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Best Practices (Content)

You are free to choose from and use any combination of slide layouts to fit your needs. Many options are available in the master page layouts, which can be accessed on the Home tab > Layout.

Use Arial font.

- When possible, use Arial when dealing with numbers instead of Arial Narrow for readability.
- 12 point is the smallest size you should use for readability unless dealing with a footnote.

Remember these best practices to capitalize on the power of strong visuals:

- Use visuals/graphics to communicate your main thoughts or big ideas.
- Use bullets only when absolutely necessary and limit to no more than four to five bullets with no more than six words per bullet on a slide. Consider using bullet points in your notes and let the visuals/graphics support the message of your slide.
- Avoid using all-text slides if possible. Use visuals/graphics and rely on your expertise to engage your audience, support your message and aid in recall.

Spell check.

Best Practices (Images & Graphics)

Compress your images.

- If it does not compromise quality, save images at 150 dpi at 100% and/or [compress them](#) before uploading to keep file size down.

Do not insert photos from Google or other outside sources.

- Please use Watson or Genie as much as possible. Link(s) are in the Connects Toolbox on the portal home page.
- Content from external sources such as photographs, videos, graphics, icons and stock art, et al., is typically protected by copyright. Please do not use external content without obtaining permission from the owner to use.

Graphics/Videos

- Make your presentation more graphically focused than text focused.

Keep graphics simple.

- Avoid using Smart Objects that show shadowing, embossing and special effects. Use Arial Narrow if you need to make the text fit.

When inserting videos:

- Please use WMV format. If you need help, the CMS/AMS graphics teams can convert the video files to a WMV format for you.

The CMS/AMS graphics teams are available to assist with graphics/visual development. Open a [Graphics Request](#) for assistance.

Resources:

- [PPT Tips](#)
- [Microsoft Office PowerPoint Help Center](#)
- [Sample Presentations](#)

Best Practices (Charts & Graphs)

Keep your data charts simple.

- Avoid using Smart Objects that show shadowing, embossing and special effects. Use Arial Narrow if you need to make the text fit.
- Remove unnecessary data points.

Break the information into small, digestible chunks before making your chart.

- Limit the charts and graphs to 5 rows/columns of data max. If you need more rows/columns of data, split between slides by sections (years, phases, etc.).
- Flow charts and timeline data should be kept simple and have 3-4 max milestones per slide. Split the milestones into multiple slides to make the data more digestible.

Limit the number of colors in your slide so it creates more hierarchy and focus.

- Do not use primary red and primary blue together. Try using primary red + primary gray together or primary blue + primary gray together. Refer to [Brand Guidelines](#) for more guidance.

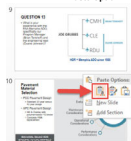
Don't overload your slide with data.

- Watching a PowerPoint presentation and going through an Excel file on your own are two different mindsets. The conclusion/evidence/reasoning of the chart needs to be quickly grasped by the audience.
- Start with your message first and then the data to support your message. Your audience will find your message more effective and memorable.

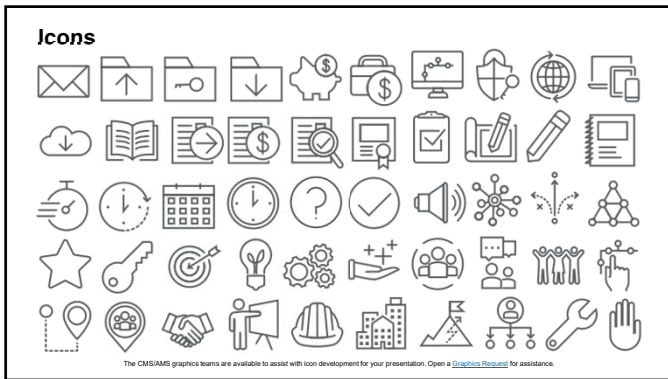
Best Practices for Reusing Slides

Copy and Paste Method

1. You can copy and paste slides from one presentation into another. Once you have copied the slide you want to transfer, put your cursor between the thumbnails where you want to insert the slide. Right click and select **Paste Option > Use Destination Theme**.

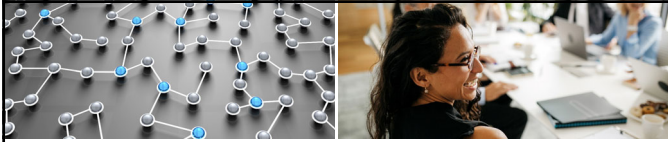


2. You will need to apply a slide layout from your existing PowerPoint slide master to the inserted slide. (Home tab > Layout and click on the layout you want applied.)
3. Once this is completed, you can go to your master slide layouts (View tab > Slide Master) and delete the layout that came in. This keeps the master layouts clean and helps you avoid accidentally using an old master.
4. There will still be cleanup needed. [Learn More >](#)









AGENDA

- 01 The Case for Communication
- 02 Generations in Workplace
- 03 Communication Styles
- 04 Application



The Case for Communication

40% of Baby Boomers are Retired, as of September 2020
Pew Research

The Case for Communication

83%

of employers say that the shift to remote work has been successful for their company, but are still unclear how to proceed when the pandemic is over.

Manpower Group

The Case for Communication

2 out of 3

Generation Xers said they feel either as productive or more so while working remotely.

SHRM 2020

The Case for Communication

83%

Of Gen Z candidates said that a company's commitment to diversity and inclusion is important when choosing an employer.

*Monster.com
2020 State of the Candidate
Survey*

The Case for Communication

42%

of Gen Xers have a financially dependent child and a parent over the age of 65.

AARP

The Case for Communication

2 out of 3

Millennials say they manage direct reports.

Zapier Data

The Case for Communication

88%

Of Gen Z believe that it's important that recruiters or potential employers ask people about their preferred gender pronouns.

Talro Survey

The Case for Communication

7 in 10

Gen-Z adults surveyed said they experienced common symptoms of depression in the past year.
American Psychological Association, 2020.

The Case for Communication

66%

Of Gen Z and Millennial employees say Strong Communication Skills is the most important trait they look for in a good manager.
Zapier Data



Traditionalists
(Born 1900-1945)

- Traits
 - Fiscally Conservative
 - Follow Chain of Command
 - Self-sacrificing
 - Loyal & Hard-Working
- Values
 - Family
 - Sacrifice
 - Waste Not, Want Not
 - Respect for Authority



Traditionalists
(Born 1900-1945)

- Currently make up 2% of the US workforce
- 9.8% of overall population
- Though their numbers may be small, they've left a lasting legacy on how we approach work.
- Traditionalists founded many organizations that are still thriving.
- Their communication and leadership style have left an enduring mark on our modern world.



Baby Boomers
(Born 1946-1964)

- Traits
 - Competitive
 - Idealistic
 - Polished
 - Disciplined
- Values
 - Work Ethic
 - Professionalism
 - Youthfulness
 - Individualism
 - Luxury



Baby Boomers
(Born 1946-1964)

- Having worked with Traditionalist leaders, Boomers have learned to polish their communication and workplace etiquette.
- With so many Boomers vying for jobs, developing a competitive drive was essential to workplace success.
- Face-to-face communication is an area where Boomers are pros.



Generation X
(Born 1965-1979)

- Traits
 - Resourceful
 - Independent
 - Skeptical
 - Efficient
- Values
 - Transparency
 - Independence
 - Work-Life Balance



Generation X
(Born 1965-1979)

- As latchkey kids, Xers grew up without intense supervision.
- Xers learned that "if you want something done right, you better do it yourself."
- During Xers' formative years, they developed an unfiltered, direct style of communication.
- Unwilling to sacrifice family time to earn a promotion, Xers reject the notion that more hours = more productive.



Millennials
(Born 1980-1995)

- Traits
 - Collaborative
 - Innovative
 - Adaptable
 - Experience-Driven
- Values
 - Integrity
 - Innovation
 - Efficiency
 - Speed

Millennials
(Born 1980-1995)

- Millennials bring their whole selves to work; they seek to integrate their work and personal lives.
- As mere young-ins, Millennials were taught that the best work was teamwork.
- Technology rapidly evolved when Millennials were growing up, so they learned to adapt to and expect change.

Gen Z
(Born 1996-2010)

- Traits
 - Inquisitive
 - Risk-Averse
 - Industrious
 - Pragmatic
 - Resilient
- Values
 - Stability
 - Personalization
 - Equality
 - Resourcefulness

Gen Z
(Born 1996-2010)

- Gen Z will be the last generation in the U.S. to be of Caucasian majority.
- From a young age, Zers learned to cope, manage, and move on from difficult situations as best they can.
- They've always had cellphones, and they expect up-to-date technology.

03 Communication Styles

Baby Boomers (1946-1964)

1. Communication Characteristics
 - Refined the art of polished and poised communication.
 - Expect a level of formality and respect whatever the medium.
2. Example of Common Sentiment
 - "I often feel like in-person communication is more efficient – I won't bite!"
3. How to Flex in Communication with Baby Boomers
 - Maintain professionalism in written and in-person communication.
 - Don't forget the salutations!

Gen Xers (1965-1979)

1. Communication Characteristics
 - Seek efficiency; often straight-to-the-point, skipping formalities.
 - Unfiltered communication ensures accuracy and builds trust.
2. Example of Common Sentiment
 - "I'm not mean, I'm just being efficient and don't think fluffy language is necessary to get my point across."
3. How to Flex in Communication with Gen Xers
 - Be direct, transparent, and efficient.
 - Email is often preferred.

Millennials (1980-1995)

1. Communication Characteristics
 - Grew up communicating in many platforms; seek the fastest, most interruption-free way to get point across.
 - Favor informal communication.
2. Example of Common Sentiment
 - "I'm communicating with multiple people at one time. Using email or IM gives them the freedom to reply on their own time. It's respectful, not lazy."
3. How to Flex in Communication with Millennials
 - Steer toward more casual and authentic communication.
 - Often prefer instant messaging and soundbites.

Gen Zers (1996-2010)

1. Communication Characteristics
 - Grew up almost entirely in the digital age; communication is often visual and direct.
 - Able to seek out clear directions, which makes them resourceful communicators. However, potentially in need of help with interpersonal skills.
2. Example of Common Sentiment
 - "Specific instructions up front let me step away and get the job done right."
3. How to Flex in Communication with Gen Zers
 - Prefer informal speak at work and seek explicit communication.
 - Help them build interpersonal skills while embracing the technology they use.



