

John Zimmer

**IFMA Lunch Meeting
19 May 2016
Geneva, Switzerland**

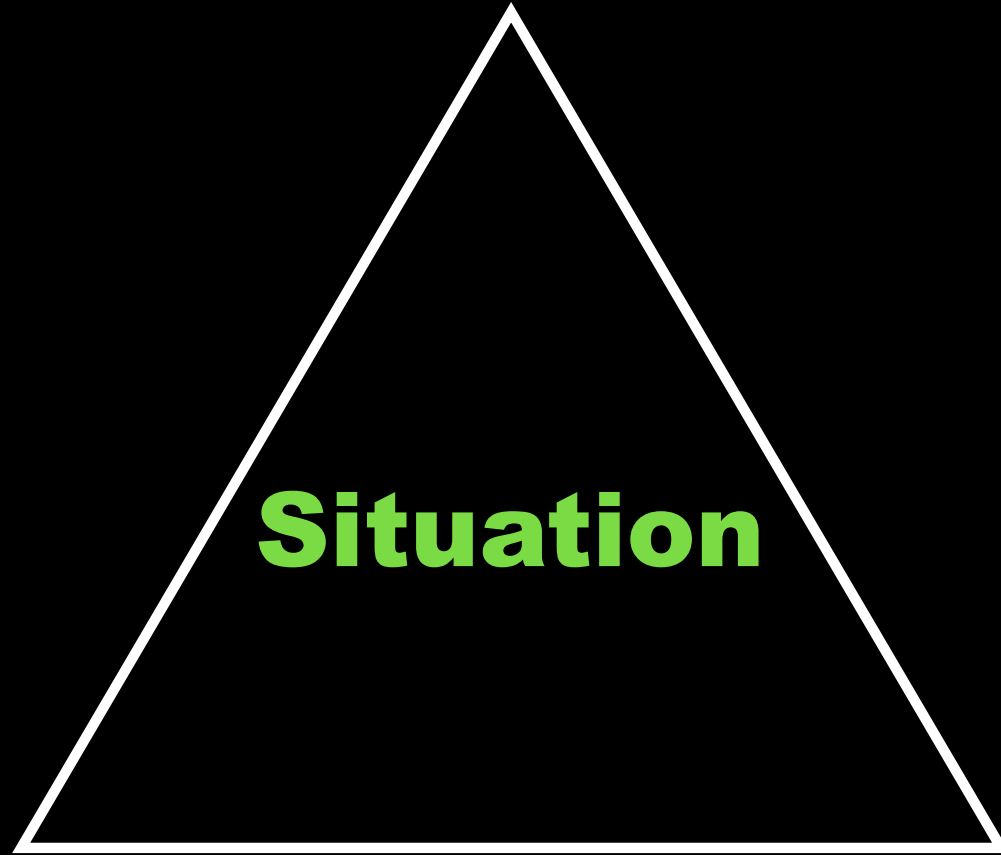


**“THE BRAIN DOESN’T PAY
ATTENTION TO BORING IDEAS.”**

- JOHN MEDINA

Preparation

Speaker



Situation

Subject

Audience



**Define your
objective.**



**What is my
key message?**

Why should they care?



**Designing a presentation
without an audience in mind is
like writing a love letter and
addressing it:**

“To Whom it May Concern”

- Ken Haemer

Slide Presentations



**Fiscal Year 2007
Information Technology Budget**

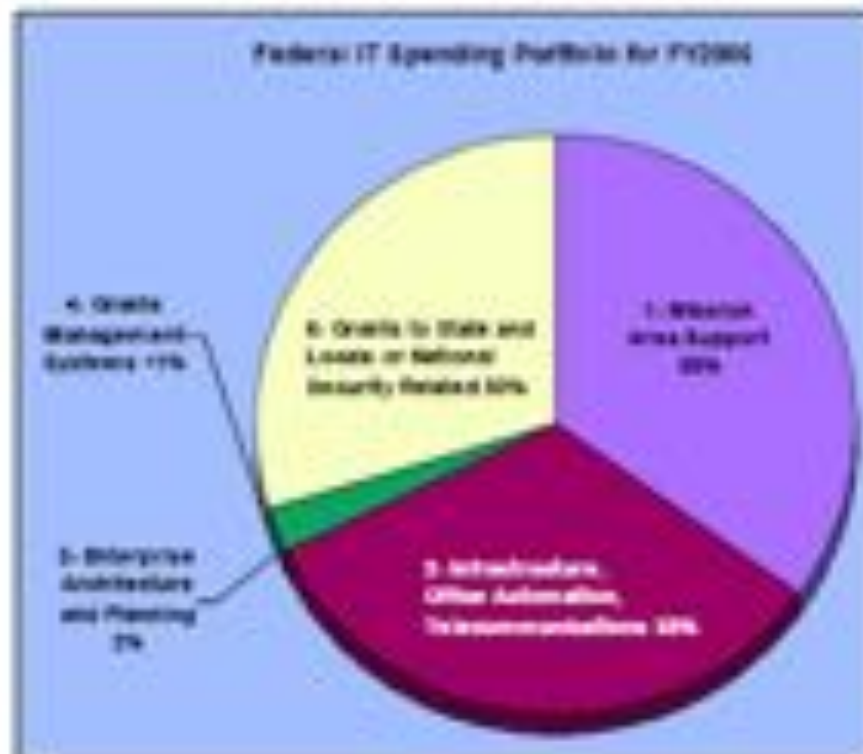
March 3, 2006





Federal Portfolio, IT Spending

Component / Description of Fund	FY2004			FY2005			FY2006		
	FY0000	FY0000	FY0000	FY0000	FY0000	FY0000	FY0000	FY0000	FY0000
1- Mission Area Support	\$21,815	\$22,838	\$22,865	\$27,563	\$27,562	\$27,563	\$19,207	\$19,366	\$19,366
2- Infrastructure, Office Automation, Telecommunications	\$20,376	\$20,823	\$21,201	\$3,491	\$3,386	\$3,427	\$14,847	\$14,918	\$14,706
3- Enterprise Architecture and Planning	\$1,479	\$1,821	\$1,871	\$279	\$279	\$443	\$1,286	\$1,122	\$1,108
4- Grants Management Systems	\$133	\$133	\$133	\$47	\$39	\$47	\$74	\$67	\$66
5- Grants to State Agencies or National Security Related	\$15,282	\$15,833	\$15,702	\$5,252	\$5,122	\$5,122	\$5,332	\$5,476	\$5,202
Total	\$59,085	\$61,354	\$61,672	\$37,632	\$37,188	\$37,565	\$46,746	\$46,899	\$46,448



NOTE: Figures presented reflect reported to Federal administrators from the following agencies - The Department of Defense, the Department of Education, the Department of Health and Human Services, the Department of Homeland Security, the Department of Labor, the Federal Reserve and Space Administration, and the National Science and Technology Administration.

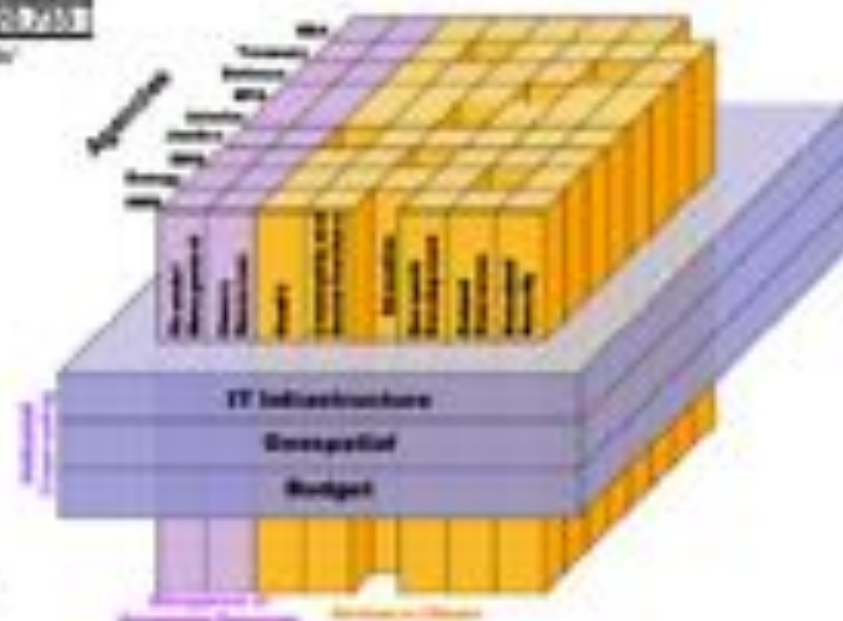


Line of Business - Spending Update

New and Existing Lines of Business Investment DME Spending for FY2006 & FY2007
(\$ millions)

Line of Business	DME FY06	DME FY07
Financial Management (FM)	\$ 105	\$ 90
Human Resources Management (HR)	\$ 217	\$ 200
Case Management (Case)	\$ 100	\$ 100
Health Management (Health)	-	-
Personal Health Architecture (PHA)	-	-
Information System Security (ISS)	-	-
IT Infrastructure	-	-
Geospatial	-	-
Biotech	-	-
Other	\$ 12,001	\$ 12,001
Total	\$ 25,084	\$ 25,091

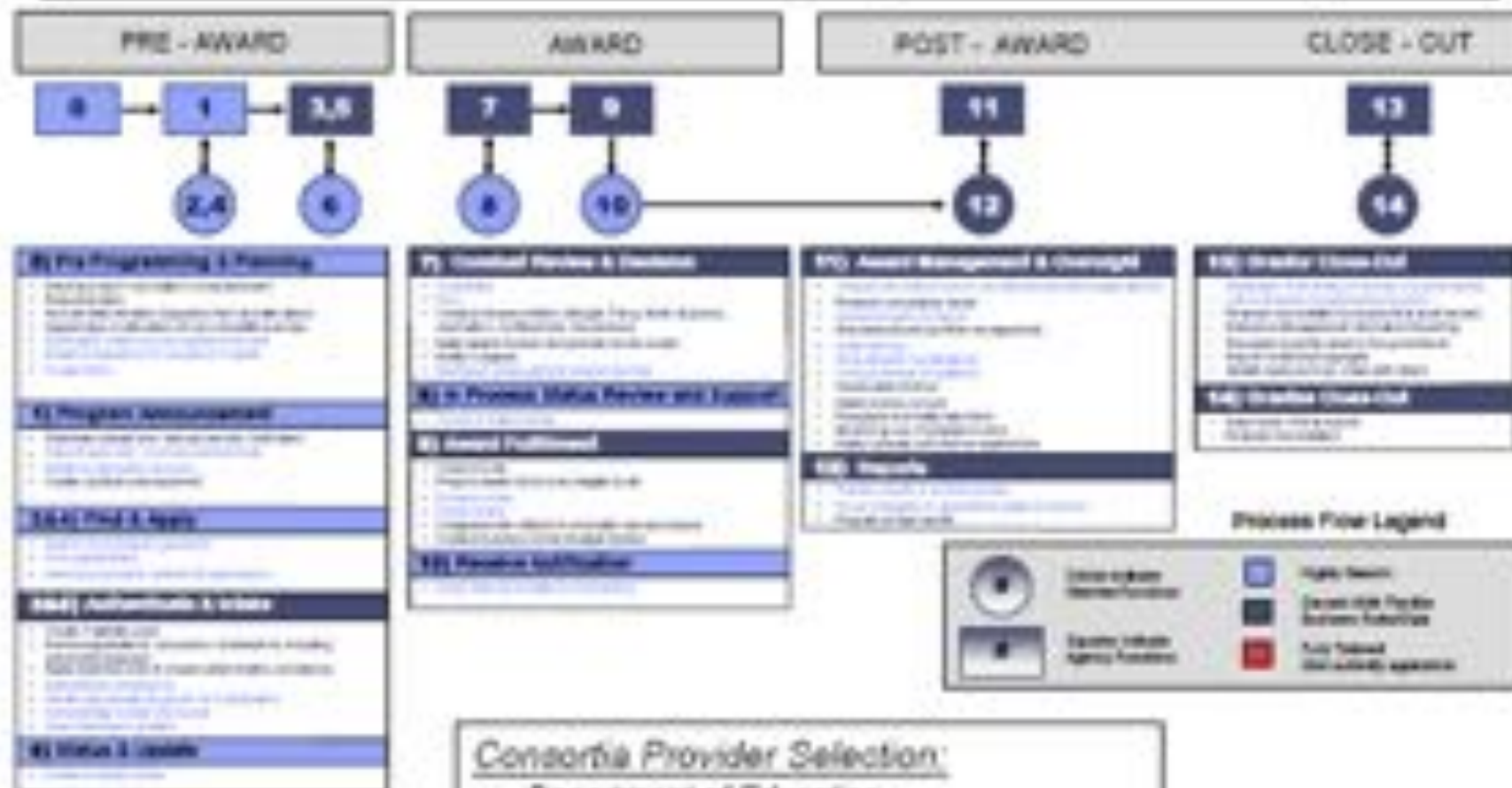
* Investments in these lines of business represent investments (downloading) into:



NOTE: Figures presented reflect updates to financial information from the following agencies – the Department of Defense, the Department of Education, the Department of Health and Human Services, the Department of Homeland Security, the Department of Labor, the National Transportation and Pipeline Administration, and the National Archives and Records Administration.



Grants Management LoB Update



Simplicity







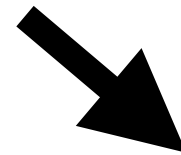
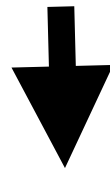
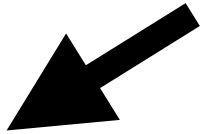
“Simplicity is the ultimate sophistication.”
— Leonardo da Vinci



≠



One idea
per slide



Fonts

- **Large: 30 Point Minimum**
- **Sans-Serif**

ABC

ABC

- **Arial Gill Sans Helvetica**

Bullet Points

- **Here's a bullet point.**
- **And here's another one.**
- **And another one.**
- **And another one.**
- **And another one.**

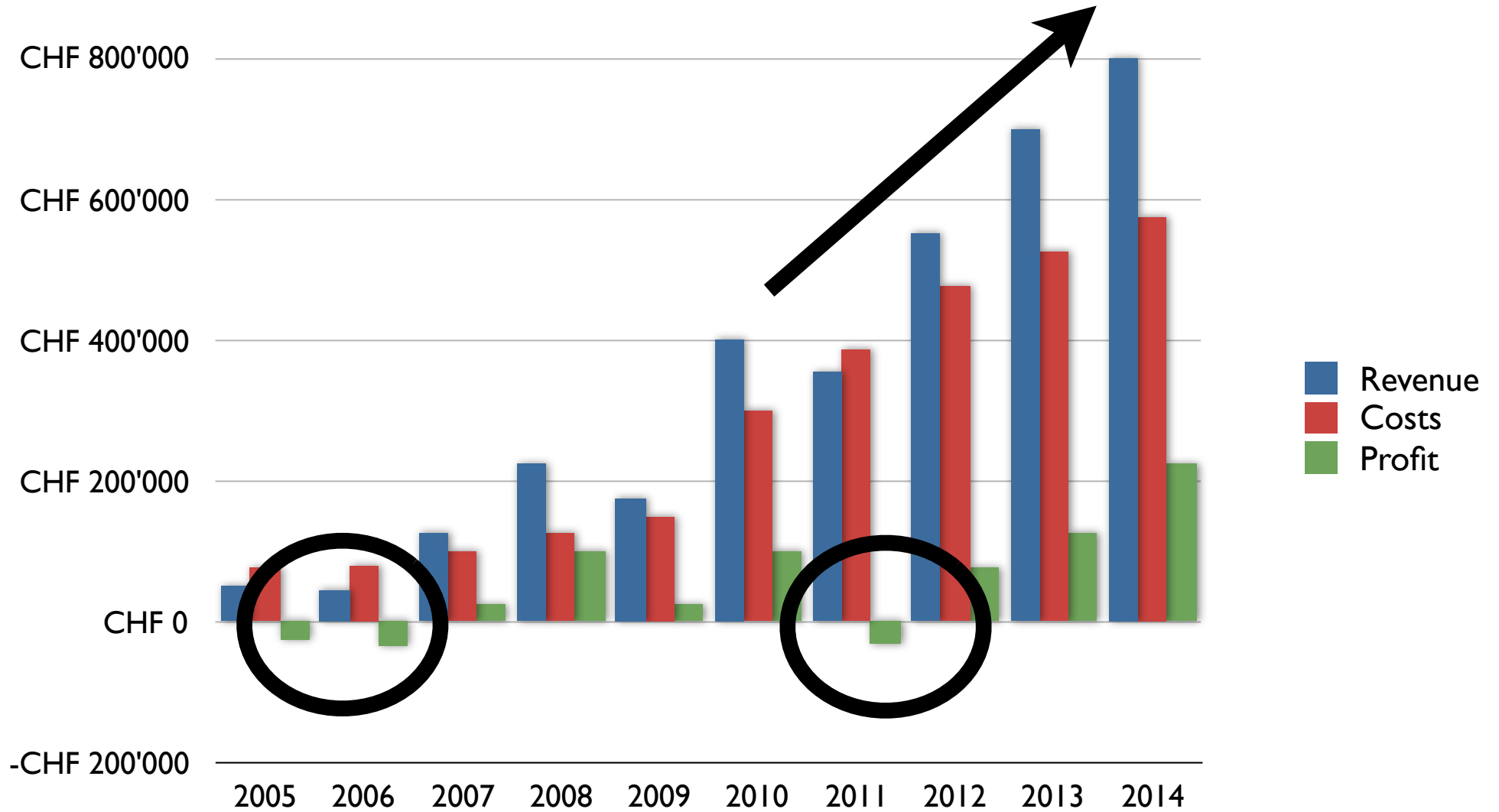
Bullet Points

- **Here's a bullet point.**
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Make Data Meaningful

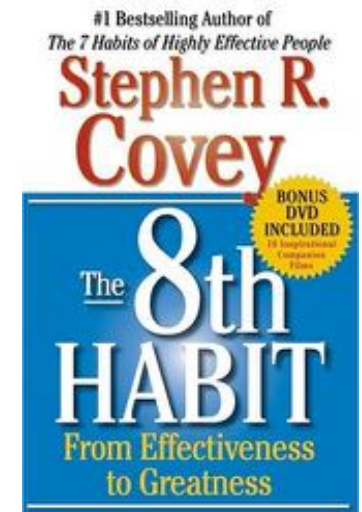
- **Explain the axes**
- **Focus on subsets**
- **Use labels**
- **Put things in context**
- **More signal, less noise**

ABC's Performance



Put Data Into Context

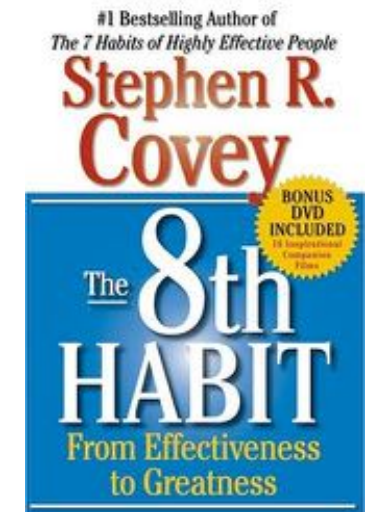
- **37%: clear understanding of their organization's objectives**
- **20%: enthusiastic about their team's and organization's goals**
- **20%: clear understanding of how their tasks fit**
- **15%: organization fully allows me to execute key goals**
- **20%: trust the organization**





Put Data Into Context

- Only 4 out of 11 would know which goal was theirs
- Only 2 out of 11 would care
- Only 2 out of 11 would know which position they play
- Only 2 out of 11 would know what they are supposed to do
- 9 out of 11 would somehow be competing against their team



FOREWORD BY GUY KAWASAKI

presentationzen

Simple Ideas on Presentation Design and Delivery



Garr Reynolds

New
Riders

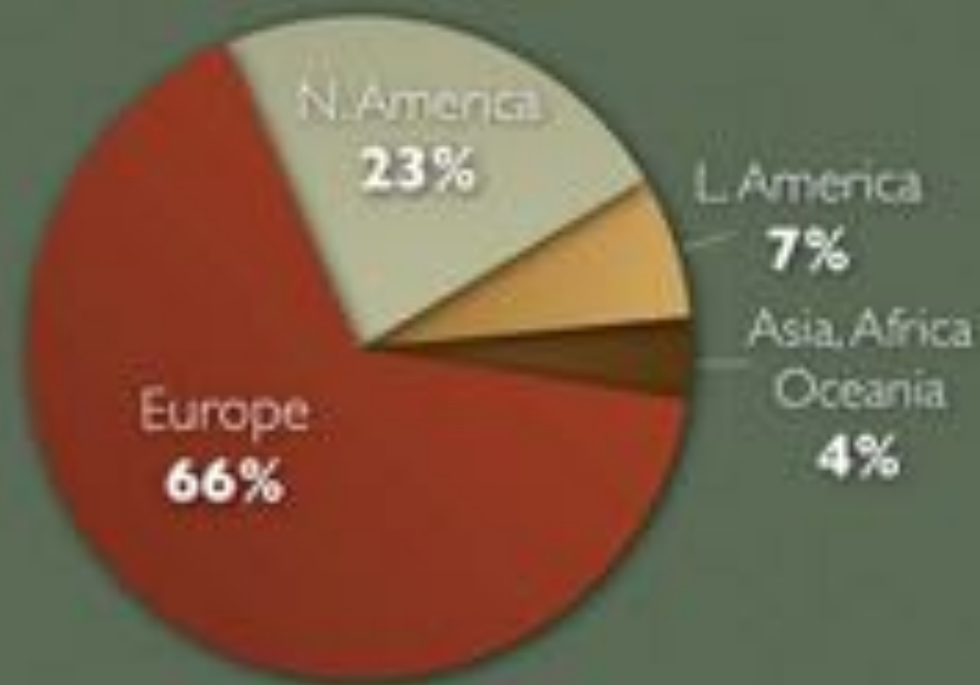
VOICES THAT MATTER™

Ecological Era: Organic Foods

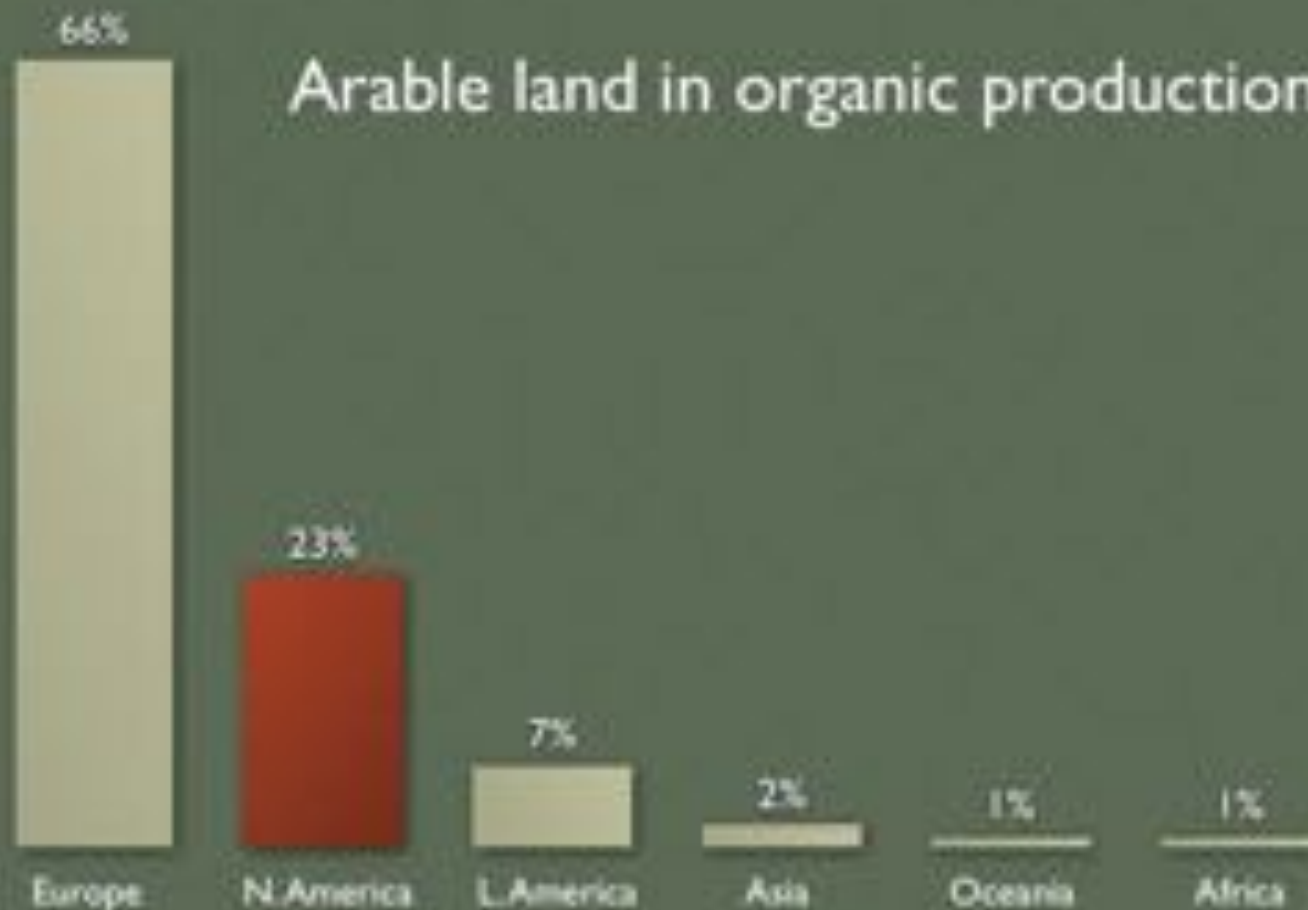
Arable Land in Organic Production
by Continent



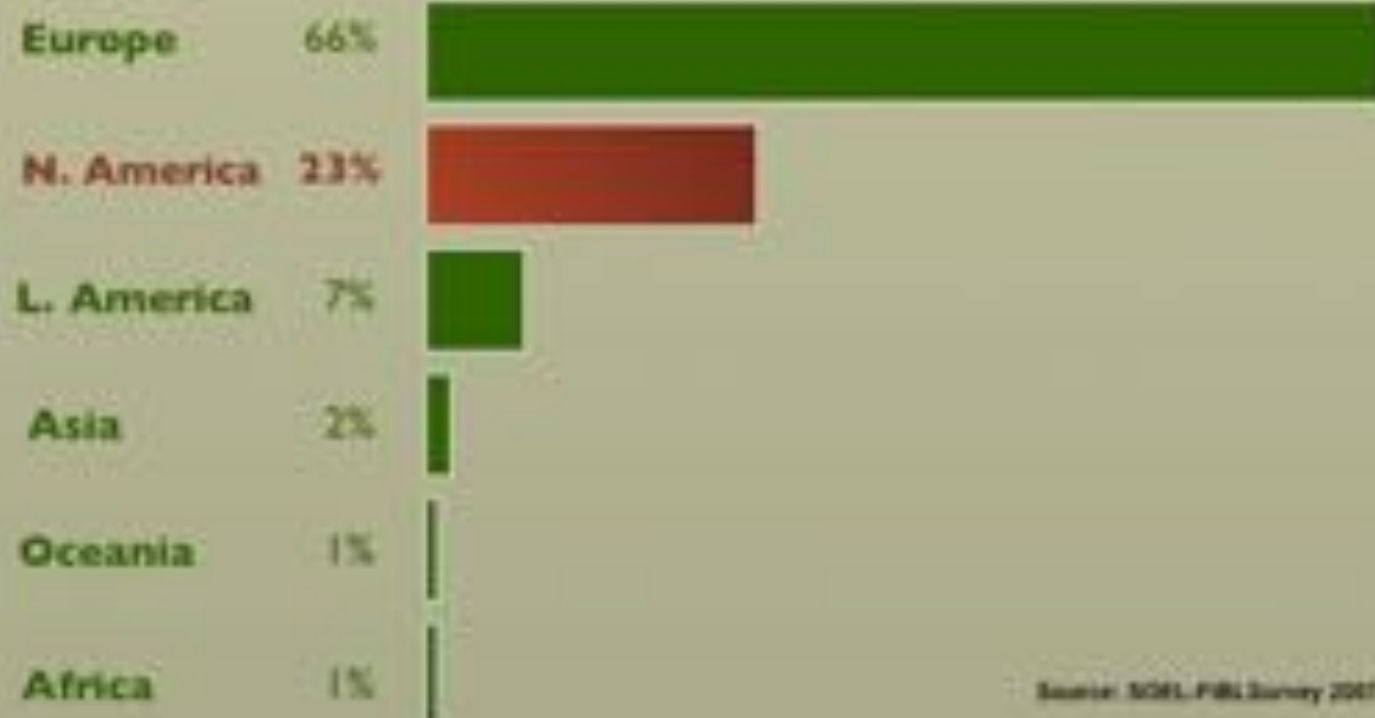
Arable land in organic production



Arable land in organic production



Arable land in organic production

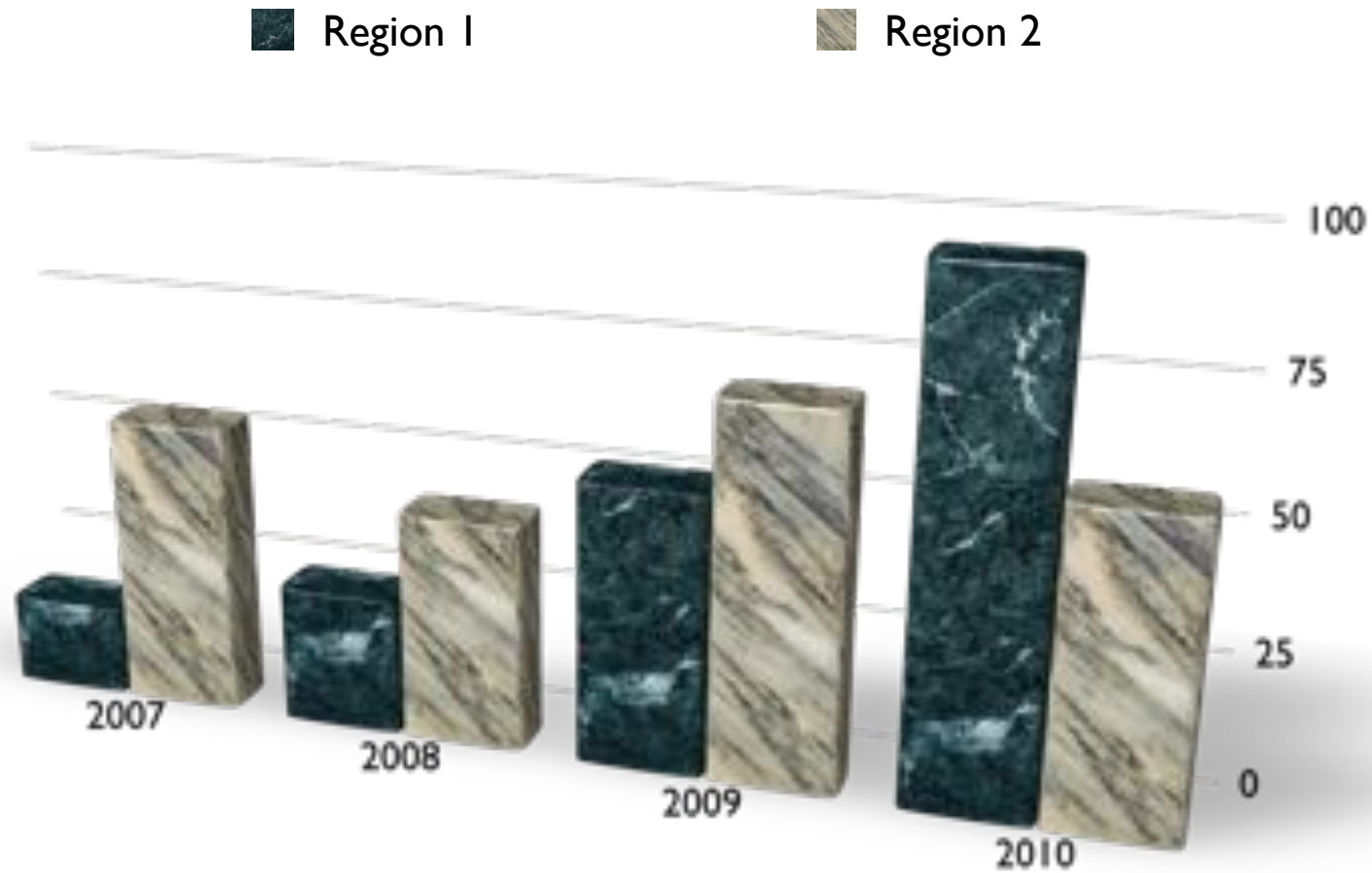


Source: IFOAM, FIBL Survey 2007

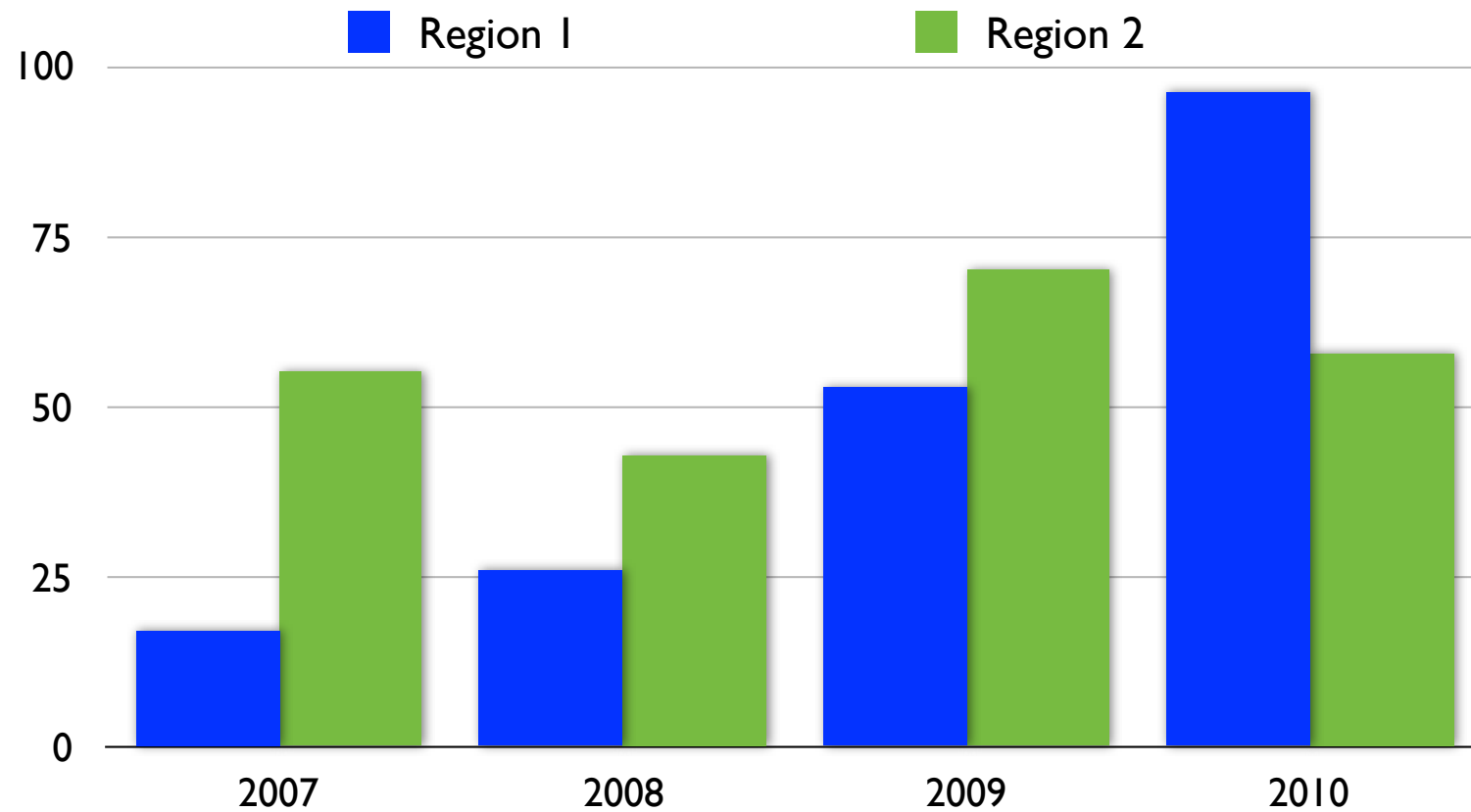
Arable land in organic production



2D for Charts/Graphs



2D for Charts/Graphs



Delivery

Speaker



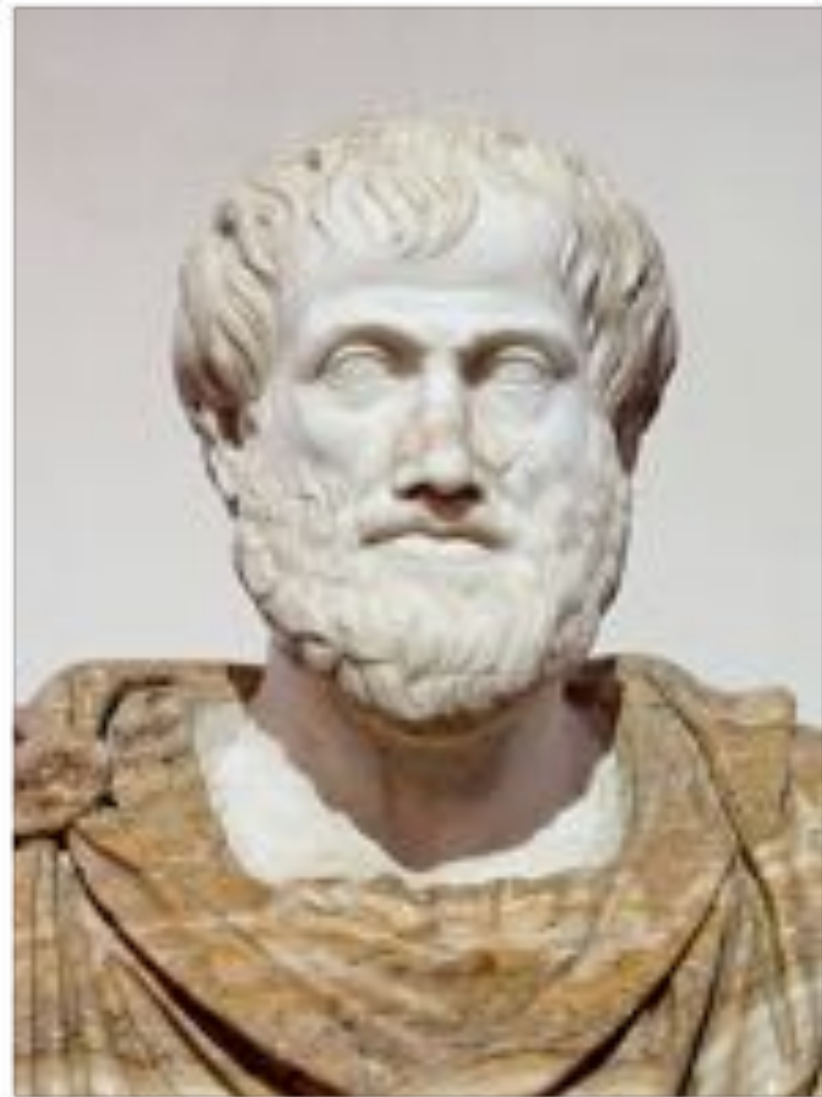
Audience

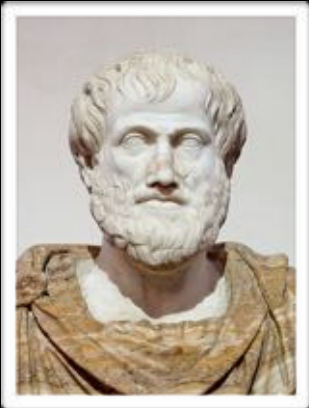


A tiger is lying down on a sandy or rocky surface, yawning with its mouth wide open. The tiger's eyes are closed, and its tongue is visible. The background is dark and out of focus.

**The brain
wants meaning
before detail.**







Logos

Ethos

Pathos

Stories



John Zimmer

mannerofspeaking.org