Midwest CMG
April 19, Chicago

Connect the Dots: LPARs, HiperDispatch, WLM, zIIPs and zAAPs

Glenn Anderson, IBM Training
Agenda

• Conceptualizing
• Creating a presentation
• Speaking tricks of the trade
• Post-mortem – reviewing and honing your process
• Mistakes we have made
Conceptualizing

- Talk about what you know and love
- Define scope
- Define your audience
- WIIFM
- Rules of 3
- Outline
- Titles
Creating a Presentation

• Structure
• Basic rules
• Openings
• Grabbers
• Closing
Structure

- Strong Opening
- Answer the question they are asking
- Premise
- Points of Wisdom
  - Example(s)
- Transition
- Strong Closing
Openings

- Word play
- Stories
- Mini-drama
- Big picture

Better not to use the premise
Grabbers:

- Word Play
  - “What if you…”?
- Number Play
  - What do these numbers have in common?
- Stories
  - “We Tell Stories to People We Like”
- 3-D Props
  - Relate Physical Object to Product Value/Benefit
- Mini-Dramas
  - Before and After
Powerful Close

- Last words linger
- End of the story
- Circle with opening
- Rule of 3
  - Challenge
  - Call to Action
  - Reinforce ideas
- Never end with questions
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 misteaks
    • 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!” and I will give you money!!!
  • You start to understand why people go postal
  • Get ready for 25 more slides just like this one
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  - Get ready for 25 more slides just like this one.
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!
Speaking Tricks of the Trade

- Introductions
- Vocal awareness
- Understand learning styles
  - Visual
  - Auditory
  - Kinesthetic
- Humor
- Pouring wine
Victory
Over
Inconsistent
Conscious
Energy
See, Look, Show
Stories, Pictures,
Graphics, Videos
Rapid talker
Get to the point
Motor Mouth
Hear, Listen, Said, Tell, Sound
Stories, References, Their Words
Few Words
Control, Feel, Touch, Comfortable Stories, Pauses, Demos
Humor

- Stories, not jokes (Signature Story)
- Rule of 3
- Visual picture
- Cathartic release
- Understatement and exaggeration
- Callback
LAST YEAR WE RECOGNIZED THAT OUR PROCESSES WERE FAR TOO COMPLEX

SO WE PUT THEM INTO THE CLOUD

LET THE CLOUDS MAKE YOUR LIFE EASIER
Non Repudiation!

Hey, I lost the server password. What is it, again?

It's... wait. How do I know it's really you?

Ooh, good question! I bet we can construct a cool proof-of-identity protocol. I'll start by picking two random--

Oh good; it's you. Here's the password...

No!
Pouring wine
Basic Rules

- I/You
- Emotional and Intellectual
- Silence and pauses
- Mental pictures
- Eye contact
- Body language and movement
- Rehearse
DON’T

MEMORIZE

EXTEMPORIZE
Post-Mortem

- Reactions
- Reviews
- Evaluations
- Lessons learned
Mistakes We Have Made

- Preparation – too little
- Content – too much
- Not running it as a slide show first
- Didn’t Check out tech in advance
- Charts/figures that don’t work
- Audience mismatch
- No take-home
- Only 1 learning style
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