

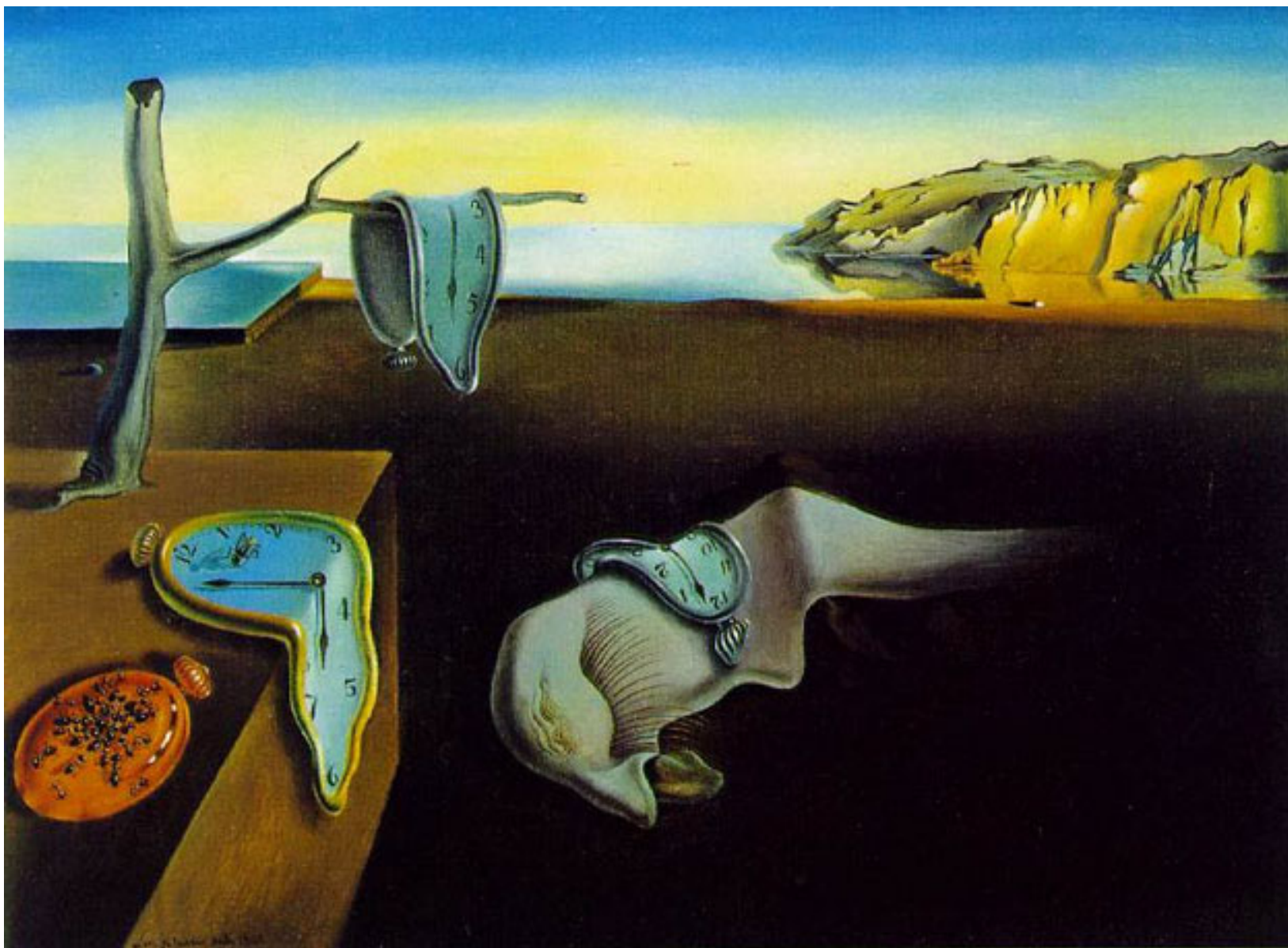
The Art and Science of Technical Presentations

Glenn Anderson with Frank J. De Gilio
IBM Corporation
February 6, 2013
Session: 12055









Agenda

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



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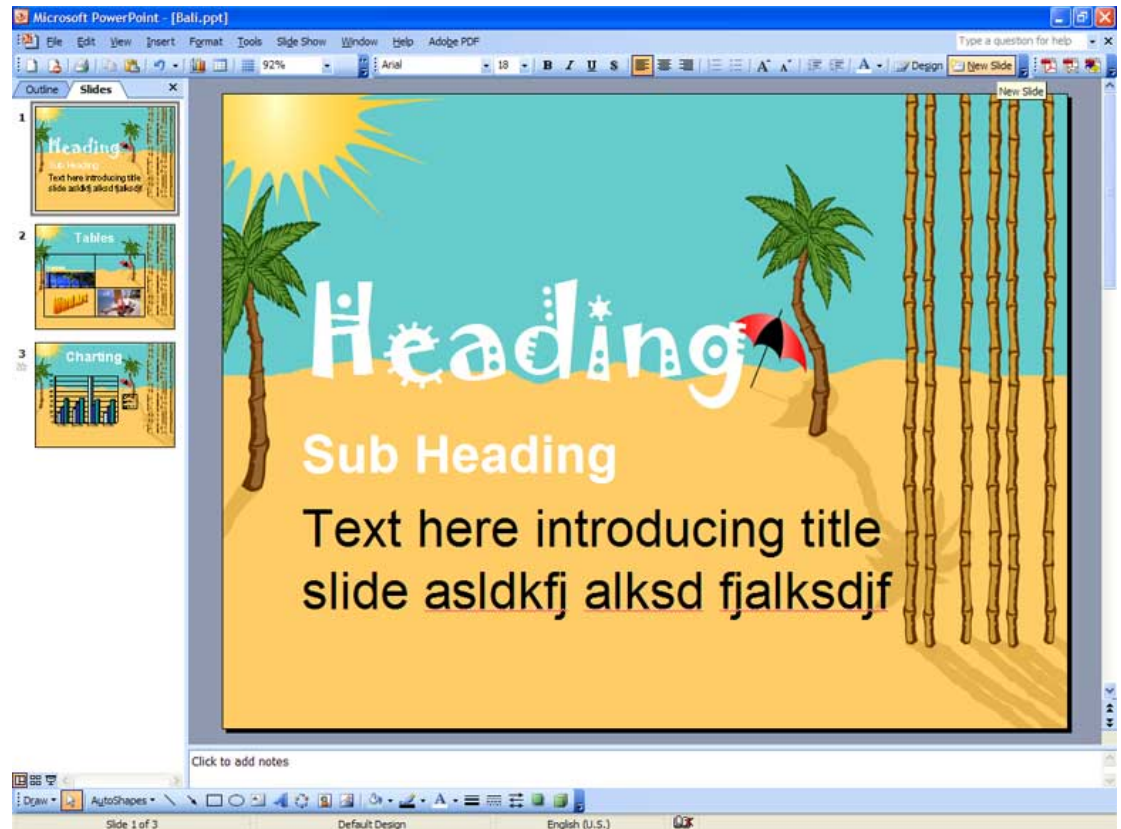
Conceptualizing

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



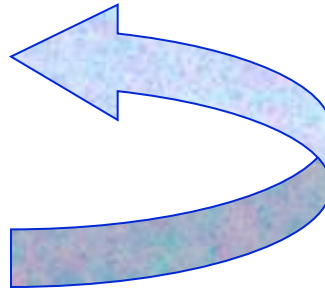
Creating a Presentation

- 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

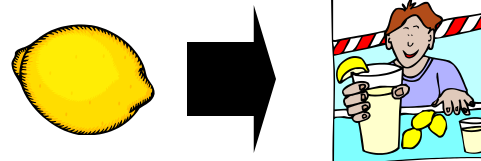
- Word play
- Stories
- Mini-drama
- Big picture



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 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!" 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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 - **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
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LESS
IS
MORE

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!

**AGED
AGED
AGED**



Just144ice

**ONCE
TIME**

yggip ride

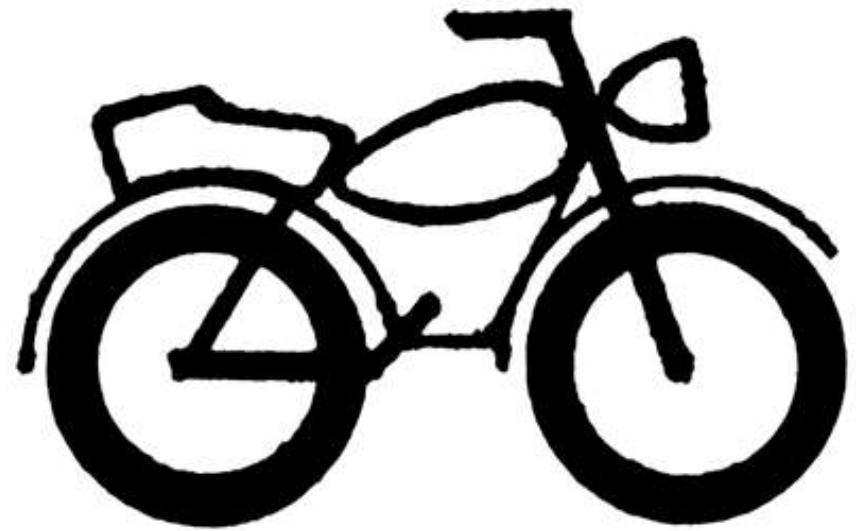
**Dumps Dumps
Goose feathers
Dumps Dumps**

**LE
VEL**

ICE³



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06/19/2007

Speaking Tricks of the Trade

- Introductions
- Vocal awareness
- Understand learning styles
 - Visual
 - Auditory
 - Kinesthetic
- Humor
- Pouring wine



V ictory
O ver
I nconsistent
C onscious
E nergy





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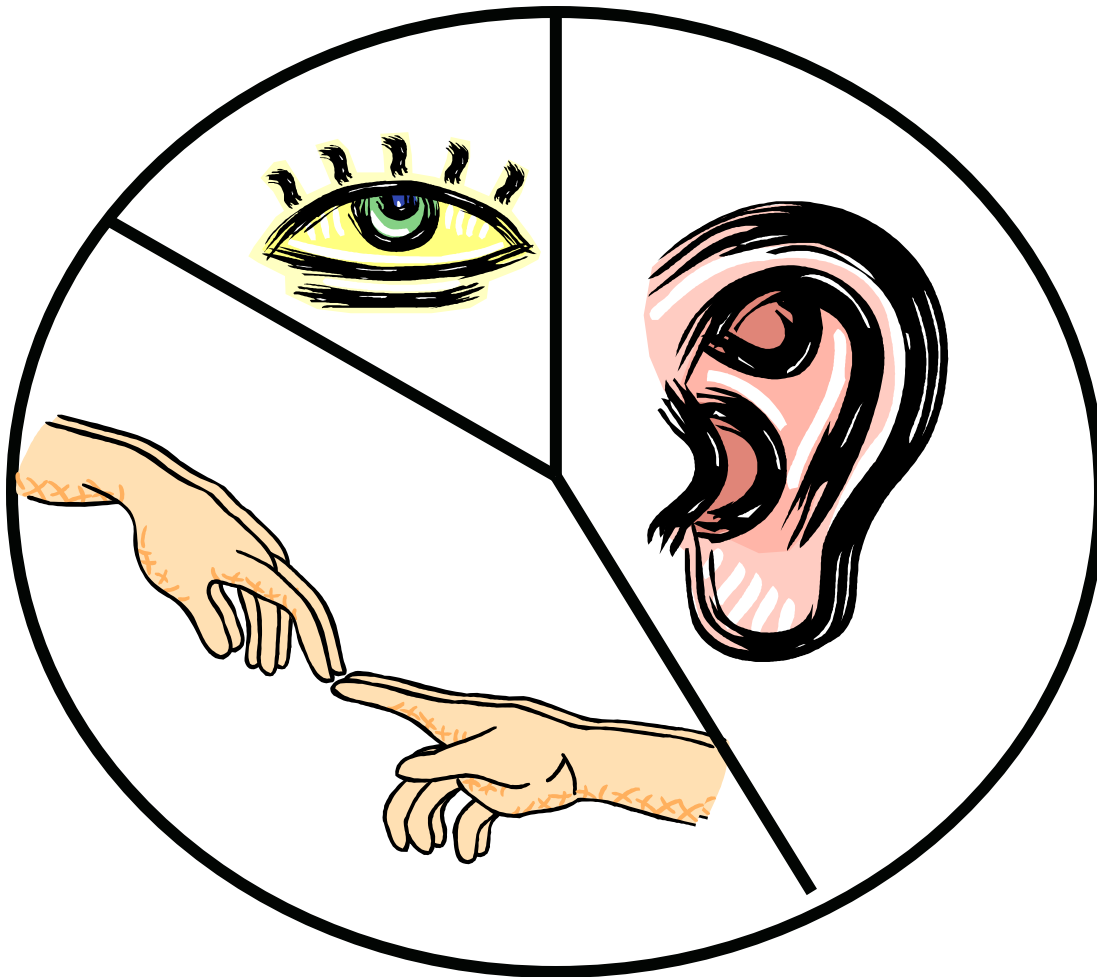
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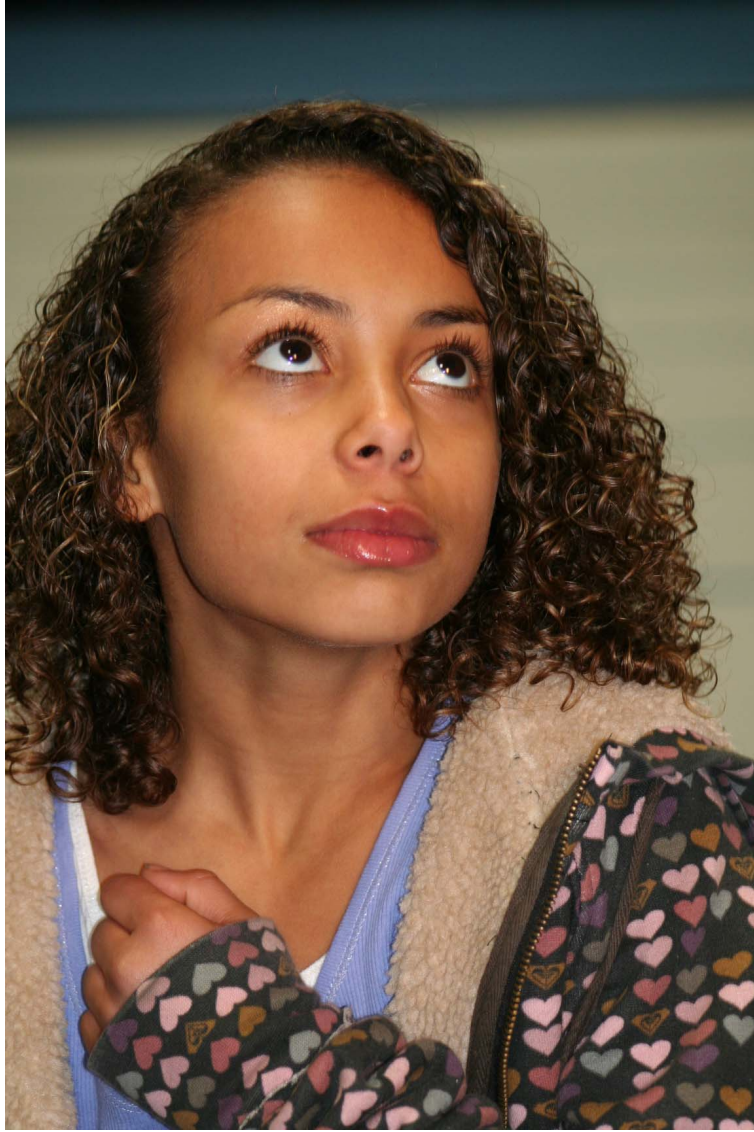


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See, Look, Show
Stories, Pictures,
Graphics, Videos
Rapid talker
Get to the point



Motor Mouth

Hear, Listen, Said,
Tell, Sound

Stories, References,
Their Words



Few Words

Control, Feel,
Touch,
Comfortable

Stories, Pauses,
Demos

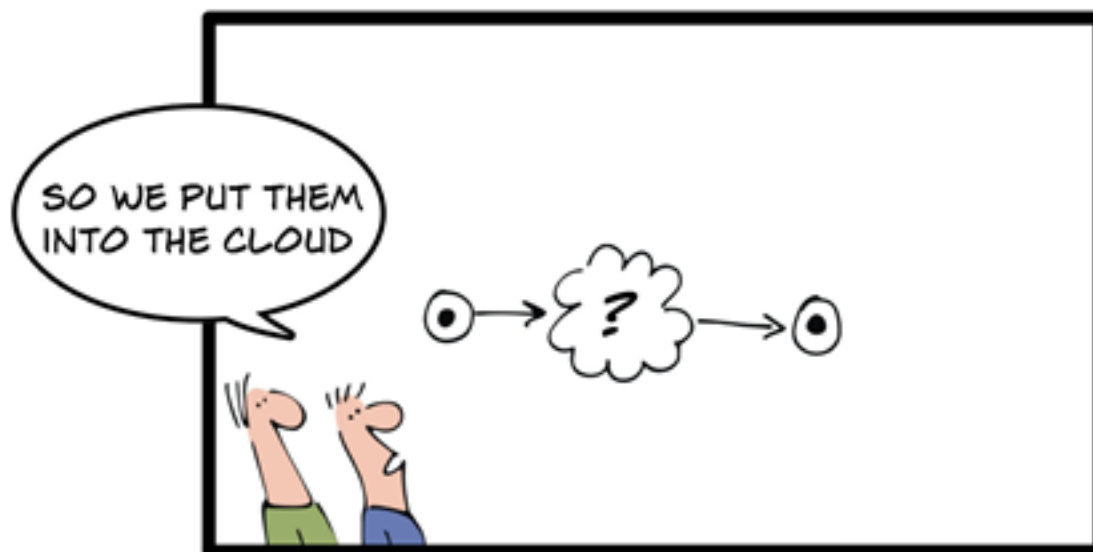
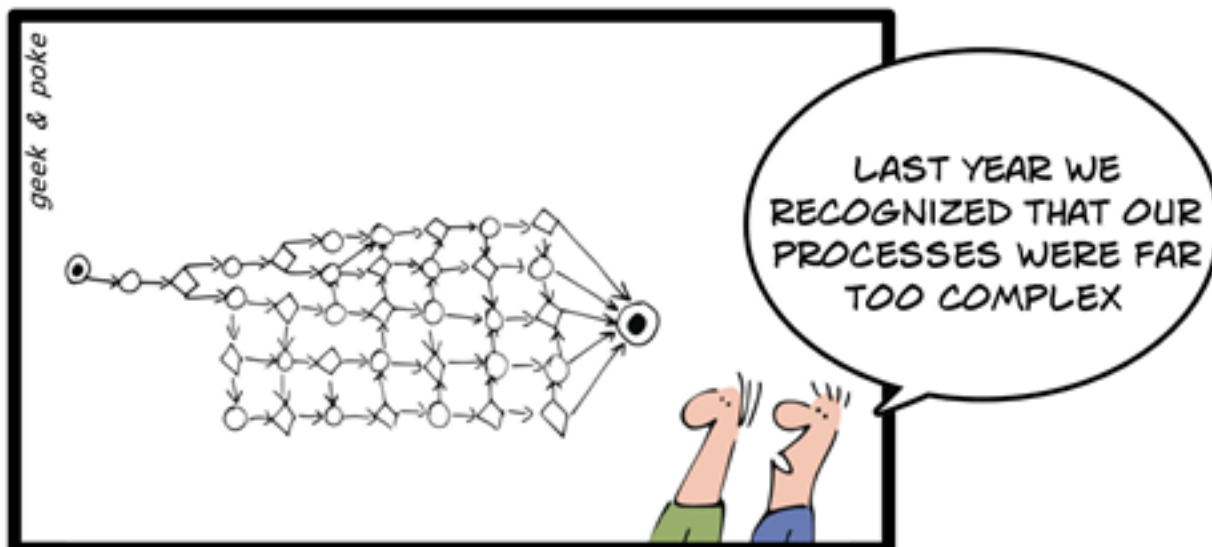


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Humor

- Stories, not jokes (Signature Story)
- Rule of 3
- Visual picture
- Cathartic release
- Understatement and exaggeration
- Callback

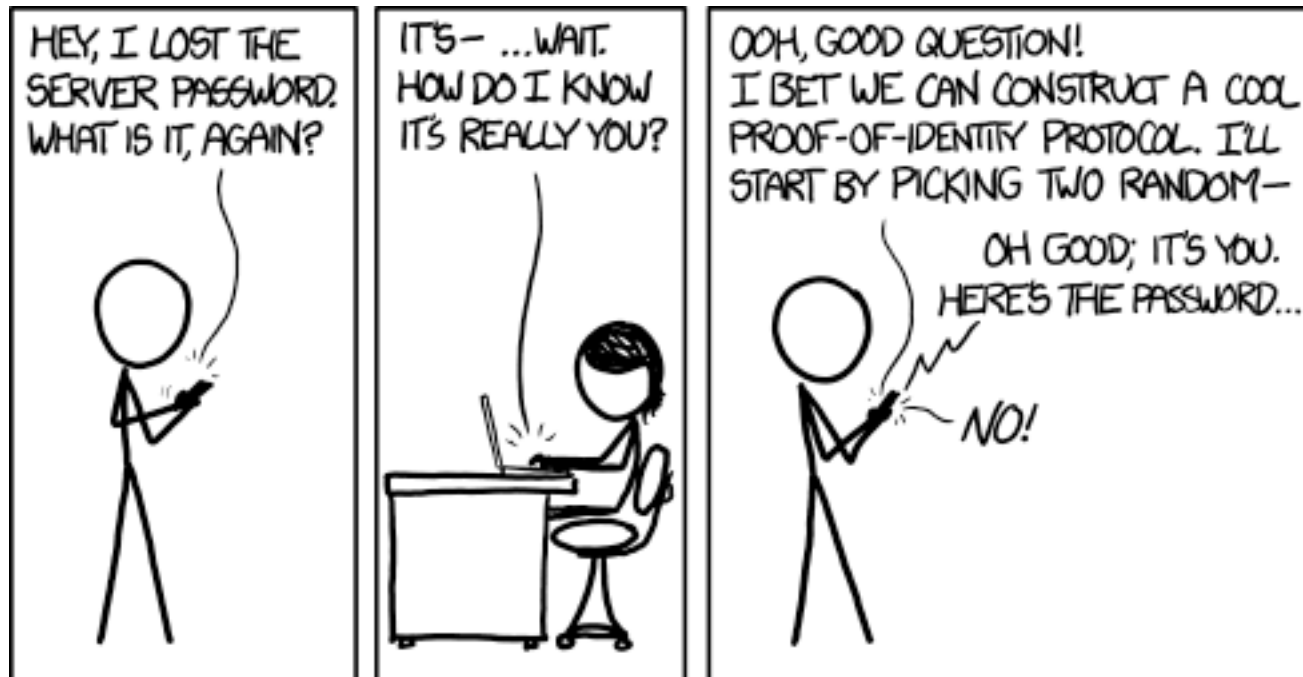




LET THE CLOUDS MAKE YOUR LIFE EASIER



Non Repudiation!

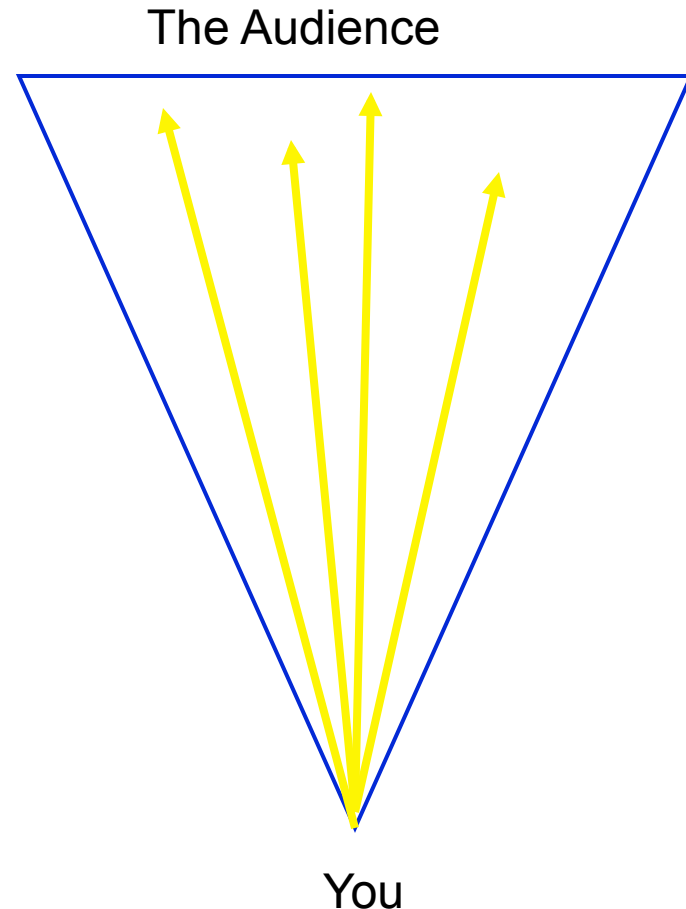


Pouring wine



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