster Youth



CRIME



INCOME



EDUCATION



HOUSING



ALIGNED
Health Care
Team



DIVERSE
Skills and
Experience



ENTERPRISE
View of
Business

Program Advantages...



SOURCING ICONS

	<i>Vector</i>			<i>Raster</i>	
	EPS	SVG	EMF	PNG	JPG
iconmonstr.com		X		X	
iconfinder.com		X		X	
thenounproject.com		X		X	
www.iconsdb.com				X	X
flaticon.com		X		X	
icomoon.io/app		X			
Google Materials Icons		X			
\$ Shutterstock.com	X				X
\$ ThinkStock.com	X				X
\$ iStockPhoto.com	X				X

Import to PPT	Yes	No	Yes	Yes	Yes
Ungroupable in PPT	Yes (on PC)	No	Yes (on PC)	No	No
Recolorable in PPT	Yes	No	Yes	Limited	Limited

CONVERTING ICONS – CloudConvert.com

The screenshot shows the CloudConvert.com website interface. At the top, there's a navigation bar with "cloudconvert beta", "Conversion Types", "Extended Usage", "API", "Blog", "Sign Up", and "Login". The main heading is "convert eps to emf". Below this, there are two main steps: "1. select files" and "2. convert it".

1. select files or drag & drop them on this page!

2. convert it

- Mail me when it is finished
- Notify me when it is finished
- Save file on CloudConvert
- Save file to my

Encapsulated PostScript .eps
 EPS or Encapsulated PostScript is a vector image graphic file associated with Adobe Systems. It contains high resolution vector image file. It is supported by several graphics software. It follows a document Structuring Conventions, so it is operating system independent. It also contains generic PostScript printing commands.

Windows Enhanced Metafile .emf
 The EMF format is a further development of the WMF (Windows Metafile). EMF files are similar to SVG vector files and were designed by Microsoft.

205 formats supported
 CloudConvert supports the conversion between more than 200 different audio, video, document, ebook, archive, image, spreadsheet and presentation formats. Check the [supported formats](#) for more details.

file conversion in the cloud
 There is no need to install any software on your computer! Upload your files to CloudConvert and we will do the job for you. Don't worry, your files are safe and only you can access them. They will be deleted again as soon as your conversion is finished.

The screenshot shows a web browser window displaying the website "PRESENT your STORY.com by NOLAN-HAIMS-CREATIVE". The URL is "nolanhaimscreative.com/goodies/". The page has a navigation bar with "blog / subscribe / library / about / contact / Nolan Haims Creative".

GOODIES

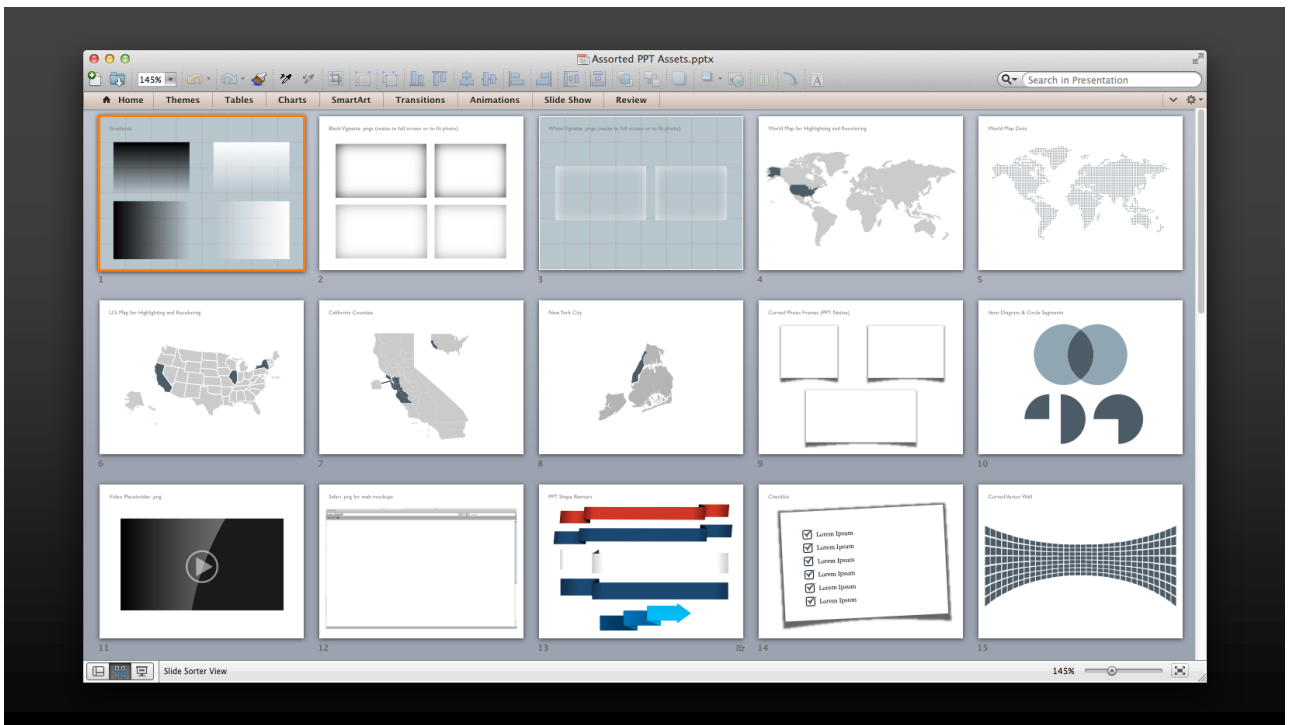
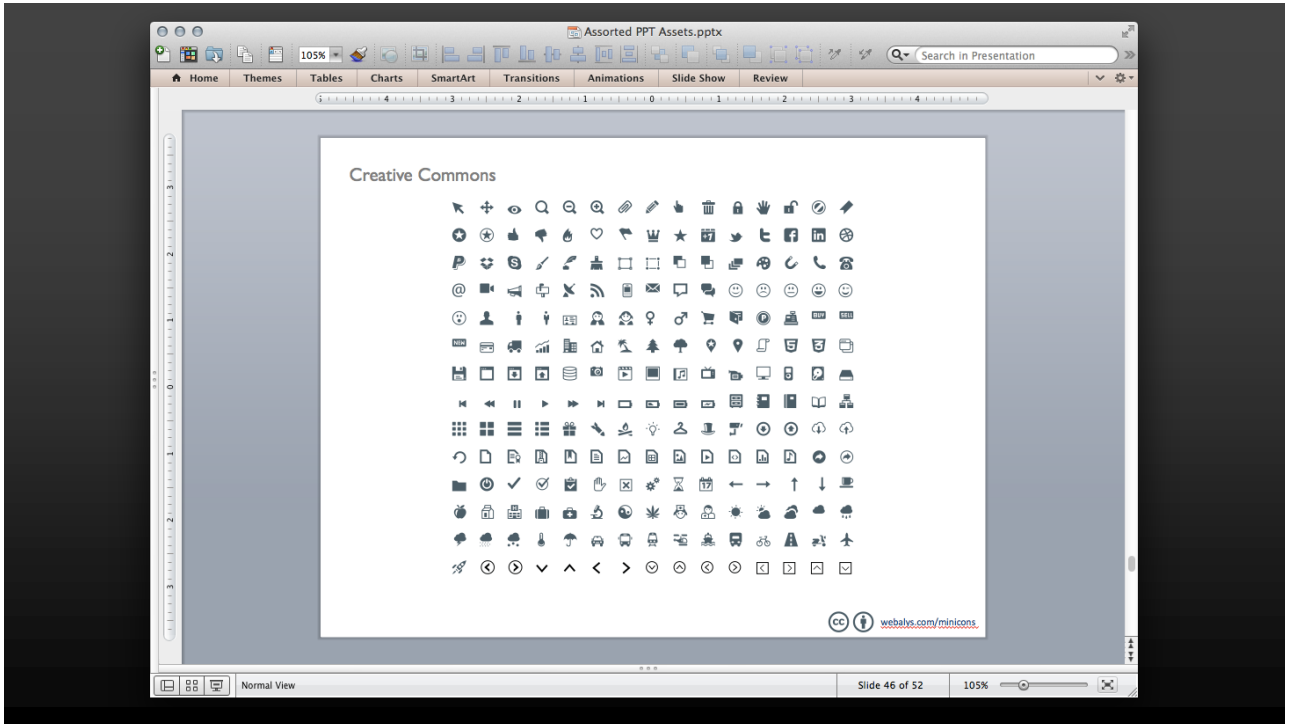
- 16-9_Grid_NHC.pptx (170K)
- 4-3_Grid_NHC.pptx (161K)
- Assorted_PPT_Assets.pptx (3.6M)
 A handful of editable shapes and other assets that I use all the time in presentations.
- Data_Extract.xlsx
- Logos_Corporate.zip (531M)
- Logos_Media.zip (103M)
- Logos_Non-profit_Government_Education.zip (106.9M)
- Logos_Social.zip (12.2M)
- PowerPoint_Customizations.exportedUI (.zip) (3K)
 If you're not using a customized QAT (Quick Access Toolbar) in PowerPoint, you're not working efficiently. Here is my customized QAT which you can import into your workspace. (PC only)
- Proportional Shape Calculator

Microsoft MVP
 Most Valuable Professional

CONNECT

SEARCH THIS SITE:

WHAT I'M READING
 storytelling
 data





Iconography



Slides are Free

We're the Agency That...

- Launched an online engagement and social networking plan that positioned Hilton as the industry leader on environmental responsibility
- Wrote a comprehensive digital strategy for Boeing initiating blog comment and Twitter monitoring and Facebook fan outreach
- Created an industry-first podcast and YouTube channel for Bank of America



3 Minutes

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or



How Big is the Problem of Substance Addiction?

- 15.9% (40.3 million) have the disease of addiction – more than have heart conditions (27.0 million), diabetes (25.8 million) or cancer (19.4 million)
- 31.7% (80.4 million), while not addicted, engage in use of addictive substances in ways that threaten health and safety (risky users)





HOW BIG IS THE PROBLEM?



HOW BIG IS THE PROBLEM?

40.3M
HAVE
ADDICTION
DISEASE
15.9%

80.4M

Engage in use of
addictive substances in
ways that threaten health
and safety (risky users)

27M - HEART CONDITIONS

25.8M - DIABETES

19.4M - CANCER

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OLD MODEL

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NEW MODEL



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Procter & Gamble Case Study

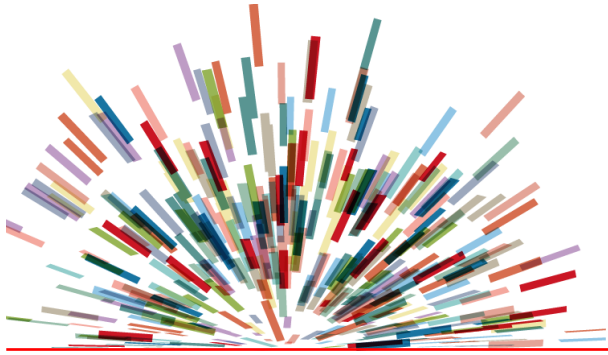


Social investment
can reduce
poverty & make
money



Social investment
can reduce poverty
& make money





All About Imagery

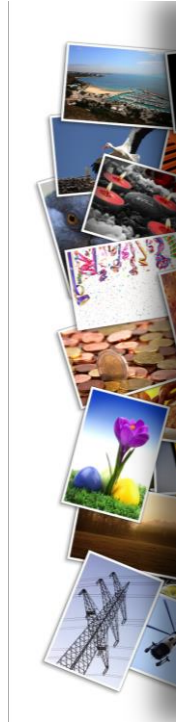
T **BIG**
& **BLOODY**

This pic rocks
...and "bleeds"

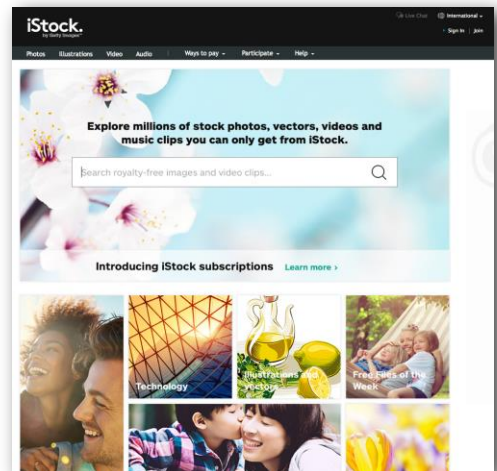
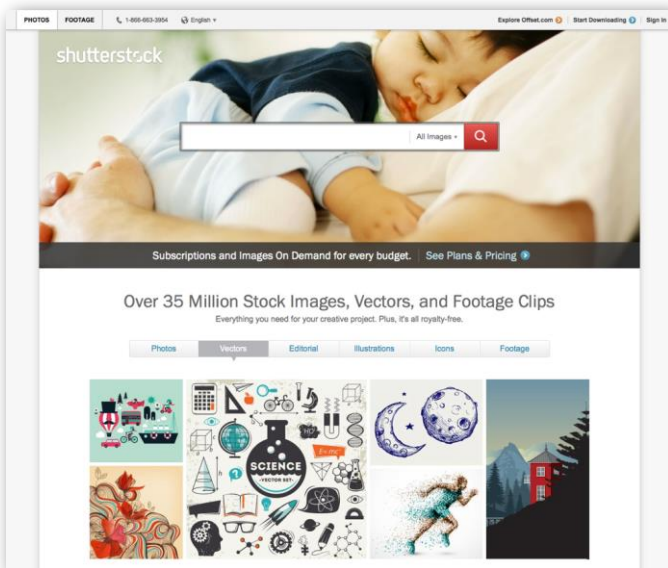



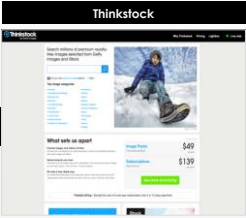







THIS PIC IS NOW OFFICIALLY LAME





Sourcing Imagery



\$\$\$			
\$			
\$0			



Metaphoric
or Literal?



Improving our Western Region Sales Strategy

Strengthening Our Team in Face of New Competition





or

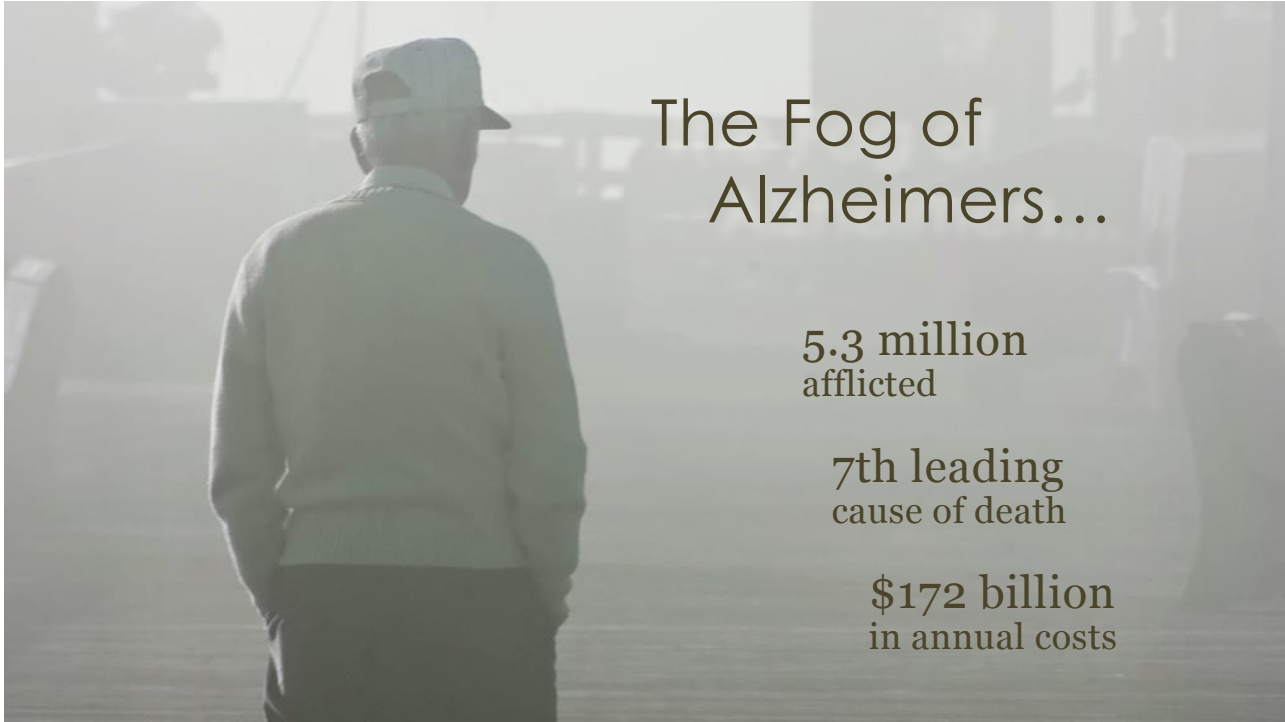


Crop Well



The Fog of Alzheimers

- 5.3 million afflicted
- 7th leading cause of death
- 172 billion dollars in annual costs



The Fog of Alheimers...

5.3 million
afflicted

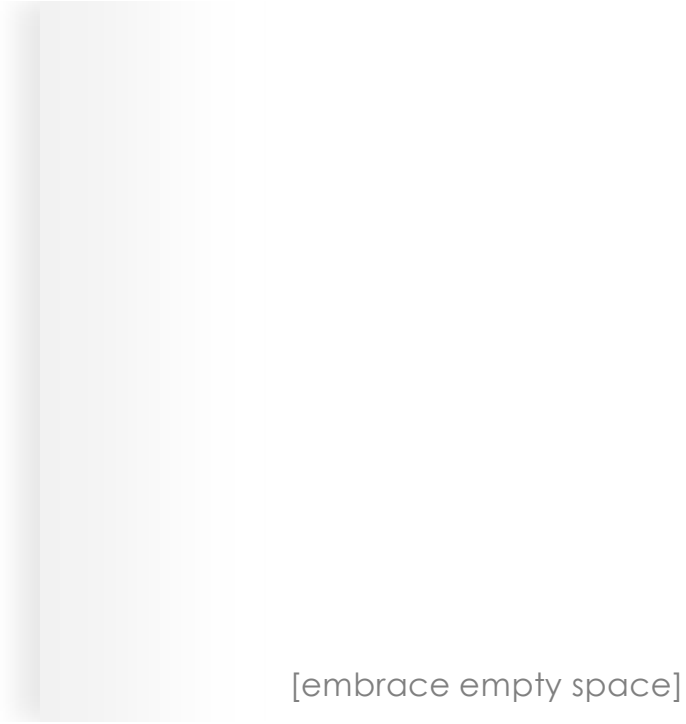
7th leading
cause of death

\$172 billion
in annual costs



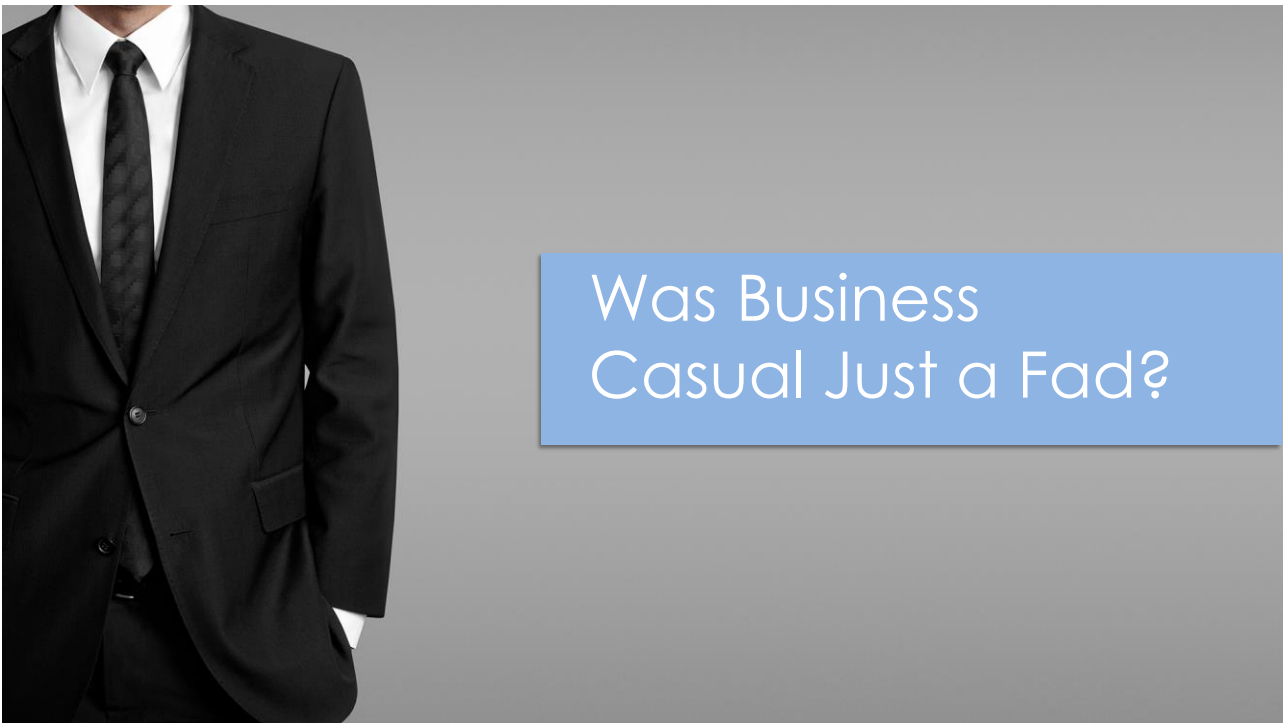
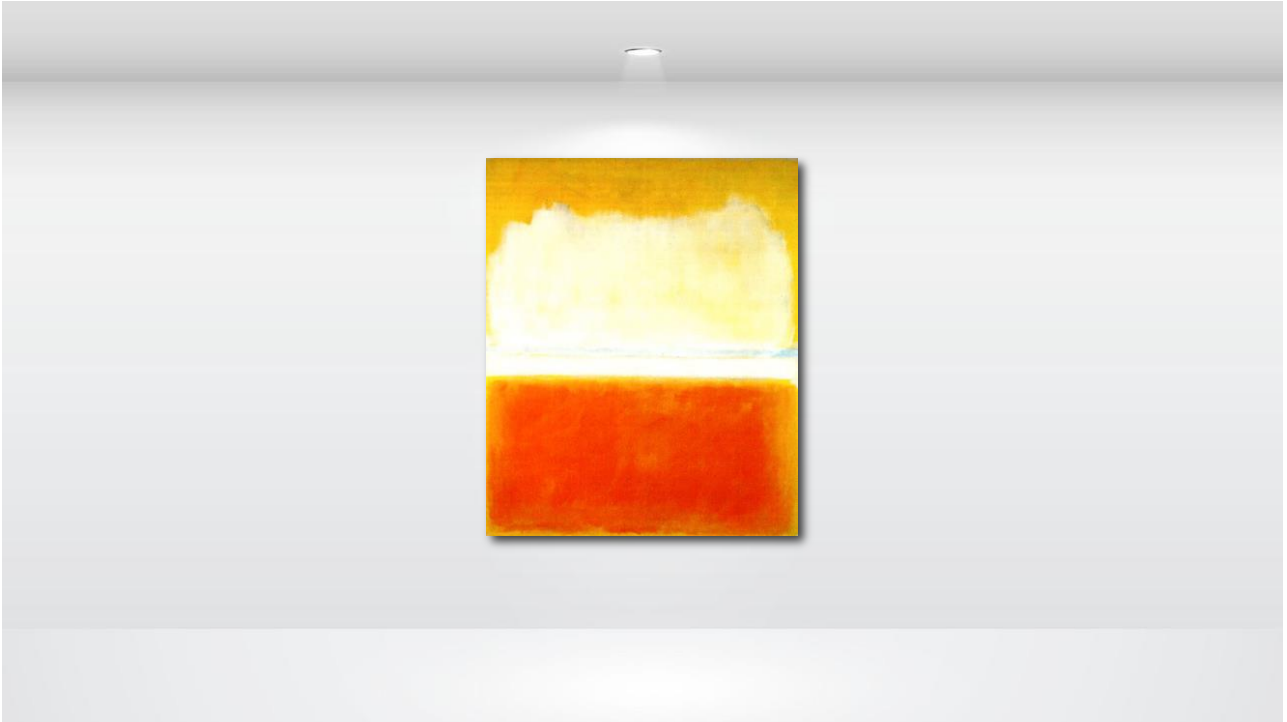
*How Fast Are
Patients Records
Being Digitized?*

Not Fast Enough...



[embrace empty space]







What's With All the Muted Turquoise in Advertising These Days?

STRATEGIC MARKETING PATH

Entering a new phase of consumer actionism

1 IDENTIFY
Target Consumer

2 CREATE
Unique Selling Proposition

3 BE THE CATALYST
For Action

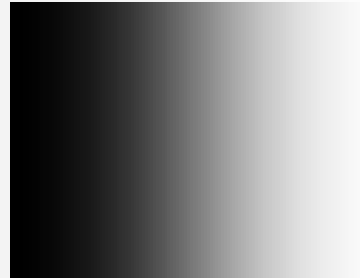
4 INITIATE
Your Campaign



Rule of Thirds



Gradients & Vignettes



The Fog of Alzheimers

- 5.3 million afflicted
- 7th leading cause of death
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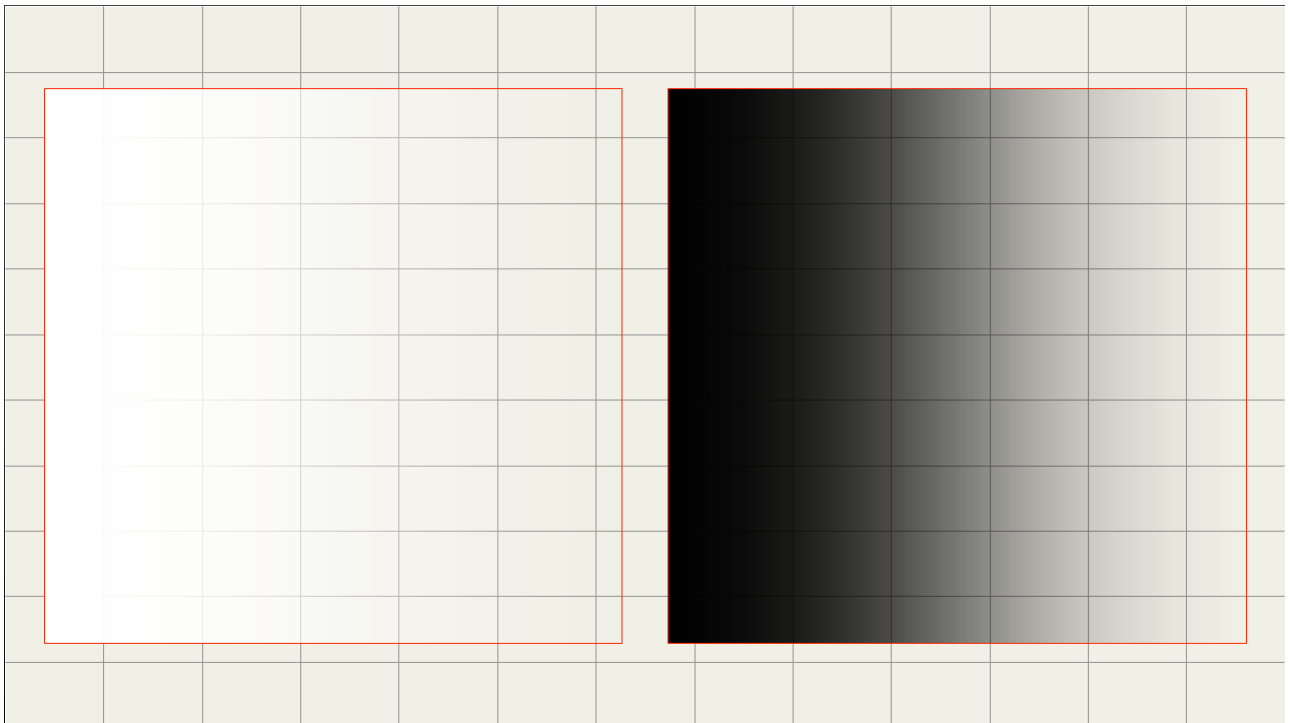


The Fog of Alheimers

5.3 million
afflicted

7th leading
cause of death

172 billion dollars
in annual costs



The child is

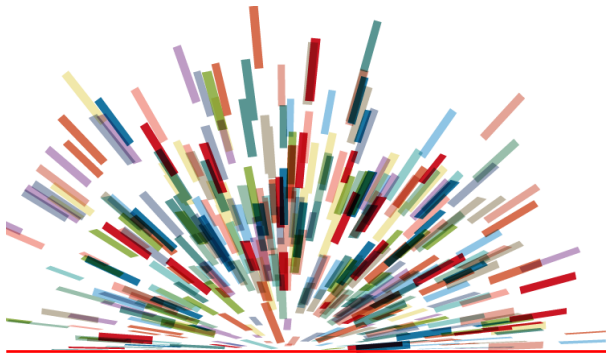
9x more likely

to grow up in poverty



HIGHER EDUCATION
changes lives...

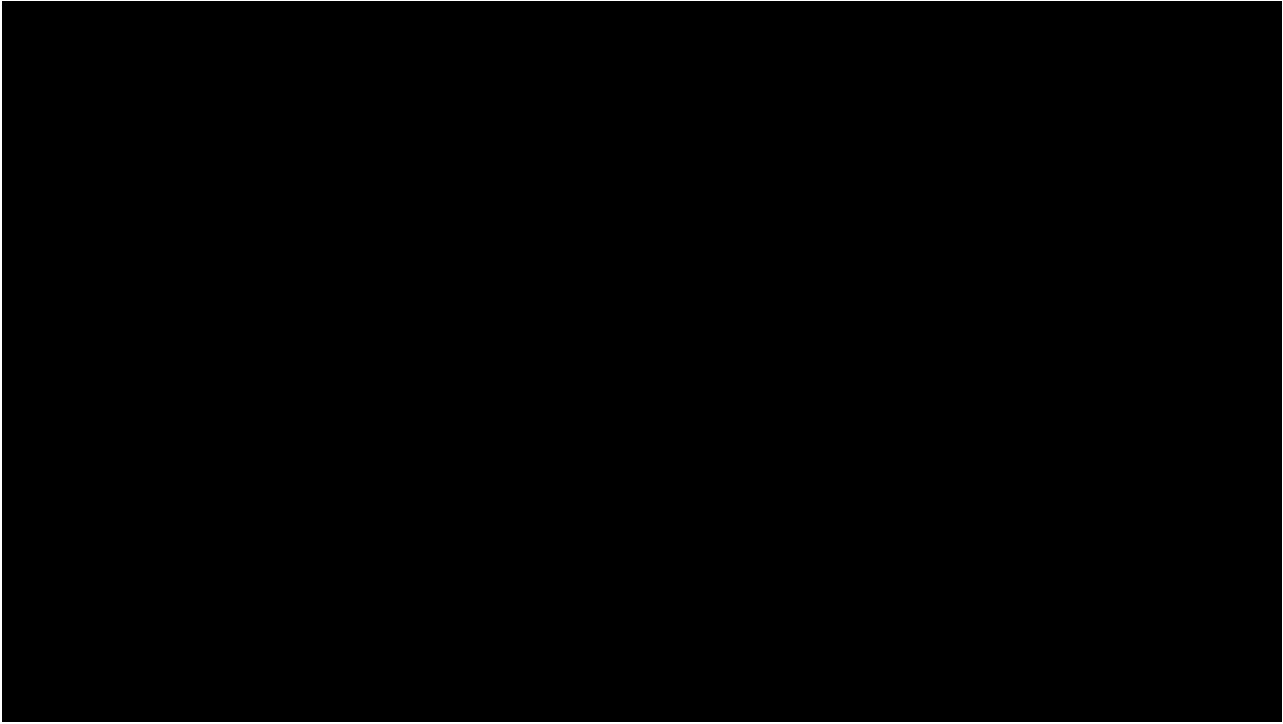




All About Imagery



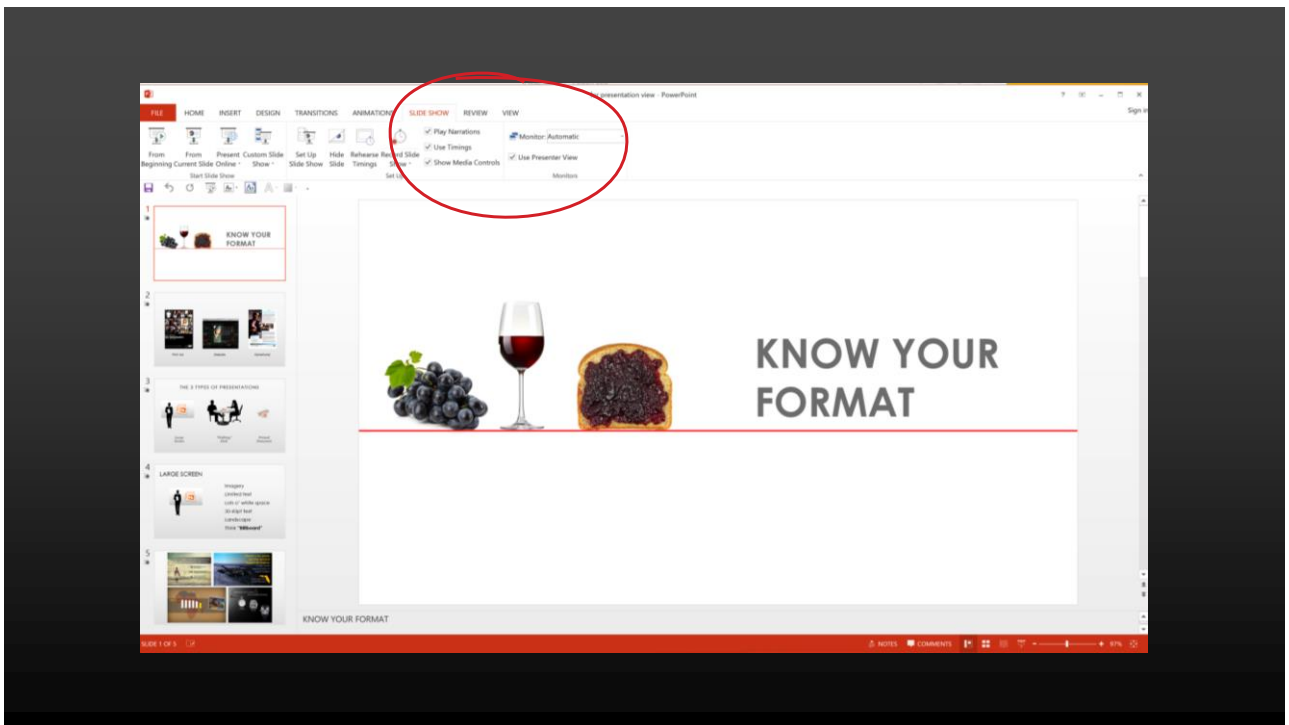
Black Slides



Black Slides



Presenter View





Presenter View



Q&A



CREATING VISUAL PRESENTATIONS

Nolan Haims