Liberty Mutual INSURANCE

PowerPoint 101

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Introduction

Presentation dos and don’ts

Time saving tips and tricks

Resources and best practices

Q&A

Hi, I'm Ally!

- I've worked at Liberty for 7 years, first in GRS claims internal comms, then Strategic Partnerships as a **presentation designer-turned-B2B marketer**, and now in Marketing!
- I manage all **B2B marketing** for the Employer channel, plus now the **Brand Builder** platform
- My background is in **graphic design**, and I still freelance outside of Liberty doing apparel design, creative direction and hand lettering
- I'm a native Mainer and still love to talk about all things **Maine** when given the opportunity
- I'm an avid baker, primarily desserts, and a huge hockey fan (**go Bruins**!)

Today’s objectives:

1. Understand the principles of good presentation design

2. Learn tips and tricks for working efficiently in PowerPoint

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Presentation dos and don’ts

Top 3
presentation dos and don’ts

1. Don’t let your data be lazy
2. Do use white space
3. Don’t use clip art

1

Don’t let your data be lazy

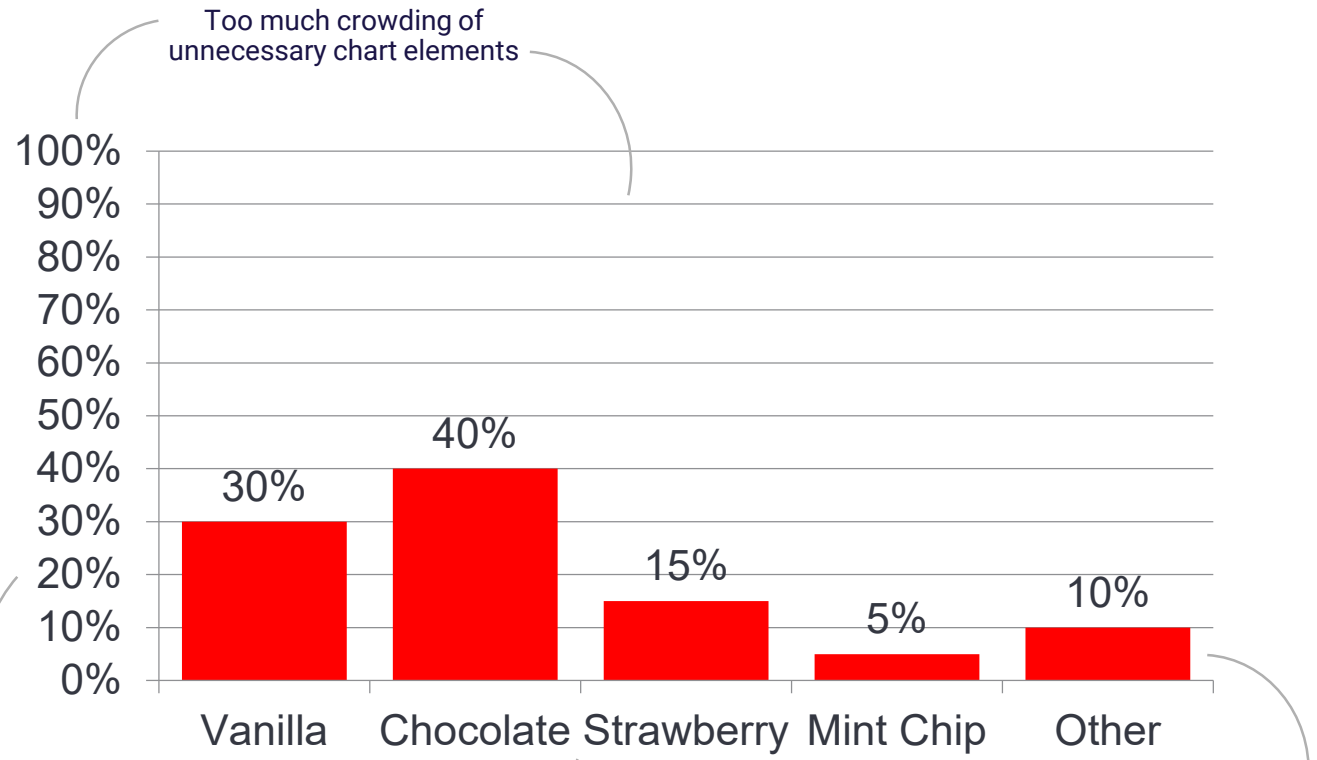
“Lazy data”

No visual hierarchy or differentiation

Season	% Answered
Spring	25%
Summer	35%
Fall	30%
Winter	10%
# of Respondents	4058

What’s the key takeaway?

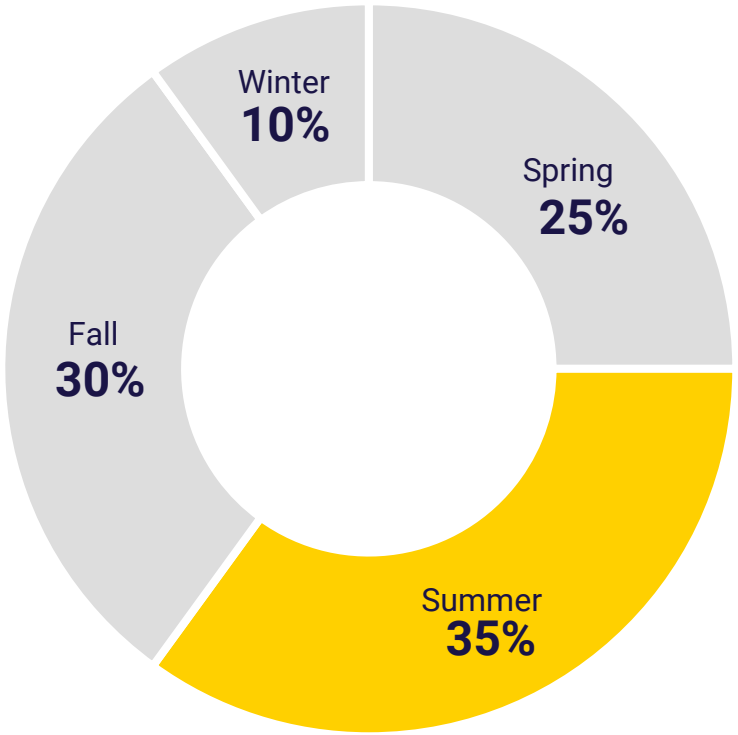
Not enough white space for our eye to move through the information

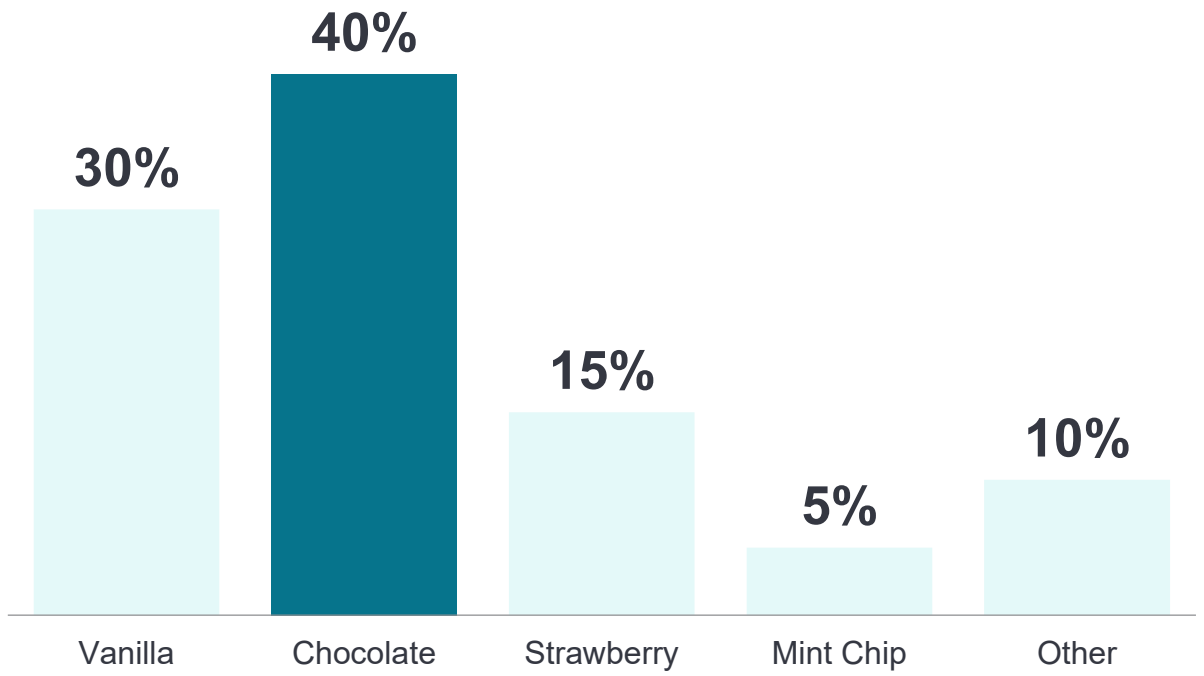


It’s all about creating

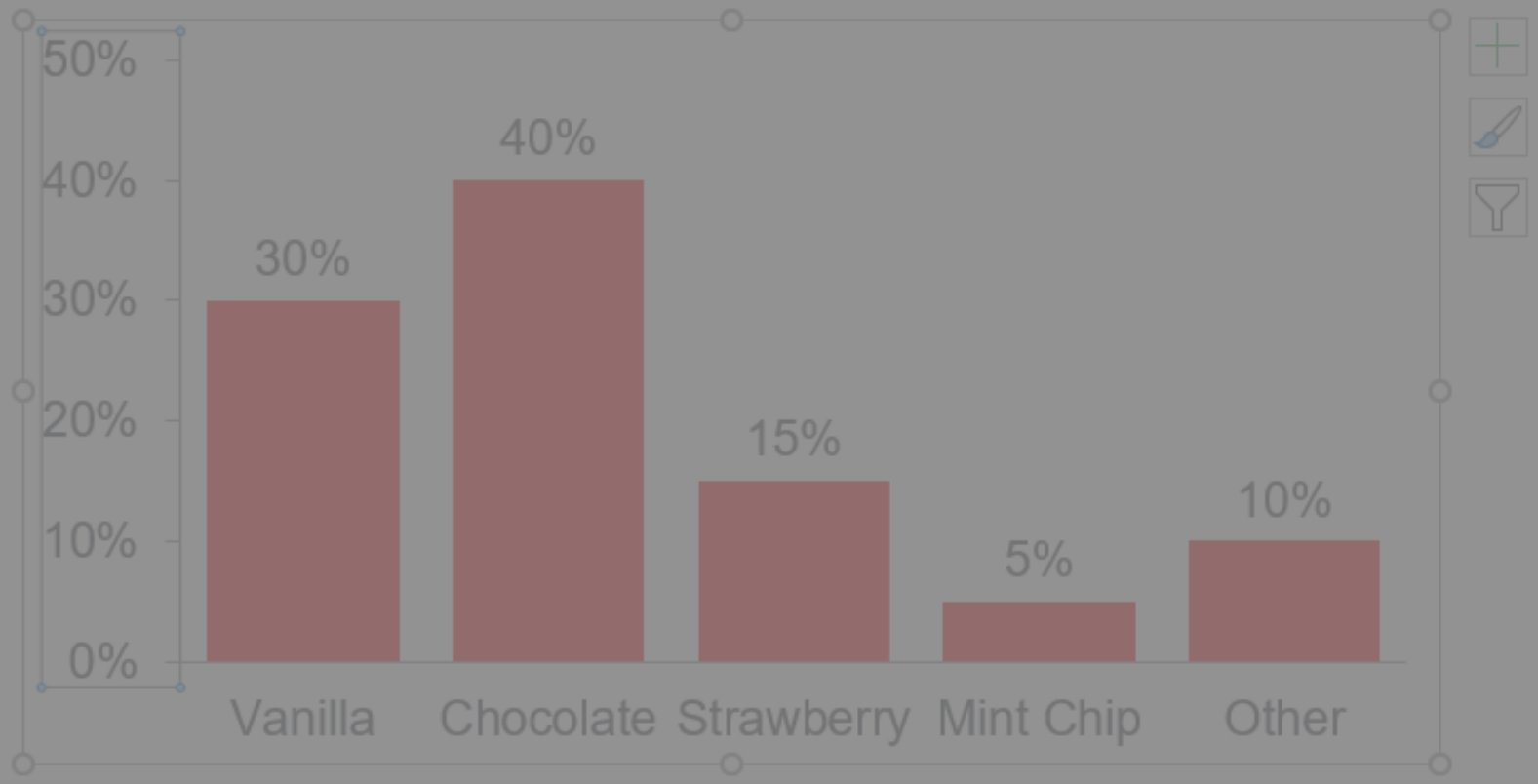
visual hierarchy.

How do we fix it?





es of “lazy data”



Format Axis

Axis Options | Text Options

Axis Options

Bounds

Minimum 0.0 Auto

Maximum 0.5 Reset

Units

Major 0.1 Reset

Minor 0.004 Reset

Horizontal axis crosses

Automatic

Axis value 0.0

Maximum axis value

Display units None

Show display units label on chart

Logarithmic scale Base 10

Values in reverse order

Tick Marks

Major type Outside

Minor type None

Labels

Number

2

Do use white space

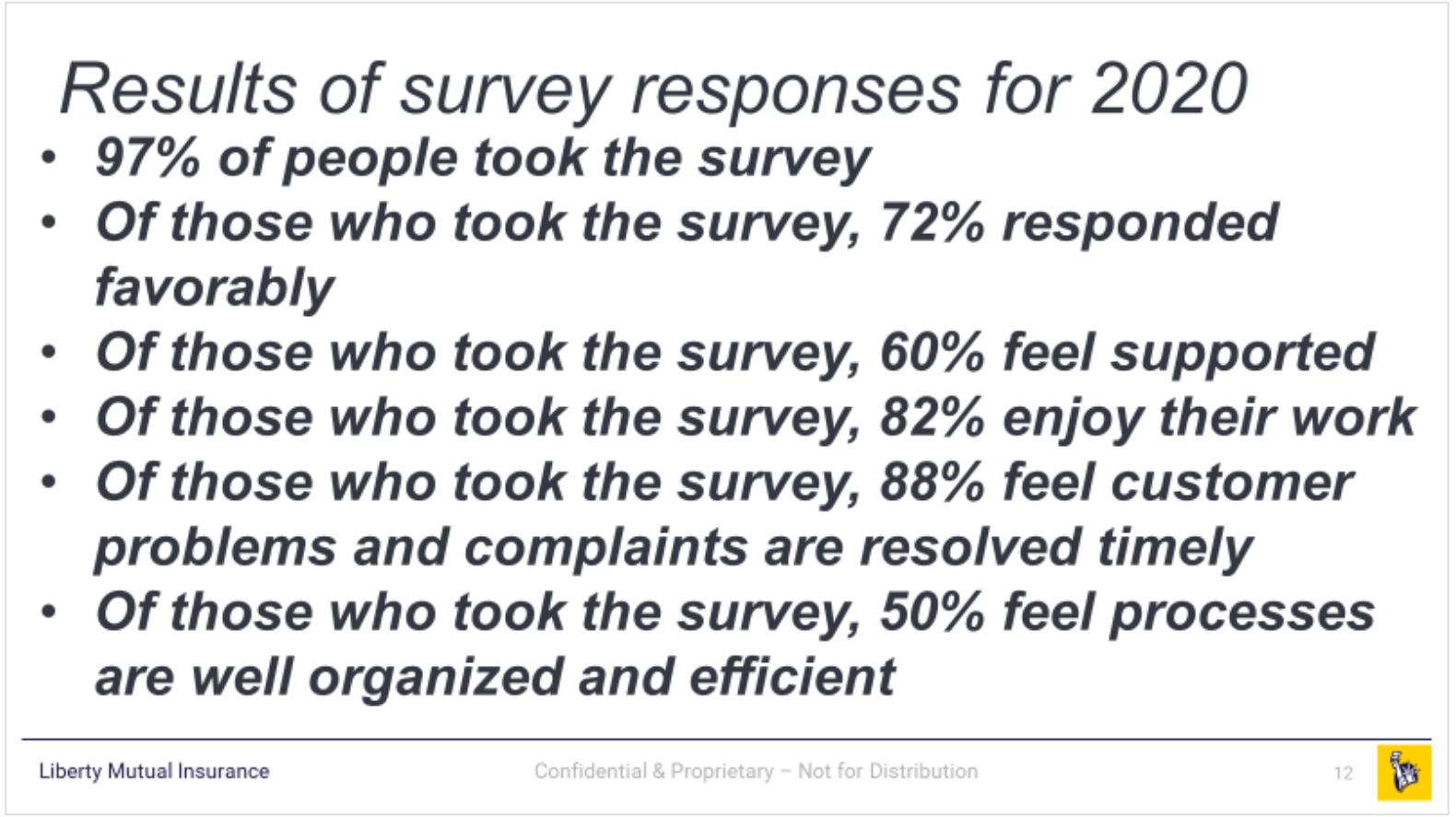
When a slide lacks white space…

No hierarchy or differentiation between the headline and bullets

Copy is redundant, reducing white space and creating fatigue

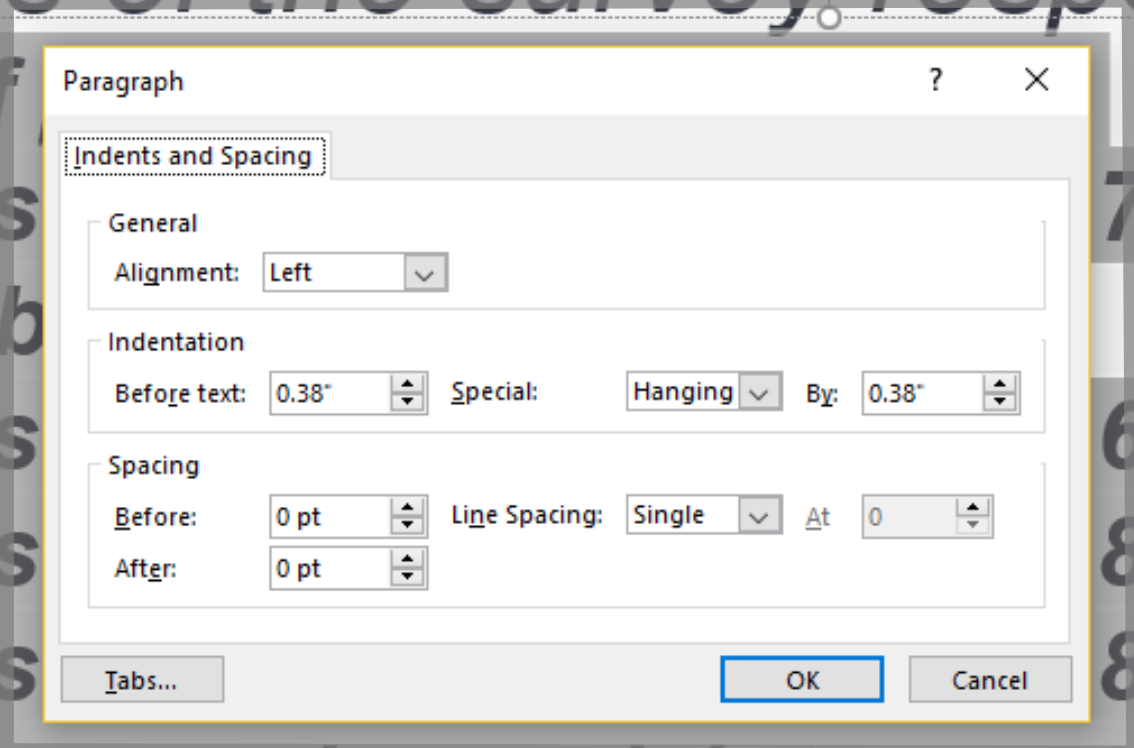
Line spacing is >1, which makes it difficult to read

Italics strain the eye



Results of the survey responses for 2018

- 97% of
- Of thos 72% responded favorab
- Of thos 60% feel supported
- Of thos 82% enjoy their work
- Of thos 88% feel customer problems and complaints are resolved timely
- Of those who took the survey, 50% feel processes are well organized and efficient



How do we fix it?

Survey Results

Feedback from an engaged audience reveals opportunities for improvement

- 88% feel customer problems and complaints are resolved timely
- 60% feel supported
- 72% feel engaged
- 82% enjoy their work
- **50% feel processes are well organized and efficient**

Again…

visual hierarchy.

“Good use of white space between paragraphs and in the left and right margins increases comprehension **by almost 20%.**”

Less is more.

Rules of thumb:

- <50 words / slide
- Keep font sizes for copy between 16 and 24

3

Don’t use clip art

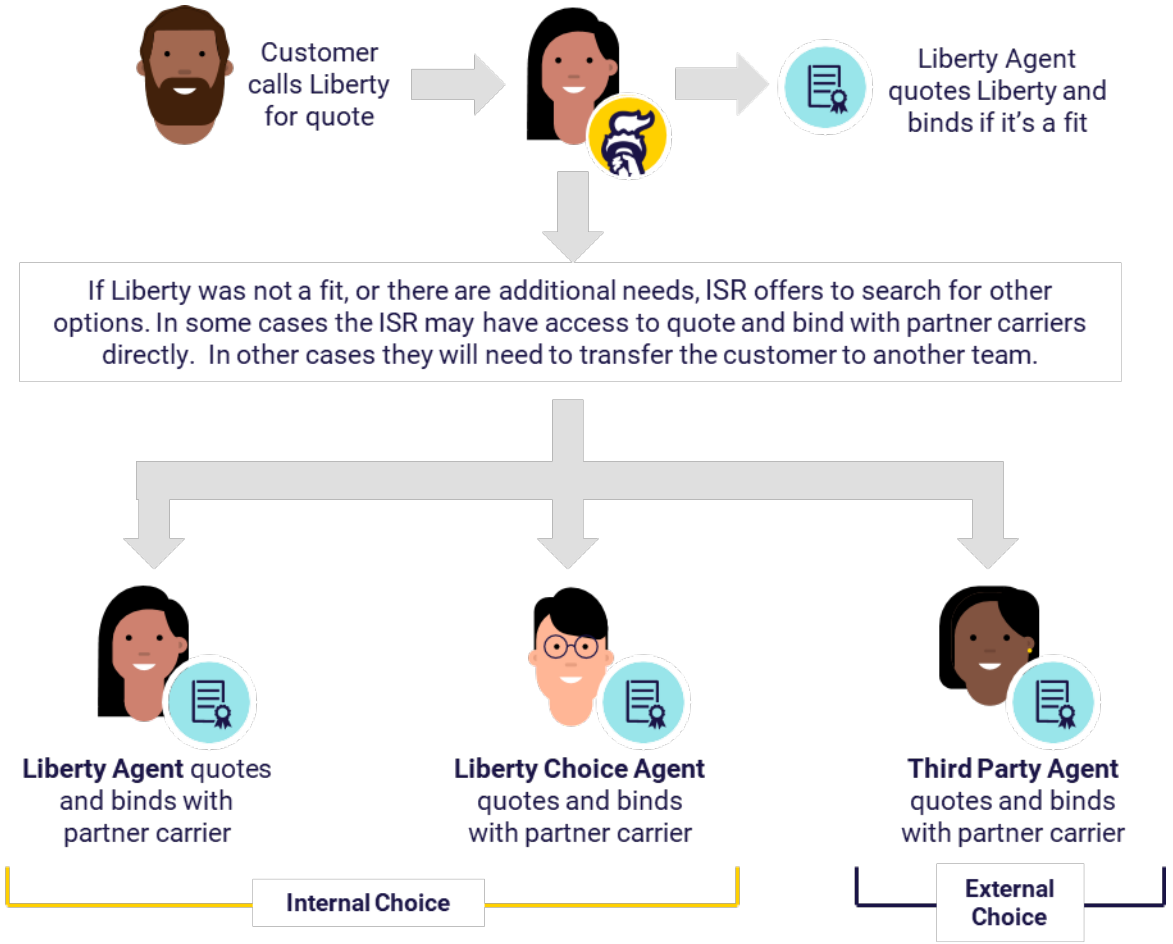
(seriously, don’t.)

Use animations and transitions sparingly and only when necessary.

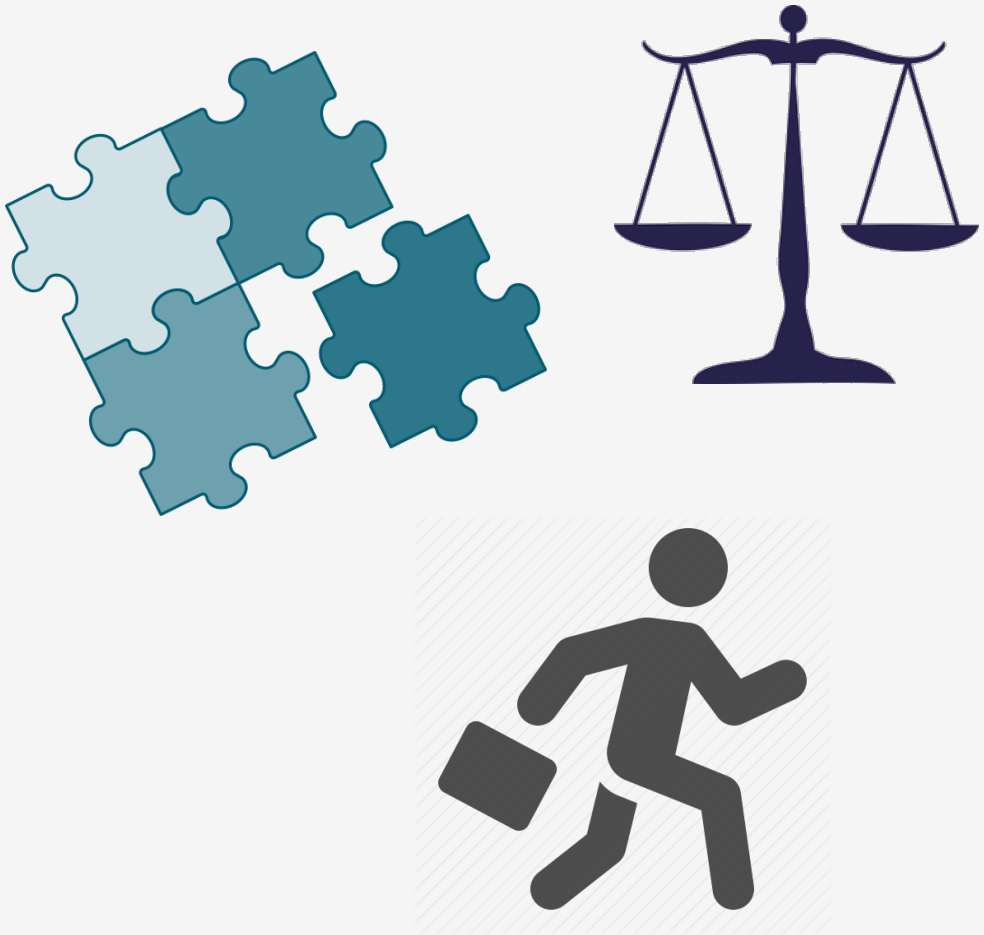
“**Content precedes design.**
Design in the absence of content
is not design, it’s decoration.”

- Jeffrey Zeldman

This visual **tells a story.**



These visuals **do not.**



Think outside the screen.

Slides are only a part of your presentation.

You are the focus when you're presenting!

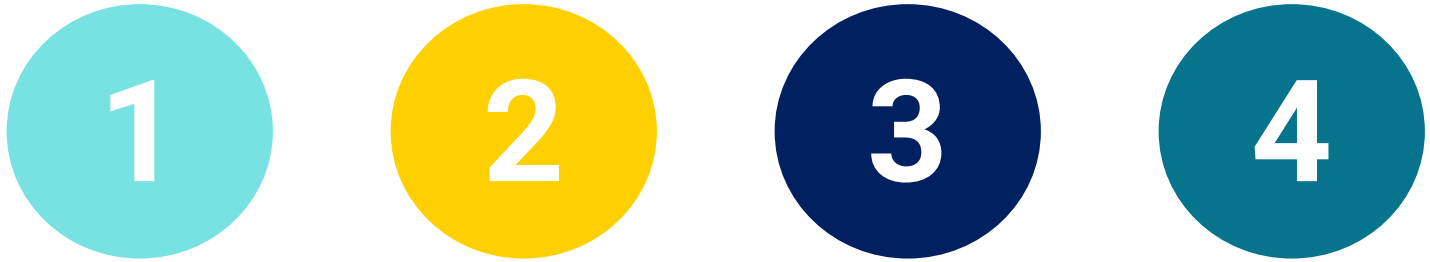
Time saving tips and tricks

Top 4
time saving tips
and tricks

1. Group objects to resize
2. Streamline your master slides
3. Align and distribute
4. Guides

1

Group objects to resize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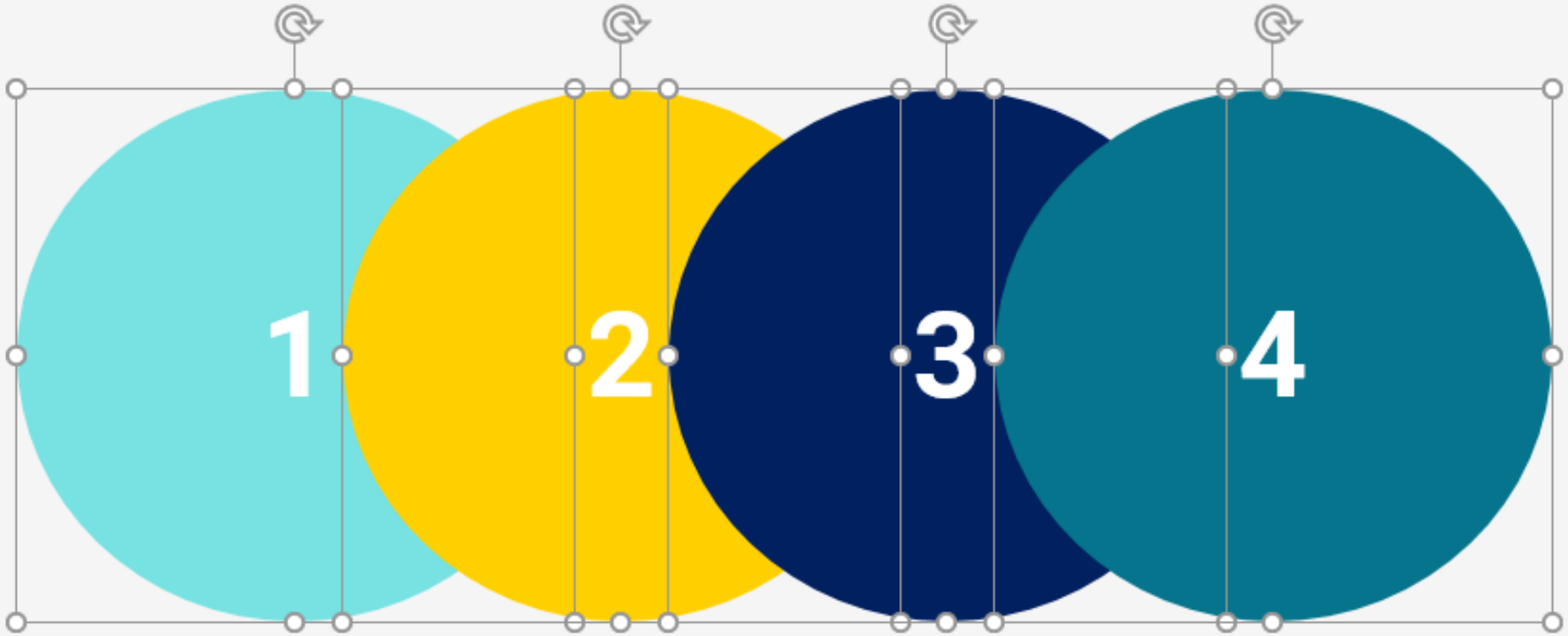
4



Resized without grouping

Resized with grouping

- Maintain spacing and proportions of your objects
- ***Tip:*** text boxes will increase in size, but the font size will not increase
- ***Extra tip:*** hold down the **SHIFT** key while resizing to avoid distortion

2

Streamline your master slides

Insert Slide Master | Insert Layout | Delete | Rename | Preserve — Edit Master

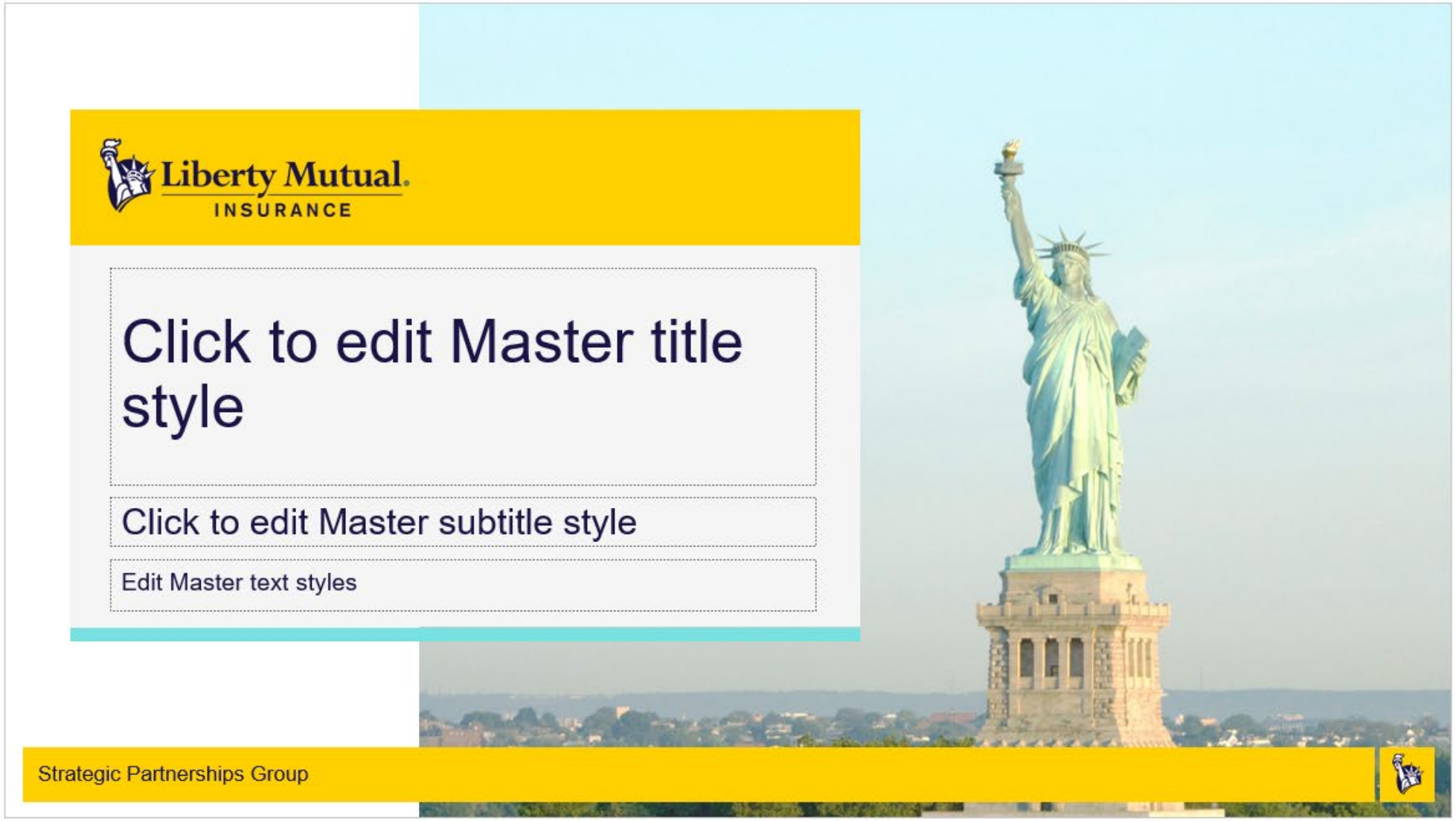
Master Layout | Insert Placeholder | Title | Footers — Master Layout

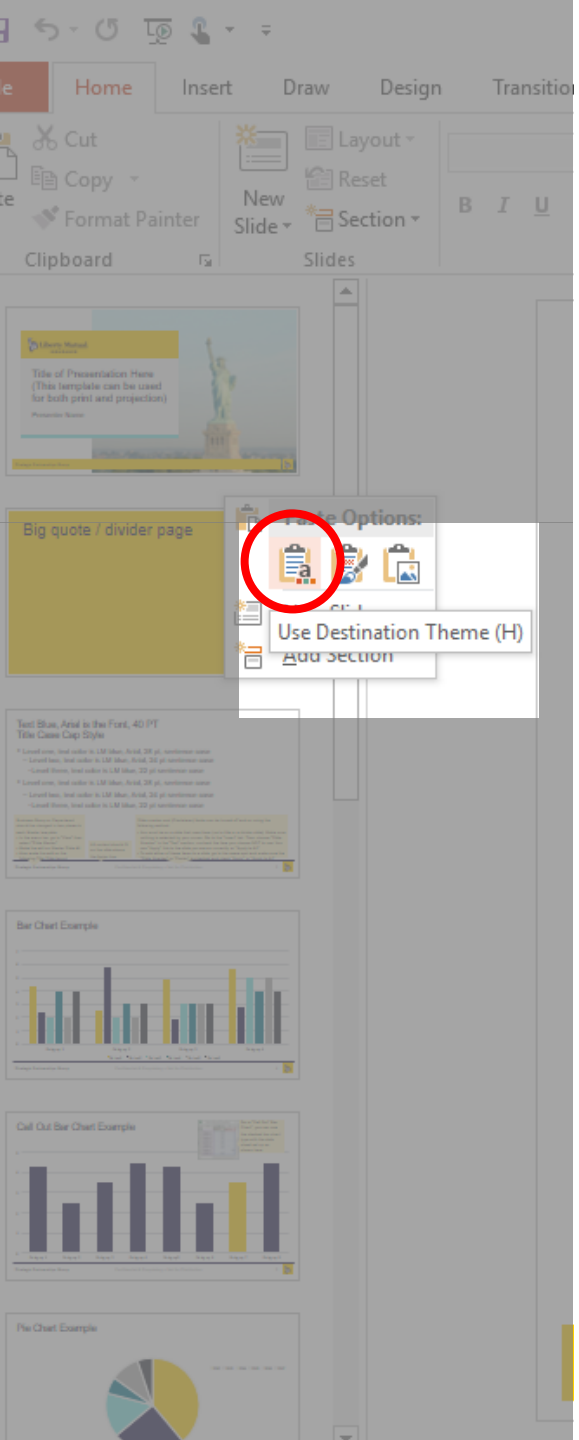
Themes — Edit Theme

Colors | Fonts | Effects | Background Styles | Hide Background Graphics — Background

Slide Size — Size

Close Master View — Close





Tip: to fix messy formatting after pasting slides to the destination theme, try the “reset” button on your toolbar

- When pasting in slides from other presentations, ALWAYS right click and choose “**use destination theme**” to avoid creating duplicate or extraneous master slides
- Always **remove unused master layouts** to stay organized and eliminate confusion for others who may be using your slides later on

3 Align and distribute

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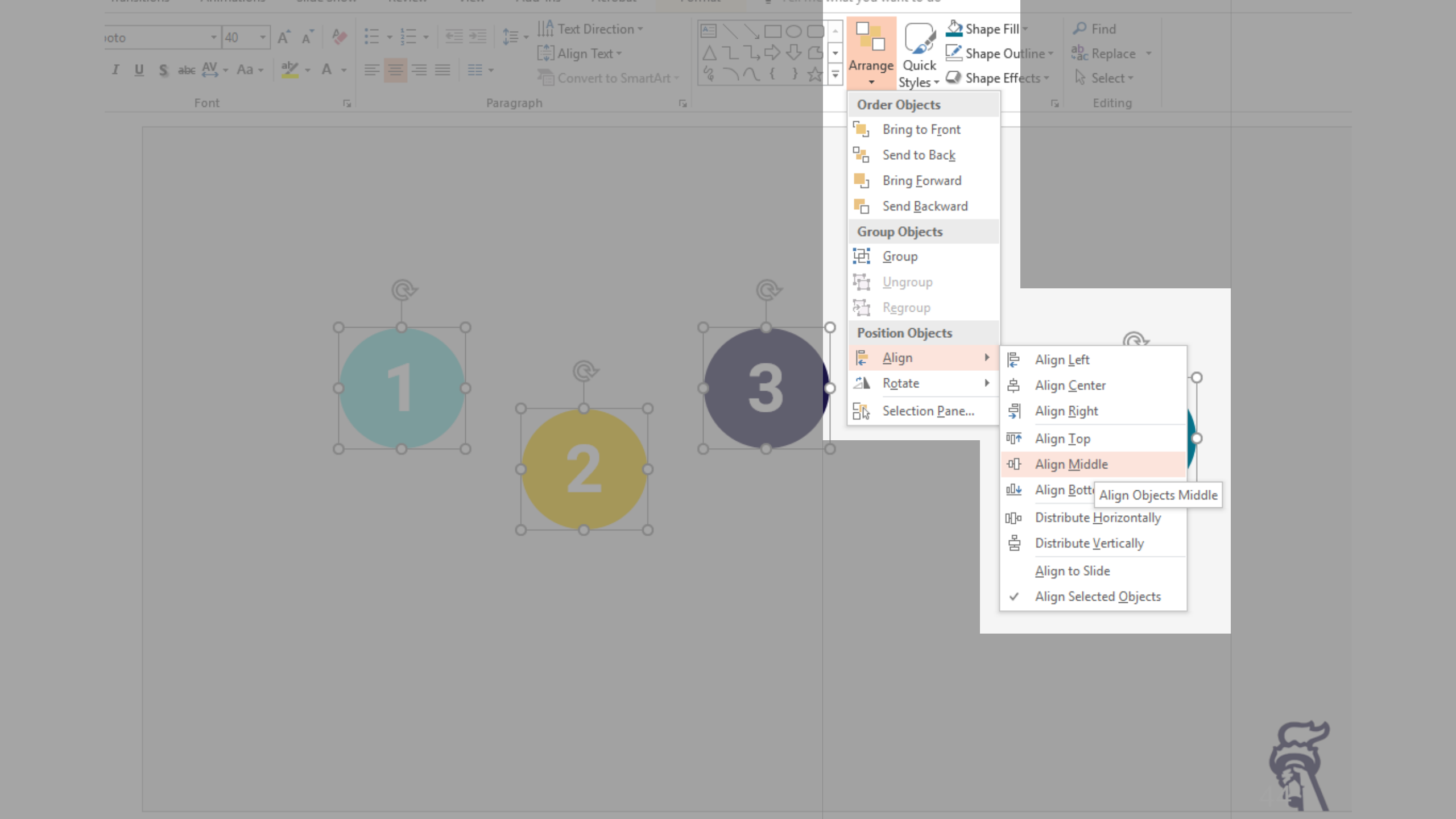
Text Direction
Align Text
Convert to SmartArt
Font
Paragraph
Arrange
Quick Styles
Shape Fill
Shape Outline
Shape Effects
Find
Replace
Select
Editing
Order Objects
Bring to Front
Send to Back
Bring Forward
Send Backward
Group Objects
Group
Ungroup
Regroup
Position Objects
Align
Rotate
Selection Pane...
Align Left
Align Center
Align Right
Align Top
Align Middle
Align Bott
Distribute Horizontally
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Align to Slide
Align Selected Objects
Align Objects Middle
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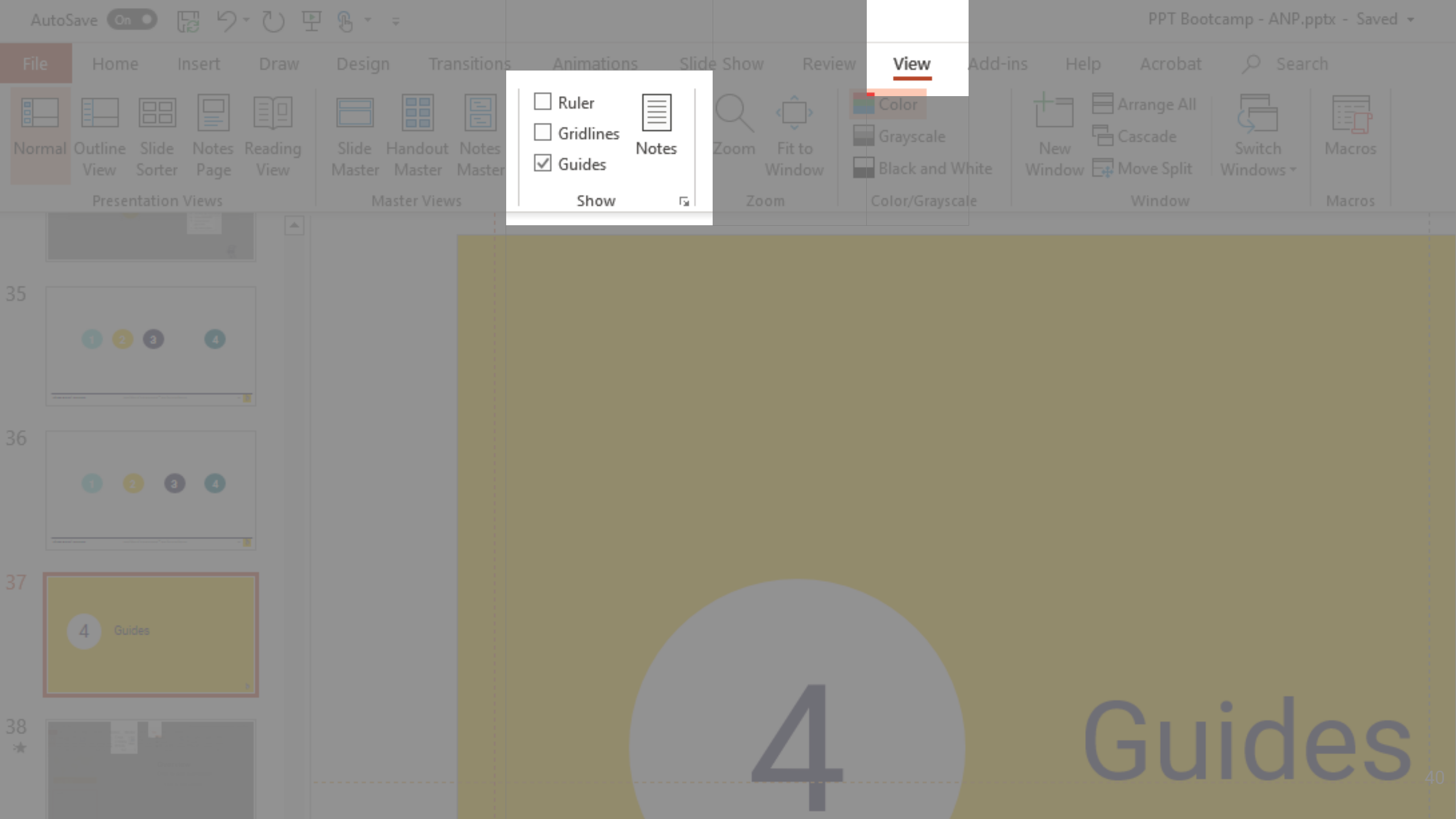
4 Guides


AutoSave On
PPT Bootcamp - ANP.pptx - Saved
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Search
Normal
Outline View
Slide Sorter
Notes Page
Reading View
Slide Master
Handout Master
Notes Master
Presentation Views
Master Views
Ruler
Gridlines
Guides
Notes
Show
Zoom
Fit to Window
Color
Grayscale
Black and White
Color/Grayscale
New Window
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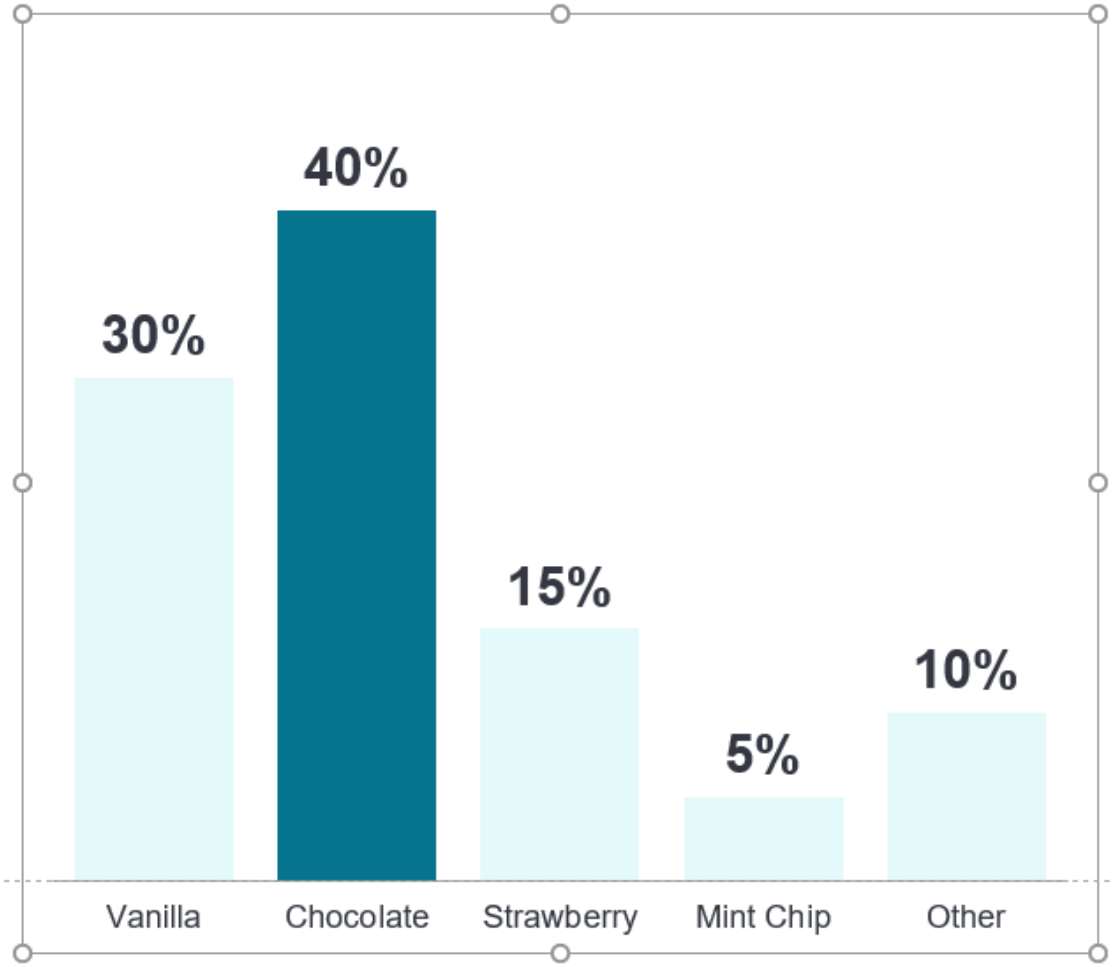
4 Guides
38
4
Guides
40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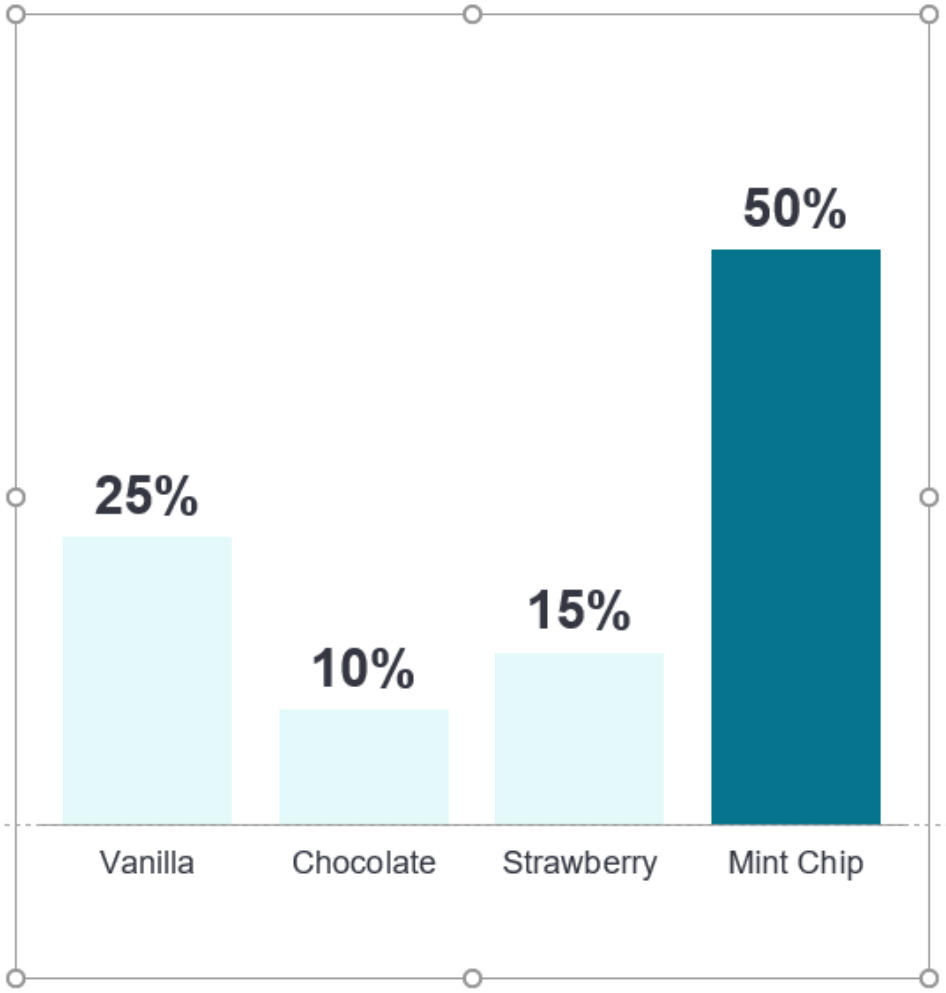
Strawberry
Mint Chip
Other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Vanilla
Chocolate
Strawberry
Mint Chip

Resources and best practices

- Corporate-approved logos, brand guides and assets can be found at **LibertyMutualBrand.com**, including the **icons for PowerPoint** resource deck
- PowerPoint templates can be found on the **GRM communications toolbox**
- Keep your copy to **<50 words per slide**
- Keep a **consistent and minimal color and font palette** throughout
- **Use white space** for easy reading and legibility
- Remember: **LESS IS MORE!**

I use this one **A LOT!**

This will keep your slides looking **fresh and professional**

Questions?

Thank you!