



ASTD Monthly Meeting

October 23, 5:30 p.m.—7:30 p.m.
Sutter Health University,
2700 Gateway Oaks, Sacramento CA
Register at www.astdsac.org

ASTD Sacramento invites you to an interactive presentation...
“The Dirty Dozen Habits That Ruin Our Presentations”
with Mike Consol:

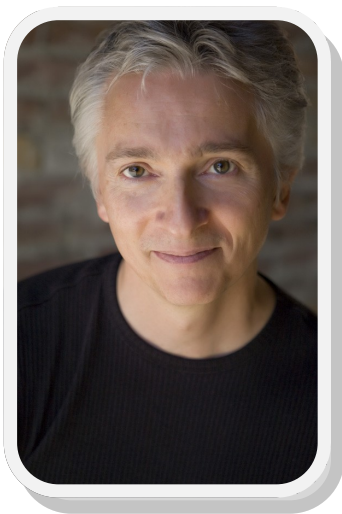
Do you believe that sitting through PowerPoint presentations is the bane of corporate life? Most of us do. Still, presentation software isn't about to go away, because there's no substitute for its ability to focus attention, mix media, and deliver a multi-sensory experience that accords with people's various learning styles. That's provided PowerPoint is used properly.

Executives such as Apple CEO Steve Jobs and environmental activist Al Gore have raised the PowerPoint presentation to an art form. The good news is that far less exalted and highly-produced PowerPoint presentations can be extremely effective for everyday business professionals—if they learn the presentation skills that are too often overlooked by even the most experienced learning and development professionals. This presentation shines a bright light on the 12 habits that cause our presentations to go awry, as well as the positive actions we can take to revitalize our public appearances. This session will cover:

- § Effective presentation structures
- § Visual thinking
- § The power of asymmetry
- § The rule of thirds
- § How to effectively display data
- § How to make the presentation about you rather than the slides
- § How to properly interact with PowerPoint slides
- § The keys to making you presentation influential



Mike Consol spent 17 years with American City Business Journals, the nation's largest publisher of metropolitan business journals with 40 weekly newspapers across the United States. While at ACBJ, he held a variety of key posts:



- § Associate publisher, San Francisco Business Times
- § Publisher, East Bay Business Times
- § Writing and reporting coach, American City Business Journals
- § Vice president, bizjournals.com (internet division of ACBJ)
- § Publisher, Portland Business Journal
- § Editor, San Francisco Business Times

Mike's specialties include general communication skills, media consulting, writing, editing, public speaking and PowerPoint presentations training, interviewing, coaching/training, blogging, social media, marketing, public relations, website design and business strategy.