



LO ZEN E L'ARTE DELLE PRESENTAZIONI

ovvero

**COME PRESENTARE COSE E IDEE
SENZA UCCIDERE METÀ DEL PUBBLICO**

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HEAD OF CONTENT STRATEGY, CLOUD ACADEMY INC.

PESCARA — 2 APRILE 2014

Benefits from CEE CN – policy level Croatian perspective

- Establishing strategic partnerships with Ministry of Economy, Labour and Entrepreneurship in the process of cluster development in the Republic of Croatia
- Initiated Strategy of Cluster Development in the Republic of Croatia in 2008 – currently draft, expected to be finished by end 2009
- Initiated integration of cluster strategy with other industrial papers and sectoral strategies (Strategy for development of processing industry, strategies of development of industrial processing of textiles, and leather, Strategy of development of wood-processing industry etc.)
 - improved governance of Croatian cluster policy and cooperation of all cluster relevant institutions
 - participation with relevant EU programmes and exchange with cluster policy actors of other countries, cross-border cooperation of clusters
- Cluster policy in Croatia has to be seen against the background of its status as small transitional economy - The benefits of "clustering": enhanced competitiveness and inovativeness of the Croatian economy, activities aimed at lowering costs of business, development of products and processes, increased exports and access to new markets etc.



PRO INNO
EUROPE



INNO
NETS

Some Activities

Competitiveness

- "Winning Asian Markets (forthcoming 2004)"
- "The Triangle Triangle: China's Impact, China and India" (forthcoming)
- "Global Competitiveness, Innovation and Higher Education: Addressing Challenges and Opportunities" (Nov 2003)
- "India's Leap to Innovation", Strategic Innovations (forthcoming, 1st Apr 2003)
- "China and India: Innovations Challenges" The National Interest, Jan-Feb 2003
- "The Rise of Chinese Multinationals", The National Interest, Jul 2003
- "Unleashing 200M in Chinese Trade", China & World Economy (2002), May issue
- Cities
- "Global Cities: Shanghai as a Global Financial Hub", Shanghai Institute for International Relations, Apr 2003
- "The Wealth of Cities: Established Metropolises and Emerging Megapolises", Report to the Commission for Future, Finland's Parliament, August 2003
- "The Wealth of our Cities", The Gulf Research Economic Bulletin, No 7, 2003

Clusters and ICT

- "China as ICT Superpower" China Business Review, US China Business Council Mar 2003
- "Mobile and Mobile Revolution", Strategic Innovations (forthcoming, June 2003)
- "Mobile Revolution", Producer of The Mobile Revolution in Ukraine, Russia, Taiwan, China and Vietnam, Aug 2003
- "The Mobile Revolution and China", China Communications, Vol 3, No 2, Apr 2003
- Globalization and the Finnish ICT Cluster (2003)
- IT Success Stories, Datta Portland and Tel Aviv, OECD, Paris, May 2002
- Finnish Clusters
- Finland's Metropolitan Advantage (2003)
- The Vital Cluster: Globalization, Urbanization, and Finnish High Tech and Creative Cluster, Helen Reihl (2003)
- Finnish Strengths, Global Opportunities 2003
- Competitiveness of Finnish Urban Regions (2007)
- Competitiveness of Finland's Cluster Leaders (2006)
- Finland's Innovative Capacity (2006)
- Finland's Working Valley, Talvin, (2002)
- The Nokia Revolution, American (2001)

How to Succeed in Business



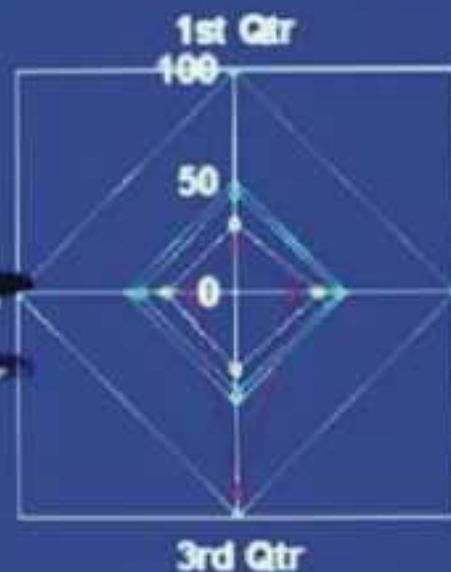
The job you want

The job you might get someday

The job you might get someday

Four steps above the job you have

Four steps above the job you have



East
West
North

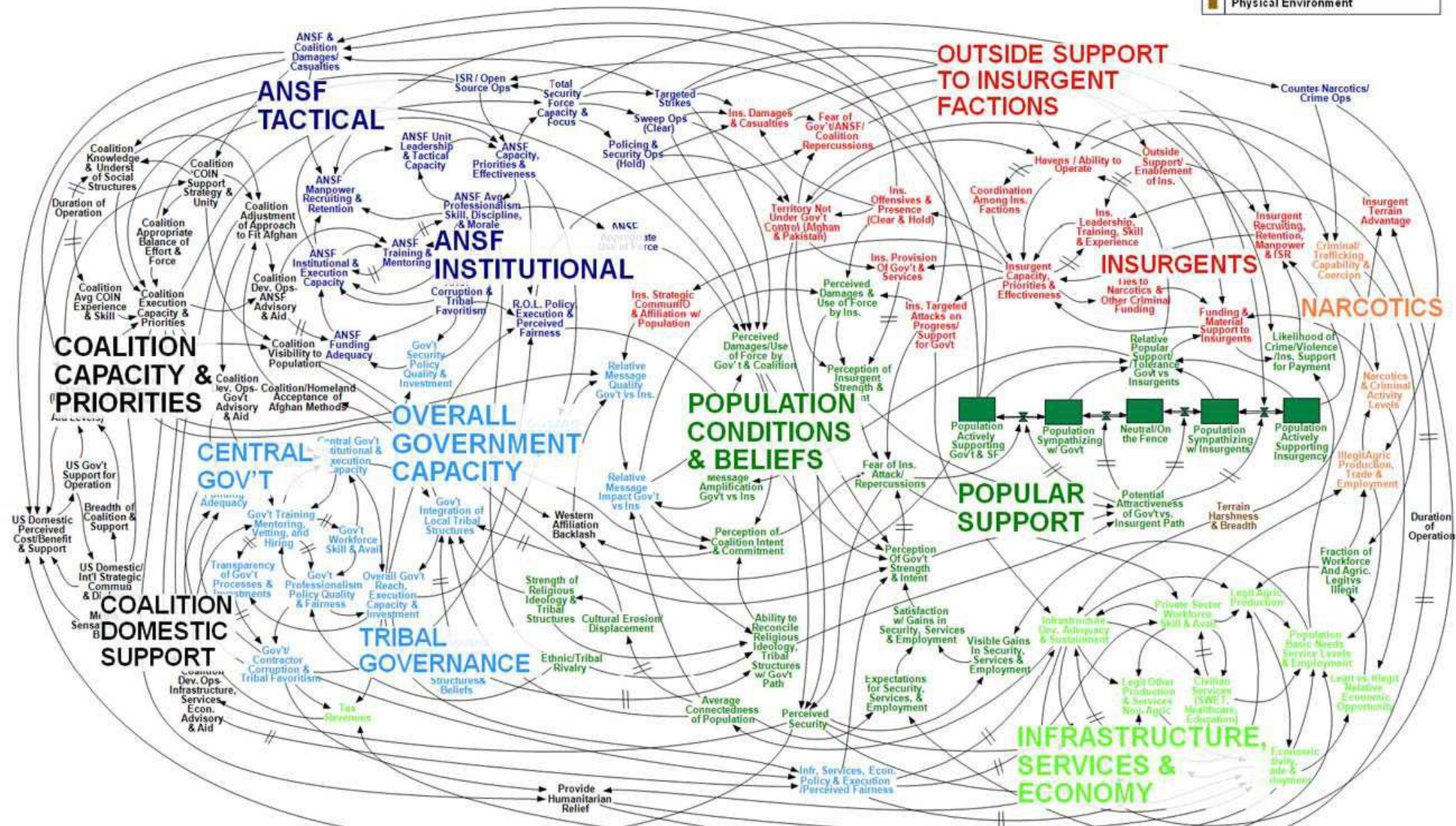
You

When creating slides, it's important that you get as many words on a slide as possible. This creates the illusion that you know more than you do, and you will be more successful. At the end of the day, the only way to achieve is to have a shared vision for the job you want, unless the job is not there yet, get it.

Afghanistan Stability / COIN Dynamics

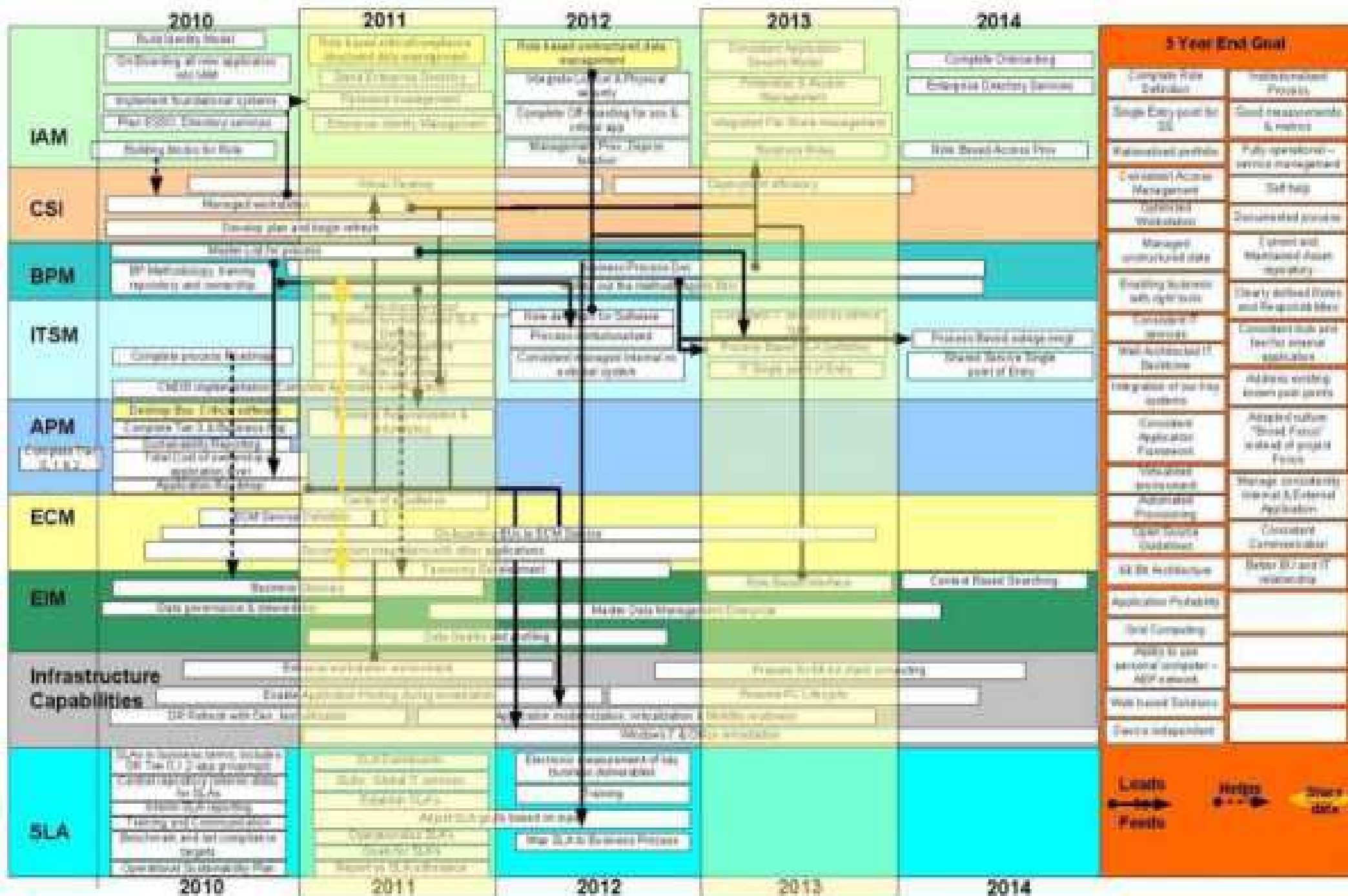
 = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

IT Modernization Roadmap





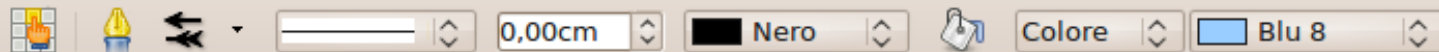
DEATH BY POWERPOINT

How did we get here?



de
Is it our fault?





Diapositive

Normale Struttura Note Stampati Ordine diapositive

1 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Aggiungere il titolo con un clic

- Aggiungere una struttura con un clic

Pagina 1

Aggiungere il titolo con un clic

- Aggiungere una struttura con un clic





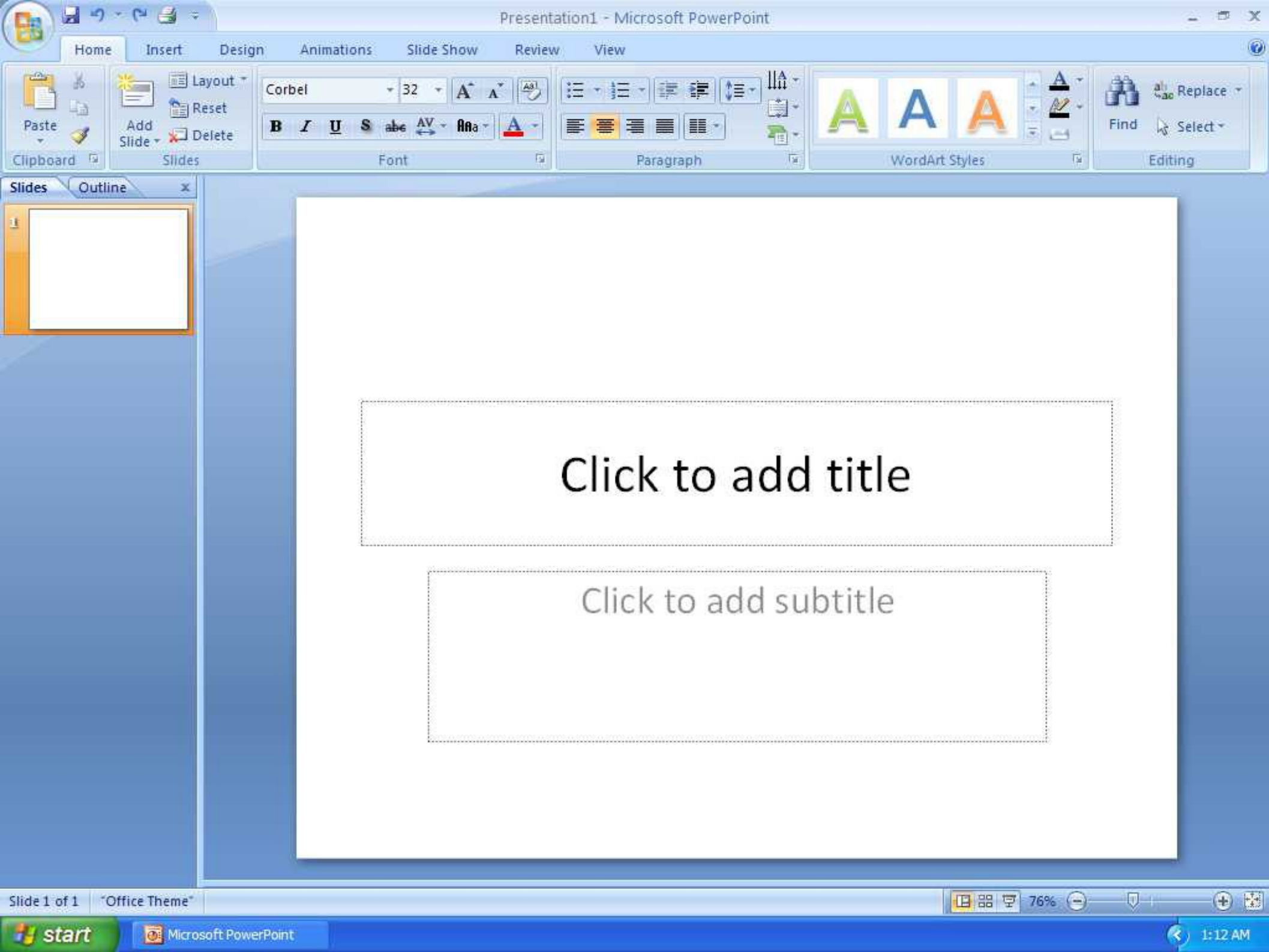
Slides

1

2

Double-click to edit

- Double-click to edit



Clipboard

Paste

Add Slide

Layout

Reset

Delete

Slides

Font

Corbel 32

B *I* U **S** **a**b **e** **A**V **a**n **a**

Paragraph

Text alignment and bullet point options

WordArt Styles

Three stylized 'A' characters in green, blue, and orange

Editing

Find, Replace, Select

Slides Outline

Slide thumbnail

Click to add title

Click to add subtitle



Windows Live™

- Internet-based personal services to bring together your digital world
- Centered on the individual
- Communications, information, protection
- Separate from Windows
- MSN.com continues as programmed content
- Primarily supported



iPhone

Apple reinvented the phone



What's the most common communication

MISTAKE?

“Relating **too much information...**
Lots of force feeding, very little
digestion.”

— Dr. John Medina



“The brain doesn't pay attention to boring things, and I am as **sick of boring presentations** as you are.”

— Dr. John Medina



Includes the *Brain Rules*
feature-length documentary

brain rules

12 Principles for Surviving and Thriving
at Work, Home, and School

J O H N M E D I N A

FOREWORD BY GUY KAWASAKI

presentationzen

Simple Ideas on Presentation Design and Delivery

Garr Reynolds

Ben
Briders

VOICES THAT MATTER™



slide:ology

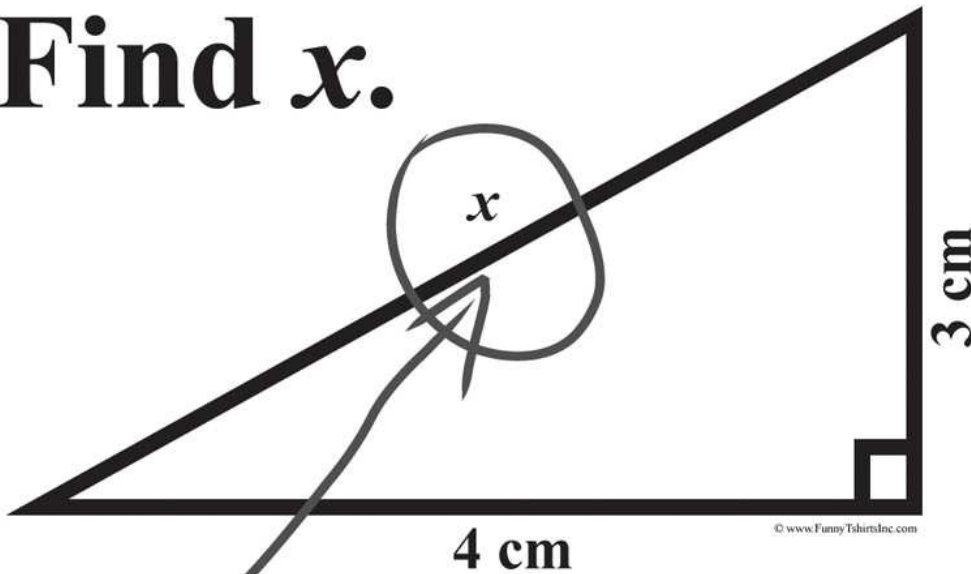
THE ART AND SCIENCE
OF CREATING GREAT
PRESENTATIONS



Balance



Find x .



Here it is

Simplicity

Less is more



**IT'S NOT
ABOUT TOOLS**

“Most ideas you can do pretty darn well with a stick in the sand.”

— Alan Kay





Pause



Volume

Filmed September 2009 at TEDxPuget Sound

Simon Sinek: How great leaders inspire action



Subtitles



Transcript

**16,149,840** Total views

Share this talk and track your influence!

Simon Sinek has a simple but powerful model for inspirational leadership all starting with a golden circle and the question "Why?" His examples include Apple, Martin Luther King, and the Wright brothers ... (Filmed at

Related talks & playlists





Pause



Volume

Filmed February 2006 at TED2006

Ken Robinson: How schools kill creativity



Subtitles



Transcript

**25,802,907** Total views

Share this talk and track your influence!

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

Related talks & playlists



Never become the tool of your

TOOLS

START IN ANALOG MODE

Do not start here



Title: How to stay fit and healthy in today's world

You're in charge.

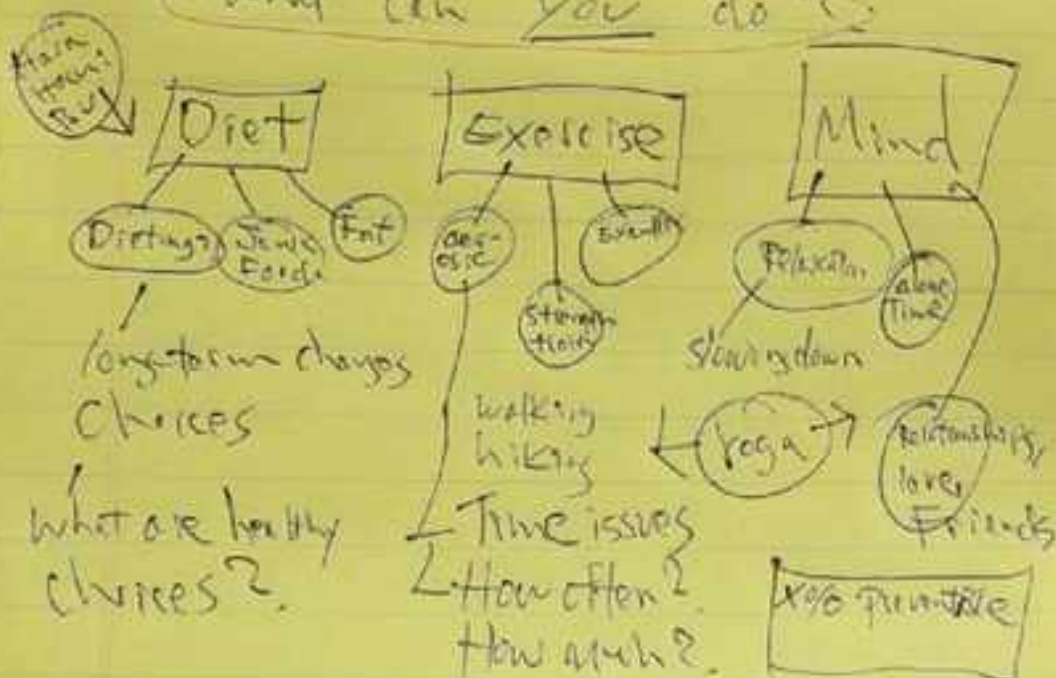


You are in control of your Health/Fitness

Context → obesity rates/\$ cost
↑ obesity-related illness

Cases → Genetics, environment, behavior/choices

What can you do?



Plan “analog”



Taking Control of Your Fitness

Title

[Case =] You're in
charge.
You're in control
(Not genetics, environment, etc.)

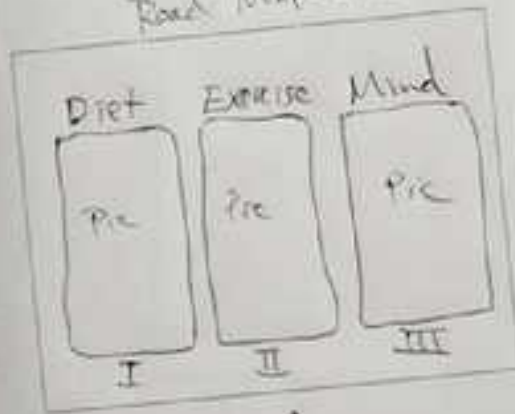


1/3 @ healthy weight

2/3 out of weight or
obese

- American epidemic
- Health costs \$

Road Map - 3 sections



3 Part S

Diet • Fat, junk food,
"Hara hachibu"
"Japanese diet"

Exercise Making Time,
walking, etc. • Weights

Mental health Relaxation,
Friends, alone time,

Taking Control of Your Fitness

Title

[Core =] You're in
charge.
You're in control
(not genetics, environment, etc.)

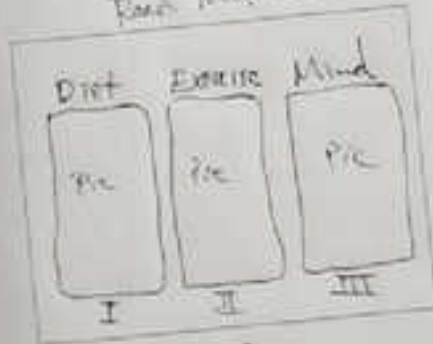


1/3 @ healthy weight

2/3 over weight or obese

- American epidemic
- Health costs \$

Read Map - 3 sections



3 Parts
Diet • Fat, junk food, "Hara hachi bu", "Japanese diet"
Exercise Making time, walking, etc. • weights
Mental health Relaxation, Friends, alone time,



Taking Control of Your Fitness

Title

[Core =] You're in
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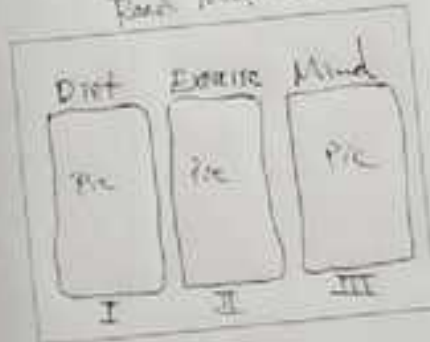


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2/3 over weight or obese

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Read Map - 3 sections



3 Parts

Diet • Fat, junk food,
"Hara hachi bu"
"Japanese diet"

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walking, etc. • weights

Mental health Relaxation,
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Taking Control
of
Your Fitness

Title

[Core =] You're in
charge.
You're in control
(not genetics, environment, etc.)

33% of Americans
are at a healthy weight

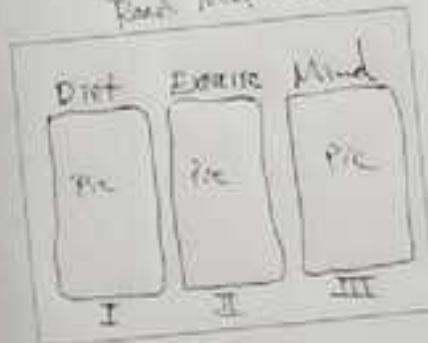


1/3 @ healthy weight

2/3 over weight of
those

- American epidemic
- Health costs \$

Read Map - 3 sections



3 Parts

Diet • Fat, junk food,
"Hara hachi bu"
"Japanese diet"

Exercise Making time
walking, etc. • weights

Mental health Relaxation,
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33% of Americans
are at a healthy weight

1/3 @ healthy weight
2/3 over weight of
those
• American epidemic
• Health costs \$

Read Map - 3 sections

Diet	Exercise	Mind
Pic	Pic	Pic
I	II	III

3 Parts
Diet • Fat, junk food,
"Hara hachi bu"
"Japanese diet"
Exercise Making time
walking, etc. • weights
Mental health Relaxation,
Friends, alone time,

Paper is your best

FRIEND

LOOK FOR THE STORY

**“What is truer than truth?”
Answer: “The story.”**



TED Ideas worth
spreading

Isabel Allende

“Forget about PowerPoint
and statistics.....”

— Harvard Business Review



“To involve people at the deepest level, you need stories.”

— Harvard Business Review





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CAUTION CAUTION CAUTION





AMOR VACUI

生 250円

1100 1100 1180 1120 1150 1200 1150 1200

串カツ
大西屋
時間営業・年中無休

串カツ
大西屋

串カツ
大西屋
1100 1100 1100 1100

通天閣の逸品!!!
新世界名物
串カツ
どて焼
一本 80円~

★
喫茶
スー

半田屋
酒場

串

日本一の串かつ
横綱
酒処

280円
串カツ

日本一の串かつ

京阪交

Eat **only**
until
80% full.



Eat **only**
until **80%** full.



Eat **only**
until **80%** full.



Empty space is

GOOD

SHOW RESTRAINT

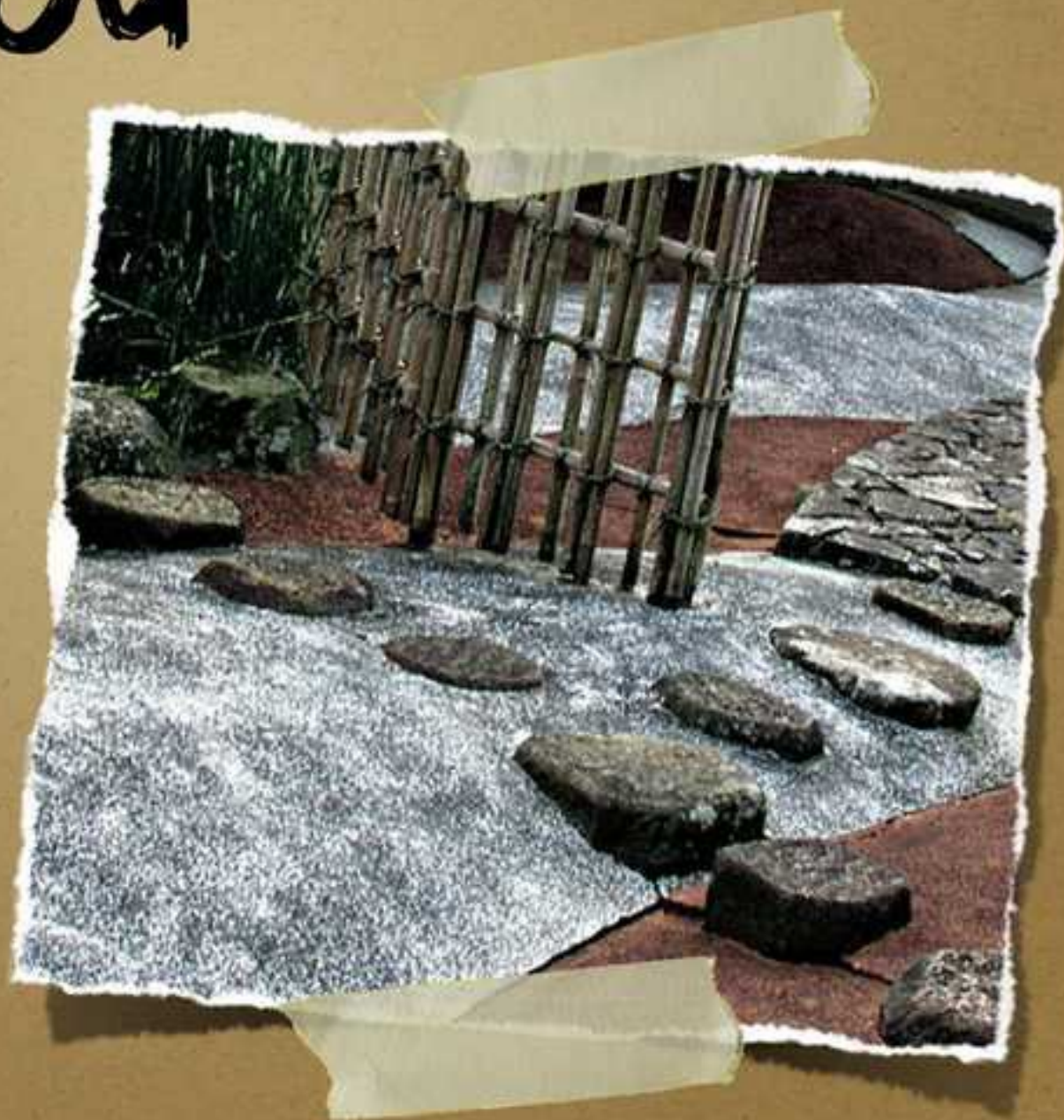
YOKUSEI

Control



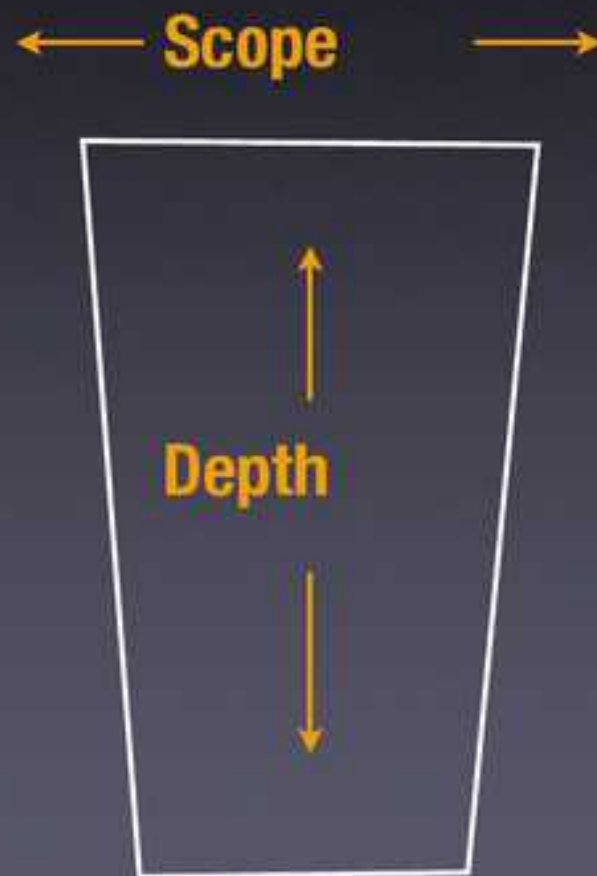
SETSUDOU

Moderation



Inclusion & exclusion





Choose

RESPONSIBLY

**VISION TRUMPS ALL
OTHER SENSES**

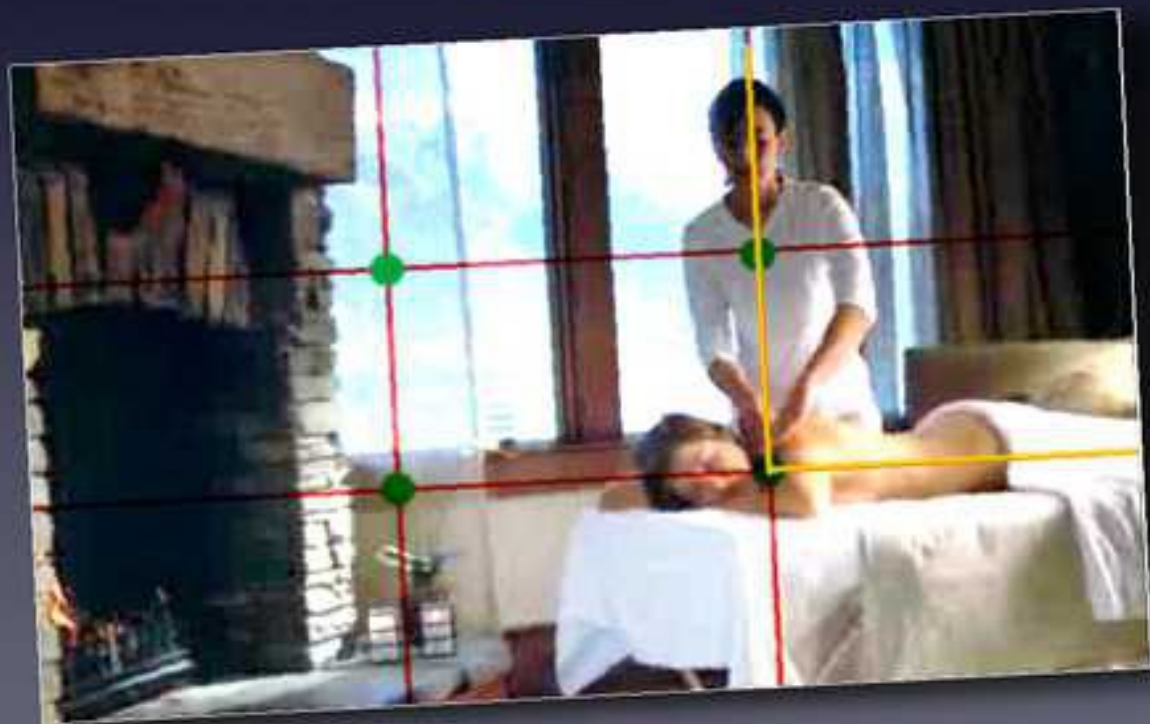
We are incredible at remembering **pictures.**



Rule of thirds

Rule of thirds





















Less than 33%
of U.S. adults are at
a “healthy weight.”



AFGHANISTAN: REFUGEES

- ▶ More than two decades of civil war and the destruction of towns and villages have caused mass movement of the people of Afghanistan in two major directions --
 - Emigration, mainly to Pakistan and Iran, or escape to the relative safety of the capital city, Kabul.
- ▶ According to the United Nations High Commissioner for Refugees (UNHCR) estimates, more than 5 million Afghans have been displaced either as Internally Displaced Persons (IDPs) inside the country or in neighbouring states over the past twenty-three years.
 - As many as 300,000 Afghans have entered Iran and Pakistan since September 11, 2001, while more than 3.5 million have been there for more than 10 years.



AFGHANISTAN: REFUGEES

Over two decades of civil war and
destruction of towns & villages.

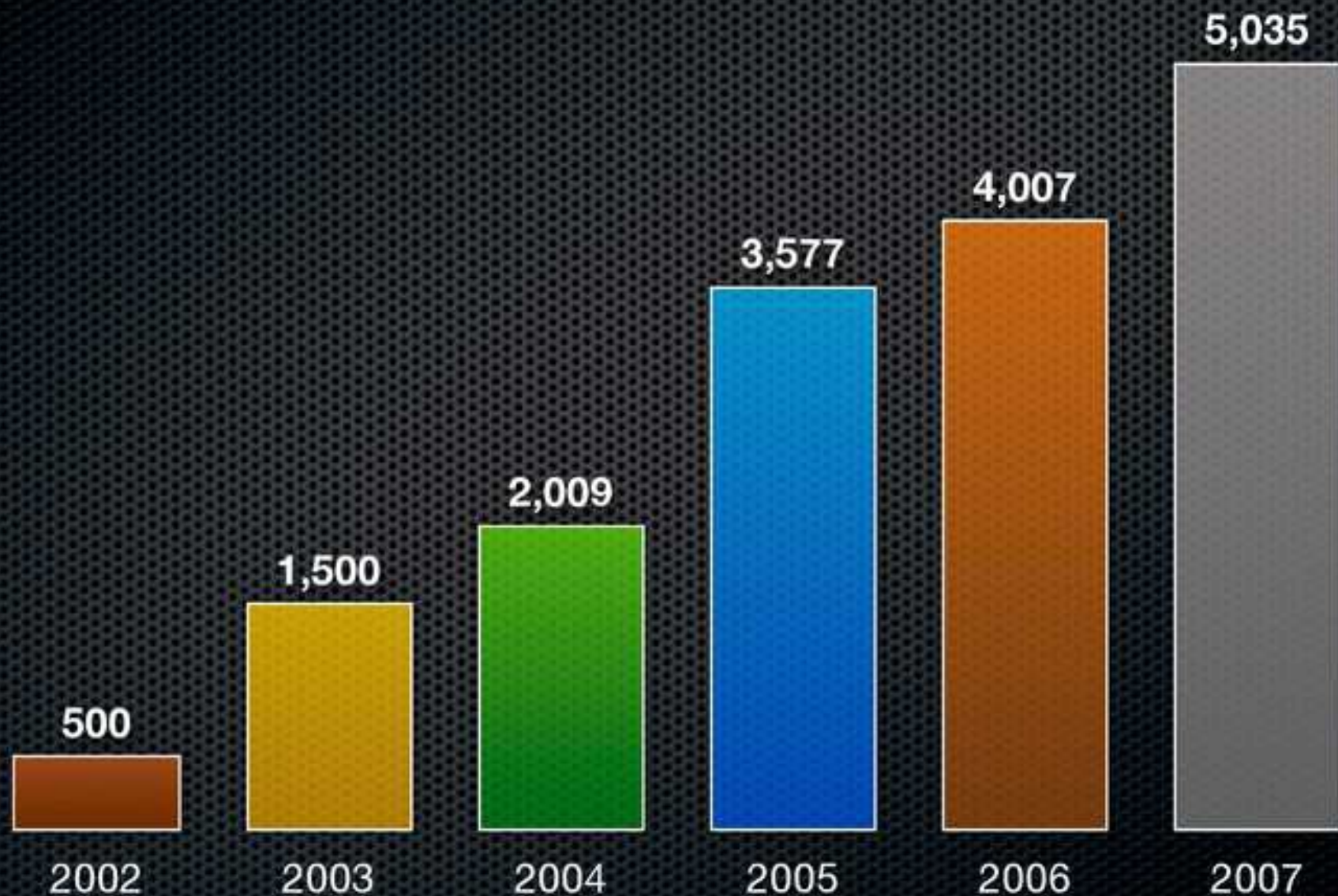


SIGNAL VS NOISE

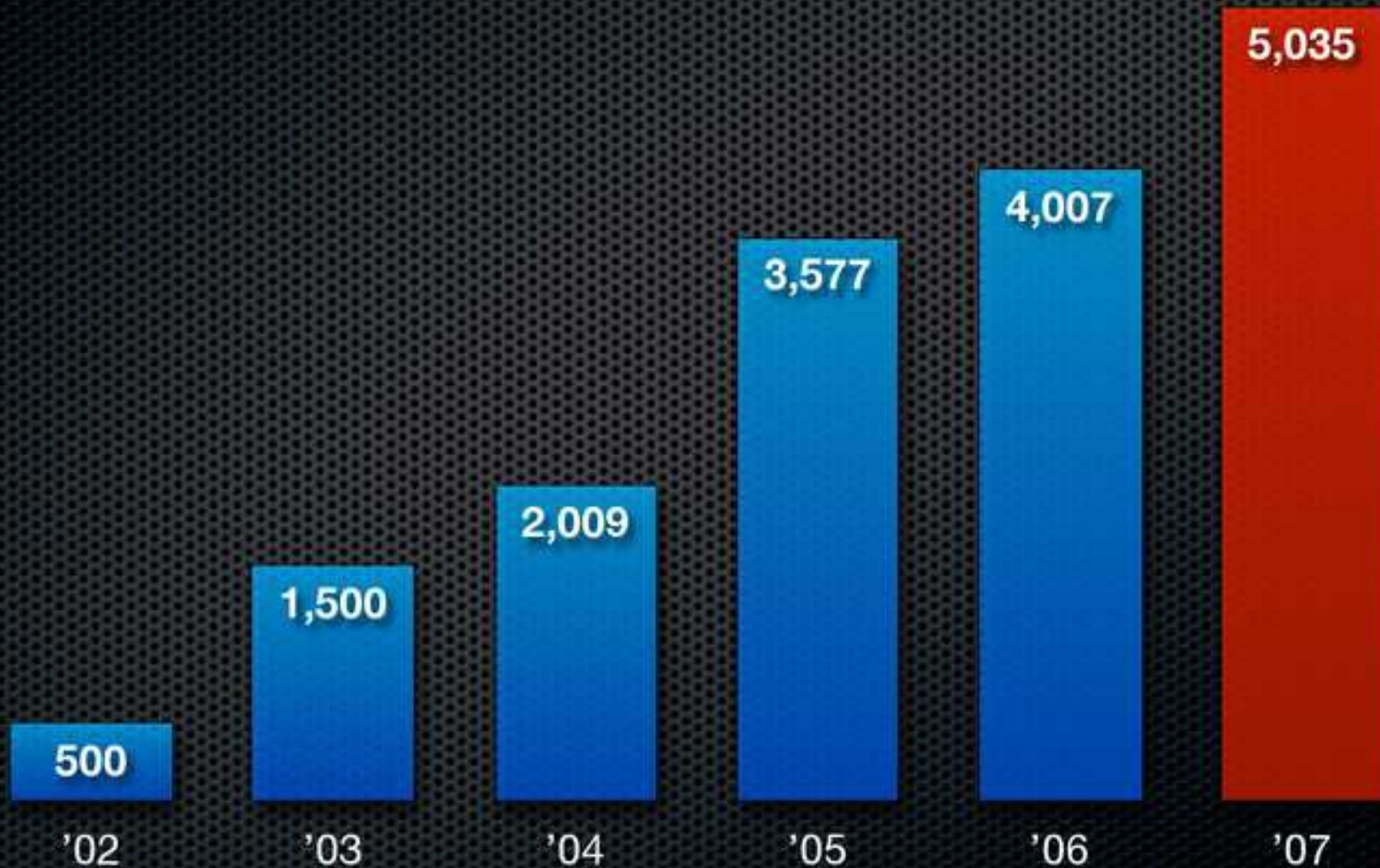
Number of bikes sold (2002-2007)



Over **5,000** bikes sold in 2007



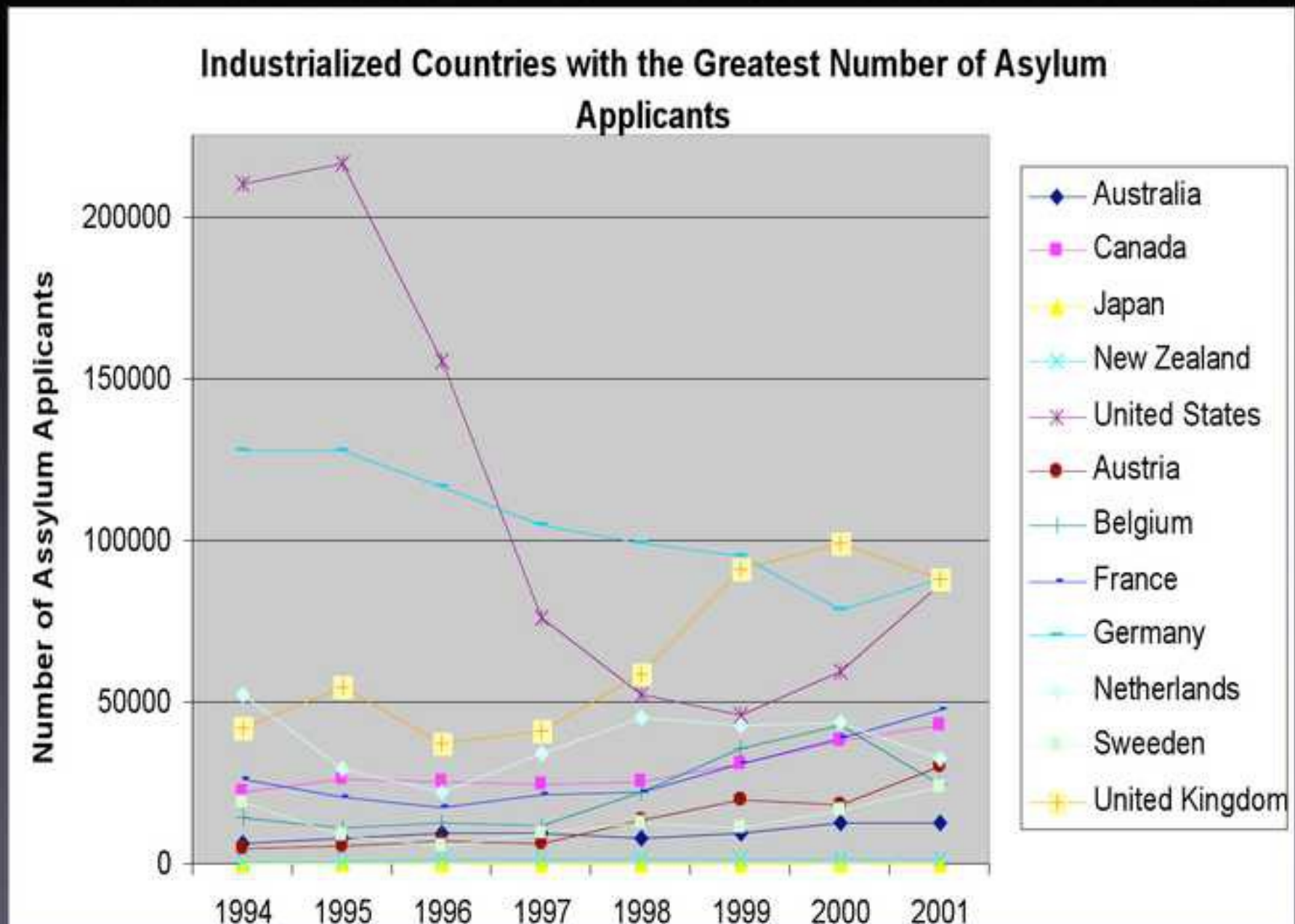
Over **5,000** bikes sold in 2007



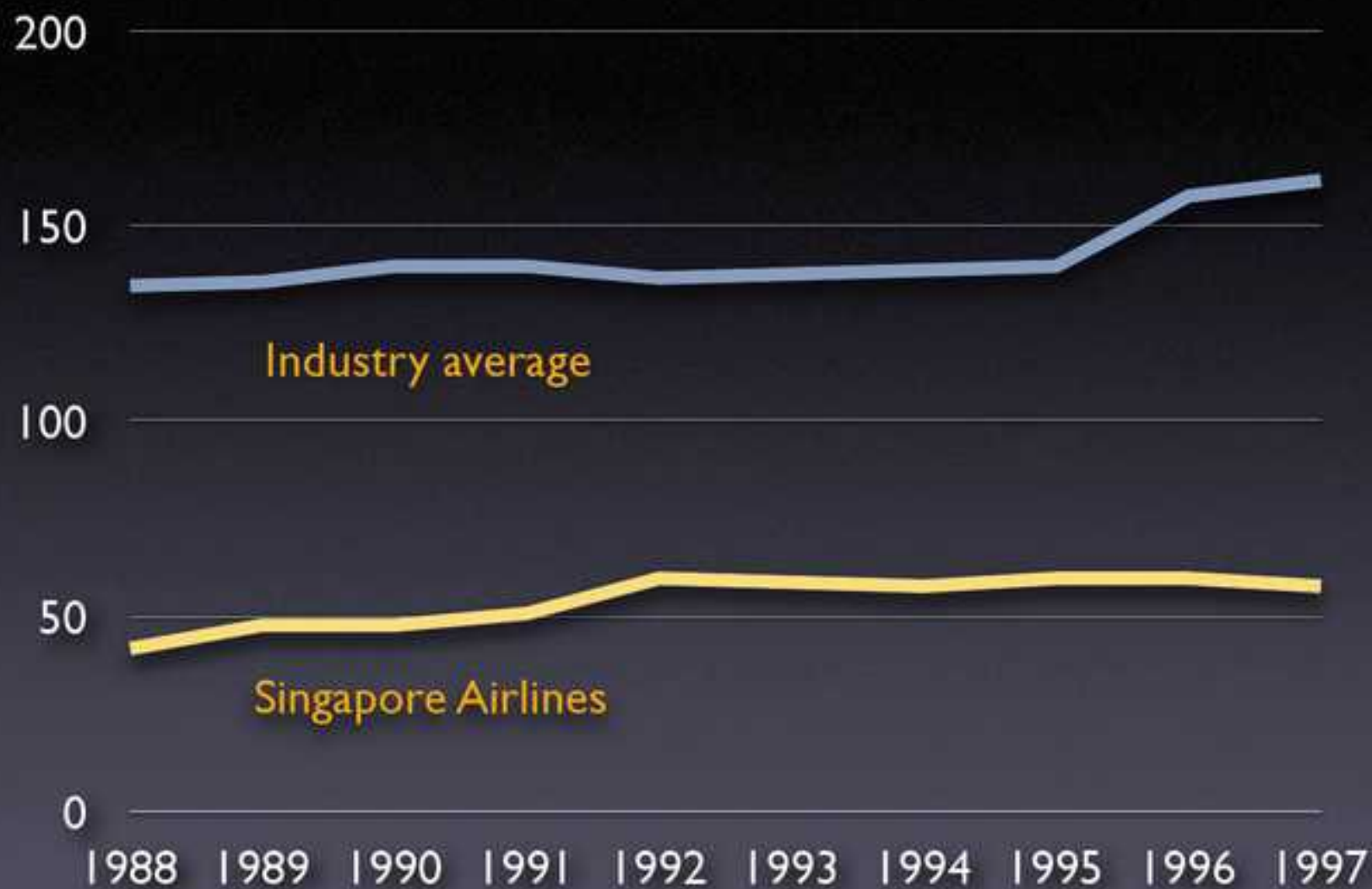
Over **5,000** bikes sold in 2007



Countries Receiving the Most Asylum Applicants

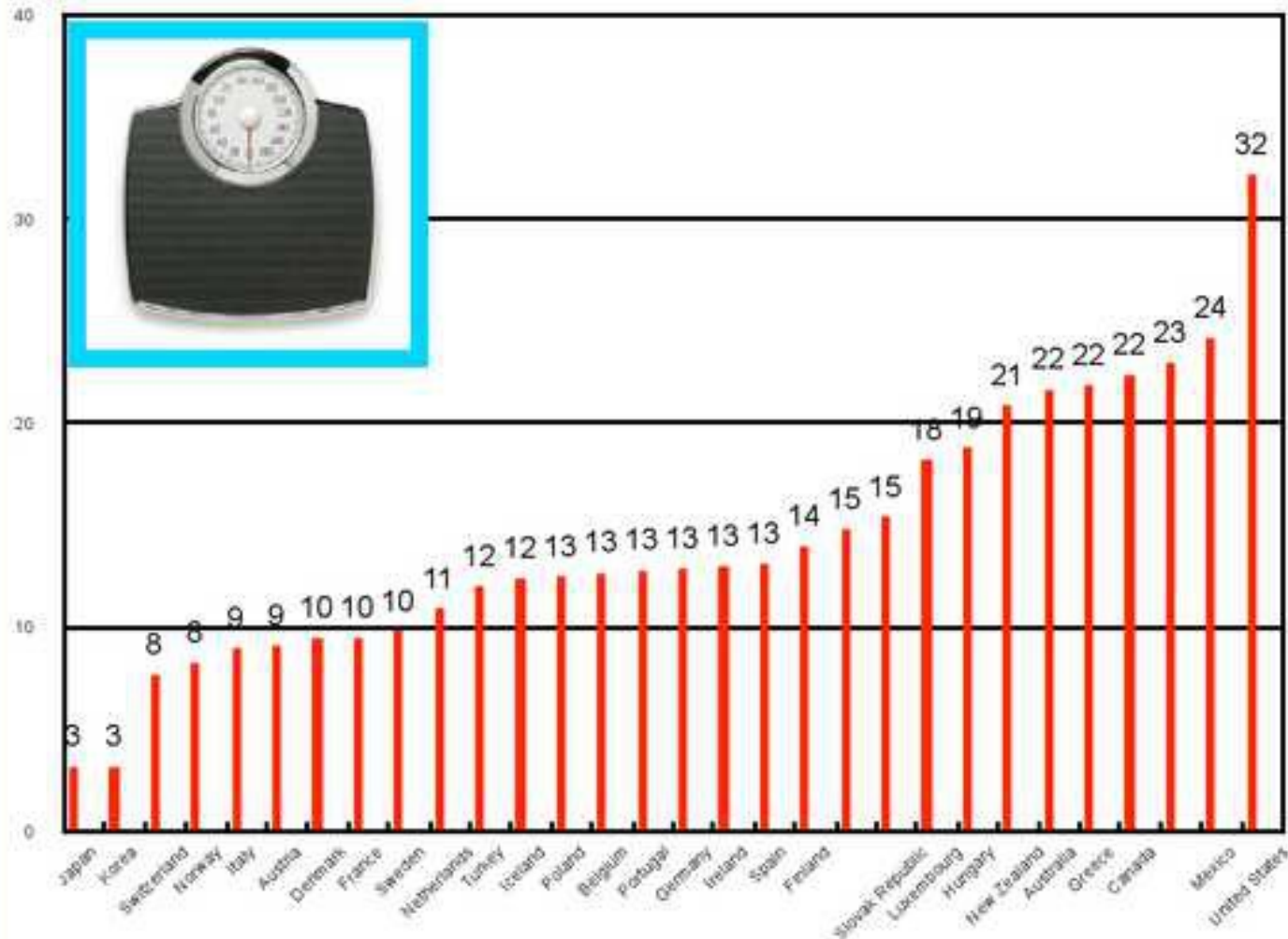


Average Age of fleet (months)



Obesity

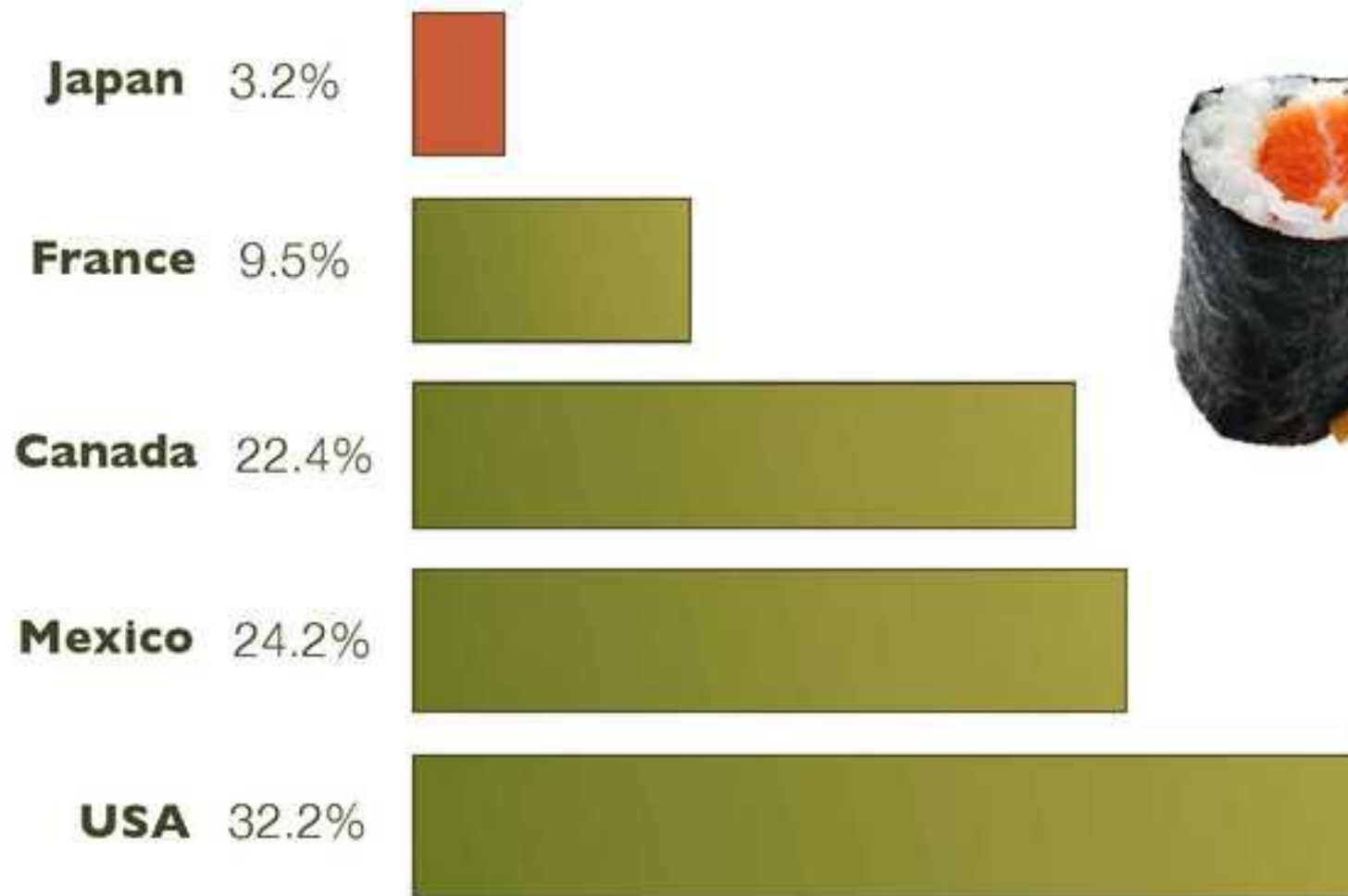
Percentage of population aged 15 and above with a BMI greater than 30 (2004)



Japan	3.2
Korea	3.2
Switzerland	7.7
Norway	8.3
Italy	9
Austria	9.1
Denmark	9.5
France	9.5
Sweden	9.8
Netherlands	10.9
Turkey	12
Iceland	12.4
Poland	12.5
Belgium	12.7
Portugal	12.8
Germany	12.9
Ireland	13
Spain	13.1
Finland	14
Czech Republi	14.8
Slovak Republ	15.4
Luxembourg	18.2
Hungary	18.8
New Zealand	20.9
Australia	21.7
Greece	21.9
Canada	22.4
United Kingdom	23
Mexico	24.2
United States	32.2

The obesity is gaining in many countries of the world. In US obesity is a serious health issue which leads to many health problems

3.2% of Japanese are “Obese”



IT'S ALL ABOUT DELIVERY

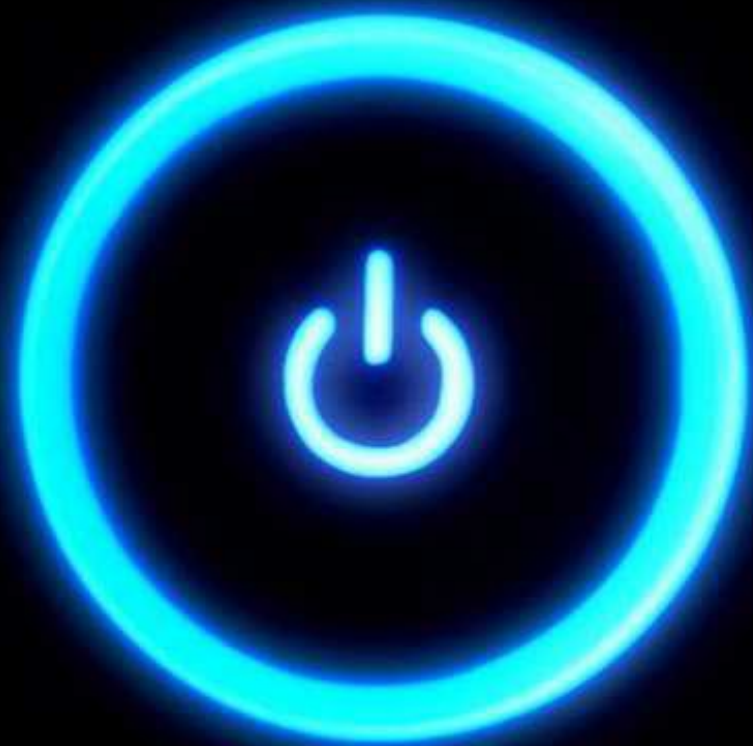
A wooden podium with a microphone stands on a stage. The background is a large, red, vertically pleated curtain. The stage floor is dark, and there is a yellow light strip at the bottom of the frame.

Your 'best'
ENEMY









EXPERIENCE IS KING

It takes time...





...find the time!



BONUS

BREAK THE RULES!





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