



Mu Sigma

## PowerPoint tips and tricks

*Do The Math*

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3/1/2011

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# Contents

- ▶ Training objectives
- ▶ Implementation skills
  - Essentials
  - Objects
    - » Creating
    - » Moving and positioning
  - Other tips
- ▶ Example slides

# Creating good presentations can be thought of in three stages – today’s brown bag concentrates on the third, most tactical one

**Strategic**

**Message design**

- Presentation structure
- Pyramid principle, problem definition
- Persuasive arguments – qualitative and quantitative

**Slide design**

- Simplicity of message for each slide
- Clarity in identifying part of chart or table of most interest
- Mu-Sigma Way: talking headers, take-away boxes etc
- Aesthetics issues (use of graphics, sufficient white space, clean color schemes etc.)

**Slide element design**

- Object manipulation
- Shortcuts
- Efficiency tips

**Tactical**

# Objectives

- ▶ This session aims to improve our use and manipulation of objects and offer other tips
  - Common problems tackled
  - Use objects more easily and more often
  - Make slides look more readable and professional
  
- ▶ It is designed for those who are familiar with
  - Basic PowerPoint skills
    - » Creating new presentations
    - » Basic moving around the slide and presentation, and use of objects, text etc.
  - Basic Mu Sigma templates and Mu Sigma Way
  
- ▶ This does not intend to be a Mu Sigma Way or ‘best-practice’ guide
  - There are many ways to do most the ideas here – usually only one is offered
  - There are many more methods and tricks out there
    - » Investigate and let me know
  
- ▶ Graphs and tables will be the next session

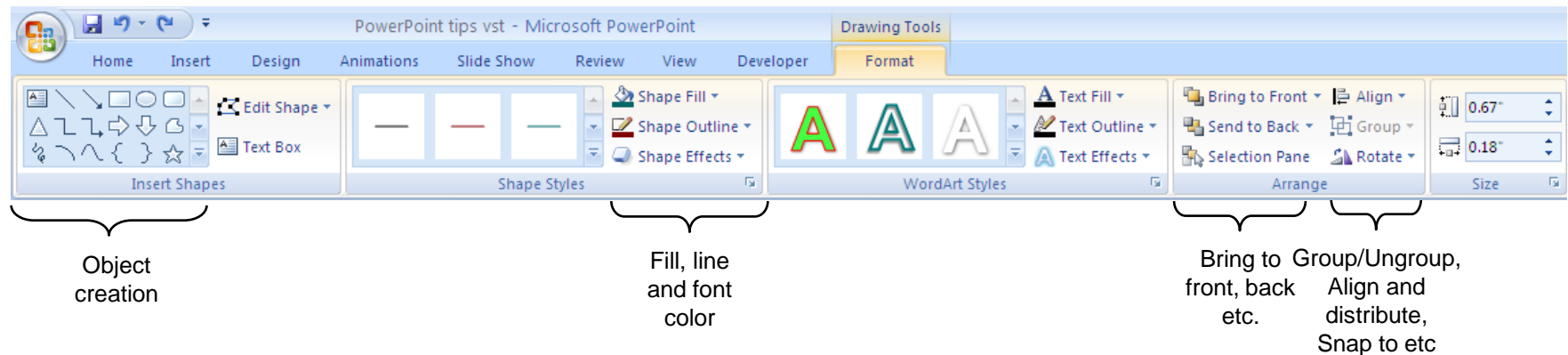


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# Having the right toolbars allows easy creation, editing and positioning of objects

- ▶ When objects are chosen, there are various drawing tools available in the “Format” menu:
  - Object ‘order’ buttons (Bring to front, send to back, etc.)
  - Group and ungroup
  - Snap to grid, snap to objects
  - Basic shapes
  - Object and line properties
  - Aligning functions
  - Distributing functions

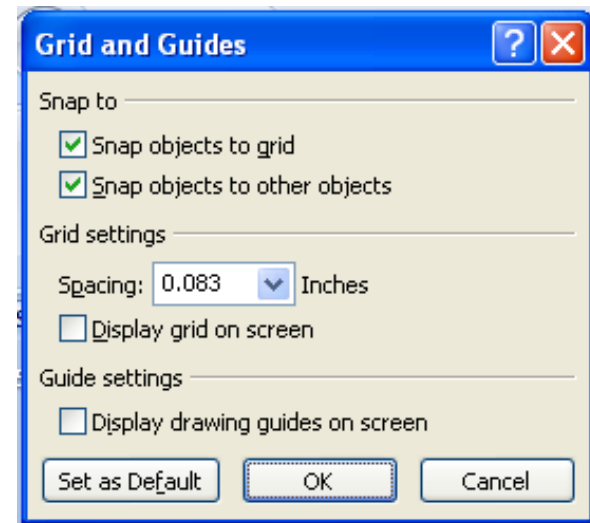
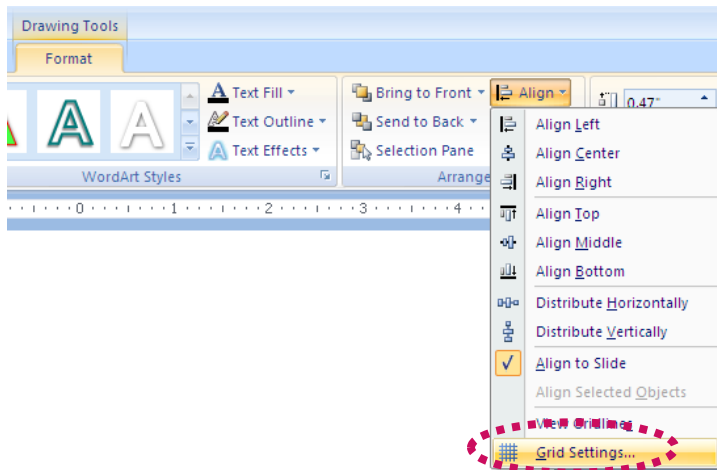


# Keep the ‘snap to’ option on for most occasions to help create and move objects more easily

- ▶ ‘Snap to grid’ and ‘Snap to object’ should typically be on
  - To position shapes or objects to the closest intersection of the grid, use **Snap to Grid**
  - To position shapes or objects to grid lines that go through the vertical and horizontal edges of other shapes or objects, use **Snap to Shape**
- ▶ How:
  - Click the shape or object in the worksheet. Under **Drawing Tools** on the **Format** tab, in the **Arrange** group, click **Align**
  - Click “Grid Settings” and check the **snap to grid** or **snap to shape** options

**OR**

  - Use shortcut: **Alt+V+I**



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# Shift, Ctrl and Alt are (amongst) your best friends

▶ Use

**Shift**

and/or

**Ctrl**

and/or

**Alt**

in various combinations whenever you

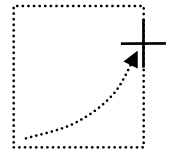
- create an object
- move or rotate an object
- rescale an object

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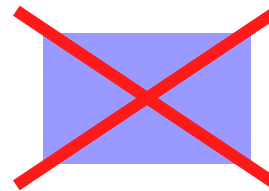
- ▶ Training objectives
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# Using Shift when creating an object or line makes them well proportioned or orthogonal

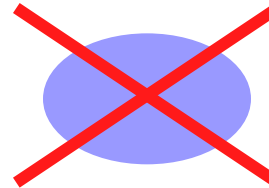
- ▶ SHIFT maintains the object's proportions
  - Select the autoshape type to create
  - Hold SHIFT down as you drag to create it



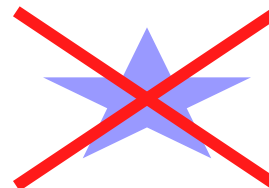
- ▶ Squares are created instead of rectangles



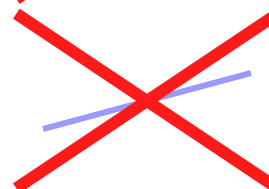
- ▶ Circles instead of ellipses



- ▶ Stars are well proportioned

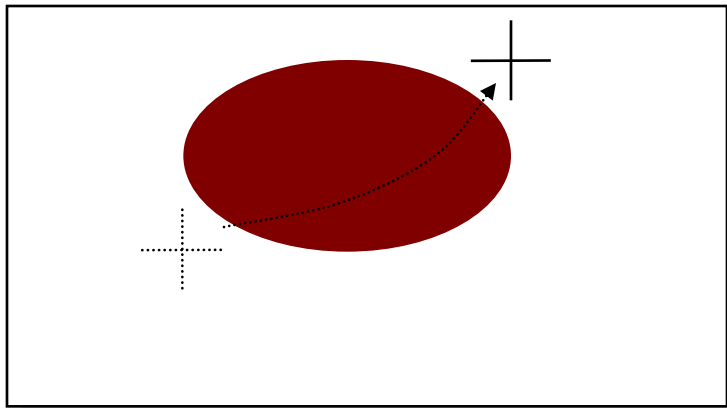


- ▶ Lines drawn are horizontal or vertical



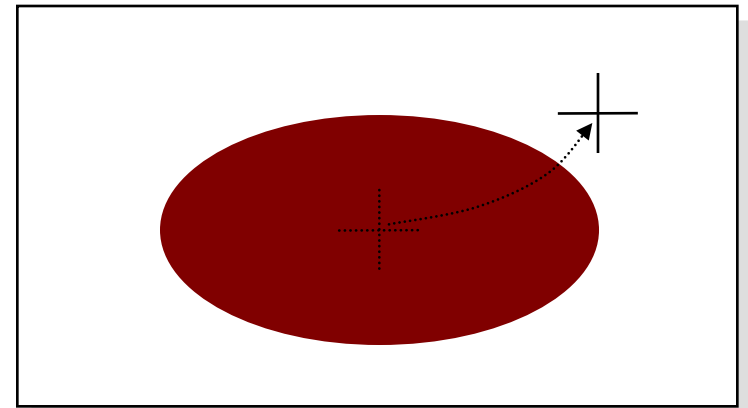
## Using Ctrl when creating an object draws the object centered on the first mouse click; Alt overrides 'snap to' options

- ▶ CTRL creates the object centered on the first mouse click
  - Select the autoshape
  - Hold Ctrl down as you drag to create it
- ▶ E.g. circles, ellipses and stars are created centered where you start drawing



Without

Ctrl



With

Ctrl

- ▶ ALT makes the movement 'smoother', overcoming any 'snap to' settings

Alt

=

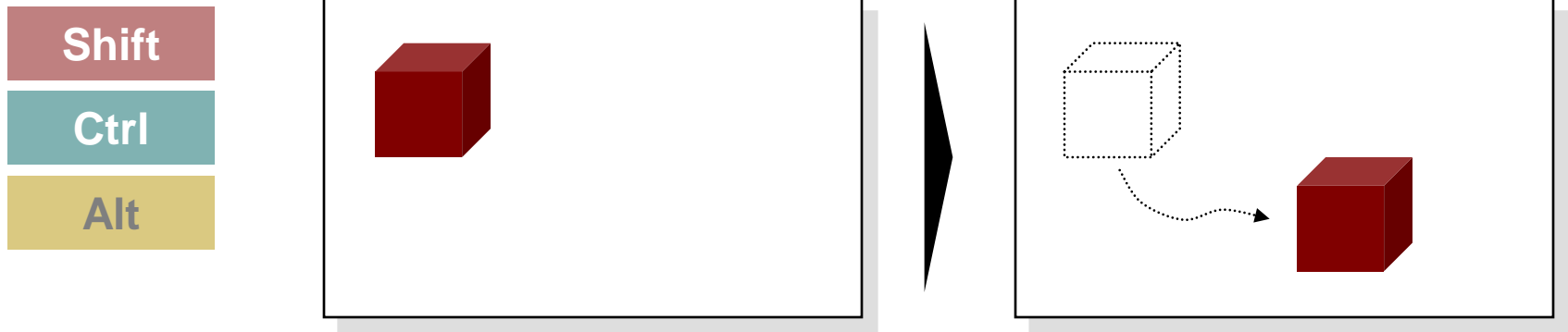
*Smoooooth*

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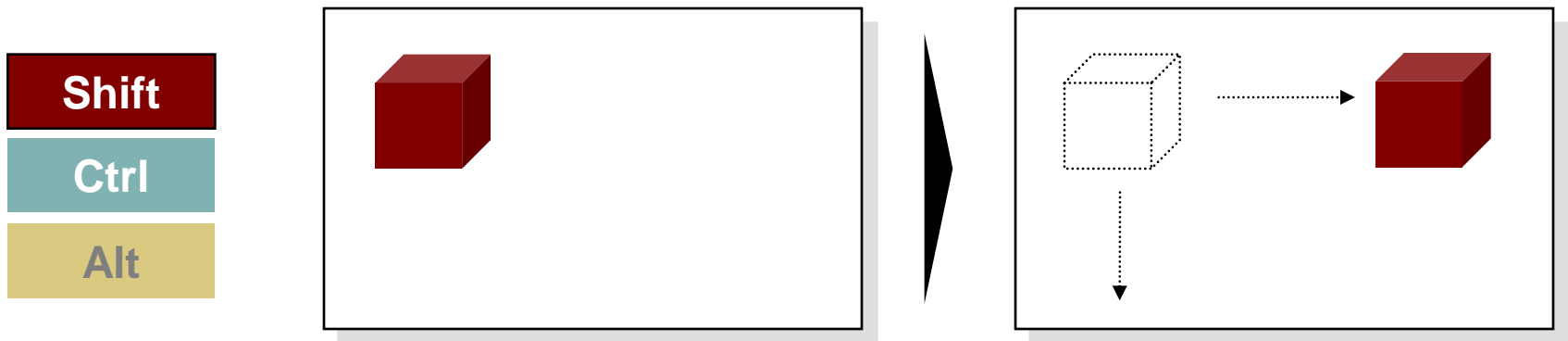
- ▶ Training objectives
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# Effective positioning of objects can be achieved using the Shift, Ctrl and Alt key when dragging and dropping

- Left click to drag an object – release the left forefinger to drop it

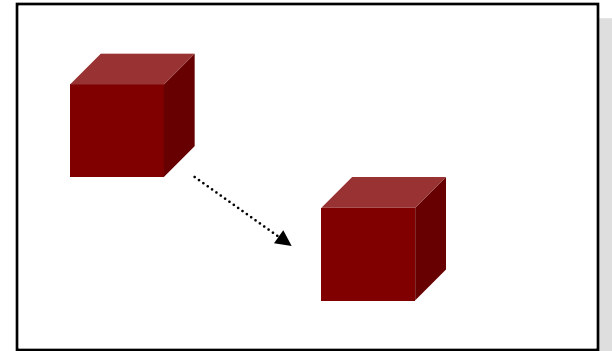
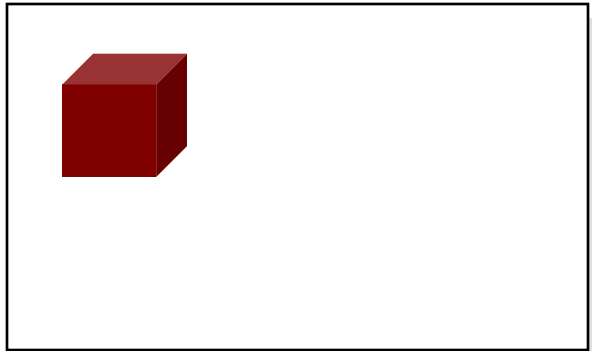
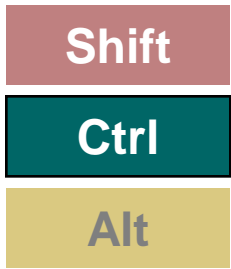


- ▶ Hold down SHIFT while dragging to move it horizontally or vertically on the screen

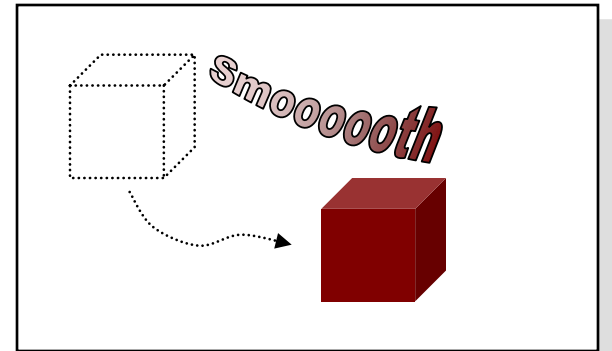
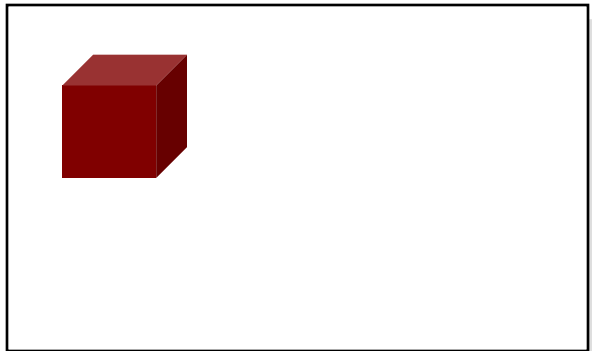
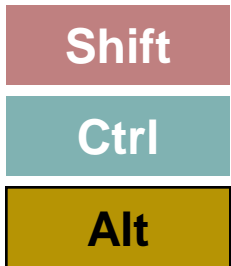


# Copying is easy using the Ctrl key, while the Alt key overrides the 'Snap to' option

- Hold down CTRL while dragging, to copy the object

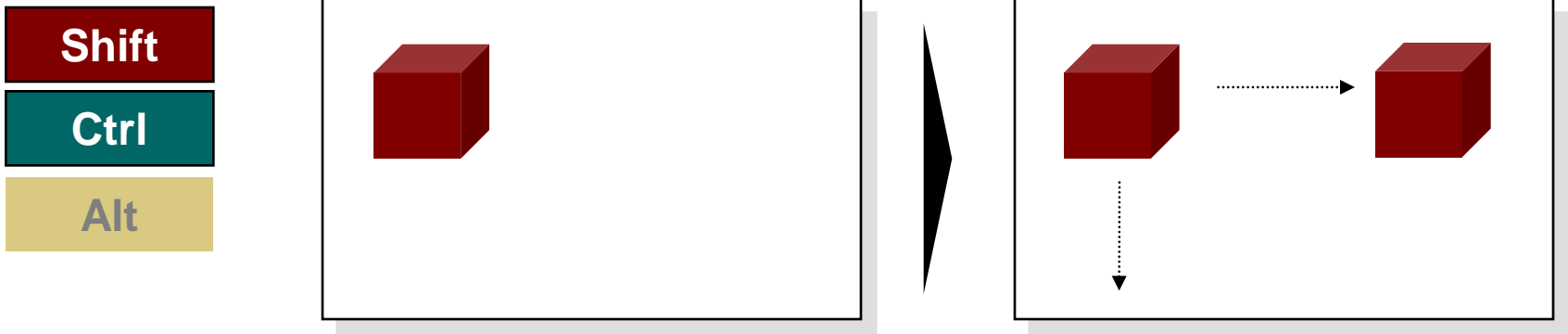


- ▶ Hold down ALT while dragging, to move it 'smoothly', overriding the SNAP to grids, guides or objects

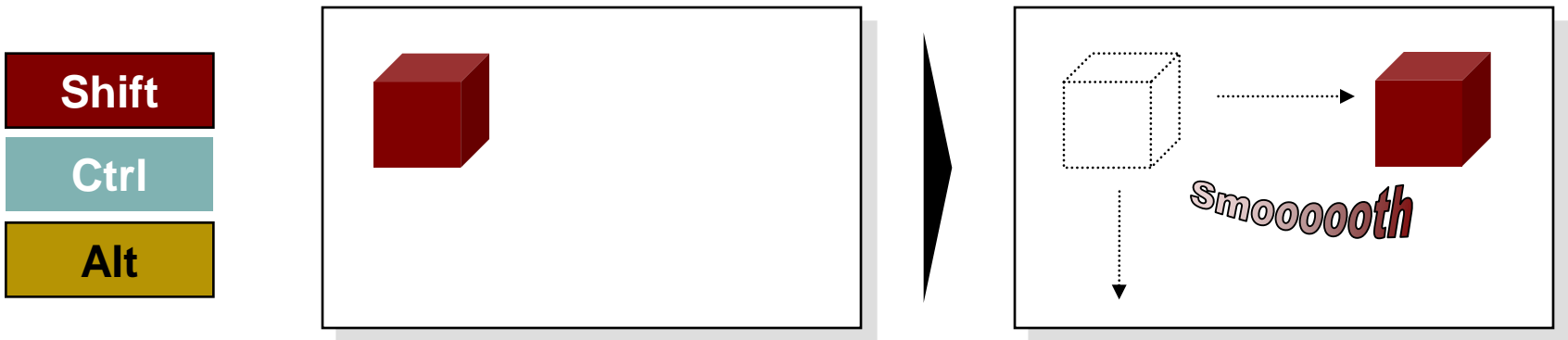


# The Shift, Ctrl and Alt keys can be used together

- Hold down CTRL and SHIFT while dragging, to copy the object while moving it horizontally or vertically



- ▶ Hold down SHIFT and ALT while dragging, to move an object horizontally or vertically and 'smoothly' (overriding the 'SNAP to' option)

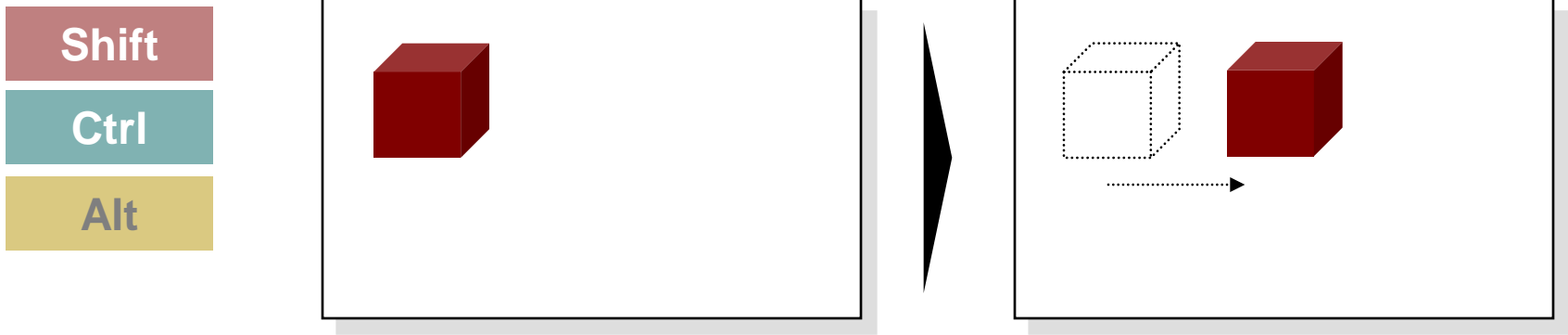




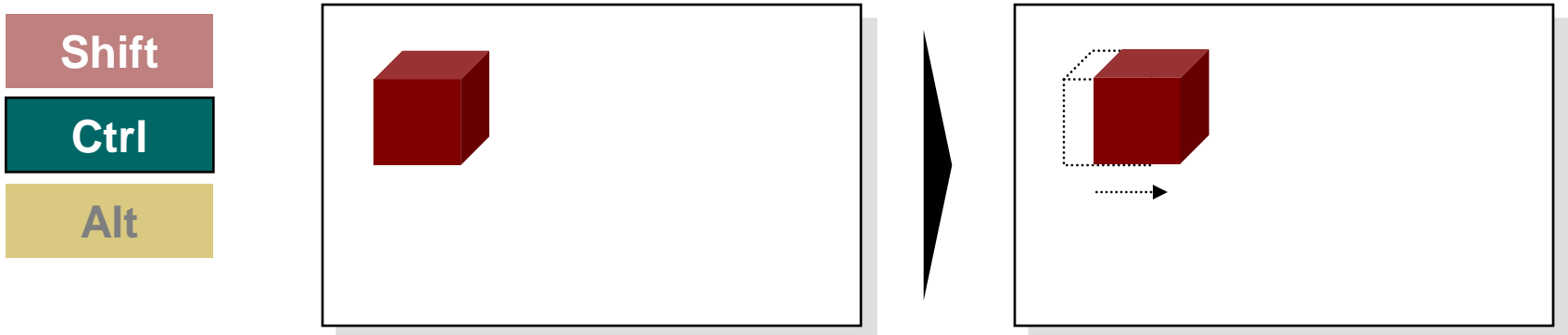
# An object can also be moved by pressing the arrow keys

- CTRL makes it take much smaller steps each time

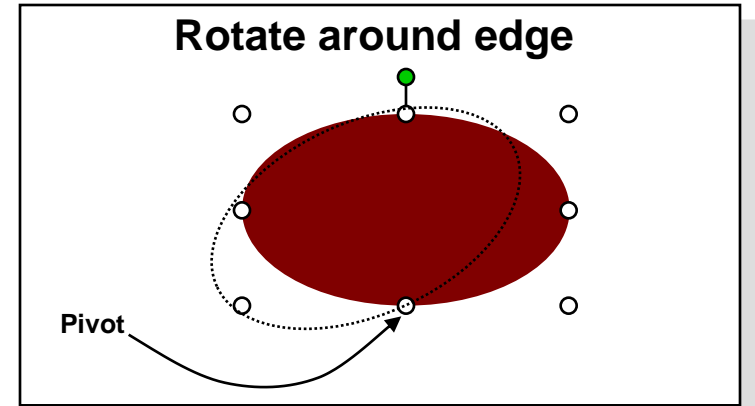
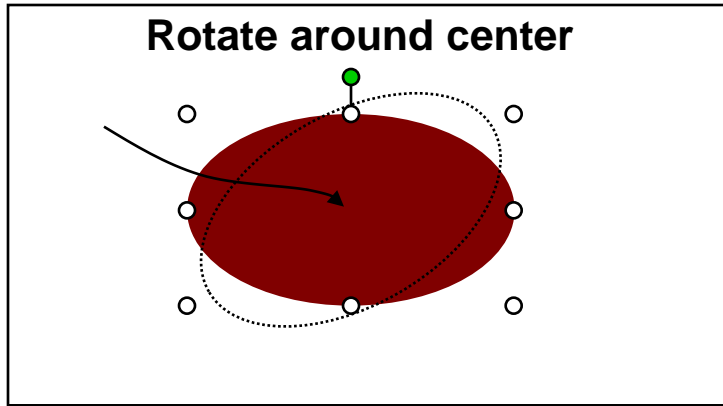
- The arrow keys can move any object
  - Useful for basic orthogonal motion



▶ Hold down CTRL while moving for 'baby steps'

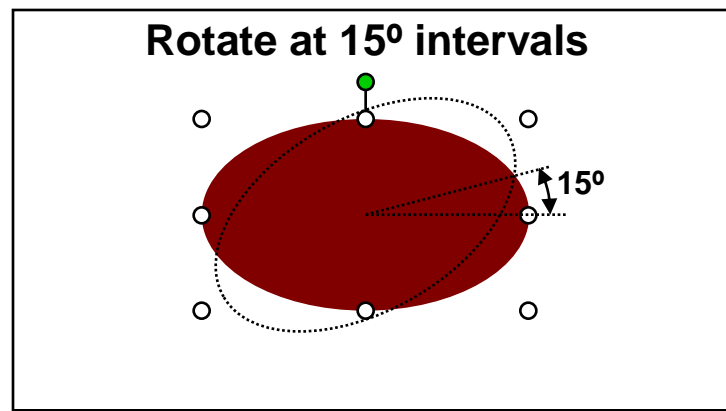


# Objects can be rotated using their green handle



Without **Shift** **Ctrl** **Alt**

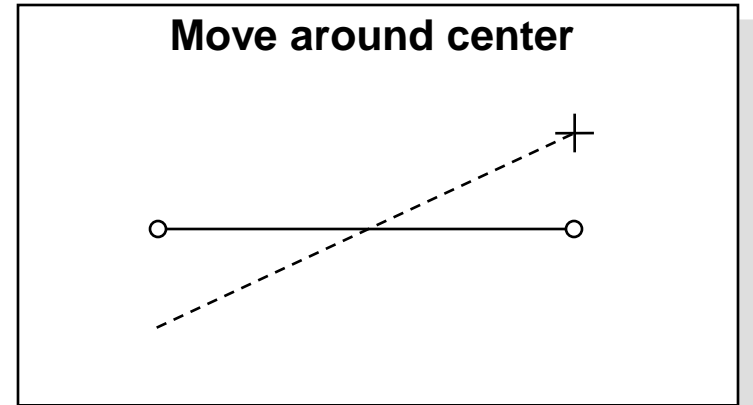
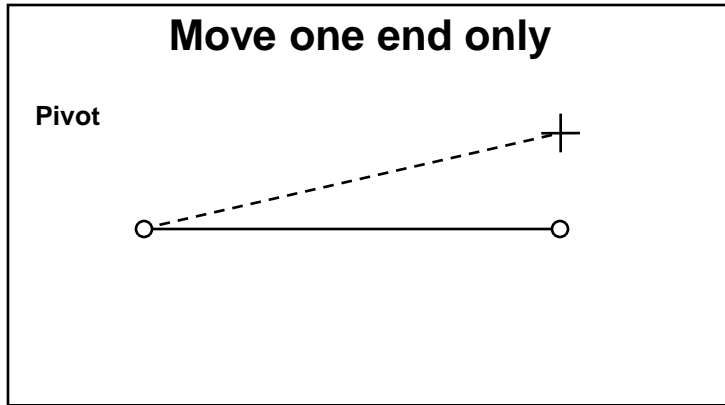
With **Ctrl**



With **Shift**

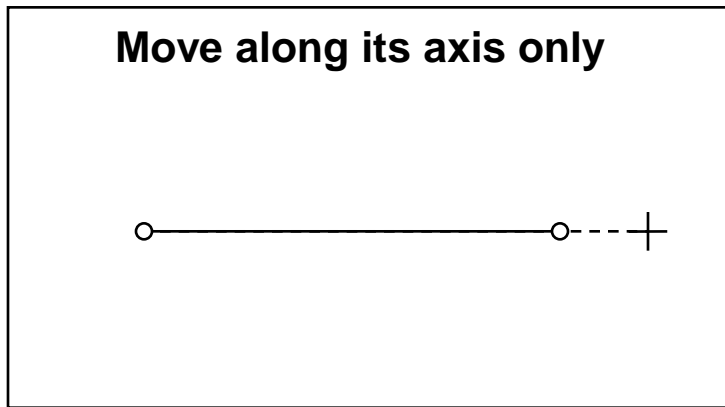
Useful for 45° or 90° rotations

# Line can be stretched or rotated by dragging their ends and using SHIFT, CTRL and ALT



Without **Shift** **Ctrl** **Alt**

With **Ctrl**

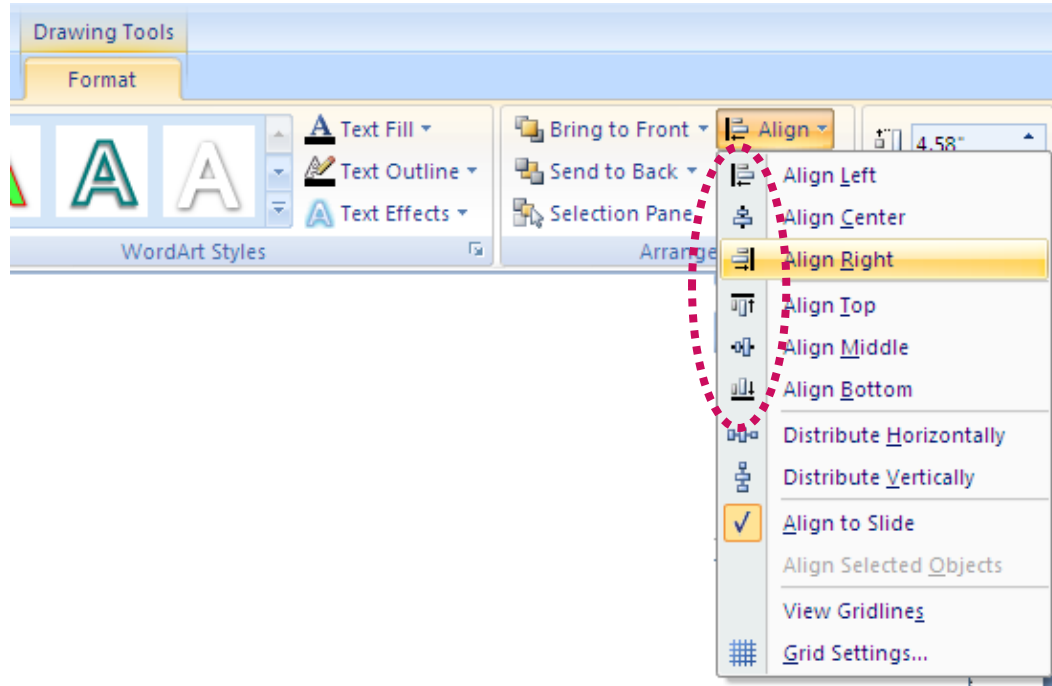


With **Shift**

With **Alt**

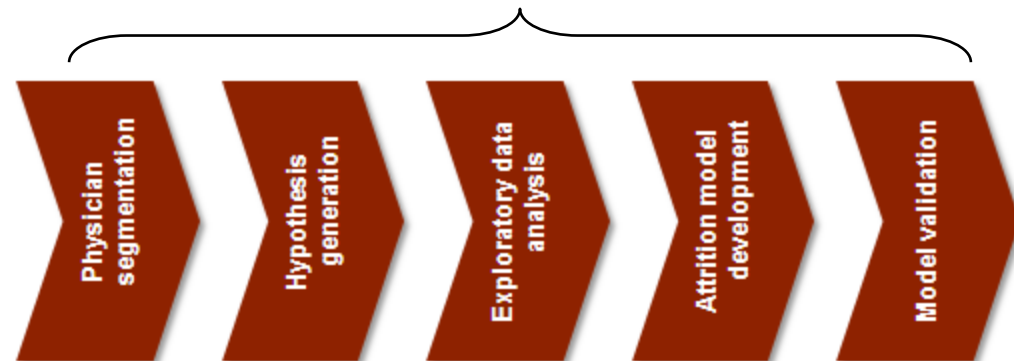
= *Smoooooth*

# Use 'Align' to, well, align objects



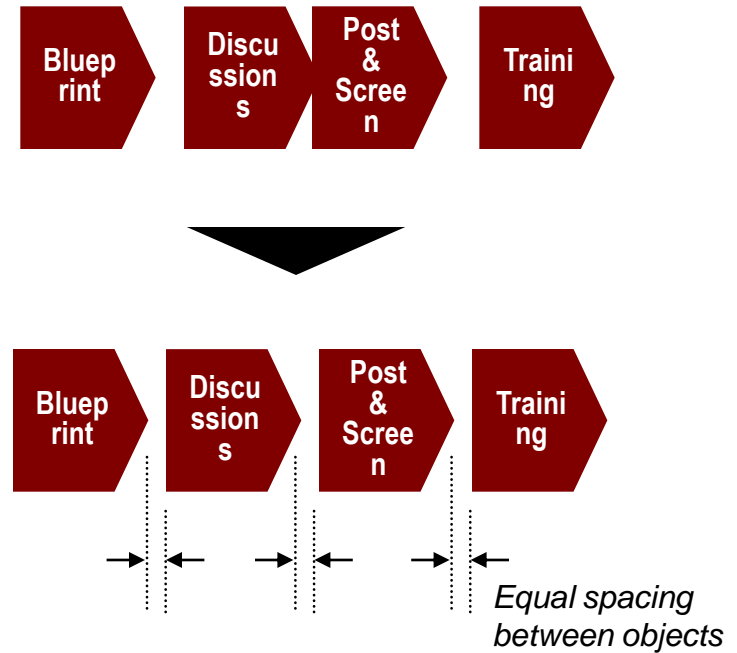
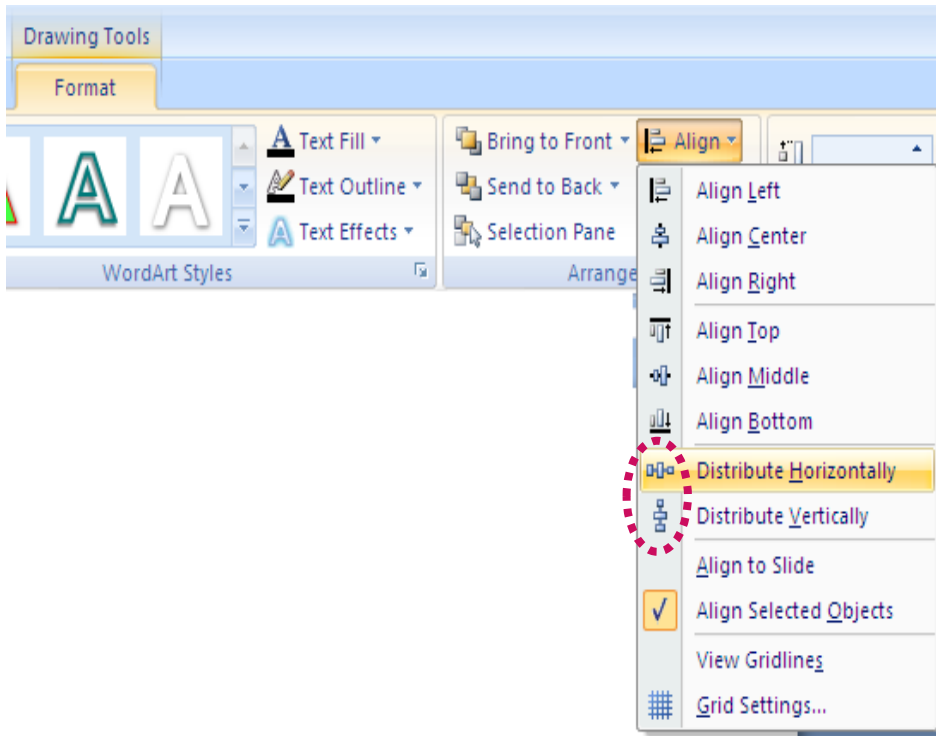
- ← Left
- ← Center
- ← Right
- ← Top
- ← Middle
- ← Bottom

The red boxes are all aligned Middle

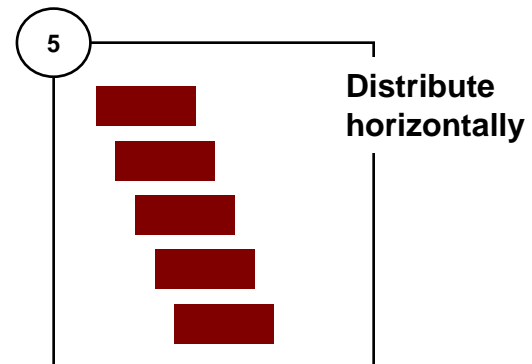
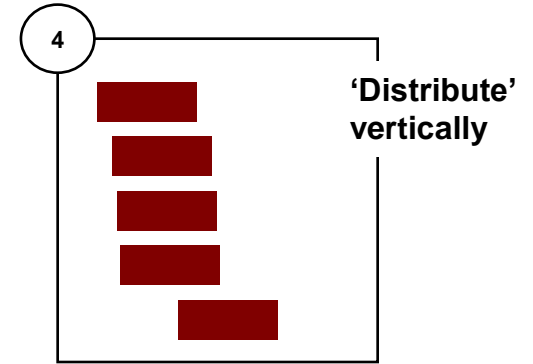
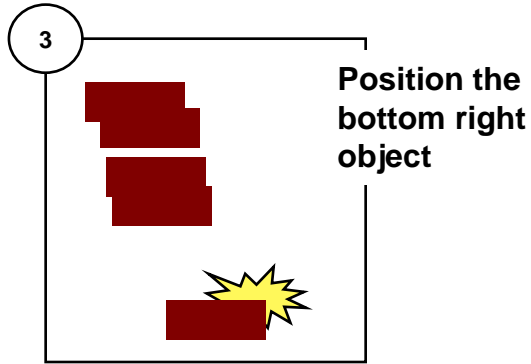
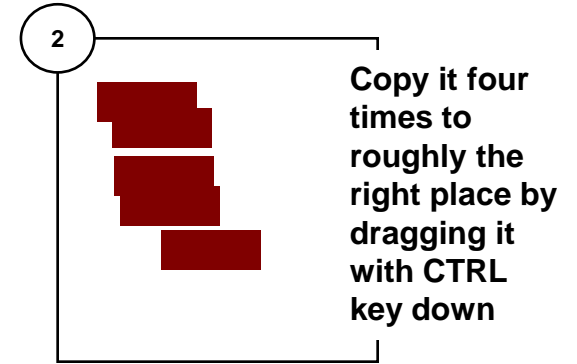
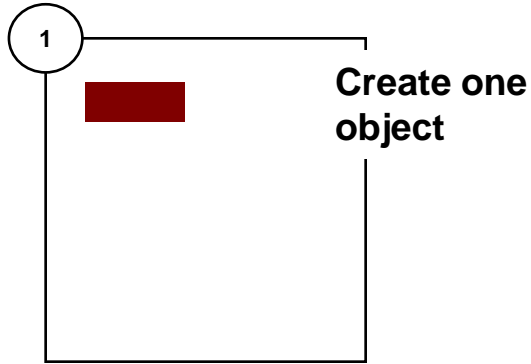
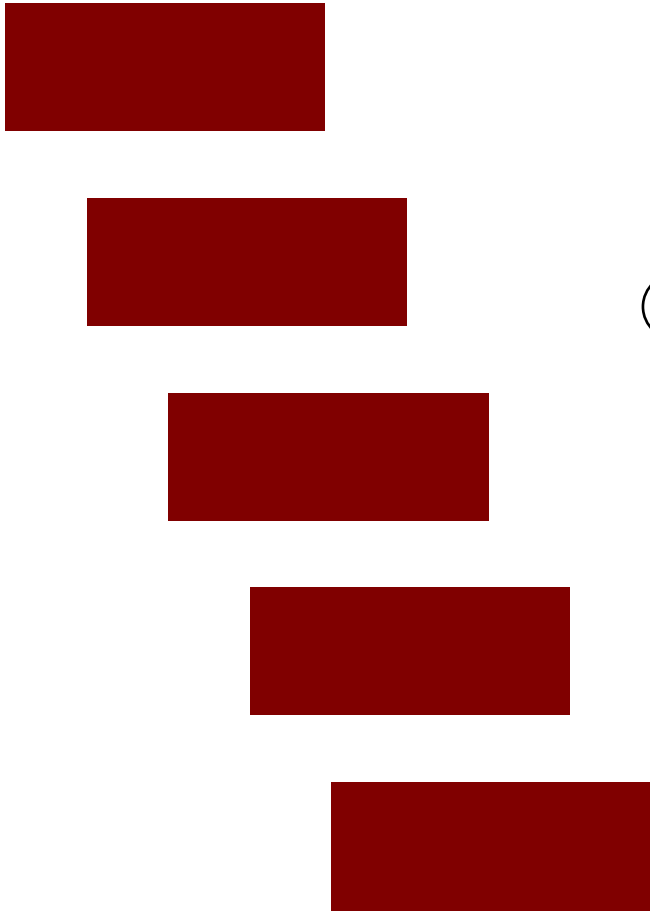


# Use 'distribute' buttons to neatly space out groups of objects

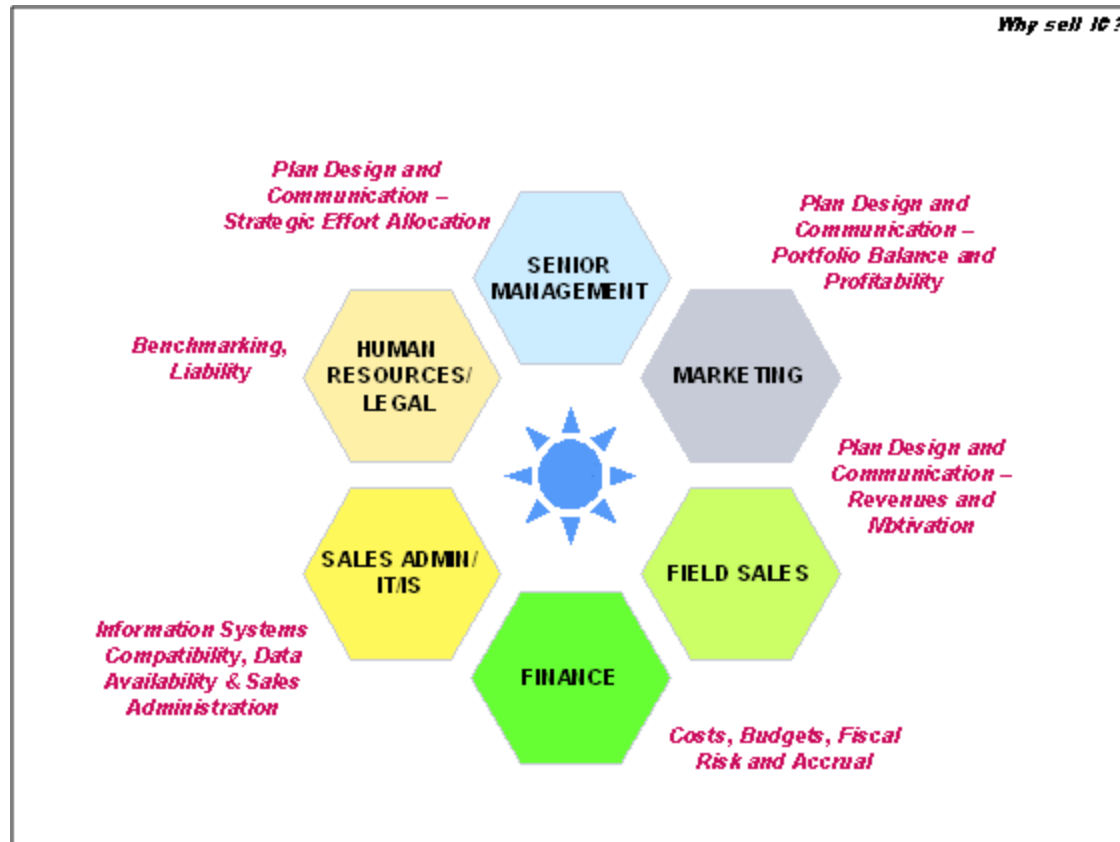
- ▶ Select objects and in format tab:



# How can this be quickly made?

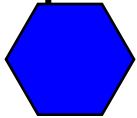


# How can these objects quickly be made?

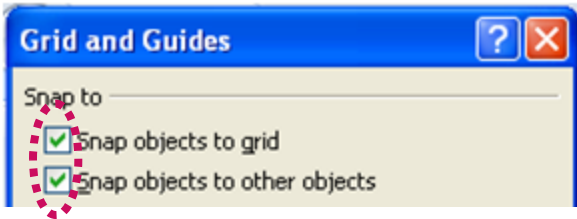


# Here's one way

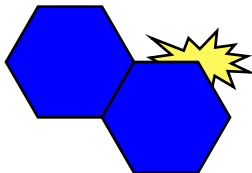
1. Draw a hexagon using **Shift** to keep shape in proportion



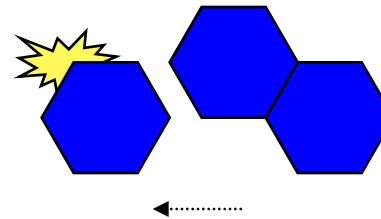
2. Ensure 'Snap to object' is on



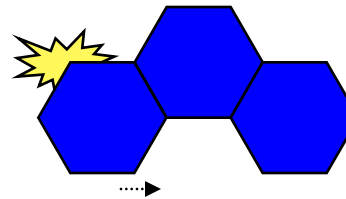
3. Drag and copy a hexagon using **Ctrl**



4. Drag and copy a hexagon horizontally using **Shift** **Ctrl**



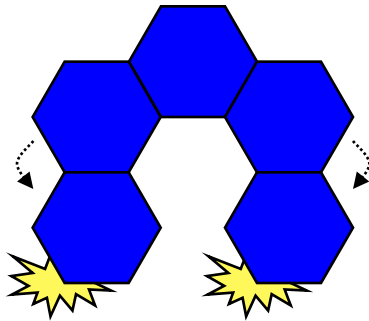
5. Move it over using **Ctrl** and arrow keys



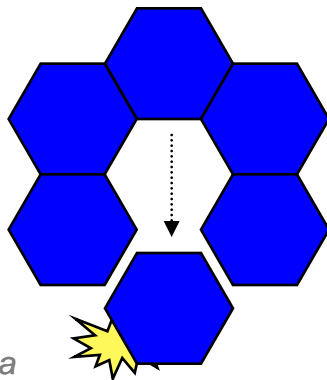


# Here's one way

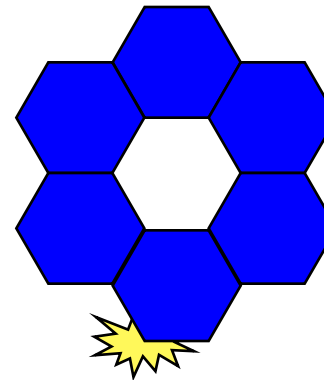
6. Drag and copy down two more, using snap to object and **Ctrl**



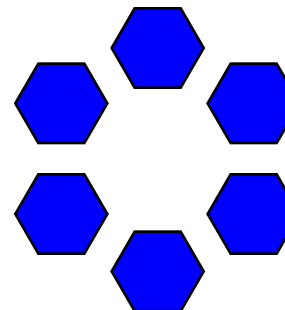
7. Drag and copy down one more vertically, using snap to object and **Ctrl** **Shift**



8. Adjust up using arrow keys and **Ctrl**



9. Select all, zoom in and drag a handle of one in with **Ctrl** **Shift** **Alt** to smoothly resize from the center of each object

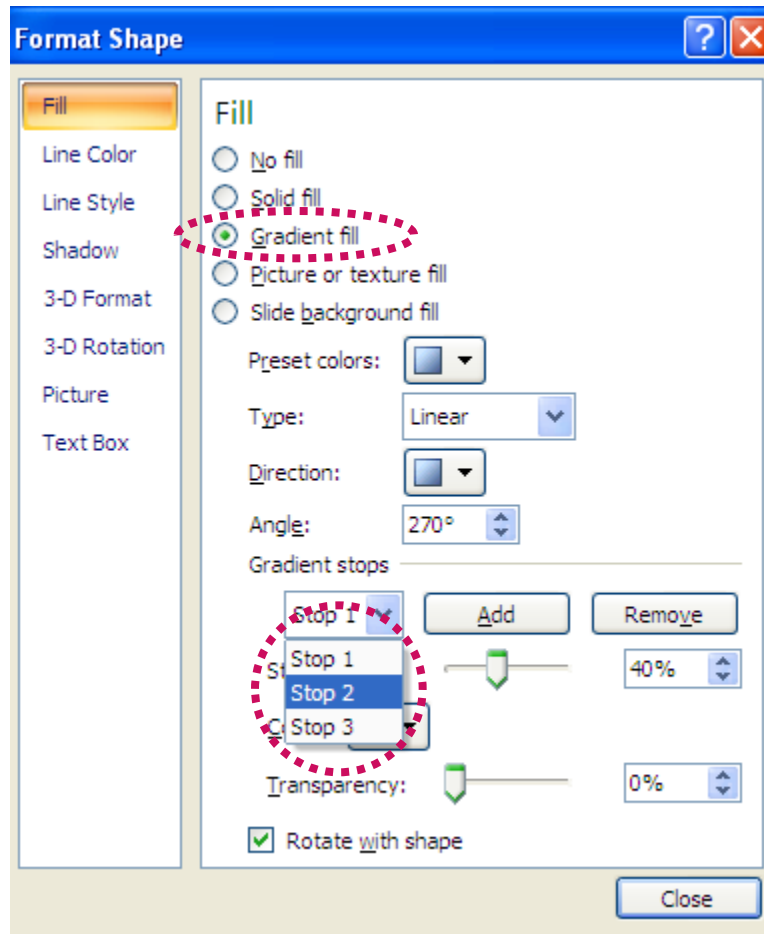


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- ▶ Example slides

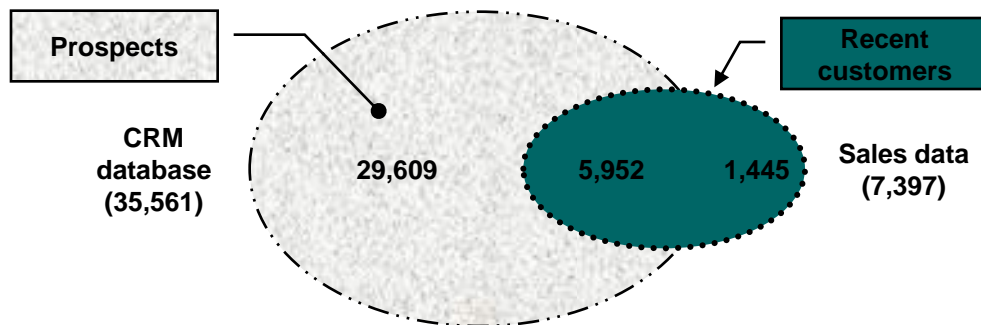
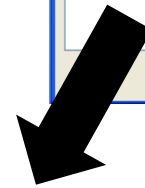
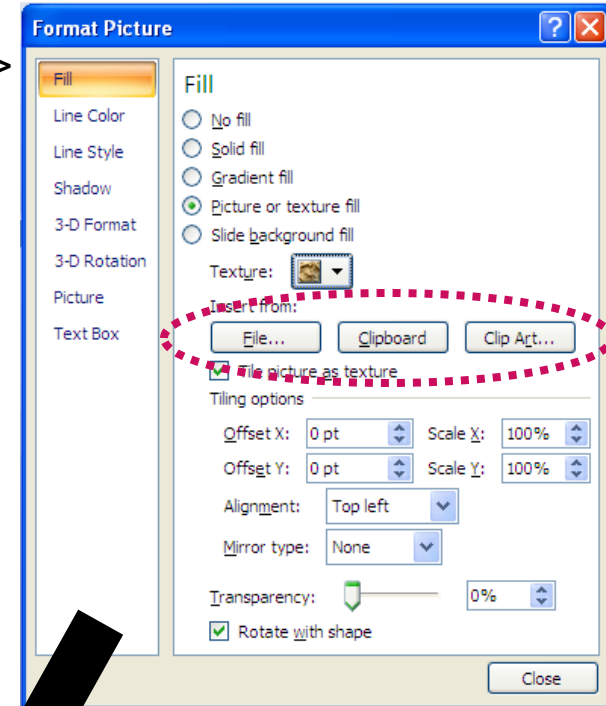
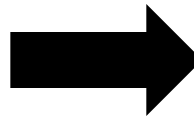
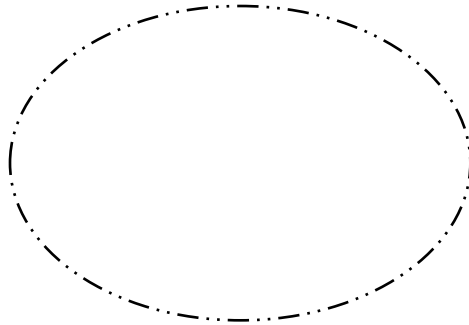
# The two color gradient within an object can be an attractive fill effect

- ▶ Select the object and right click.
- ▶ Click on 'Format <object>'

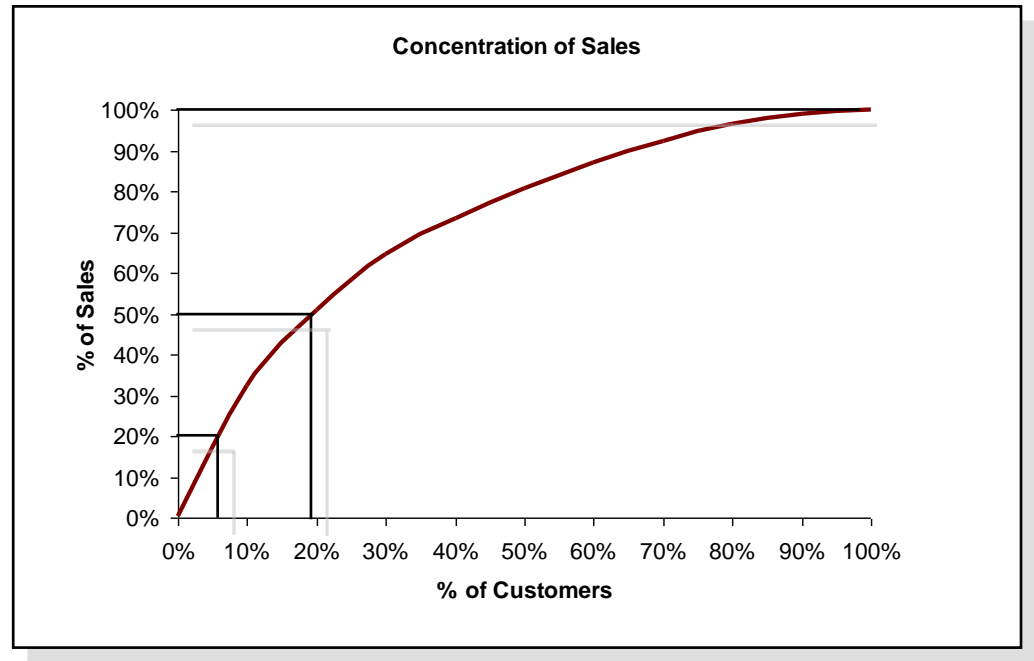
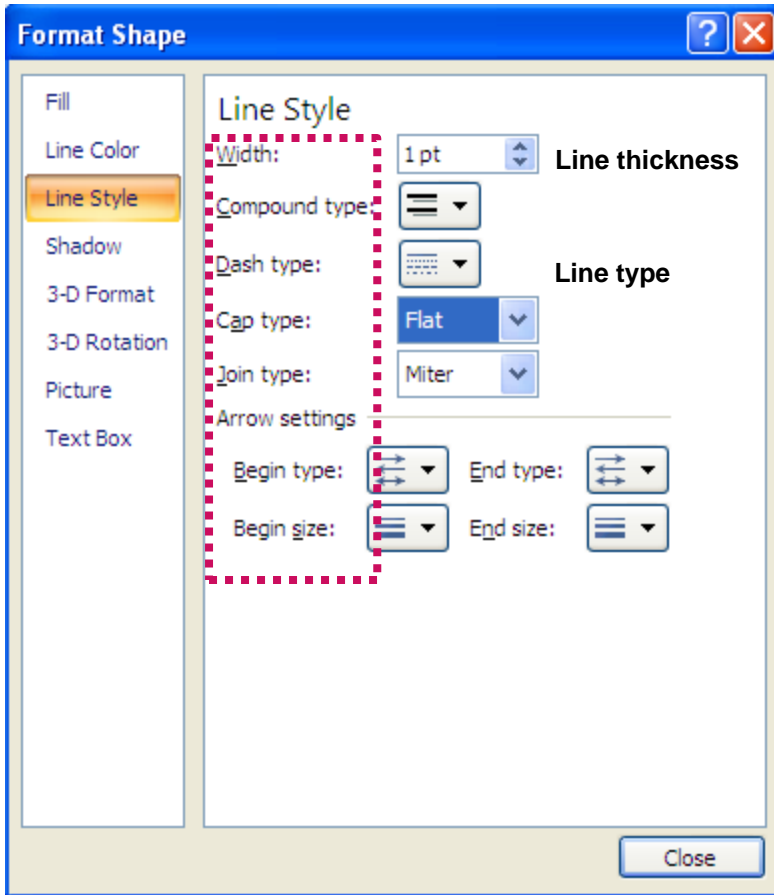


# Patterns within an object are also useful fill effects, especially for printing

- ▶ Select the object and right click. Choose 'Format <object>'
  - From fill → choose 'Picture or texture fill'
  - Options include fills from files, clipart and the clipboard (after copy action)

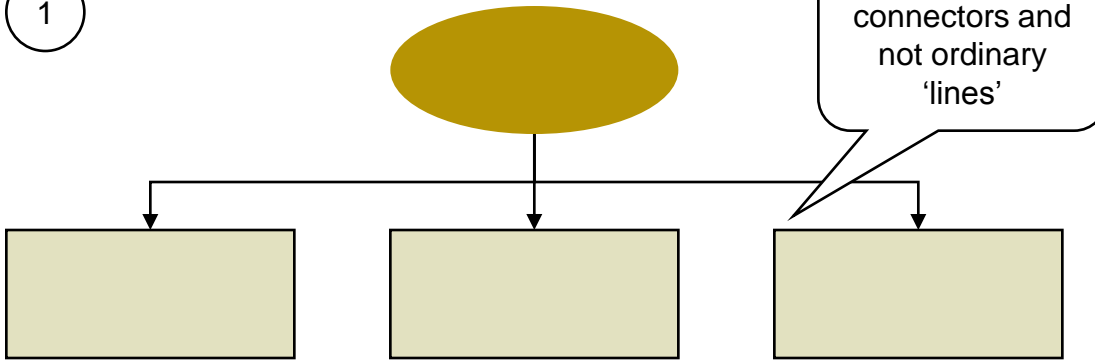


# Think about line thicknesses and line types to help with clarity

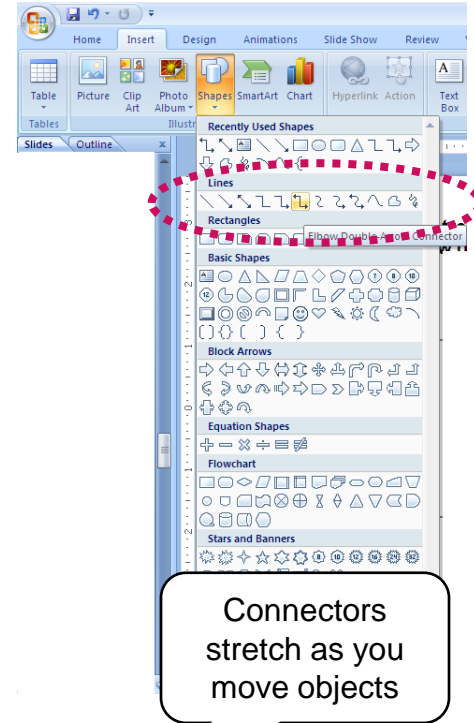
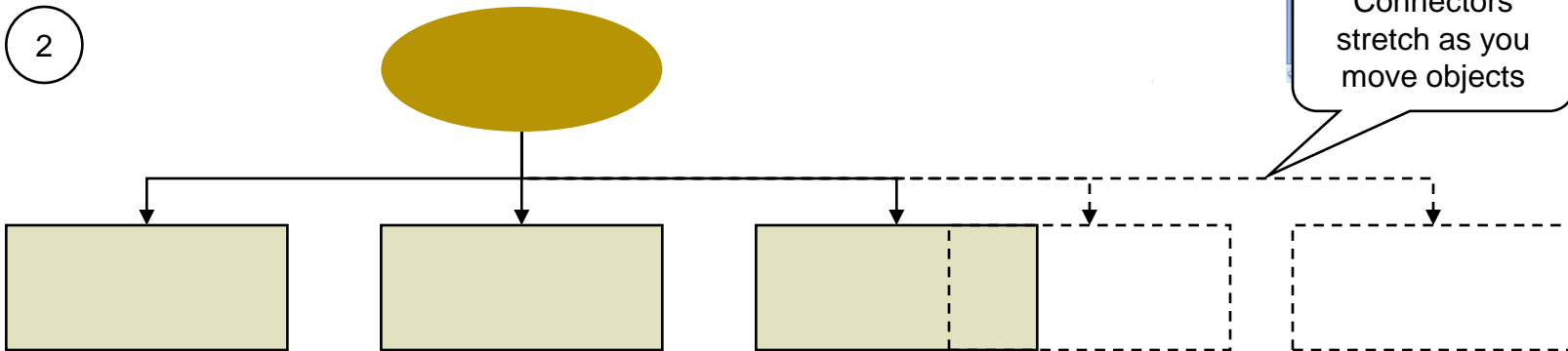


# Connectors stretch as you move a connected object. All PowerPoint 2007 lines are connectors

1



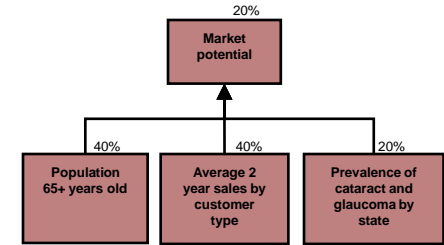
2



# Objects are placed in front of other objects when they are created but may need 'sending back' if necessary

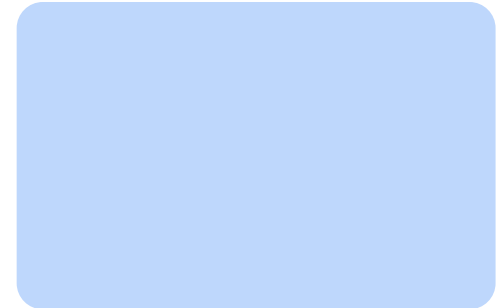
1. To add a light background shading to parts of a slide

1



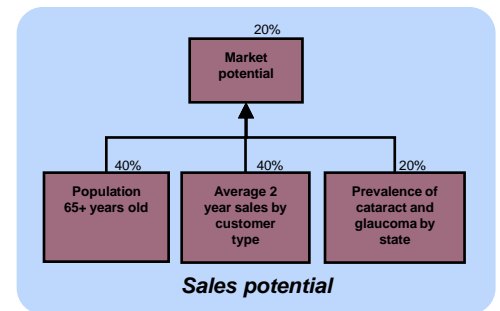
2. Create a box roughly covering the area of interest

2



3. 'Send it back' using

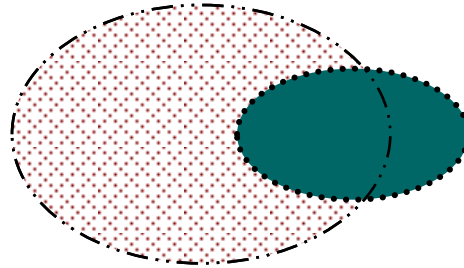
3



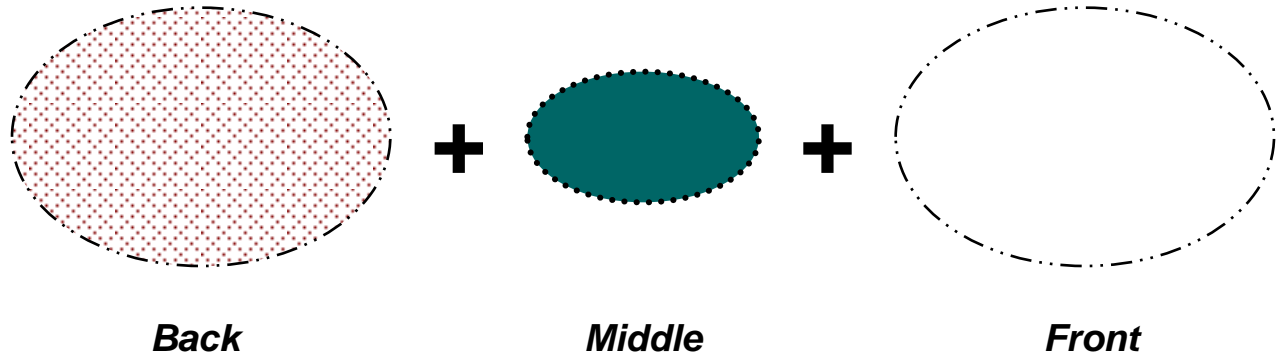
4. Resize it to fit using **Alt** if necessary to override 'Snap to'

# The concept of front and back is important for building shapes on top on each other

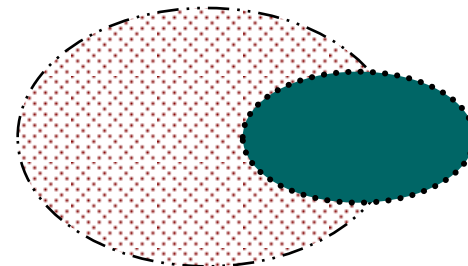
▶ How is this created?



• **Answer: with three objects**

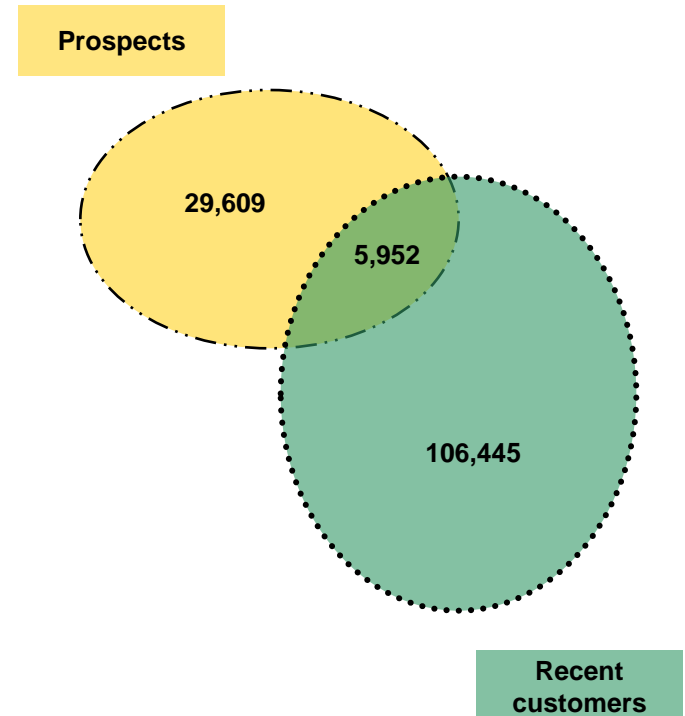
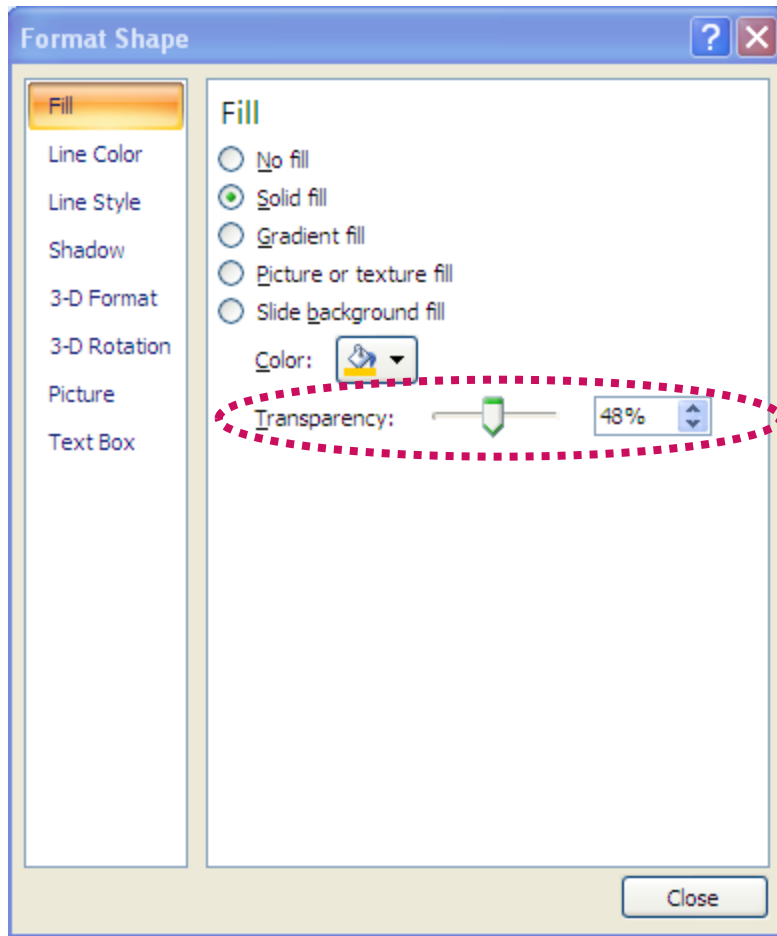


• **With two objects, you can create this:**



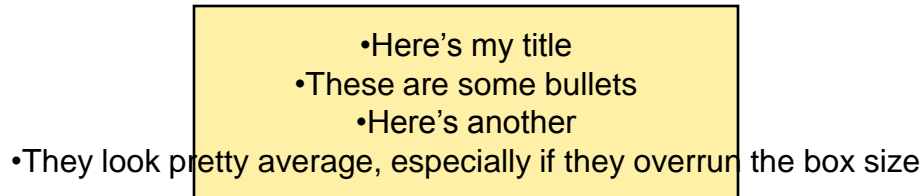


# Alternatively you can make colors partly 'transparent'

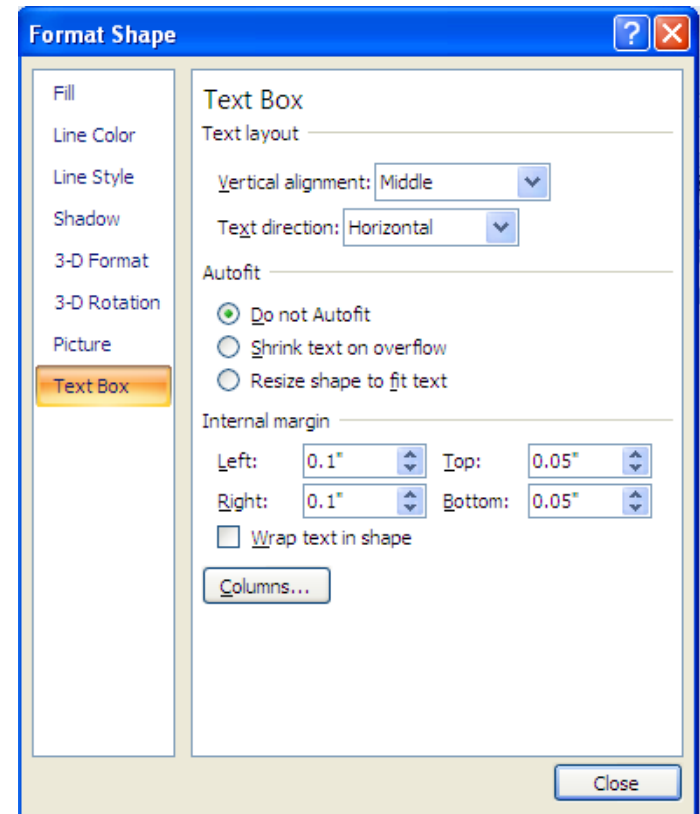
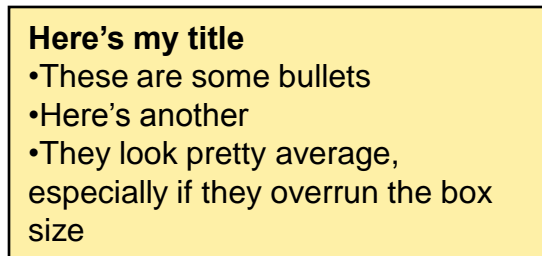


# Bullets in a box need some formatting before they're ready

- ▶ Creating bulleted text inside an object can look like this



- **Consider:**
  - Making the header bold
  - Left justifying
  - Wrapping the text in the box
  - Possibly, resizing the box to fit the text



# Finally use the ruler when editing to get those bullets looking the way they should

**Here's my title**

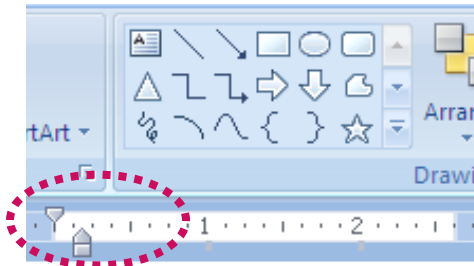
- These are some bullets
- Here's another
- They look pretty average, especially if they overrun the box size



**Here's my title**

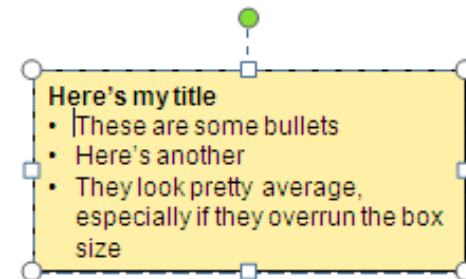
- These are some bullets
- Here's another
- They look pretty average, especially if they overrun the box size

use the ruler and tabs



o get those bullets lo

when editing text in an object



# Use ovals and callouts to highlight relevant numbers of interest

*Overall prescription data*

## Valuation tables for Soriatane and Extina markets

Soriatane				Extina		
Decile	No. of docs	Avg Mkt TRx	Avg Soriatane TRx	Decile	No. of docs	Avg Mkt TRx
10	219	2,819	1	10	784	916
9	337	1,840	3	9	1,640	440
8	443	1,396	2	8	2,630	272
7	608	1,022	4	7	4,232	171
6	926	667	8	6	6,733	108
5	1,653	374	14	5	10,143	71
4	3,395	184	10	4	15,193	47
3	7,840	78	3	3	24,304	30
2	22,434	29	1	2	42,046	17
1	110,368	5	0	1	182,363	4
0	43,145	0	0	0	71,616	0
<b>Total / Avg</b>	<b>191,368</b>	<b>32</b>	<b>1</b>	<b>Total / Avg</b>	<b>361,684</b>	<b>20</b>

Note: the relatively high proportion of Soriatane prescribers in the mid-deciles may reflect those active doctors who tend not to prescribe biologics

**Note: Average market TRx represents the 'value' of that decile compared to other deciles**

Source: NDC Health, Confidential and Proprietary, prescription data, 12 month to April 2004

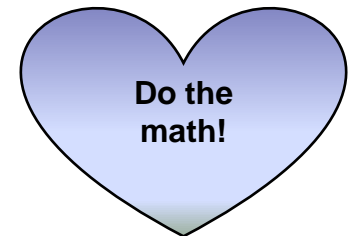
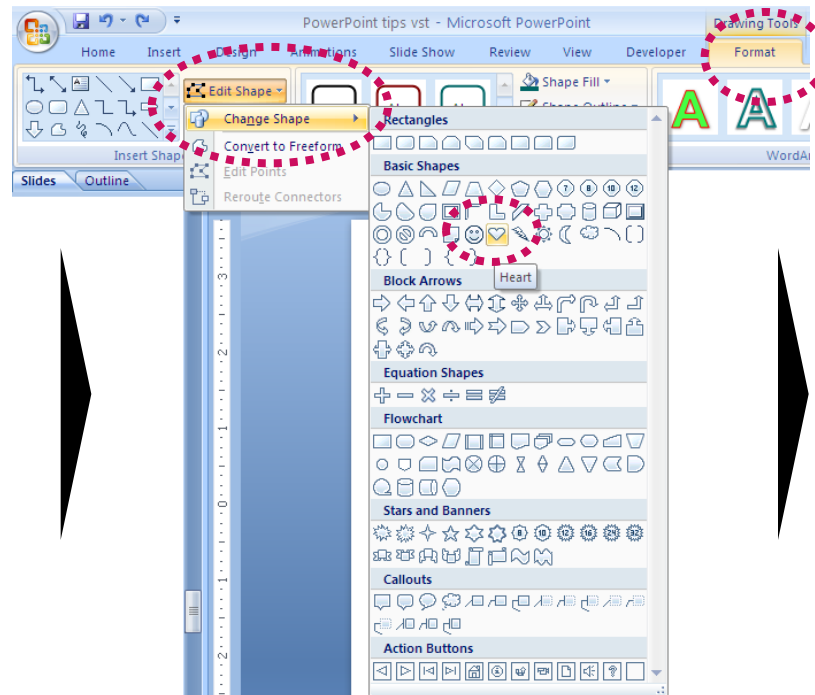
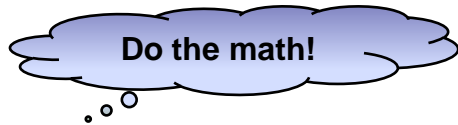
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# An object can be converted from one autoshape to another, without recreating it

- ▶ You create an object with complex properties (color, text boxes, shadows etc.)
- ▶ You want to convert it to a, probably, slightly different type of object
  - Select the format tab
  - Select 'Edit shapes' → 'Change shapes' → select a shape



## Use the mouse scroll wheel with CTRL to zoom in and out

With

Ctrl



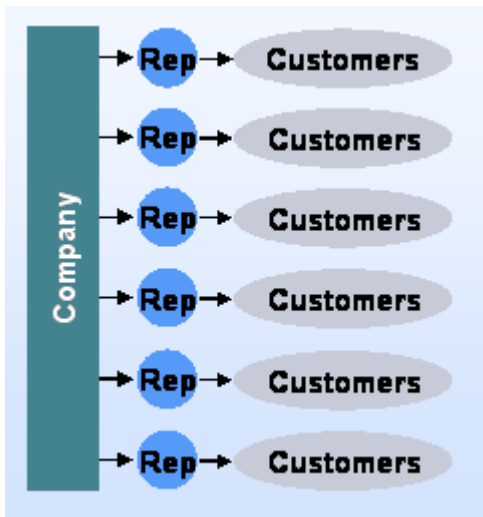
**Zoom in and out**

- ▶ Use it when working on objects, charts or small text
- ▶ Makes it easier to move objects off *completely* off the slide, make edits and then move back

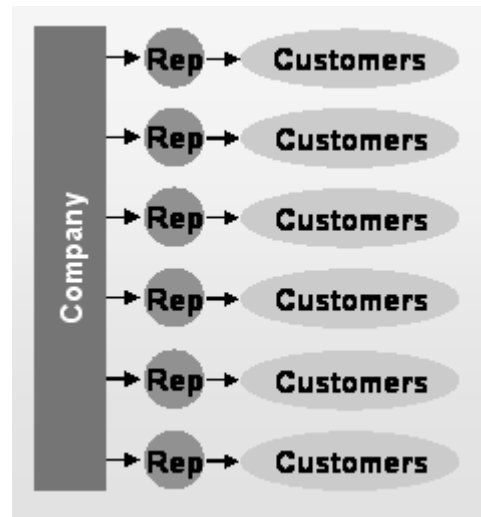
# Before printing, always check your slides by viewing 'black and white'

- ▶ The default for printing is 'black and white' slides
  - This is true even if the printer is very capable of printing in 'grayscale' as most are
  - This can lead to slides looking different on the screen to the handout
  - And not as you intended
  
- ▶ However, black and white is best for photocopying and faxing

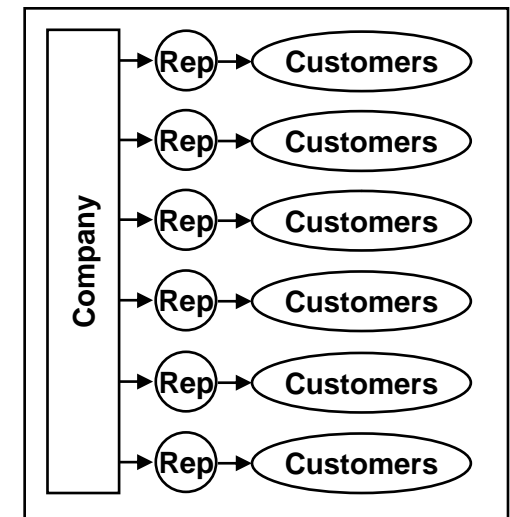
**Color**



**Grayscale**

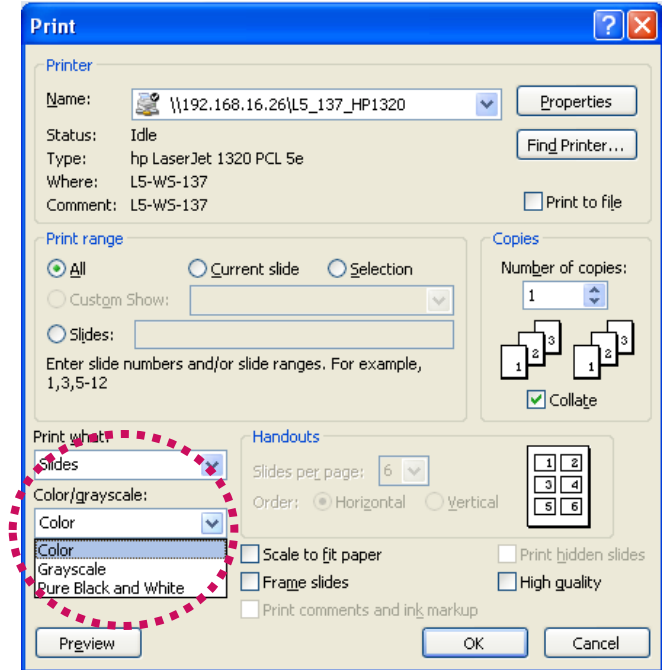
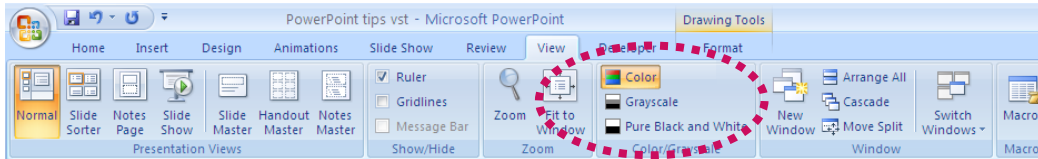


**Black and white**



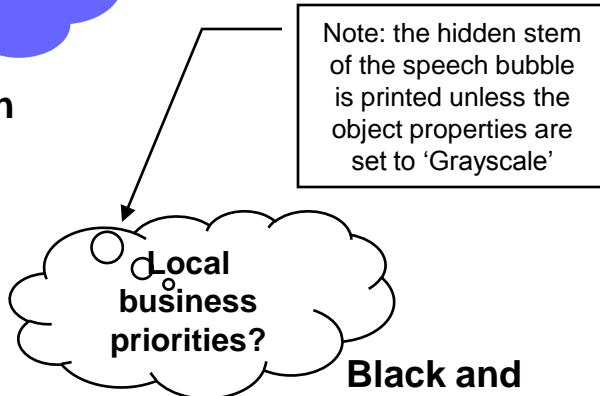
# 'Black and white' printing can be overcome (if desired) in the print options or by selectively changing object properties

- ▶ If grayscale is preferred or necessary for printing
  - Print the whole document in grayscale
    - » Select grayscale from the print menu
  - **Select objects as grayscale for printing**
    - » Click View → Color/Grayscale /Pure Black and White
    - » **Select the objects**
    - » **Right-click and choose 'Grayscale'**



Local business priorities?

Color (on screen)



Black and white

Local business priorities?

Grayscale selected as object property



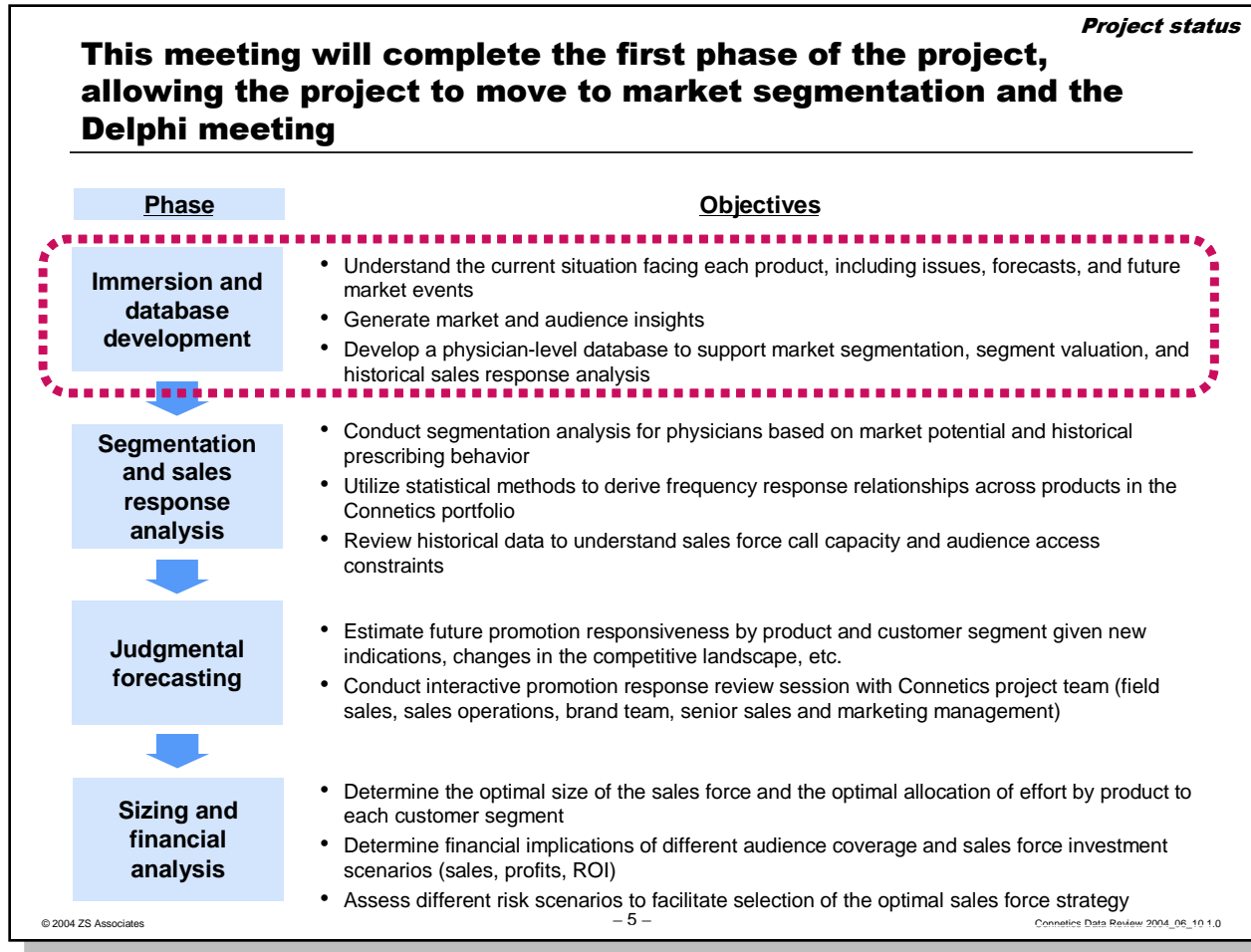
## Contents

- ▶ Training objectives
- ▶ Implementation skills
  - Essentials
  - Objects
  - Other tips
    - » Fill and line types
    - » Connectors
    - » ‘Back’ and ‘front’
    - » Bullets
    - » Highlighting numbers
    - » Changing autoshape
    - » Zooming
    - » Printing reminders
- ▶ Example slides

# Sample slides people have liked or used

**Note use of:**

- Boxes
- Highlighted areas
- More interesting than bullets alone



Note: these are indicative only of techniques discussed today. They are not Mu Sigma Way approved by the Mu Sigma Way authorities (although they may conform!). They are slides I like, other people have liked or have used as templates

# Sample slides people have liked or used

**Note use of:**

- Boxes
- White areas
- More interesting than bullets alone

## Executive Summary

---

### Team size

- We recommend the sales force size be increased to 122 reps
  - This increase is driven by the significant opportunities of the soon-to-be launched products, particularly Velac, as well as line extension of OLUX (OLUX-E)

### Team structure

- We recommend the sales force be mirrored with two teams of 61 reps
  - This suggestion is a result of the increase in total number of products, the importance of high frequency detailing, as well as the benefits of easier coordination and more efficient management

### Audience

- Dermatologists should continue to be the primary audience
- Analysis shows that PCPs, which are typically in low to medium deciles, draw a reasonable additional number of reps for the two acne products but with relatively little additional sales
- Pediatricians require very little rep effort and are therefore responsible for almost no additional sales

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# Sample slides people have liked or used

**Note use of:**

- Two-color gradient
- White space
- Colored headings

*Data review*

## The project will focus on eight products in the period to 2007

- The assumed launch dates will influence the product forecasts used in the base case
- Alternative launch dates (i.e. forecasts) will be possible as scenarios

Product	Launch date (best estimate of 'street' launch)
Actiza	Dec 2004
Extina	Mar 2005
Velac	Aug 2005
OLUX-E	Oct 2006
Desilux	Feb 2007

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# Sample slides people have liked or used

**Note use of:**

- Colored headings
- Highlighted areas of interest with callout

**Overall prescription data**

## Valuation tables for Soriatane and Extina markets

Soriatane			
Decile	No. of docs	Avg Mkt TRx	Avg Soriatane TRx
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Source: NDC Health, Confidential and Proprietary, prescription data, 12 month to April 2004

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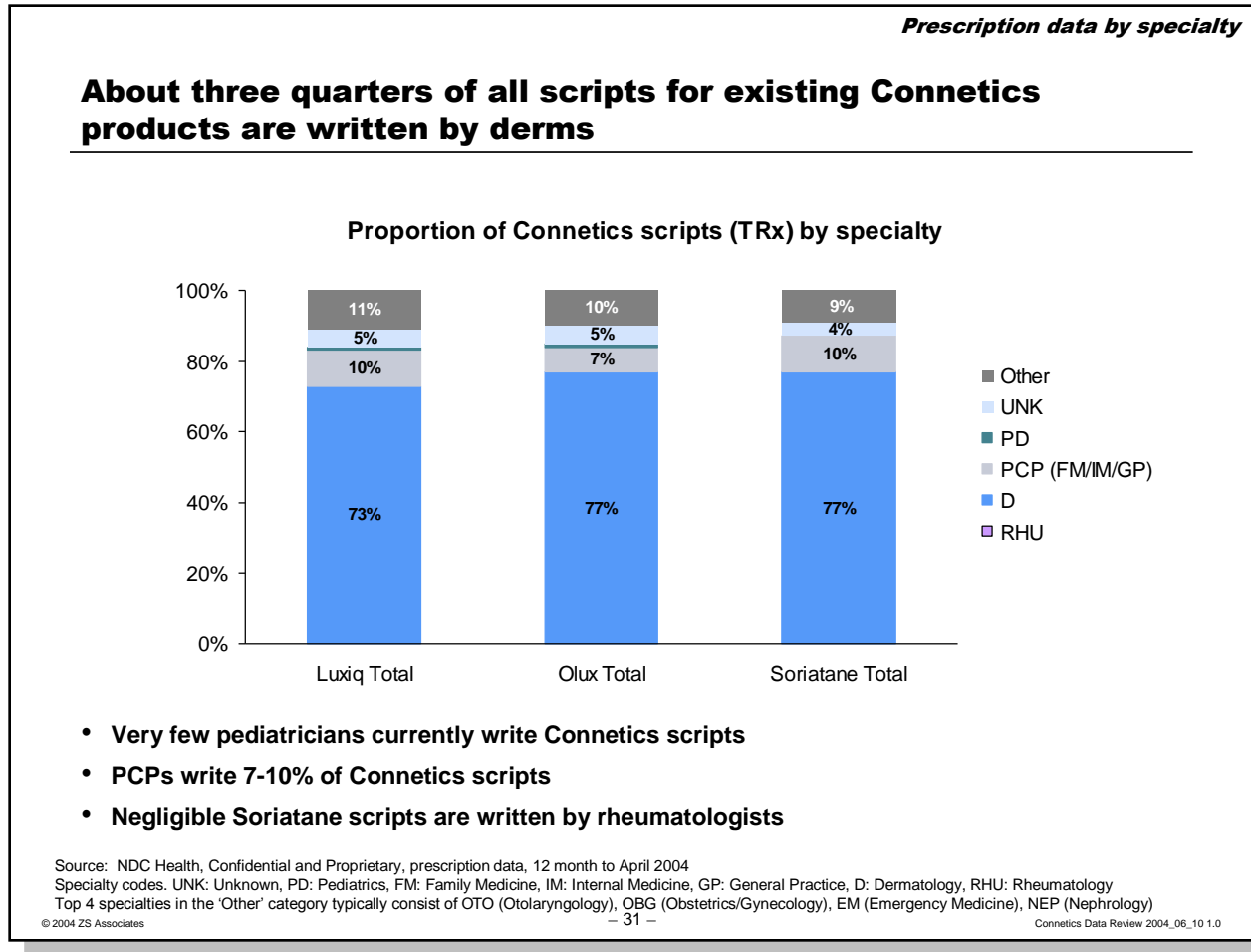
Note: these are indicative only of techniques discussed today. They are not Mu Sigma Way approved by the Mu Sigma Way authorities (although they may conform!). They are slides I like, other people have liked or have used as templates



# Sample slides people have liked or used

**Note use of:**

- Mu Sigma Way graphs and colors
- Simple bullets

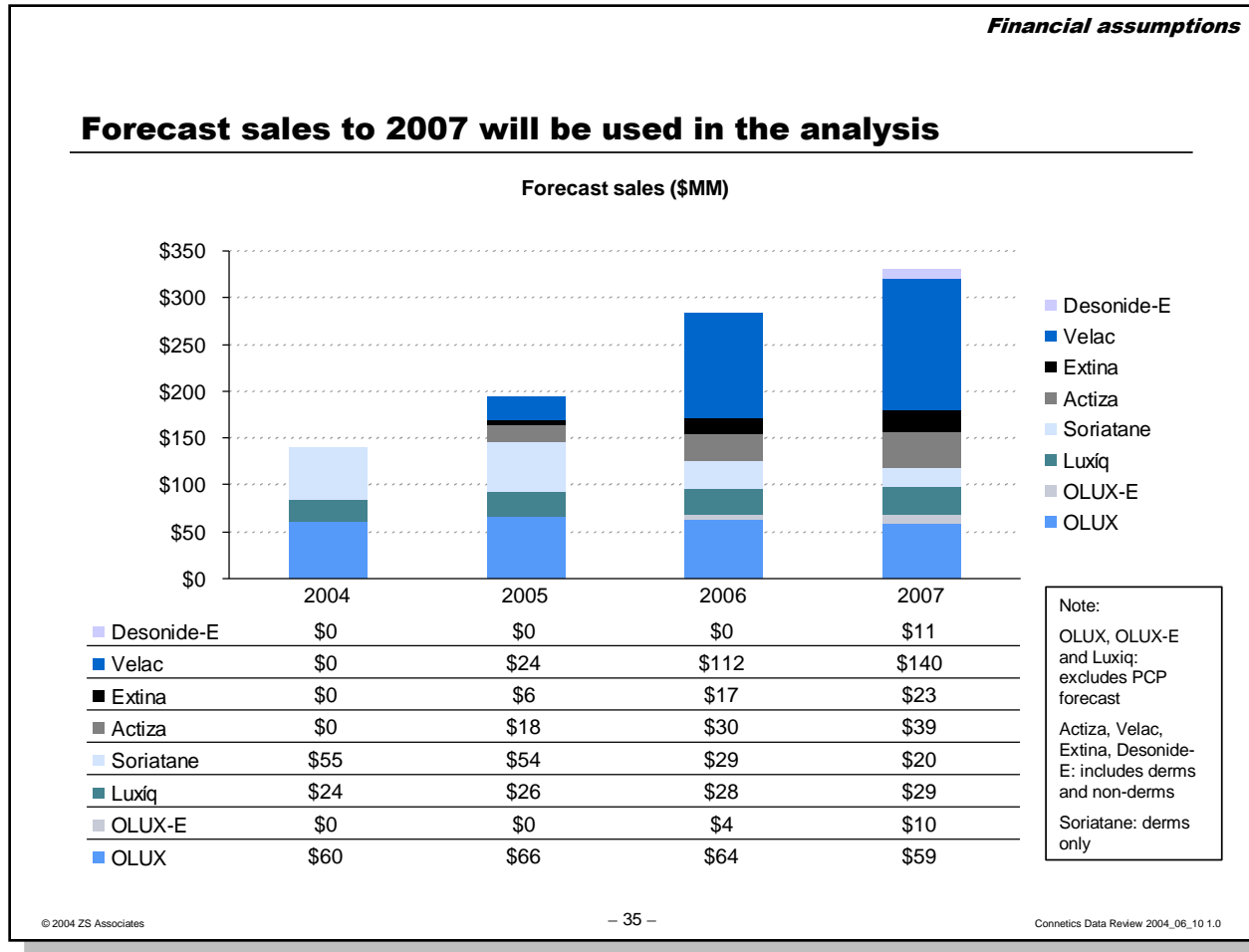


Note: these are indicative only of techniques discussed today. They are not Mu Sigma Way approved by the Mu Sigma Way authorities (although they may conform!). They are slides I like, other people have liked or have used as templates

# Sample slides people have liked or used

**Note use of:**

- PowerPoint graphs that can include table below
- Mu Sigma Way colors
- Grid lines



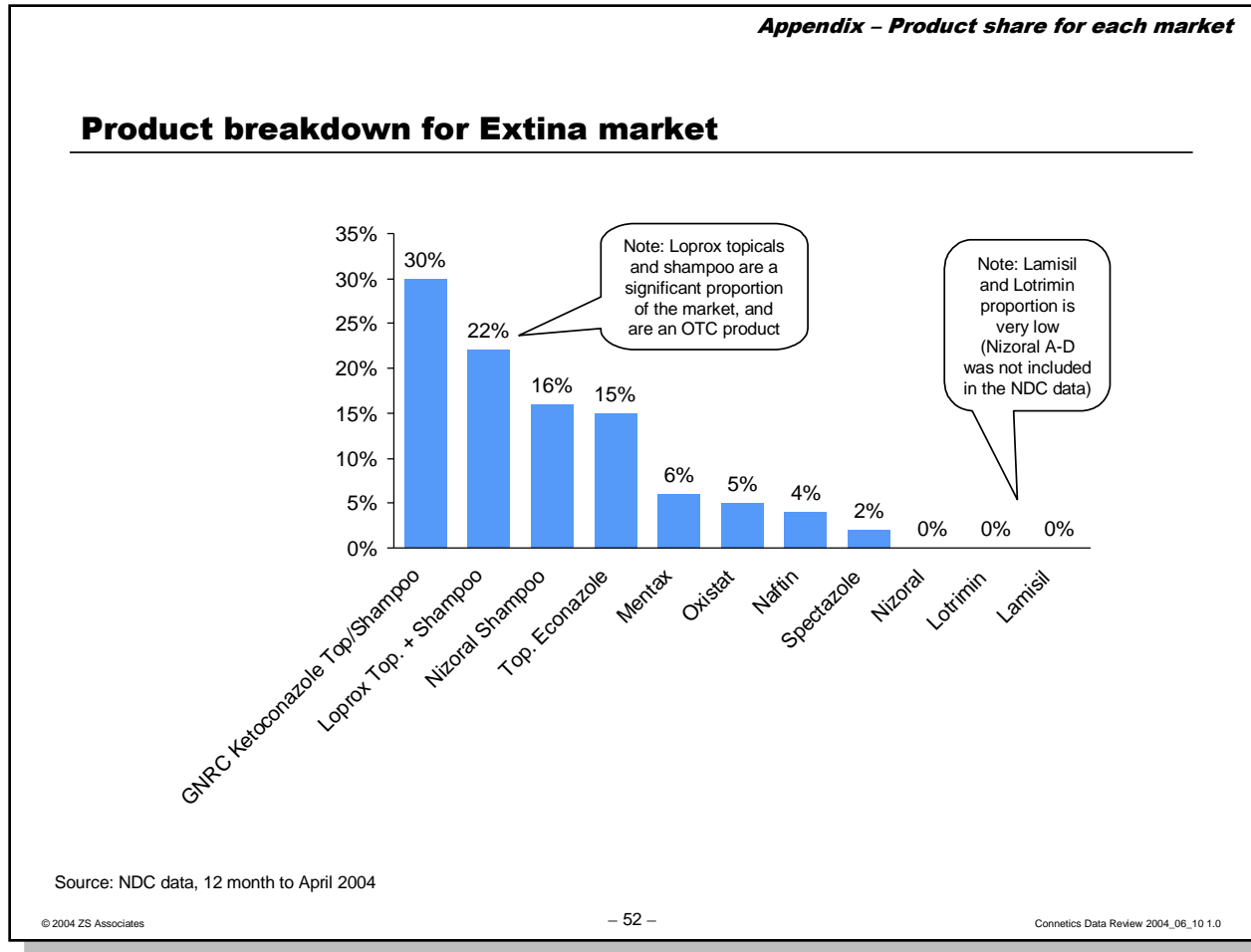
Note: these are indicative only of techniques discussed today. They are not Mu Sigma Way approved by the Mu Sigma Way authorities (although they may conform!). They are slides I like, other people have liked or have used as templates



# Sample slides people have liked or used

**Note use of:**

- Simple graph (Appendix page)
- Callouts
- White space



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# Sample slides people have liked or used

**Note use of:**

- Border and shading for a screenshot
- Bubbles for 'questions asked'

*Sales response*

**We must consider and agree the value of additional details for each product, which will help build up the sales response curve**

*Example questions*

“What is the likely maximum number of calls for this product?”

“How competitive is this market?”

“Would it be more effective to direct the maximum number of calls to one doctor or split them between two?”

**Illustration**

Promotion Response Curves

Maximum P1 Equivalents for High Value Decile MD		32				
Proposed	P1 Equivalents per MD	0	8	16	24	32
	% of Affectible Sales Achieved	0%	55%	80%	88%	100%
Alternative	P1 Equivalents per MD	0	8	16	24	32
	% of Affectible Sales Achieved	0%	65%	87%	94%	100%

Affectible Sales Achieved By Effort Level

P1 Equivalents	Proposed (% of Affectible Sales Achieved)	Alternative (% of Affectible Sales Achieved)
0	0%	0%
8	55%	65%
16	80%	87%
24	88%	94%
32	100%	100%

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# Sample slides people have liked or used

**Note use of:**

- Clear structure
- White space
- Well 'distributed' objects
- Consistent Mu Sigma colors
- Shaded background boxes

*Situation*

**Many pressures in the pharma market lead to the most valuable customers being shared by many reps**

---

Arms race →

Blockbuster launches →

Access problems →

“Frequency works” →

Multiple products →

```

graph LR
    subgraph Company
        R1((Rep))
        R2((Rep))
        R3((Rep))
        R4((Rep))
        R5((Rep))
        R6((Rep))
    end
    C((Customer))
    R1 --> C
    R2 --> C
    R3 --> C
    R4 --> C
    R5 --> C
    R6 --> C
    
```

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# Sample slides people have liked or used

**Note use of:**

- Clear graphics
- White space
- Well 'distributed' objects

*Process*

**The forecasting process needs to be balanced to ensure usability and longevity**

---

**Process Focus**

**Technical Focus**

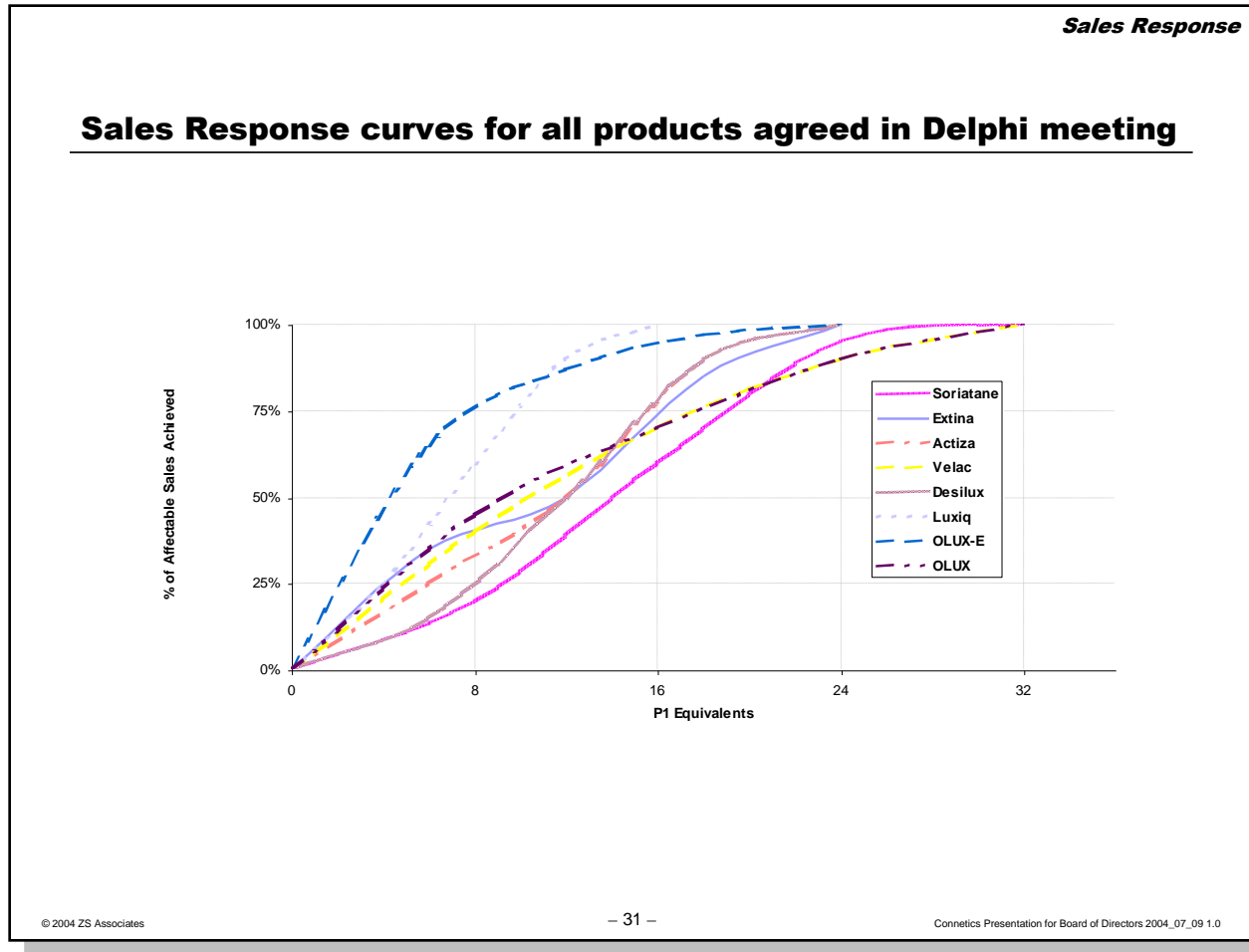
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# Sample slides people have liked or used

**Note use of:**

- Clear graphics
- White space
- Colors
- Line types for gridlines

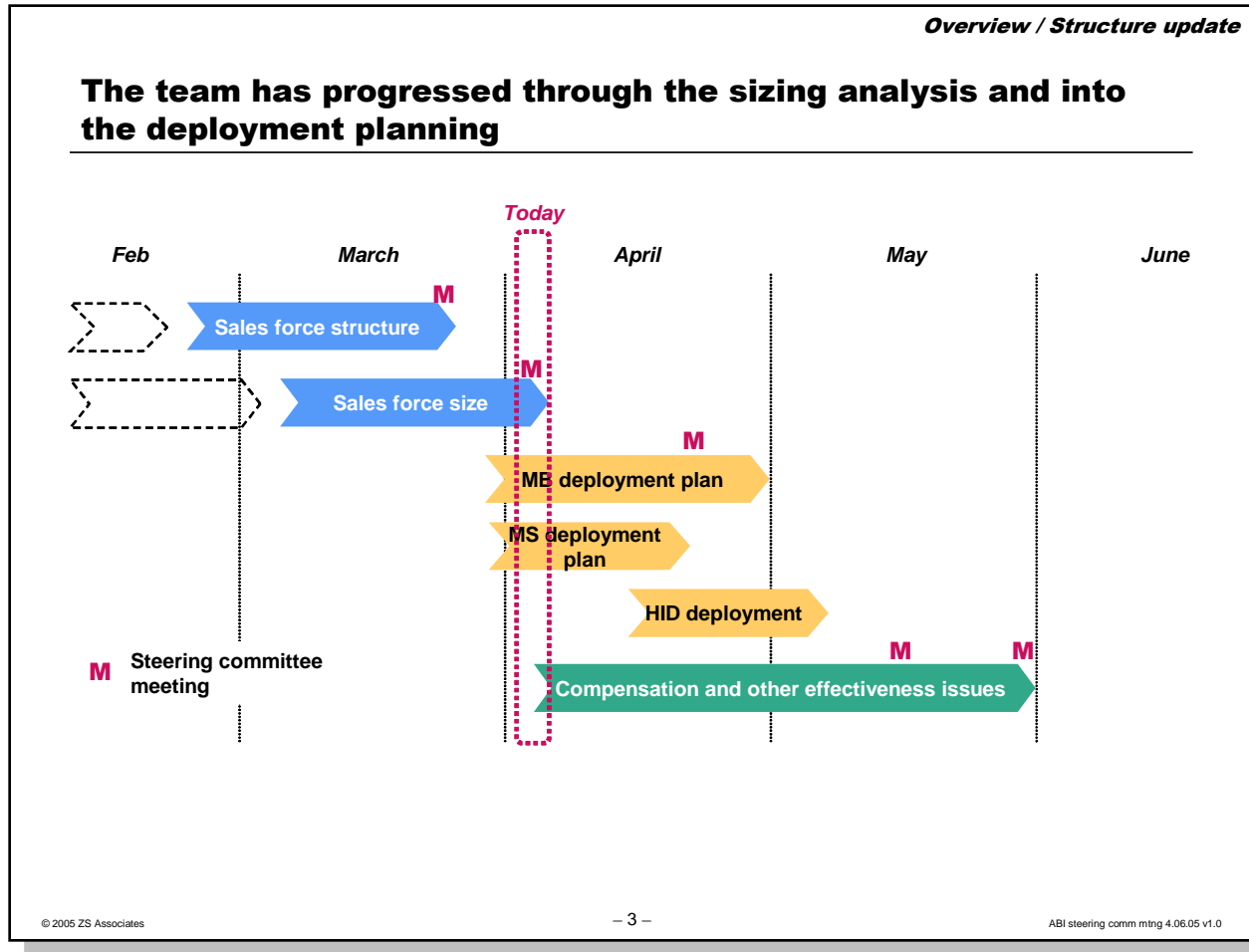


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# Sample slides people have liked or used

**Note use of:**

- White space
- Colors
- Line types
- Well 'distributed' objects



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# Sample slides people have liked or used

**Note use of:**

- White space
- Aligned and distributed objects
- Lines directing eyes to text
- Simple colors

*When do we win?*

---

**We win when we...**

```

graph TD
    A[Go in prepared] --> B[Convey our value proposition]
    B --> C[Do good work]
        
```

- **Current clients are still the key source of new IC projects**
  - Good work in SSA, Deployment, Market Research, etc. will foster our credibility and allow us to broach Incentive Compensation as a practice area
- **IC work results in interaction with a significant portion of the client organization**
  - Opening doors for other possible project work
- **Clients remember when we provide excellent service**
  - Client contacts often migrate from one firm to the other, but generally stay within the same industry
  - Clients also refer us to their colleagues – but only if they received the full ZS Way treatment

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