



DEFY
THE
NORM

XAPHES

5 Factors that Induce Death by PowerPoint

FACTORS	REMEDIES
<p>✘ PowerPoint slides can also be used as speakers notes or handout</p>	<ul style="list-style-type: none"> • Slides are NOT documents • Slides are the supporting actor in your show • More than 75 words on the slide is a document • Consider how slides and other visual aids can enhance your message so that you create engagement, connection, credibility, memory and clarity for your listeners
<p>✘ Bullet lists are the most efficient way to share information</p>	<ul style="list-style-type: none"> • LIMIT the use of bullets • Listeners will read before they listen • All bullets and no imagery gets boring • No more than six bullets on a slide • No more than three bullet slides in a row
<p>✘ ClipArt adds interest to the slide</p>	<ul style="list-style-type: none"> • Photos create EMOTION and visual INTEREST <ul style="list-style-type: none"> ○ Paid image websites: istockphoto.com or shutterstock.com ○ Free image websites: stocksnap.io, pexels.com, unsplash.com or pixabay.com
<p>✘ I need to put ALL relevant information on the slide</p>	<ul style="list-style-type: none"> • Convey ONE main idea per slide • Audiences should be able to understand your slides in about three seconds (Nancy Duarte) • White space creates clarity, improves readability, enables quicker comprehension and increases attention
<p>✘ Charts are the BEST way to convey data</p>	<ul style="list-style-type: none"> • Use charts to convey your STORY • Be sure they are easy to read and consume • Detailed, data-heavy charts belong in your handout

How Would You Improve These Slides?

EEOC v. Abercrombie & Fitch Stores, Inc. (2015)

- Issue: Whether Title VII’s prohibition of religious-based discrimination only applies when a job applicant has informed the prospective employer of their need for a religious accommodation.
- Holding: To prevail on a Title VII claim, an applicant “need only show that his need for [a religious] accommodation was a motivating factor in the employer’s decision.” Title VII does not impose a burden on a plaintiff to demonstrate that a company had actual knowledge of the applicant’s or employee’s religion or need or an accommodation to show intentional discrimination.

Startups - Select Entity

Sole Proprietor

Pros - Easy/cheap to start

- Tax advantages
- Management flexibility

Cons – No limits of liability

- Lack of continuity/transferability
- Limits ability to raise capital

How Social Media Affects Job Prospects

- The 2015 Careerbuilder Social Media Recruitment Survey reported that over 50% of employers use social networking sites to research candidates (up from 43% in 2014)
- Of those, nearly 50% have found information that caused them not to hire a candidate
 - Provocative or inappropriate photos
 - Drinking or drug use
 - Criticizing a previous company or co-worker
 - Discriminatory comments
- Over 1/3 of employers are less likely to interview job candidates if they are unable to find information about applicants online
