Announcements

- Presentation Plan: Due Oct 26
- Critical Review Edits: Due Oct 28
  - If you have questions about TA comments:
    - come to office hours
    - set up an appointment
Presentation Skills
What makes a good presentation?
Presentation Planning

Recall the SMCR model of communication:

- **Goal**: What are you trying to accomplish?
- **Receiver / Audience**: Who are you trying to communicate to?
- **Channel / Medium**: What does the medium communicate about the message?
- **Message**: What are you trying to communicate?
- **Sender / Yourself**: How well do you understand the message, audience, medium?
A presentation should never be about listing facts or data. What should the presentation accomplish?

- Convince someone of something?
- Provide alternative viewpoints?
- Help someone make a decision?
Audience

- Who are they? What do they already know?
- Why should they listen to you? What’s in it for them?
- What would be most useful to them?
- Do they want to know in-depth details, or just the high level information?
▶ Will you use slides? Demos? Handouts?
▶ What purpose will they serve?
▶ Will you use a microphone?
▶ What about the delivery?
What order should you communicate the message?
What is the structure of the presentation?
What information do you include?
What information should you exclude?
Know the critical facts!
Become an expert in your topic.
Choose reputable sources, and cite them.
Agenda for rest of this class

- Structure
- Visuals / Slides
- Delivery

Plus breaks in between.
Structure

The structure can be very, very simple, but you need it there to help you build your narrative. Once you give the presentation the structure will often be invisible to the audience, but it will make all the difference.

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Typical structures:

- Intro
- Body
- Conclusion
- Questions
Other Structures

- Problem-Solution
  - Describe the problem (30-50% of your talk!)
  - Provide the solution
  - Call to action
Other Structures

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- **Residues Method**
  - Frame the problem (quickly)
  - Present possible solution
  - Present why it won’t work
  - Present possible solution
  - Present why it won’t work
  - ...
  - Provide your own solution.
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  - Present why it won’t work
  - ...
  - Provide your own solution.

- **Classic Story Structure**
  - Describe basic situation
  - Introduce complication
  - Resolve the crisis
Let’s analyze the structure of this presentation:

https://www.youtube.com/watch?v=7fx0QcHyrFk
Introduction: I teach adults to doodle in the workplace.
Introduction: I teach adults to doodle in the workplace.

Problem: (Why don’t people doodle?)
  - The word “doodle” has unpleasant meanings.
  - Authority figures reject doodling.
  - Doodles might be “psychoanalyzed”.
  - Society focus too much on (structured) verbal information.

Solution: (Why should people doodle?)
  - New definition of “Doodle”
  - Doodling helps retention, stops you from losing focus.
  - Doodling engages multiple learning modalities.
  - Doodling is an instinctive, universal visual language.
  - Doodling is precursor to great works.

Conclusion: Doodling should be encouraged in high information density settings.
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https://www.youtube.com/watch?v=RXMnDG3QzxE
Introduction: “let’s watch a movement happen and dissect some lessons”.

Body
- Leader standing out
- First follower: transition from “lone nut” to “leader”
- Second follower: three is a crowd
- More people: the movement is real

Recap the lesson: the importance of the first follower

Conclusion: if you really care about a movement, be a first follower.
Structure: The Hook

- Hook the audience early!
- Get the attention and sustain the interest with unexpected information.
Structure for Engagement

Attention span for an adult: no more than 20 min

Important information should be at the beginning or end.

What do you remember from the two presentations?
Structure for Long Presentations

- Break the presentation into parts.
- Each part should be no more than 15-20 minutes long.
Outline a 3-5 minute talk encouraging others to “try something new for 30 days”.
Let’s watch this talk!

https://www.youtube.com/watch?v=UNP03fDSj1U
Slides

- Keep it simple and focused
- No excessive:
  - words
  - colours
  - images
Figure 1: What is wrong with this slide?
Keep your slides simple
Your slides are not your entire presentation

30% of all cars
sold in the U.S. in 2006
Writing your slides

- San Serif fonts are easier to read on a screen
- TEXT IN ALL CAPTIALS ARE HARDER TO READ
- Use appropriately sized fonts
- Be consistent with font size, styles, layout
Irrelevant Information

Try not to keep irrelevant slide or information on screen if you moved on.
Presentation Delivery
What does the audience want?

- **Content**: Informative, interesting, new.
- **Organization**: Understandable, expectations.
- **Delivery**: Audible, good cadence, enthusiastic.
- **Expertise**: Credible, inspires trust.
Body Language

- Upright, open posture, facing the audience.
- Don’t stand in front of your slides.
Eye contact

- Choose several “spot” in the audience.
- Establish eye contact for several seconds.
- Move on to the next “spot”.
- Look at the whole audience.
Facial Expressions

Be careful of your resting facial expression.
When Team Members are Presenting...

- Don’t look bored
- Don’t look distacted
- Don’t distacted the presenter
Speak slowly and clearly.
Reword your sentences to be concise.
Vary your pace. “Vocal Variety”
Use appropriate length pauses.
Volume

- Use your diaphragm, not your throat.

Finding your chest voice:

- Hand on your stomach.
- Laugh. Laughing engages your diaphragm.
- Engage your diaphragm to talk.
SENSE
This picture makes none
For a short presentation, every word and every pause should be rehearsed.

Practice until you sound spontaneous.
Nervous?

- The audience wants you to succeed.
- Practice, practice, practice!
- Know your opening.
- Deep breaths.
- Drink water.
Presenting as a Group

Make sure that your presentation is coherent.

- Make adjustments after you rehearse together.
- Figure out how to transition from one person to the next.
- Familiarize yourself with all parts of the presentation.
Concluding Your Presentation

▶ Summarize or repeat your main point, drive home your objective.
▶ Don’t introduce new information.
▶ End on a positive note.
▶ Conclude your presentation with a “call-to-action”.
Example of Delivery:

By someone inexperienced:

▶ https://www.youtube.com/watch?v=dbic3JCX1jo

By someone experienced:

▶ https://www.youtube.com/watch?v=8S0FDjFBj8o