Computer Module 3
PowerPoint & Effective Presentations

• Create your own PowerPoint
• Key rules to make presentations effective
• Deciding the best option for presentation
OBJECTIVES

• To create PowerPoint presentations
  • Including images
• To recognize the different between visually good versus bad presentations
• To understand targeting audiences and then scoping presentation contents
Computer Module 1 Contents

LEVEL 1

C3.1. PowerPoint Basics
C3.2. More Practice
C3.3. Do’s & Don’ts for creating presentations

LEVEL 2

C3.4. Activity. What would you suggest for a presentation to a bank manager?
C3.5. Activity. What would you suggest for a presentation to hotel owners/buyers?
LEVEL 1

Introduction to PowerPoint
Creating presentations and learning key rules for creating presentations
C3.1 PowerPoint Basics

What is PowerPoint and what are the key functions to create a presentation? How can the presentation be effective in delivering key messages?

Includes contents from: *hp life* effective presentations & Lindsey Patrick
Microsoft PowerPoint is a presentation program (software application), that has many tools and functionalities for you to create and design a presentation.
If you have trouble using or practicing on PowerPoint, you can use Google Slides to create a presentation (you will need to create an account and the Facilitator will help you).

The functions are very similar, so if you know one of them, you can easily use the other!
What we can offer you

- Excellent return on investment
- Sure profitability
- Long-term success

Limit texts to ONE key point on each slide. You should speak the details to fill in details.

Slides should NOT be a script of your presentation!

Use font and size that are easy to read even from back of the room

Customize theme & use colors that fit the concept of presentation. Don’t overuse images. It should match your key point. Use good quality images.
You can find themes in “Design” tab

ICT Center

- Click to add text
You can choose the slide layouts in “Insert” tab, then “New Slide”.

In Google Slides, you’ll see a “Slide”.
To add **images**, you go to "Insert", then "Pictures"
Practice Time

Take a few minutes to create a slide, with the following:
1. Theme
2. Title
3. 2 slides (of different layouts)
4. Images (the Facilitator will guide you)
C3.2 More Practice

Here is an example of creating PowerPoint presentations, conducted during trainings in Rwanda and India Centers with one of our team members Tara S. Ocansey
Step 1: open microsoft powerpoint

- In the menu on the bottom left corner of the computer, select “Powerpoint” from the list of applications.
Step 2: Select a template to start a new project

- Click on a template that looks appealing to you.
Once you select a template, you may be asked to select a more specific design or color scheme.
Step 3: give your presentation a title

When your presentation opens, you will see the title slide. Enter text that describes what you want to present on, perhaps using the name of your business.

Bags by Swara
Handmade with natural jute fibers in Bhopal, India
Step 4: save your presentation

Just as you did when learning Word, go to “File,” then select “Save As” and choose the location to save your document.

A window will appear. Give your presentation a name, and click “Save”
Step 5: add another slide

To add another slide, click here, and see the layout options.

Once you select a layout, your new slide will appear.
Step 6: add content to your slide

Add a title to your new slide, perhaps the name of one of your products. Then, in the content area, select the “image” icon to add an image.
add an image

A menu will appear showing you your image folder. Select an image you have saved, then click “Insert”
Add text to describe your image

You can resize your text box by clicking the little circles on one of the sides or corners and moving it around. Try playing with it. Once you have it where you want, click inside and start typing.
Activity: add another slide

In addition to sharing about your products, maybe you want to tell the story of how you make your products?

Go through the same steps to select a template, add a picture and add text.

Make sure to “Save” your document as you go along. You can do this through the shortcut on your keyboard, pressing the “Ctrl” key + “S” key.
You can use your computer or phone to take photos of yourself and your colleagues making your products, and use them for your presentation by adding the images to your folder.
C3.3 Do’s & Don’ts for creating presentations

Key considerations so that your presentation is effective in sharing the key message
Do’s & Don’ts

Do use background that show the text and key message clearly

Do not use backgrounds that distract or hide your message

Good Background

When you are trying to portray a message when using clip art or images, always make sure they do not distract from the information.

Bad Backgrounds

Backgrounds are important for aesthetics of your power point. They should never over power the words or information you are trying to display.
Do’s & Don’ts

Do use clear contrast (note background color & font color!)

Don’t use weak contrast (note background color & font color!)

CAN YOU SEE ME?

CAN YOU SEE ME?
Do’s & Don’ts

DO

• Use simple & clear fonts
• Use big enough font size
• Bold, underline, ALL CAPS, color or vary font for emphasis

DON’T

• Use DISTRACTING or Funky fonts
• Use distracting and inconsistent colors
• Use ALL CAPS (unless you are giving emphasis for key words)

Remember: The point is to optimize (make the best or most effective use of) the functions to deliver your message clearly!
Do’s & Don’ts

DO Use simple lists and summarize when appropriate

Example.
Best ICT Centers
• Supportive management & staff
• Engaged & motivated trainees
• Functional devices
• Clean environment

DON’T Use too much text

Example.
Best ICT Centers
We found out that the best ICT Centers can be operated with a synergy of multiple factors, which include: supportive management and staff, engaged and motivated trainees and functional devices. Clean environment is also one of the elements that contribute to high quality ICT Centers.

Remember: The point is to optimize (make the best or most effective use of) the functions to deliver your message clearly!
LEVEL 2

In Level 1, we learned about key rules for making visually effective presentations.

Now, let us take some scenarios to understand:

• Catering presentation to target audience then
• Making presentations matching the purpose and target audience
C3.4 Activity: What would you suggest for a presentation to a bank manager?

Includes activity from *hp life: effective presentations*
Before you start creating any presentation...

As with any good practice, before you do anything, you need to first ask yourself:

1. What is the purpose of the presentation?
   • What is the main message I am trying to deliver?
   • How can my presentation elements (theme, title, text, images) help convey the message?
Before you start creating any presentation...

2. Who is the audience?
   - Is my presentation easy to understand for my target audience?
   - Is the language, information and presentation elements (theme, title, text, images) easy to understand for my audience?
   - Is there an action you want your audience to take? Does your presentation persuade the audience to take that action?
Activity for Funding Presentation

SCENARIO

• Alejandro needs to create a presentation for a bank manager to help her secure funding for expanding her coffee business.
• Alejandro needs to give a presentation to apply for funding at the local bank.
• The bank is most interested in making sure Alejandro’s business can pay back any loan he gets from the bank.
Activity for Funding Presentation

• Help Alejandro create his presentation for the bank by:
  • deciding whether he should keep, redesign, or delete the slide he has made (shown in following slides).
• If you find a slide that has good information but isn’t designed well, you can suggest changes (there are additional Options 2 & 3 you can choose from)
• At the end, you can decide what new slides Alejandro should add to the presentation.

**Facilitators, please reference the “Notes” section of this PowerPoint**
ALEJANDRO’S COFFEE

www.alejandroscoffeecom

Bringing you the freshest possible, locally roasted coffee with fast, friendly service, and low prices.
If RESDESIGN, these are the other options
What is Alejandro’s Coffee?

Selling fair trade, freshly roasted coffee for the last 2 years

- Locally owned small business with strong local customer base
- Excellent customer service
- Low prices that are competitive with larger brands
- Individual bags to brew at home
What is Alejandro’s Coffee?

Alejandro’s Coffee is:

- Well-established – We have a two-year history of selling great coffee
- Local – Customers appreciate businesses that support local, small businesses
- Fair trade – Coffee beans are purchased from growers who are paid fairly and have better work conditions
- Cost effective – Alejandro’s Coffee is 10–12 percent cheaper than other similar premium coffees
- Giving – 5% of proceeds goes to local schools
- Fresh-roasted – We roast our own coffee in our facility
- Bold – We develop our own flavors and tastes to meet our customers’ changing needs

If RESDESIGN, these are the other options

Center for Sustainable Development
Earth Institute | Columbia University
## Revenue Growth

### Profit and Loss Statement

**Alejandro’s Coffee**  
**Monthly Statements October 2012 - September 2013**

<table>
<thead>
<tr>
<th></th>
<th>Oct '12</th>
<th>Nov '12</th>
<th>Dec '12</th>
<th>Jan '13</th>
<th>Feb '13</th>
<th>Mar '13</th>
<th>Apr '13</th>
<th>May '13</th>
<th>Jun '13</th>
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<tr>
<td><strong>Total Sales and Marketing Expenses</strong></td>
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<tr>
<td><strong>Income from Operations</strong></td>
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<td>$35</td>
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<td><strong>Other Income</strong></td>
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<td><strong>Total Income</strong></td>
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<tr>
<td><strong>Net Income</strong></td>
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<td>$930</td>
<td>$2,710</td>
</tr>
</tbody>
</table>

**Total Revenue:** $1,410  
**Total Expenses:** $1,449  
**Net Income:** $69
Option 2

Option 3

If RESDESIGN, these are the other options
Projected Revenue Growth

Please refer to Projected Revenue Handout for more details
If RESDESIGN, these are the other options
Why Alejandro’s Coffee?

- Last minute deliveries
- Discounted bulk bagged, freshly ground coffee for in-house service
- Excellent 24-hour customer service to resolve issues
- Custom blending and labeling
Why Alejandro’s Coffee?

- Last minute deliveries
- Discounted bulk bagged, freshly ground coffee for in-house service
- Excellent 24-hour customer service to resolve issues
- Custom blending and labeling

Option 2

Why Alejandro’s Coffee?

- Our coffee is a better fit for your customers
  - Exceptional quality to meet their high standards
  - Socially conscious business that they can feel good about supporting
    - Fair trade
    - Locally owned small business
    - 5% of proceeds go to local schools
- We understand your busy schedules and business needs
  - Last-minute deliveries with two different ordering options
  - Catering for last-minute events
  - Set up automatic deliveries so you never run low
  - We’ll stock for you!

Option 3

If RESDESIGN, these are the other options

Center for Sustainable Development
EARTH INSTITUTE | COLUMBIA UNIVERSITY
KEEP,
REDESIGN,
or
REMOVE?

Profit Margins

September 2011 sales of bagged coffee: $3,072
September 2011 profit margin: $1,728
September 2012 sales of bagged coffee: $7,680
September 2012 profit margin: $3,808

Please refer to Projected Revenue Handout for more details.
**Profit Margins**

Our profit margins are doing well.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PROFIT AND LOSS</th>
<th>OPERATING EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sales</td>
<td>Expenses</td>
</tr>
<tr>
<td></td>
<td>Cost of Goods Sold</td>
<td>Net Profit</td>
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<td></td>
<td>Operating Income</td>
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</tbody>
</table>

- September 2011 costs of goods sold: $1,344
- September 2011 sales of bagged coffee: $3,072
- September 2011 profit margin: $1,728
- September 2012 costs of goods sold: $3,872
- September 2012 sales of bagged coffee: $7,680
- September 2012 profit margin: $3,808

**If RESDESIGN, these are the other options**
KEEP, REDESIGN, or REMOVE?

Alejandro’s Coffee

Thank you for your time and consideration!

Please contact me any time with questions:

Alejandro’s Coffee
alejandro@alejandroscoffee.com
www.AlejandrosCoffee.com
Option 2
If RESDESIGN, these are the other options
What other slides should Alejandro include in his presentation to the bankers?

Option 1

Option 2

Option 3
C 3.5 Activity: What would you suggest for a presentation to hotel owners/buyers?

Slide selection activity from *hp life: effective presentations*
Before you start creating any presentation...
As with any good practice, before you do anything, you need to first ask yourself:

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   • Is there an action you want your audience to take? Does your presentation persuade the audience to take that action?
Activity

- Alejandro’s presentation with the bank seems to have gone well.
- Now, Alejandro needs to the presentation for a group of guesthouse and hotel owners to persuade them to buy Alejandro’s Coffee for their businesses.
- Remember to keep in mind the audience of the presentation!

**Facilitators, please reference the “Notes” section of this PowerPoint**
KEEP, REDESIGN, or REMOVE?

ALEJANDRO’S COFFEE
www.alejandroscoffee.com

Bringing you the freshest possible, locally roasted coffee with fast, friendly service, and low prices.
If RESDESIGN, these are the other options
What is Alejandro’s Coffee?

Alejandro’s Coffee is:

- **Fresh** – Specialty beans for all five of our five coffee varieties are roasted on site and delivered next day
- **Local** – Customers appreciate businesses that support local, small businesses
- **Fair trade** – Coffee beans are purchased from growers who are paid fairly and have better work conditions
- **Cost effective** – Alejandro’s Coffee is 10–12 percent cheaper than other similar premium coffees
- **Giving** – 5% of proceeds goes to local schools
What is Alejandro’s Coffee?

Alejandro’s Coffee is:
- Fresh
- Local
- Fair trade
- Cost effective
- Giving

Fair Trade Certified

What is Alejandro’s Coffee?

Alejandro’s Coffee is:
- Fresh – Specialty beans for all five of our five coffee varieties are roasted on site and delivered next day
- Local – Customers appreciate businesses that support local, small businesses
- Fair trade – Coffee beans are purchased from growers who are paid fairly and have better work conditions
- Cost effective – Alejandro’s Coffee is 10–12 percent cheaper than other similar premium coffees
- Giving – 5% of proceeds goes to local schools

Center for Sustainable Development
Earth Institute | Columbia University
**Revenue Growth**

### Profit and Loss Statement

**Alejandro's Coffee**

**Monthly Statements October 2011 - September 2012**

<table>
<thead>
<tr>
<th></th>
<th>Oct '11</th>
<th>Nov '11</th>
<th>Dec '11</th>
<th>Jan '12</th>
<th>Feb '12</th>
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<th>May '12</th>
<th>Jun '12</th>
<th>Jul '12</th>
<th>Aug '12</th>
<th>Sep '12</th>
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</table>

**Note:** Figures are in thousands.
Option 2

Option 3

If RESDESIGN, these are the other options
What we can offer you

- Last minute deliveries
- Discounted bulk bagged, freshly ground coffee for in-house service
- Excellent 24-hour customer service to resolve issues
- Custom blending and labeling
What we can offer you

- Last minute deliveries
- Discounted bulk bagged, freshly ground coffee for in-house service
- Excellent 24-hour customer service to resolve issues
- Fair trade coffee
- Hard-working employees
- Five varieties of coffee
- Custom blends
- Custom labeling

What we can offer you

- Excellent return on investment
- Sure profitability
- Long-term success

If RESDESIGN, these are the other options
Profit Margins

- September 2011 sales of bagged coffee: $3,072
- September 2011 profit margin: $1,728
- September 2012 sales of bagged coffee: $7,680
- September 2012 profit margin: $3,808

Please refer to Projected Revenue Handout for more details.
Profit Margins

Our profit margins are doing well.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PROFIT AND LOSS</th>
<th>OPERATING EXPENSES</th>
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<tbody>
<tr>
<td></td>
<td>Sales</td>
<td>Operating Expenses</td>
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<tr>
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<td>Cost of Goods Sold</td>
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<td>Sales Profit</td>
<td>Indirect Manufacturing</td>
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<td>Gross Profit</td>
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<td>Selling and Marketing</td>
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<td>Profit Before Tax</td>
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<td>Total Expenses</td>
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<tr>
<td></td>
<td>Net Income</td>
<td>Total Expense</td>
</tr>
</tbody>
</table>

- September 2011 costs of goods sold: $1,344
- September 2011 sales of bagged coffee: $3,072
- September 2011 profit margin: $1,728
- September 2012 costs of goods sold: $3,872
- September 2012 sales of bagged coffee: $7,680
- September 2012 profit margin: $3,808

If RESDESIGN, these are the other options
People love Alejandro’s Coffee

Great reviews:
- 4.3 star average review on Coffee World Review
- 91 point rating on Coffee Today

Customer Testimonials:
- “Waking up in the morning is so much easier knowing that I’ll soon have a hot cup of Alejandro’s coffee in my hands. The flavors are rich and complex, but not too bitter.”
- “I love Alejandro’s decaf coffee – I can’t even tell it’s decaf!”
- “Alejandro’s coffee is always smooth, never bitter. And with just the right balance of acidity, I can drink it all morning!”
People love Alejandro’s Coffee

Great reviews

⭐⭐⭐⭐ Coffee World Review 91 Coffee Today

Customer Testimonials

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People love Alejandro’s Coffee

“Waking up in the morning is so much easier knowing that I’ll soon have a hot cup of Alejandro’s coffee in my hands. The flavors are rich and complex, but not too bitter.”

“I love Alejandro’s decaf coffee – I can’t even tell it’s decaf!”

“Alejandro’s coffee is always smooth, never bitter. And with just the right balance of acidity, I can drink it all morning!”

If RESDESIGN, these are the other options
KEEP, REDESIGN, or REMOVE?

Alejandro’s Coffee

Please contact me any time with questions:

Alejandro’s Coffee
alejandro@alejandroscoffee.com
www.AlejandrosCoffee.com
Option 2
If RESDESIGN, these are the other options
What other slides should Alejandro include in his presentation to the bankers?