

BULLS**T POINTS

27

DEADLY WAYS
TO FIGHT THE

BULLET P  **INT**

PLAGUE

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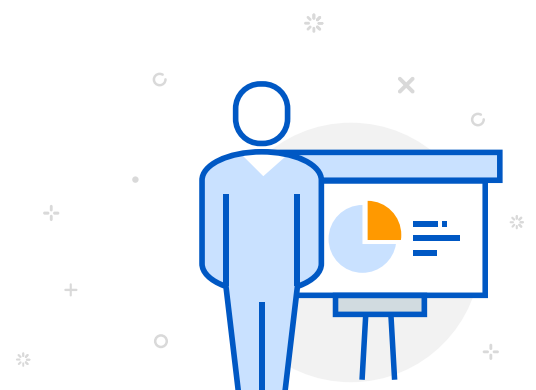
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01 INTRODUCTION

PowerPoint - this ubiquitous presentation software has aided thousands, perhaps millions, of professionals put their point before the audience. How powerfully it has helped them put that point across has been a topic of debate for years. Many have accused PowerPoint of causing death by boredom. Other experts have rightfully pointed out that PowerPoint is just a tool, a visual aid. The fault is not in the tool, but in the people using it.

As you are reading this, thousands of presentations are being delivered all over the world. More than 99% of them would be delivered via PowerPoint. It is difficult, if not impossible, to quantify how many of them will be a visual disaster - an ugly mess of text clutter, bullet points, incomprehensible charts, cliparts, and what not. PowerPoint is a powerful software and an asset for presenters if used wisely. In the hands of an amateur, it can be lethal.

There is an urgent need, therefore, for PowerPoint literacy and basic knowledge of design so that presentations inform, educate and entertain rather than confuse, complicate and bore the audience. This book is a small step in helping every professional, be it marketing or a sales professional, teacher, student, lawyer, or anybody wishing to create an engaging presentation using PowerPoint.



02

DO YOU NEED THIS BOOK?

Nobody wants to believe their presentations are ugly or even average. That hurts our ego.



PowerPoint slides are like children.

No matter how ugly they are, you'll think they're beautiful if they're yours.

- Scott Adams

Even if you create good presentations, there can always be scope for better. We have been in this industry for a decade and every day we are learning something new. So can you! No harm in honing your presentation skills!

03

WORST SLIDES COMPILATION

Here are some bad examples of PowerPoint slides suffering from one common malady - Too Much Text, Did Not Read. Too many bullet points coupled with colorful backgrounds will make any audience member feel dizzy. That's why this popular quote goes around in presentation circles, **"BULLETS DON'T KILL PEOPLE. BULLET POINTS DO."**

>The usefulness of SWOT analysis is not limited to profit-seeking organizations.

>It may be used in any decision-making situation when a desired end-state (objective) has been defined.
Examples include: non-profit organizations, governmental units, and individuals.

Key Points

>SWOT Analysis is a simple but useful framework for analyzing your company's Strengths and Weaknesses, and the Opportunities and Threats you.

>This helps you to focus on your and take the greatest possible advantage available to you.

"It's Already Priced In!"

- "Fundamentals are already priced into the market" – trader
- "Past prices are already priced into the market" – value investor
- **What does it mean?**
- If some piece of information is "priced in" to the market – there is NO EDGE. ZERO ADVANTAGE. in the data
- Without a pricing inefficiency, how are you making money?
- Technical analysis – **analysis of price and volume** – was developed on the idea that market prices price in (or discount) all publicly available information such as economy, exchange rates, interest rates, stock fundamentals, past insider buying, and past news
- Today, anyone can look up the financial statements on Google – earnings, balance sheets, cash flow statements

Analisis Faktor-Faktor

- Mengevaluasi kinerja organisasi untuk setiap perspektif
- Mengumpulkan data dan informasi mengenai faktor-faktor tersebut
- Mengidentifikasi faktor-faktor kunci yang merupakan kekuatan dan kelemahan organisasi dengan membuat check list daftar pertanyaan. Jawaban hendaknya sespesifik mungkin dan disertai ukuran kinerja atau rasio.
- Mentabulasi dan memberi bobot dan rating serta memperbandingkan kekuatan dengan kelemahan yang dimiliki organisasi

ANALYSIS

and reversals at an earlier and selling strategy.

With the help of several indicators they analyze the Relationship between price volume and supply – demand for the overall market and the individual stock.

Assumptions

- 1) The market value of the scrip is determined by the interaction of supply and demand.
- 2) The market discounts everything the price of the security quoted represented the hopes fears and inside information received by the market players. Insider information regarding the issue of bonus shares and right issues may support the prices.


04 SLIDES YOU'LL MASTER TODAY

In this eBook, we'll teach you how to master the tricks of beautiful slide design. Once you have finished this eBook, you'll be able to transform your dull slides into amazing ones like these:

BEFORE

Real Estate Trends

- **High Prices**
A slowdown in new construction and a short supply of existing homes for sale have pushed housing prices very high.
- **Demographic Change**
There is a constant and growing need for affordable rentals for millennials, and now generation Z, across all markets, especially in secondary markets.
- **Shortage of Skilled Workers**
There is also an increasing shortage of skilled workers in the real estate industry, which relies heavily on the baby boomer generation.
- **Exponential Growth**
Technology, the democratization of the Internet and an ease in regulations. Surge of new investors.



REAL ESTATE TRENDS

01.
High Prices
*Slowdown in new construction.
Short supply of existing homes for sale.*

02.
Demographic Change
Constant and growing need for affordable rentals for millennials especially in secondary markets.

03.
Shortage of Skilled Workers
*Increasing shortage of skilled workers.
Industry relies heavily on the baby boomer generation.*

04.
Exponential Growth
*Technology, the democratization of the Internet and an ease in regulations.
Surge of new investors.*

AFTER

BEFORE

Real Estate- Factors Driving Growth

- **Hospitality**
 - Growth in all segments of hospitality demand: foreign and domestic tourism, and business travel.
- **Retail**
 - High growth expected in retail sector overall.
 - Increase in overall consumer spending and share of organized retail will drive retail real estate growth.
- **Commercial**
 - Stable growth expected for services sector, which drives demand for commercial real estate.
- **Residential**
 - Strong urbanisation trends will continue.
 - Reducing household size due to rise of nuclear families.
 - O



Real Estate Growth Drivers

Hospitality

Growth in all segments of hospitality demand: foreign and domestic tourism, and business travel.



Commercial

Stable growth expected for services sector, which drives demand for commercial real estate.



Retail

High growth expected in retail sector overall. Increase in overall consumer spending and share of organized retail will drive retail real estate growth.



Residential

Strong urbanisation trends will continue. Reducing household size due to rise of nuclear families. Organised sector growing faster than unorganized sector.

AFTER

BEFORE

ABOUT US

We are a strategic **HR consulting firm** offering recruitment and allied HR solutions to industry verticals across the globe.

We offers services in:

- **Staffing and Recruitment:** We recruit across all sectors such as IT, engineering, media and entertainment, telecommunications, FMCG, etc.
- **Liasoning:** We help organization's ensure adherence to the labor laws of the country and avoid any legal hassles.
- **Performance Appraisal:** We use the latest technology to create a transparent performance appraisal system that reduce any scope for human error and bias.



We are a strategic
HR CONSULTANCY
firm offering recruitment and
allied HR solutions to industry
verticals across the globe

SERVICES



STAFFING & RECRUITMENT

across all sectors such as IT, engineering, media & entertainment, FMCG, telecommunications etc.



LIASONING

ensure adherence to the labor laws of the country and avoid any legal hassles.



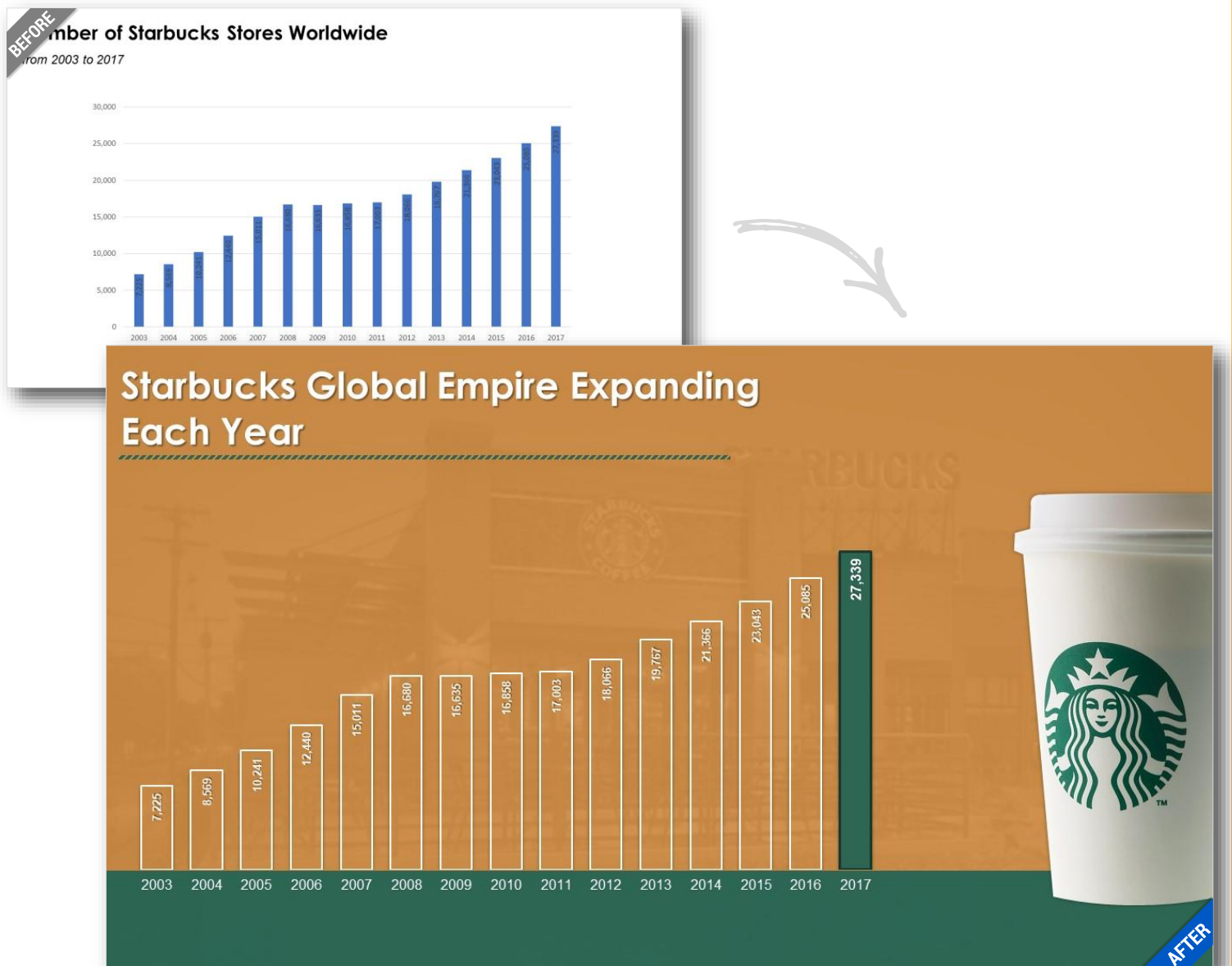
PERFORMANCE APPRAISAL

use the latest technology to create a transparent performance appraisal system that reduces any scope for human error and bias.

AFTER

HACK 3 : TELL THE STORY IN THE TITLE!

We all have been guilty of never paying much attention to the titles in our slides. They usually describe what the slide is about. Titles can be more than that. Titles can summarize the crux of the story as we see in newspaper headlines. Not all titles have to be like that. The Agenda slide will be called Agenda. Slides with numbers, however, tell a story that can be pitched right in the title. For instance, rather than giving the title “Quarterly Sales Performance Graph” we can take the main highlight from that graph and put that in the title. So, “Q4 records highest jump of 22% in sales” would be a more powerful title and hence a powerful slide.



HACK 2 : HALF SLIDE IMAGE (CONTD.)

You can give equal space to image as well as text. Depending on the orientation of the image, landscape or portrait, you can place the image horizontally or vertically. The remaining half of the slide can be used to list out your points.

Image in Landscape Mode

BEFORE

Key Lessons From Business Summit 2018

- **Address Excuses:** Find reasons which are stopping you to start a business. Address those excuses and look out for issues to get rid of those problems.
- **Be A Solution:** Rather than thinking of an idea of what to sell, think about what it will solve. Gain a solid customer base when your business is meeting customers requirements.
- **Keep It Simple:** Try to start small and be focused. Develop a simple and quality service. Just keep in mind, that your product should be solving customers problems.
- **Earn while You Build:** Do not quit your job while you are in a transition from employee to an entrepreneur.
- **Be Passionate:** Be passionate about your idea. It will help you improve your processes so that your business grows.



Key Lessons From Business Summit 2018



01.	02.	03.	04.
Address Excuses	Be A Solution	Keep It Simple	Earn while You Build
Find reasons which are stopping you to start a business. Address those excuses and look out for issues to get rid of those problems.	Find reasons which are stopping you to start a business. Address those excuses and look out for issues to get rid of those problems.	Find reasons which are stopping you to start a business. Address those excuses and look out for issues to get rid of those problems.	Find reasons which are stopping you to start a business. Address those excuses and look out for issues to get rid of those problems.

AFTER