

The Art & Science of Technical Presentations

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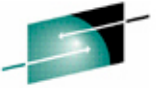
March 14, 2012
Session: 10367



Dealing with Performance

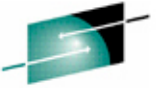


- What are the performance requirements?
 - SLA – SLO numbers?
- Clustering alone is not the answer!
 - What about affinities?
 - How much state information?
 - What is the required network bandwidth?
- Power considerations
 - How many servers is the right number of servers?
 - Does this change throughout the course of the day?
 - What is the utilization of each server?
 - Are the servers running at peak efficiency?
- Financial considerations
 - “Tired of buying new servers for each new application!”

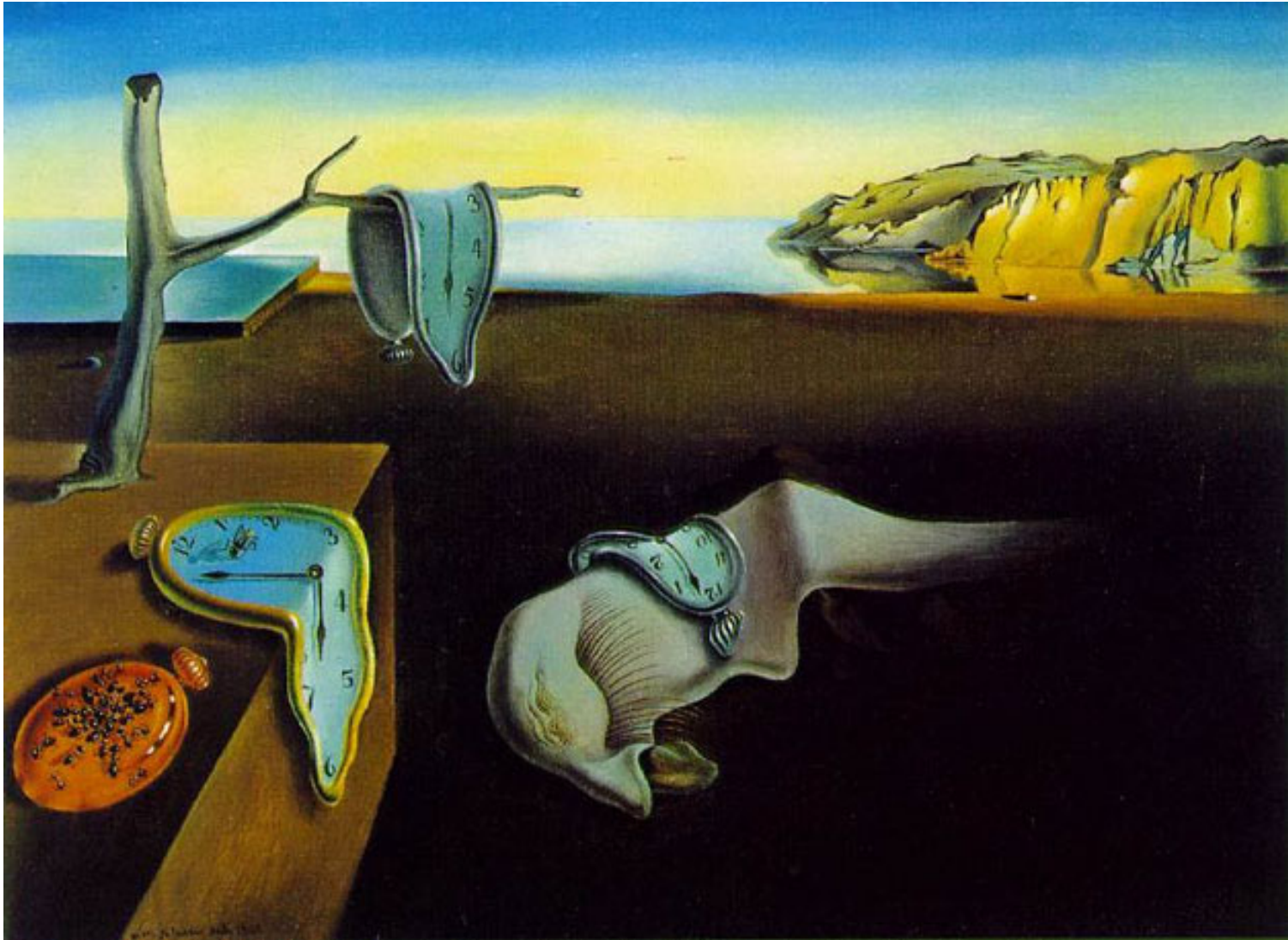


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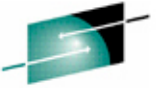
Death by PowerPoint

- Text that continues on and on and on without any regard for your sensibilities.
 - This text will ultimately be read line by line by the presenter
 - It gives the impression that the speaker has no idea what is going on
 - Often the text is really too small to read by anyone over the age of 25.
 - The text is often wrong in some way
 - The font is mixed making it stand out as just wrong.
 - Their iz ofen a hole bunch of unkorected speeling mistakes
 - Did this guy ever hear of spellcheck?
 - You spend way too much time looking at the chart and have no idea what the person is saying.
 - Or even worse you know what the speaker is saying because he or she is just reading every freaking word on the chart
 - As if we were in first grade and incapable of reading for ourselves
 - By the time you get down to the bottom of the chart you are ready:
 - To commit suicide from boredom
 - Snore loudly with no regard for the presenters feelings
 - Wonder how that piece of food got stuck in the presenters teeth
 - Fantasize about what you could be doing right now instead of listening to this mind numbing jerk
 - Notice that you still read even though you know nothing real is here!
 - You just can't help it. You are looking for some escape
 - You start to wonder how many brain cells have died since the start of this presentation
 - If you are reading this line you should yell "I'm bored!"
 - You start to understand why people go postal
- 5 • Get ready for 25 more slides just like this one

YOUR AUDIENCE
SHOULD NEED
YOU!



LESS
IS
MORE



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TELL

A

STORY

```
<Presentation>
  <Main Story> Anyone can do a good technical presentation
    <point> Telling Stories is very effective
      <Sub Story> Tell a short story to prove this point
      </Sub Story>
    </point>
    .....
  </Main Story>
</Presentation>
```


AGED
AGED ←
AGED

Mill1ion

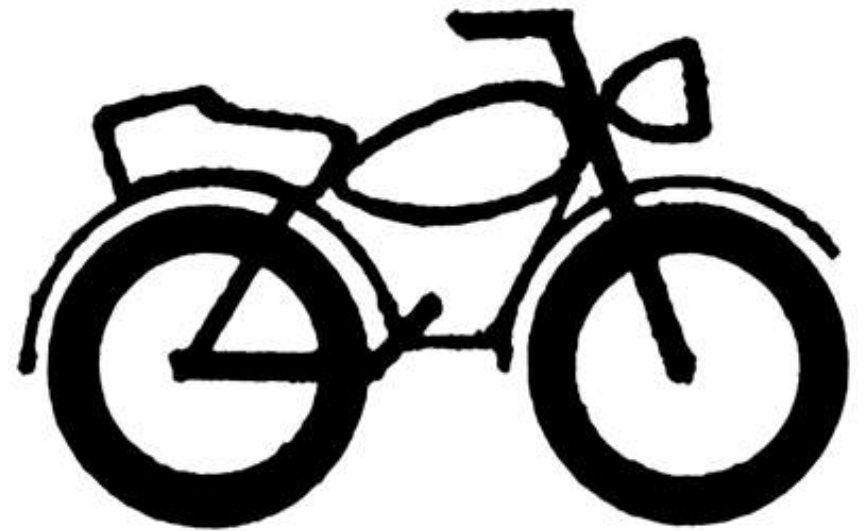
ONCE
TIME

yggip ride

STAND
I

LE **VEL**

ICE³





Overcommit Virtualization

ENGAGE

YOUR

AUDIENCE!



WHICH STATE IN THE
CONTINENTAL US HAS THE
LONGEST COASTLINE?

MICHIGAN!

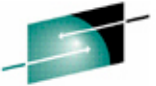




PRACTICE

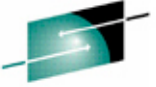
PRACTICE

PRACTICE



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Summary

- No Death by PowerPoint
- Plan your presentation carefully
- Tell stories
- Keep your messages clear
- Engage your audience
 - Use humor
 - Create dramatic tension
 - Take the audience on the journey
 - Use authorities
- Practice
- Perform

Reference Materials

- Books
 - **Made to Stick** – Chip Heath & Dan Heath
 - **Presentation Zen** – Hans Roseling
- Web Sites
 - Stock xchng - www.sxc.hu
 - Free Digital Photos – www.freedigitalphotos.net