

# Directions for Editing the Take-Home Power Point Presentations for your State Program\*

## Directions for the General Presentation:

This presentation is designed to help you promote the role and services your program provides to the small business community. Typical audiences for this presentation may include small business sector associations, community groups, or small business owners. Use your judgment when filling in the information about your program, and above all, make sure the focal points are those most important to your target audience.

The purpose of the presentation is to provide a framework for your conversation, speech, or communication with your audience. Additional and more in-depth information that you provide about your State Program should be used to clarify and explain the services that your Program provides. Inasmuch, a series of visual cues have been included to ensure that your audience stays with you as you outline the significance of your program for their benefit.

## Putting your state name in the presentation:

1. Go to Edit in the Menu Bar
2. Select Find
3. Type “[state]”, click on Find Next button
4. Click on the Replace button
5. Type your state’s name (e.g. Maine) in the “Replace with” window
6. Click “Replace All”

## Master Slide:

- Go to View in the Menu Bar;
- Select Master→ Slide Master;
- In the upper left hand corner, 1<sup>st</sup> highlight and delete the text, and 2<sup>nd</sup>, paste your State Program’s logo into the box, and 3<sup>rd</sup>, click to highlight the outline of the box and “delete”;
- In the lower left hand corner, highlight and delete the text, and type your State Contact Name, Phone Number, and address;
- Click on the “Close” button in the Slide Master View task bar.

## Slide 1: [State] Small Business Assistance Program

- In the text box in the middle of the slide, copy and paste your state’s program logo;

- Click on the text box border (so that just the box outline is highlighted) and hit “Backspace” or “Delete”.

#### **Slide 4: Small Business Assistance Program**

- Replace [input information . . .] with the name and type of the organization within which the Program is organized under.

#### **Slide 5: Compliance Advisory Panel**

- In both the 2<sup>nd</sup> and 3<sup>rd</sup> bullet points, replace [program title] with the name of your state’s Program (e.g. Nevada Small Business Development Center, Kentucky Small Business Environmental Assistance Program).

#### **Slide 7: How Are We Doing?**

- Delete text, and include information (e.g. statistics, figures) from the Program’s Annual Report and/or any other source available and pertinent to your target audience.

#### **Slide 8: Program Highlights**

- Delete 1<sup>st</sup> bullet point’s text, and replace with a brief description of a project success story and the positive impacts it has had on small businesses in your state;
- Delete 2<sup>nd</sup> bullet point’s text and replace with a positive quote from a small business within your state.

#### **Slide 9: Plans for the Future**

- These are suggestions; your presentation may not have all three types of information and may have other information pertaining to future activities. Use your own judgment as to what would be best for your target audience.
- Replace text from the 1<sup>st</sup> bullet with a description of the Program’s short-term mission(s);
- Replace text from the 2<sup>nd</sup> bullet with names of sectors that will be impacted by laws, regulations, and/or policies being currently developed;
- Replace text from the 3<sup>rd</sup> bullet with the Program’s strategies to address these laws, regulations, and/or policies.

#### **Slide 11: Contact Information**

- Replace State SBO contact’s Name, Office Location, Email and Phone Number;
- Repeat for 2<sup>nd</sup> and 3<sup>rd</sup> bullets, SBEAP and CAP.

## **Directions for the LEGISLATIVE Presentation:**

**This presentation was designed with a specific audience in mind: state government officials and/or legislators. Because their time is limited, this presentation is an abridged outline of your program that will serve to concisely convey the importance of your program to state government officials.**

**Due to the officials and/or legislator's time constraints, you will likely be working with print-outs of the slides. You may even be "presenting" the information while walking down a hallway. To maximize the effectiveness of this presentation, know your audience, and using your own judgment about which points to include and those to omit. Typically, shorter is better; therefore, remove slides rather than adding them.**

### **Putting your state name in the presentation:**

1. Go to Edit in the Menu Bar
2. Select Find
3. Type "[state]", click on Find Next button
4. Click on the Replace button
5. Type your state's name (e.g. Maine) in the "Replace with" window
6. Click "Replace All"

### **Master Slide:**

- Go to View in the Menu Bar;
- Select Master→ Slide Master;
- In the upper left hand corner, 1<sup>st</sup> highlight and delete the text, and 2<sup>nd</sup>, paste your State Program's logo into the box, and 3<sup>rd</sup>, click to highlight the outline of the box and "delete";
- In the lower left hand corner, highlight and delete the text, and type your State Contact Name, Phone Number, and address;
- Click on the "Close" button in the Slide Master View task bar.

### **Slide 1: [State] Small Business Assistance Program**

- In the text box in the middle of the slide, copy and paste your State Program's logo;
- Click on the text box border (so that just the box outline is highlighted) and hit "Backspace" or "Delete".

### **Slide 3: How Are We Doing?**

- Delete text, and include information (e.g. statistics, figures) from the Program's Annual Report.

**Slide 4: Program Highlights**

- Delete 1<sup>st</sup> bullet point's text, and replace with a brief description of a project success story and the positive impacts it has had on small businesses in your state;
- Delete 2<sup>nd</sup> bullet point's text and replace with a positive quote from a small business within your state.

**Slide 5: Looking Ahead**

- These are suggestions; your presentation will not have time for all of this information and may have other information pertaining to future activities. Use your own judgment as to what would best convey your intent.
- Replace text from the 1<sup>st</sup> bullet with names of sectors that will be impacted by laws, regulations, and/or policies currently under development;
- Replace text from the 2<sup>nd</sup> bullet with an approximate number/scope of small businesses expected to be impacted by these laws, regulations, and/or policies;
- Replace text from the 3<sup>rd</sup> bullet with information (statistics, figures) relating the anticipated financial impact of the laws, regulations, and/or policies;
- Replace text from the 4<sup>th</sup> bullet with the Program's strategies to address these laws, regulations, and/or policies in the development process.

**Slide 7: Contact Information**

- Replace State SBO contact's Name, Office Location, Email and Phone Number;
- Repeat for 2<sup>nd</sup> and 3<sup>rd</sup> bullets, SBEAP and CAP.

\*Note that these presentations were designed in a similar format as the "Small Business Assistance Programs – 2001-2003 Activity Report Summary". Consider leaving copies of the presentation documents with the audience in their audience after you've completed the presentation. If you're unable to make direct contact with the official, leave a copy with a staffer or assistant.