

Based on:

- *They Snooze, You Lose: The Educator's Guide to Successful Presentations* (Jossey-Bass/Wiley, 2011)
(Download free copy of Chapter 1:
<http://lynellburmark.schoolvideos.com/snooze>)
- And *Great Quotes from Great Leaders!*
www.greatquotesmovie.com

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
- 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*)

- Where do you find high quality, copyright-friendly images? www.morguefile.com (Search on “yellow.”)

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.)
www.educatebetter.org/FreeResources

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**
- Steve Jobs – MacWorld
John Mayer to introduce Garage Band

5. Play music.

- Hear the relaxing, meditative music in Pilates class. Experience the entrainment. “ZEN: the art of relaxation” available from www.amazon.com
- Emotional element www.greatquotesmovie.com
How could you use this clip?
 - ___ Set tone at staff meeting, training
 - ___ “Template” for classroom activity
 How would you use this DVD?
 “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)
- Like Steve Jobs, introducing the iPhone...
how does *your* work = your passion
What inspires you to inspire others
(HINT: probably not test scores....)
Share....

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.

- Bedtime prayers
- Stretch break
- *Bad Dates* (math ratios video on SchoolTube)
- WXGA (resolution) projectors (1280 pixels wide)
Dress the scarecrow....

9. Engage emotions.

- Like sticky notes to the brain.
- 4Generations – Water Buffalo Movie with Robert Thompson and Philip Greenspun.
<http://www.t2.com/waterbuffalo/>

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.

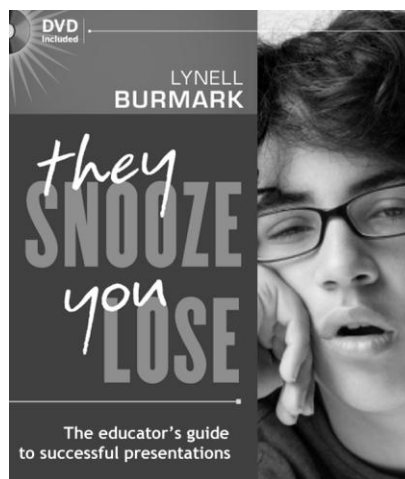
Take a moment to review your notes and/or the handout and circle/note:

- 3 tips you can take and use tomorrow to improve your presentations.
- 3 resources you can tap for lessons or presentations.
- 1 activity you can replicate with students.

Share your favorite new idea/tip/activity and how you plan to use it in your workplace.

Teach it forward.

- Make my marble your David.
- *Great Quotes from Great Leaders* with greatquotesmovie.com DVD from Simple Truths®



First chapter available as free download:

<http://lynellburmark.schoolvideos.com/snooze>

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

Or evaluation copy from the publisher (see contact information on the left).

Thank you.
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