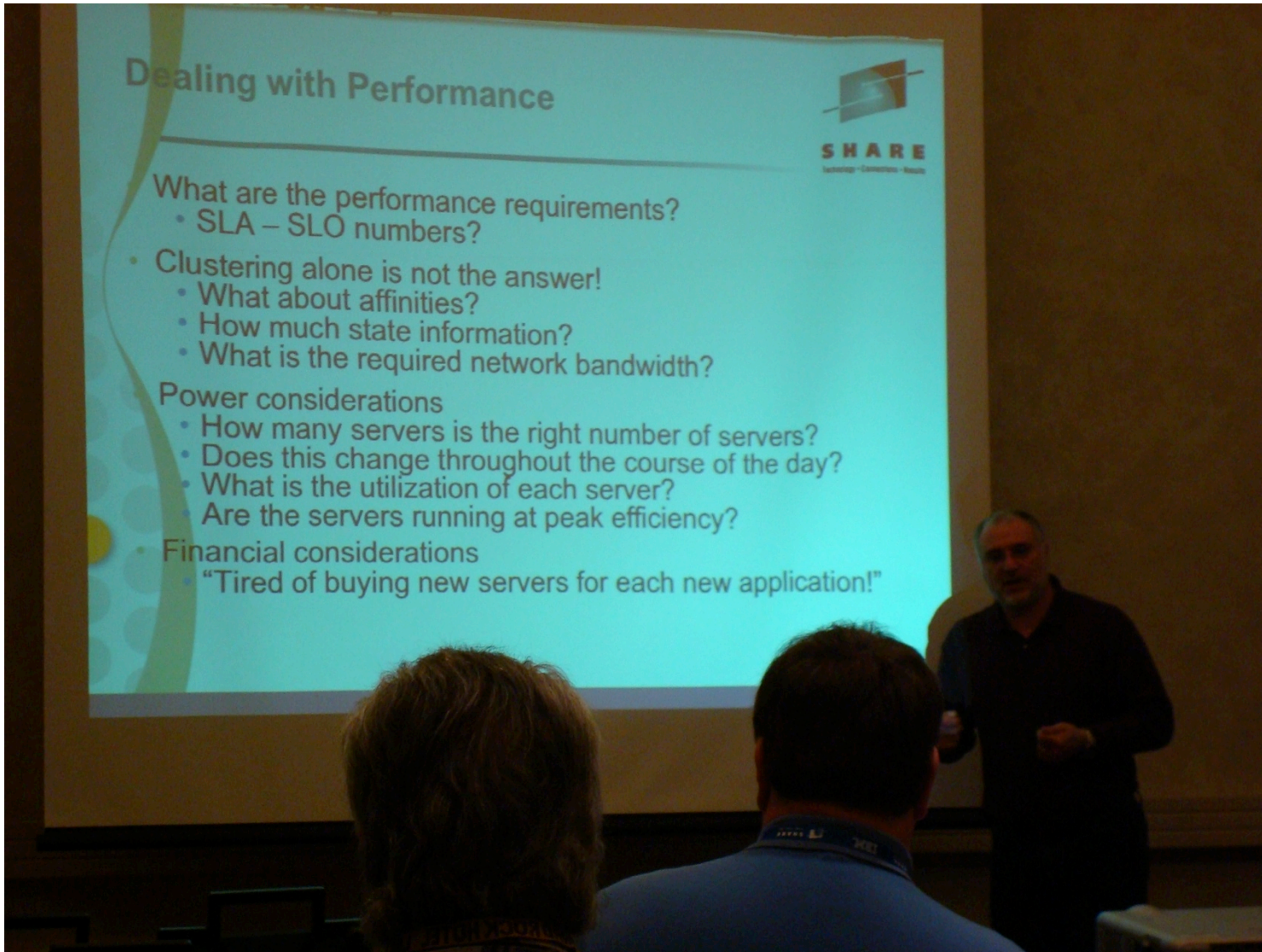


The Art & Science of Technical Presentations

Frank J. De Gilio
IBM Corporation
August 9, 2012
Session: 11747





Dealing with Performance



What are the performance requirements?

- SLA – SLO numbers?

• Clustering alone is not the answer!

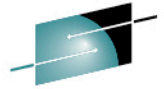
- What about affinities?
- How much state information?
- What is the required network bandwidth?

• 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!”

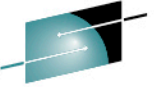
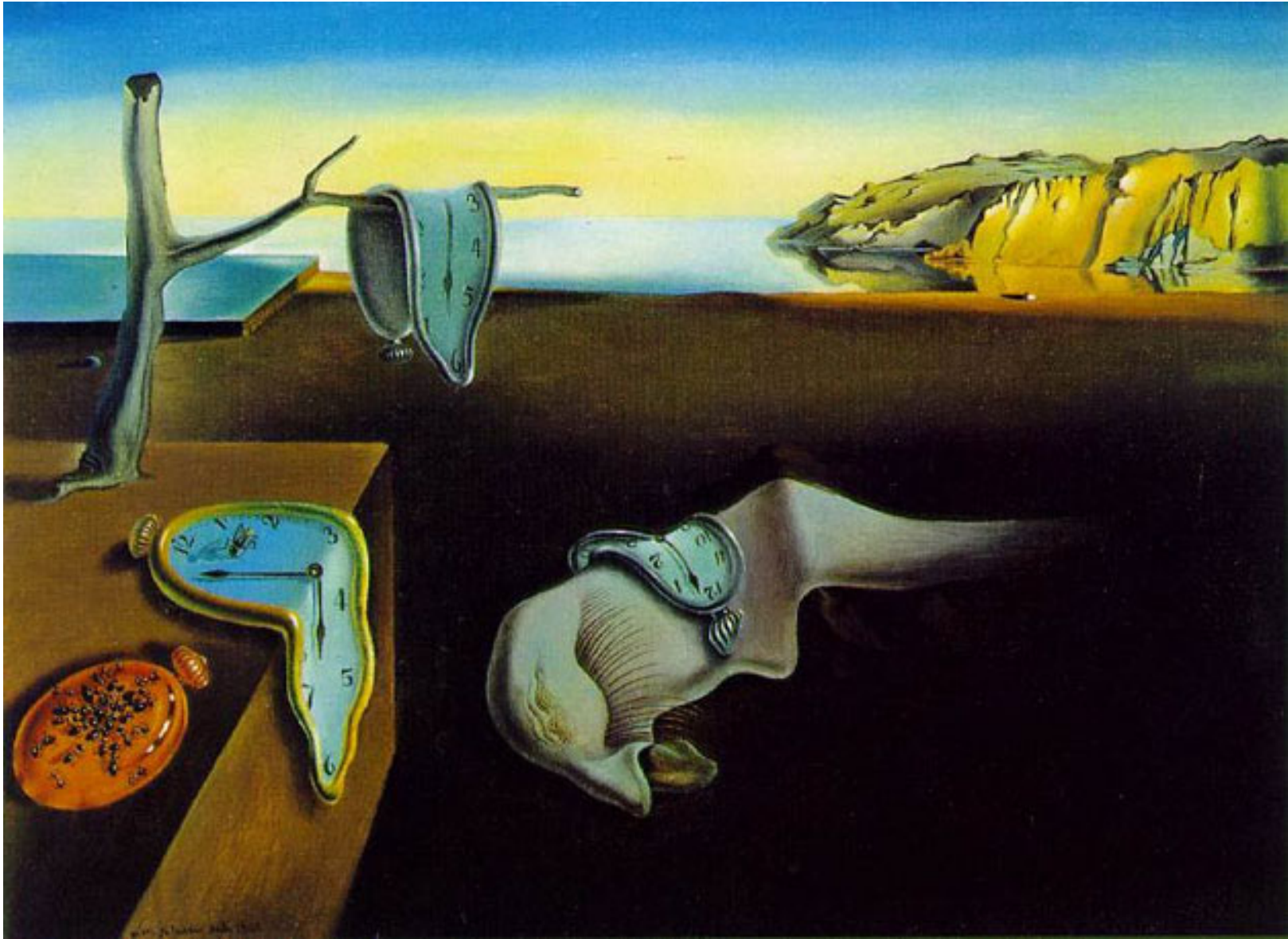


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Death by PowerPoint

- 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 is often a whole bunch of uncorrected spelling 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 45 more slides just like this one

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Death by PowerPoint

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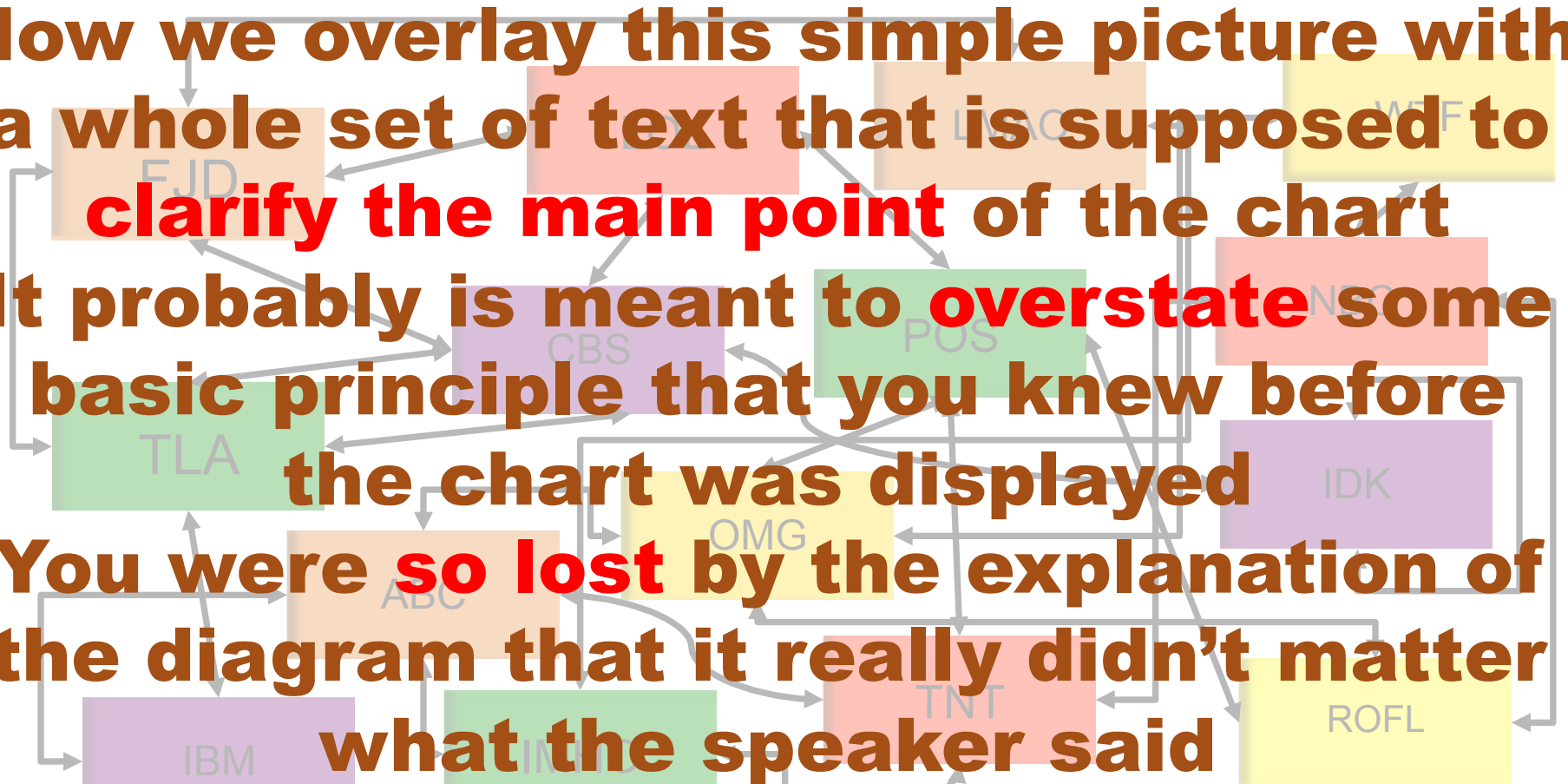
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Death by PowerPoint (continued)

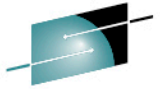
Now we overlay this simple picture with a whole set of text that is supposed to clarify the main point of the chart

It probably is meant to **overstate** some basic principle that you knew before the chart was displayed

You were **so lost** by the explanation of the diagram that it really didn't matter what the speaker said



**YOUR AUDIENCE
SHOULD NEED
YOU!**

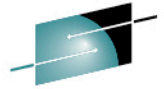


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LESS

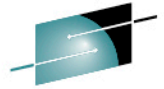
IS

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

Just144ice

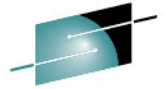
ONCE
TIME

yggip ride

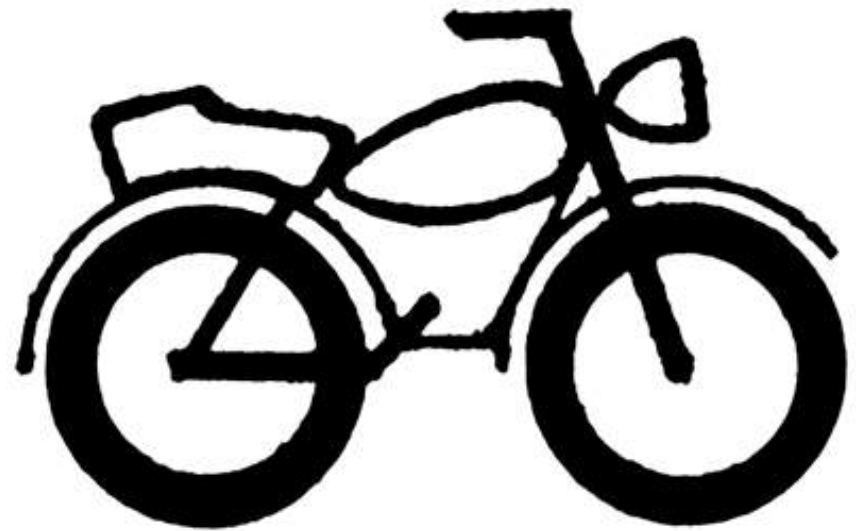
Dumps Dumps
Goose feathers
Dumps Dumps

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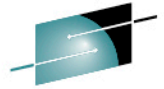
ICE³



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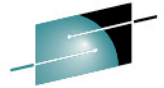
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ENGAGE

YOUR

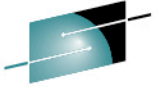
AUDIENCE!



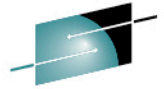
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WHICH STATE IN THE
CONTINENTAL US HAS THE
LONGEST COASTLINE?



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PRACTICE

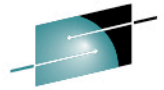
PRACTICE

PRACTICE

DON'T

MEMORIZE

EXTEMPORIZE



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26

Complete your sessions eva



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