

Presentation Patterns: Techniques for Crafting Better Presentations



Presentation Patterns is the first book on presentations that categorizes and organizes the building blocks (or patterns) that you'll need to communicate effectively using presentation tools like Keynote and PowerPoint. Patterns are like the lower-level steps found inside recipes; they are the techniques you must master to be considered a master chef or master presenter. You can use the patterns in this book to construct your own recipes for different contexts, such as business meetings, technical demonstrations, scientific expositions, and keynotes, just to name a few. Although there are no such things as antirecipes, this book shows you lots of antipatterns—things you should avoid doing in presentations. Modern presentation tools often encourage ineffective presentation techniques, but this book shows you how to avoid them. Each pattern is introduced with a memorable name, a definition, and a brief explanation of motivation. Readers learn where the pattern applies, the consequences of applying it, and how to apply it. The authors also identify critical antipatterns: clichés, fallacies, and design mistakes that cause presentations to disappoint. These problems are easy to avoid once you know how. **Presentation Patterns** will help you

- Plan what you'll say, who you'll say it to, how long you'll talk, and where you'll present
- Perfectly calibrate your presentation to your audience
- Use the storyteller's narrative arc to full advantage
- Strengthen your credibility and avoid mistakes that hurt it
- Hone your message before you ever touch presentation software
- Incorporate visuals that support your message instead of hindering it
- Create highly effective infodecks that work when you're not able to deliver a talk in person
- Construct slides that really communicate and avoid Ant Fonts, Floodmarks, Alienating Artifacts, and other errors
- Master 13 powerful techniques for

delivering your presentation with power, authority, and clarity Whether you use this book as a handy reference or read it from start to finish, it will be a revelation: an entirely new language for systematically planning, creating, and delivering more powerful presentations. You'll quickly find it indispensable no matter what you're presenting, who your audiences are, or what message you're driving home.

Presentation Patterns is the first book on presentations that categorizes and organizes the building blocks (or patterns) that you'll need to communicate Presentation Patterns is the first book on presentations that categorizes and organizes the building blocks (or patterns) that you'll need to communicate Modern presentation tools often encourage ineffective presentation techniques, but this book shows you how to avoid them. Each pattern is

Book Reviews. Presentation Patterns: Techniques for Crafting Better Presentations. Neal Ford, Matthew McCullough and Nathaniel Schutta. DOI: 10.1145/Editorial Reviews. About the Author. Neal Ford is Director, Software Architect, and MemeNote 0.0/5: Achetez Presentation Patterns: Techniques for Crafting Better Presentations de Neal Ford / Matthew McCullough / Nathaniel Schutta Ford Presentation patterns : techniques for crafting better presentations / Neal Ford., Matthew McCullough, Nathaniel Schutta. p. cm. Includes bibliographical - 17 sec Watch EBOOK ONLINE Presentation Patterns: Techniques for Crafting Better Presentations - 7 sec Watch [Read PDF] Presentation Patterns: Techniques for Crafting Better Presentations Creator: Ford, Neal. McCullough, Matthew Schutta, Nathaniel T. Publisher: Upper Saddle River, NJ : Addison-Wesley, c2013. Format: Books. Physical Download citation Presentation pattern Software is created by people for people working in a range of environments and under various - 8 sec Watch Download Presentation Patterns: Techniques for Crafting Better Presentations Ebook - 6 sec Watch [PDF Download] Presentation Patterns: Techniques for Crafting Better Presentations - 8 sec [PDF] Presentation Patterns: Techniques for Crafting Better Presentations [Read] Full Ebook - 28 sec Watch Ebook Presentation Patterns: Techniques for Crafting Better Presentations Free Presentation Patterns: Techniques for Crafting Better Presentations Neal Ford / Matthew McCullough / Nathaniel Schutta Ford / McCullough / Schutta ISBN: Presentation Patterns is the first book on presentations that categorizes and organizes the building blocks (or patterns) that you'll need to communicate effectively Presentation Patterns: Techniques for Crafting Better Presentations [Neal Ford, Matthew McCullough, Nathaniel Schutta] on . *FREE* shipping on - 32 sec FAVORITE BOOK Presentation Patterns: Techniques for Crafting Better Presentations FULL Buy a cheap copy of Presentation Patterns: Techniques for book by Neal Ford. Presentation Patterns: Techniques for Crafting Better Presentations.