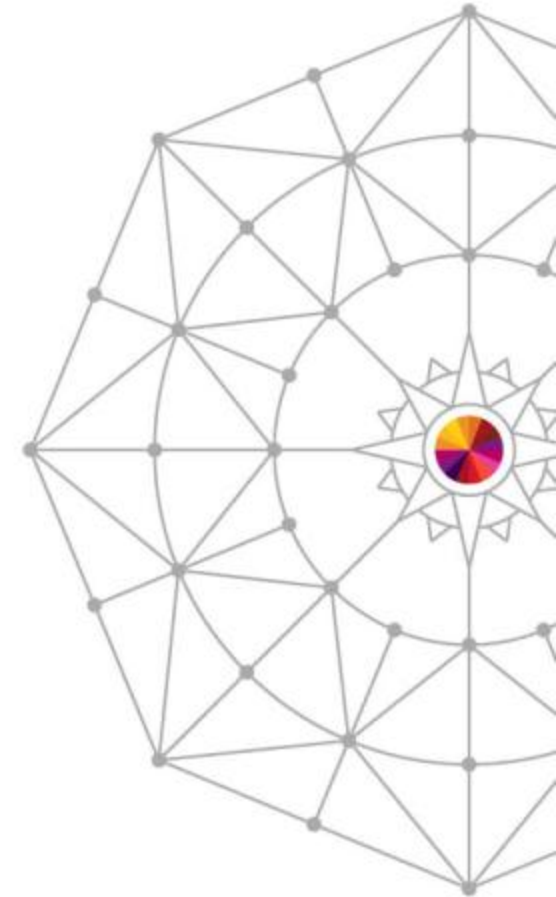


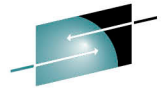


The Art and Science of Technical Presentations

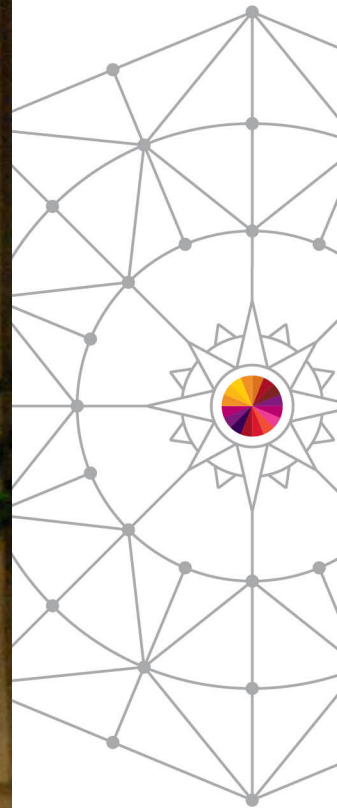
Glenn Anderson with Frank De Gilio
IBM Corporation

March 13, 2014
Session: 15295



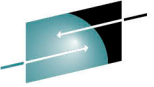


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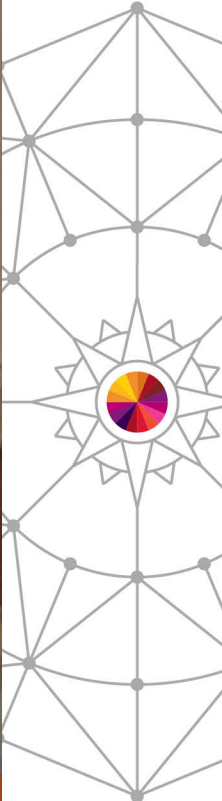


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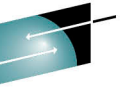
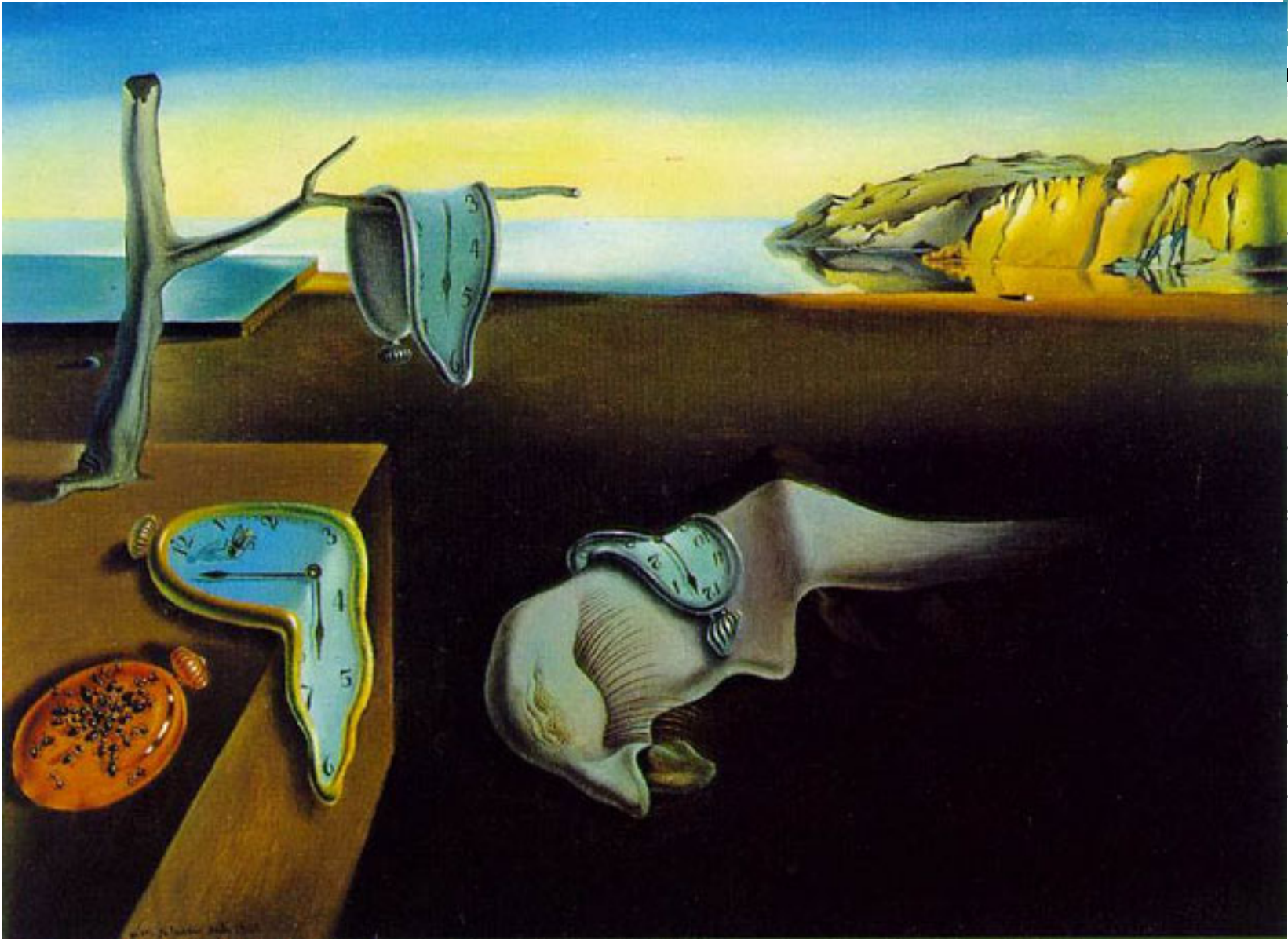


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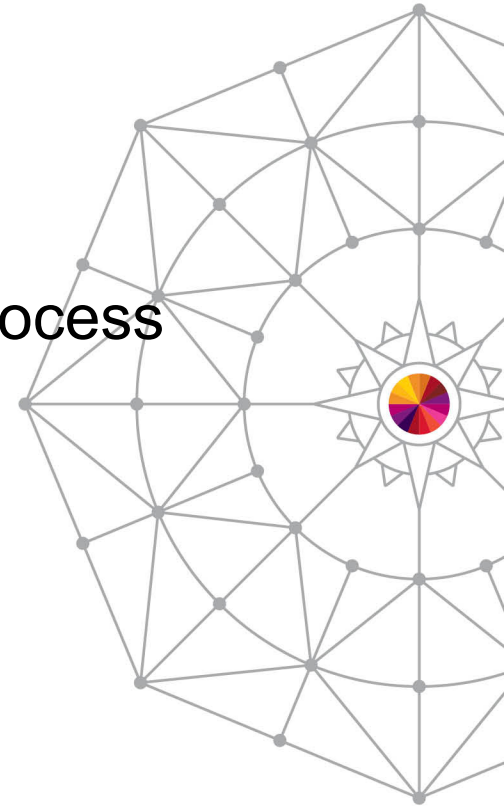


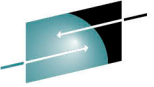
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Agenda

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





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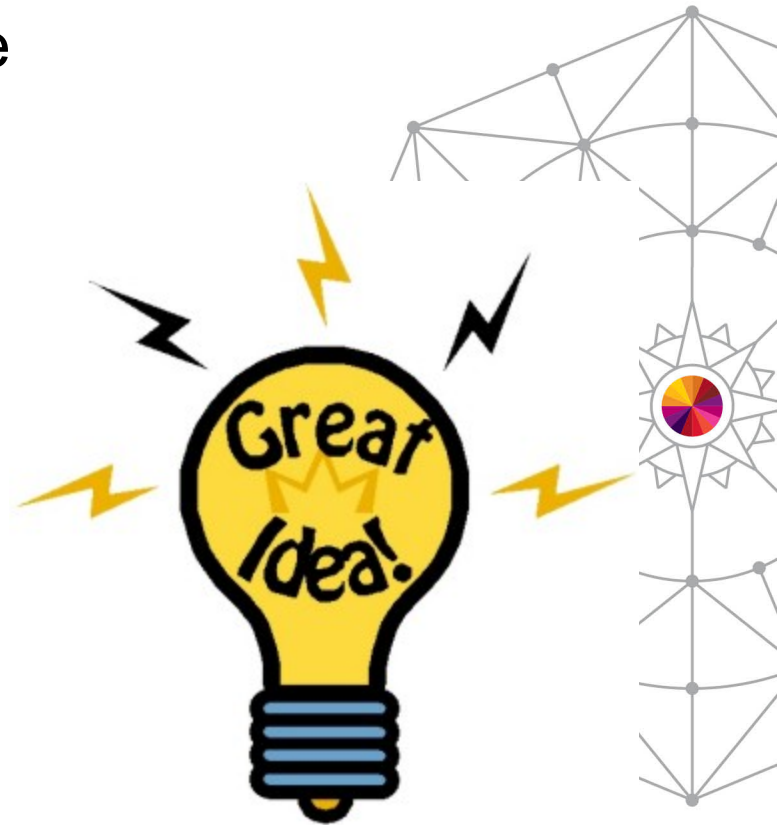


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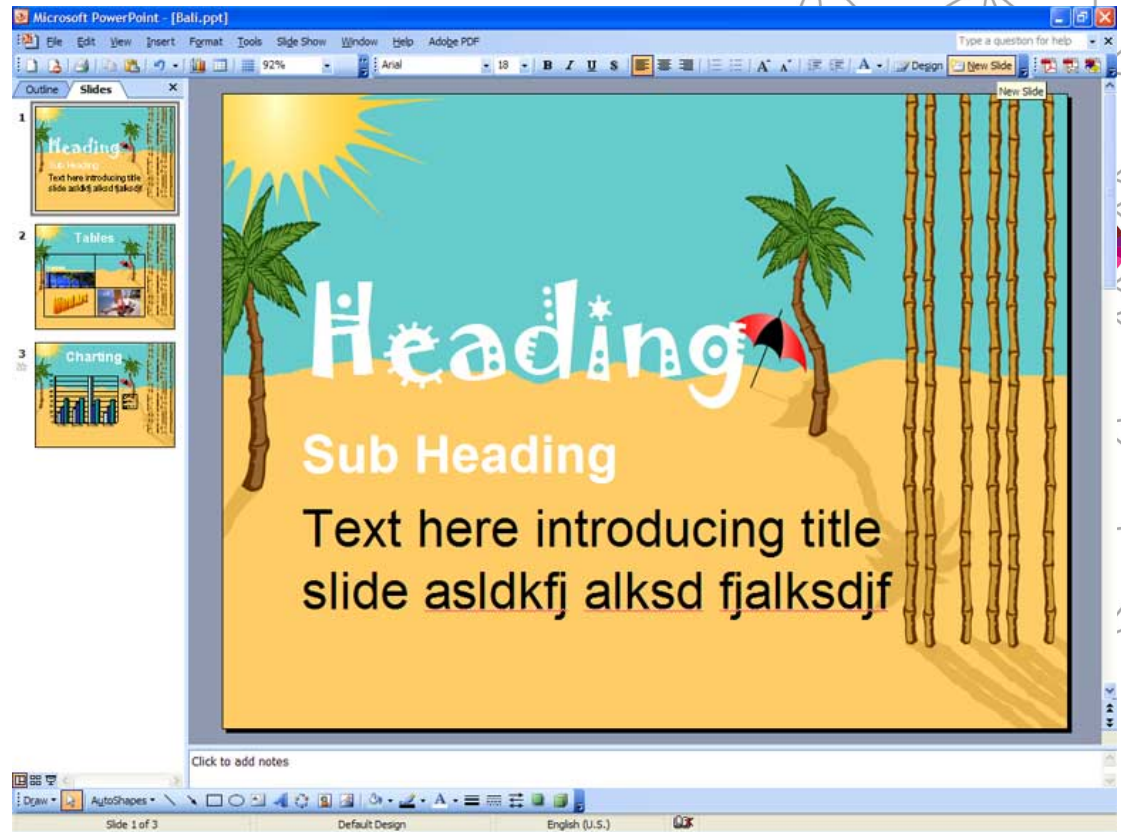
Conceptualizing

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



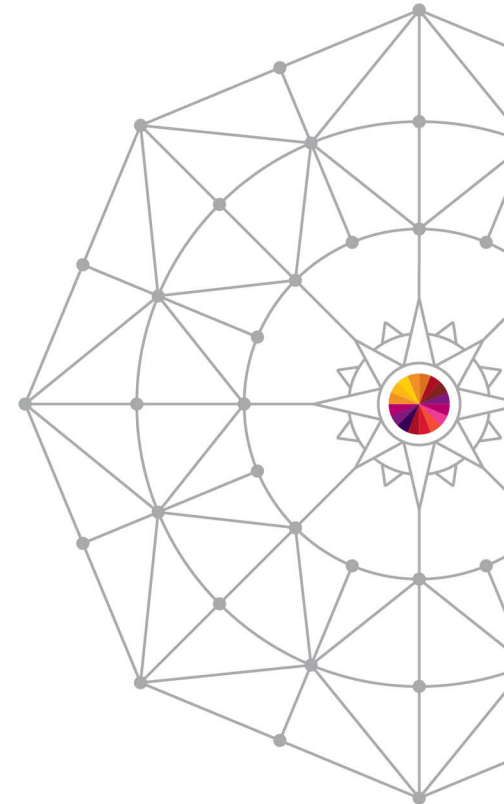
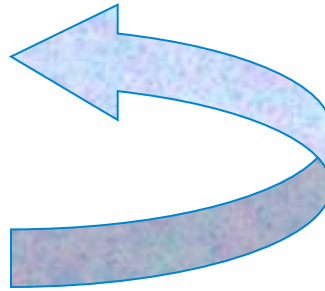
Creating a Presentation

- Structure
- Basic rules
- Openings
- Grabbers
- Closing



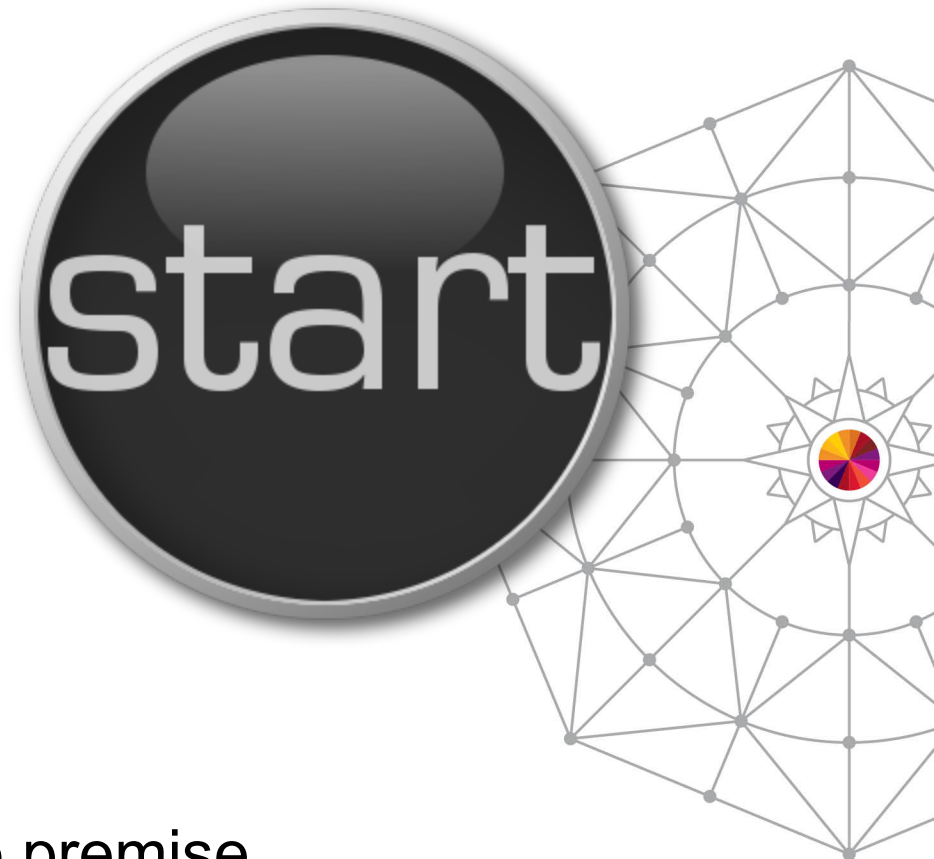
Structure

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



Openings

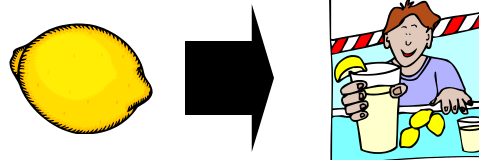
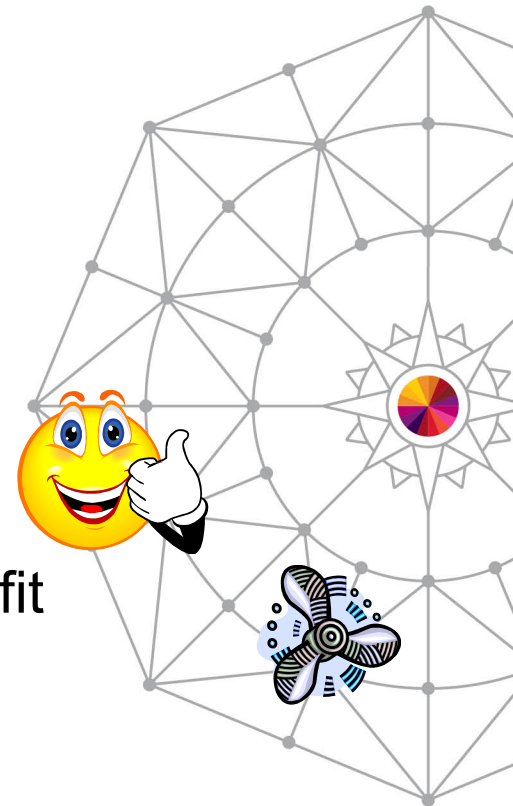
- Word play
- Stories
- Mini-drama
- Big picture



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



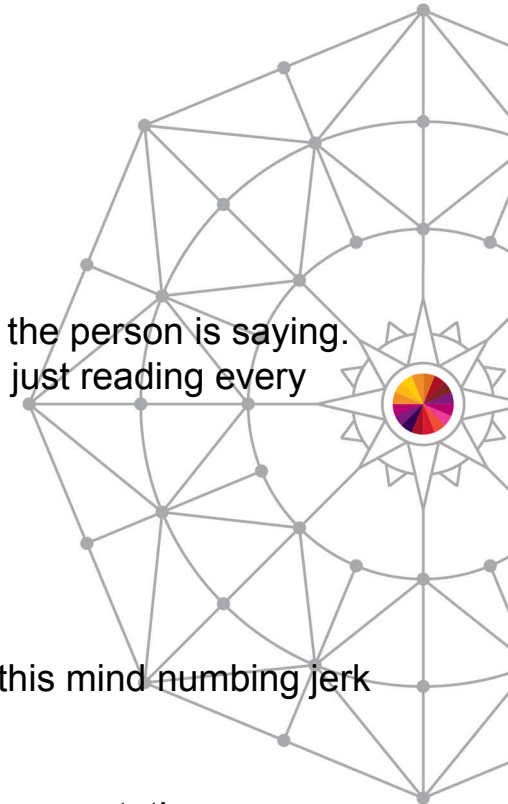
Powerful Close

- Last words linger
- End of the story
- Circle with opening
- Rule of 3
 - Challenge
 - Call to Action
 - Reinforce ideas
- Never end with questions



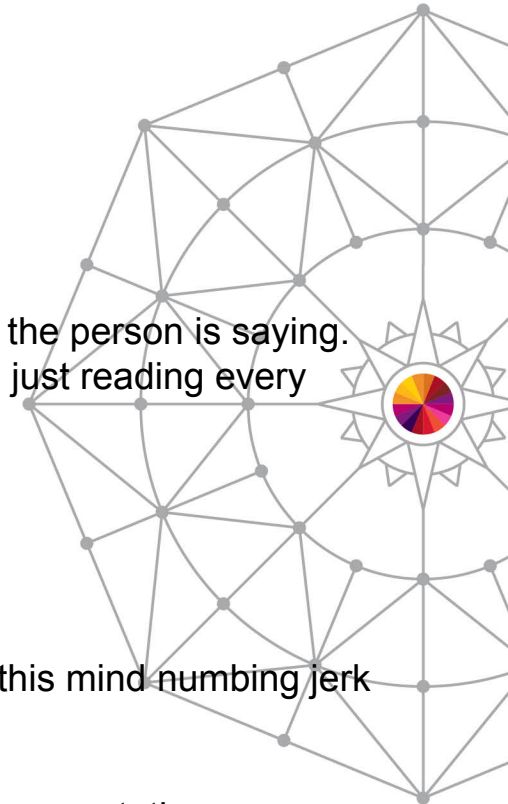
Death by Powerpoint.....

- 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 hole 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



Death by Powerpoint.....

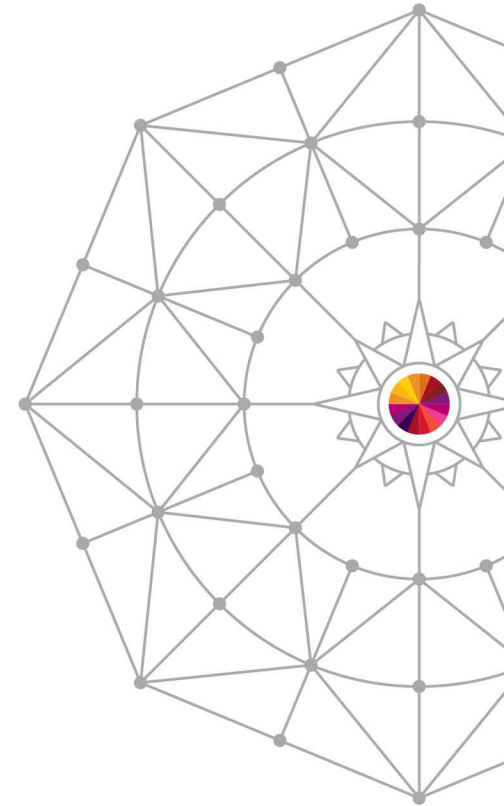
- Text that continues on and on and on without any regard for your sensibilities.
 - This text will ultimately be read line by line by the presenter
 - It gives the impression that the speaker has no idea what is going on
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 - You start to wonder how 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

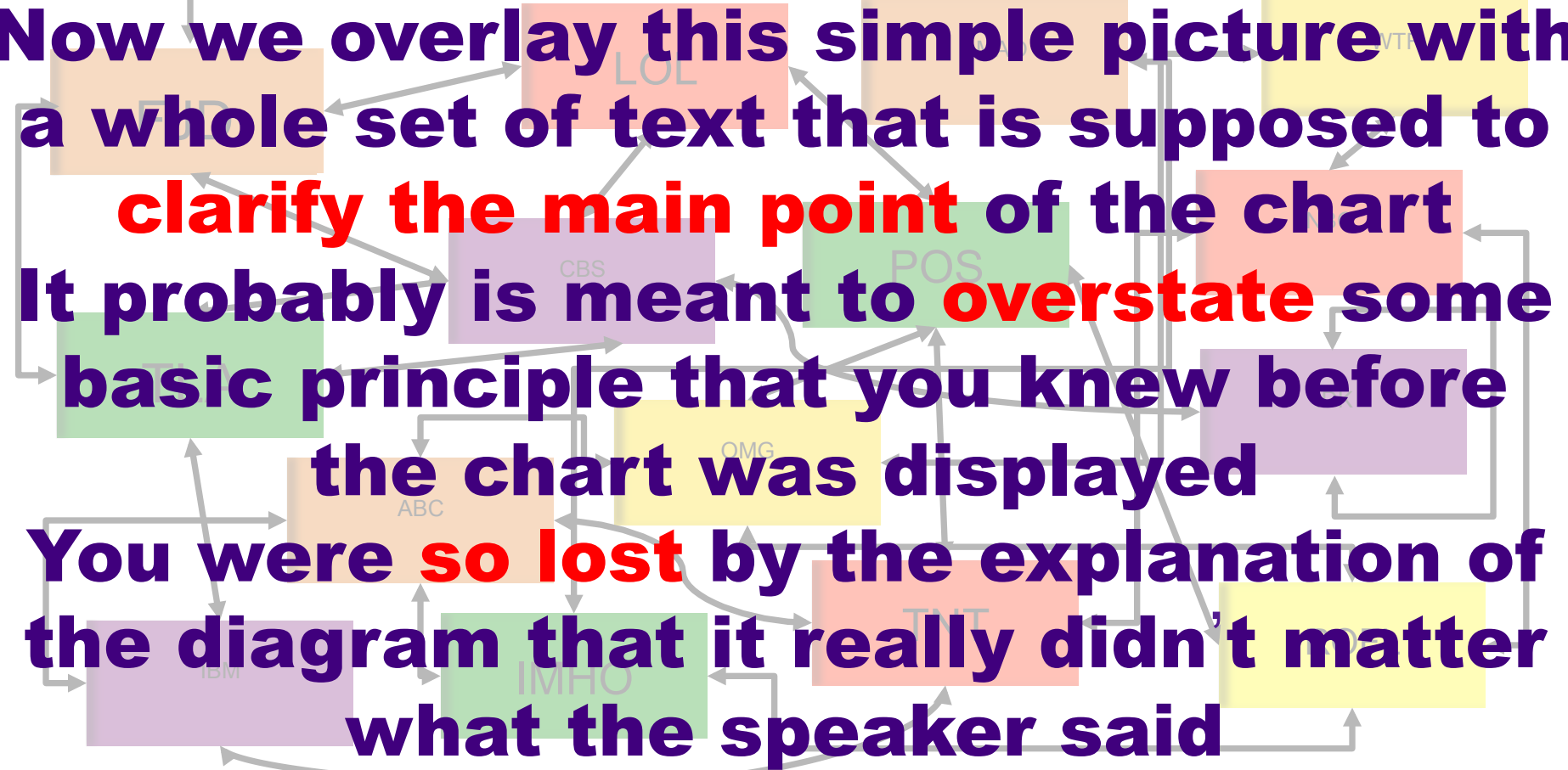


LESS

IS

MORE



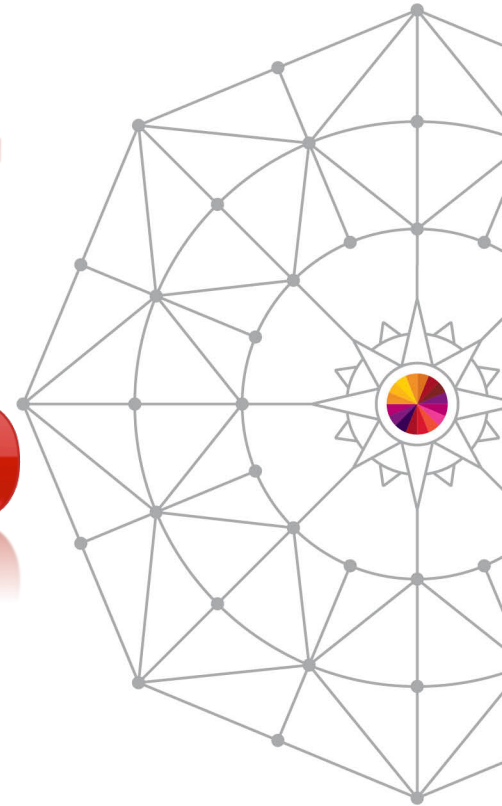


Now we overlay this simple picture with a whole set of text that is supposed to **clarify the main point** of the chart. It probably is meant to **overstate** some basic principle that you knew before the chart was displayed. You were **so lost** by the explanation of the diagram that it really didn't matter what the speaker said.

YOUR AUDIENCE

SHOULD NEED

YOU!



**AGED
AGED
AGED**



Just144ice

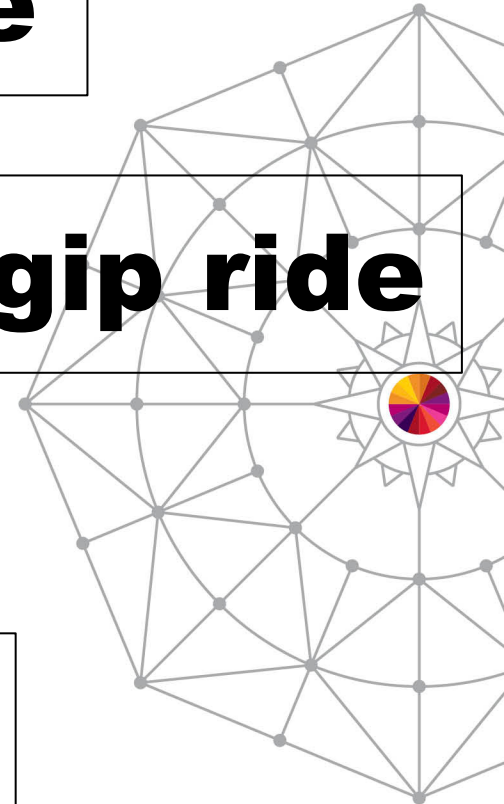
ICE³

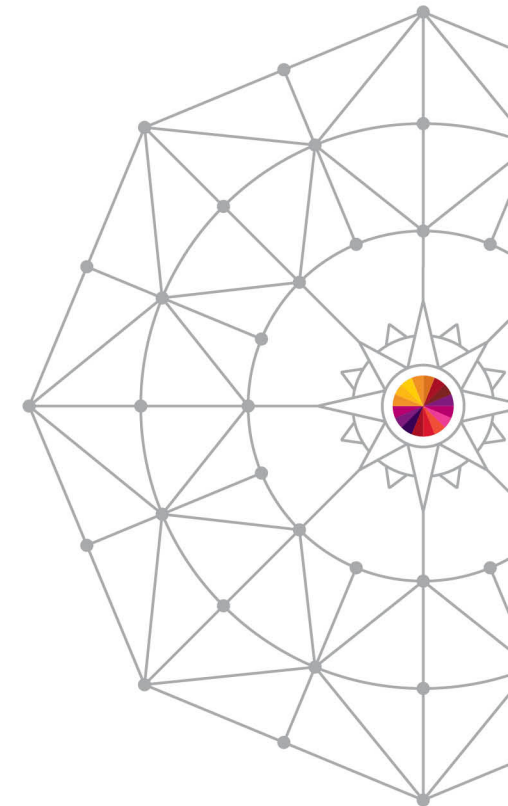
**ONCE
TIME**

yggip ride

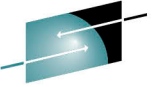
**Dumps Dumps
Goose feathers
Dumps Dumps**

**LE
VEL**

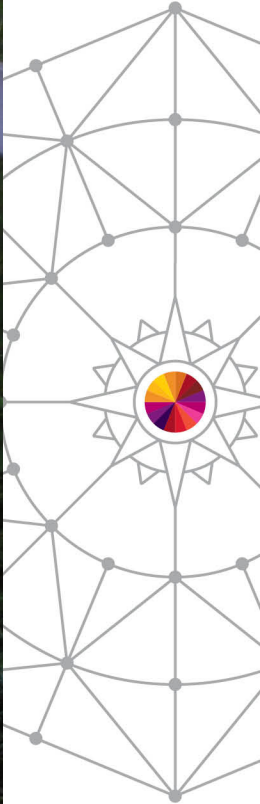




Hello My name is: Mr. Baker

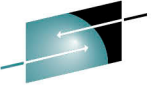


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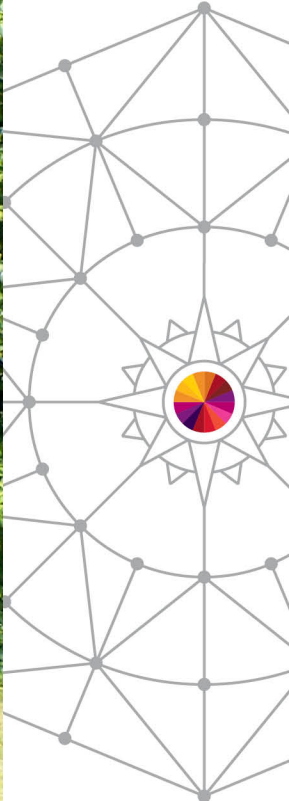


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Speaking Tricks of the Trade

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

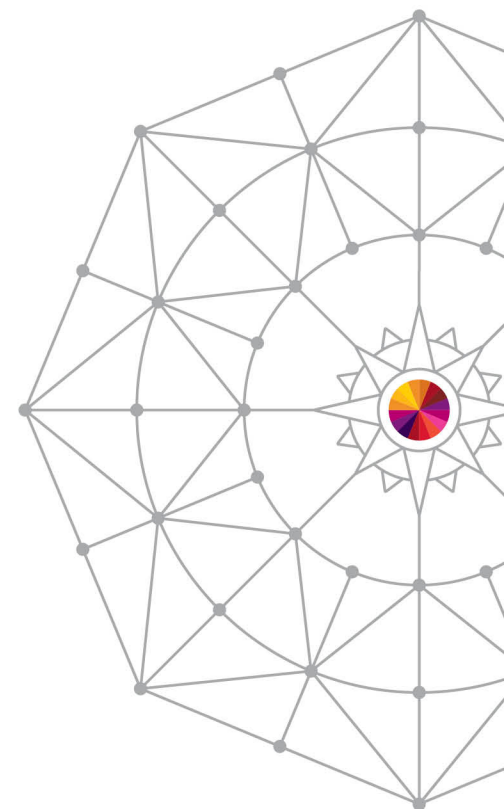


Victory
Over
Inconsistent
Conscious
Energy



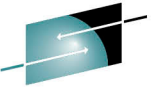


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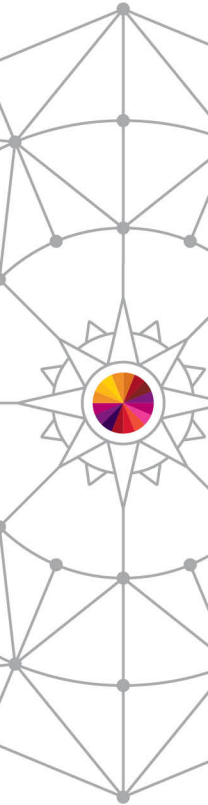


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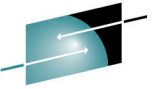


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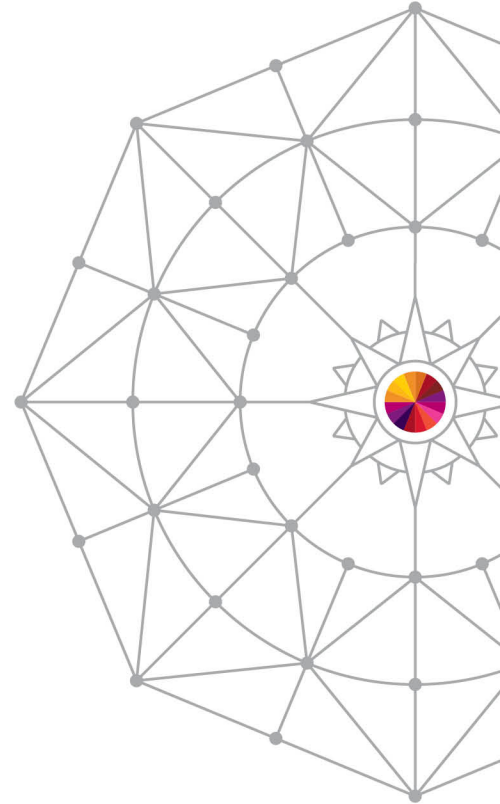
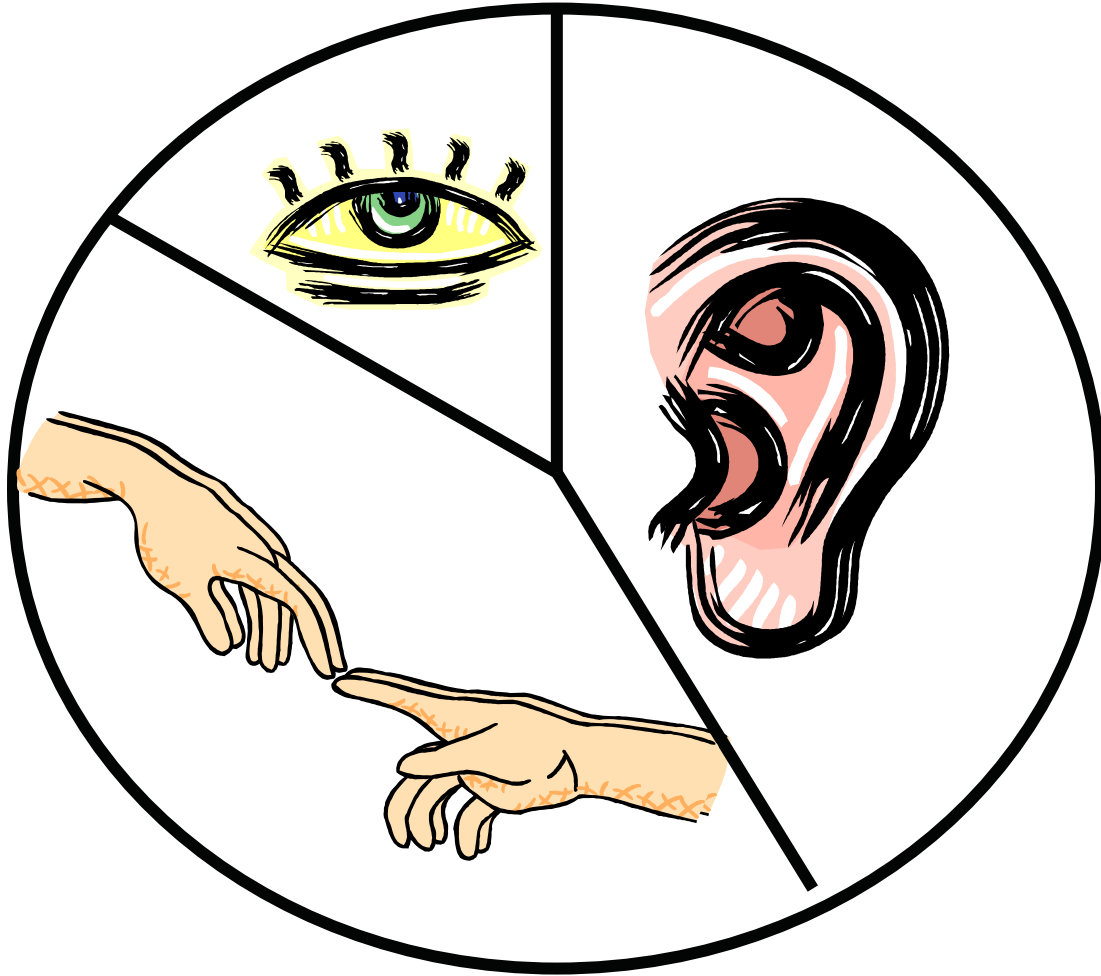


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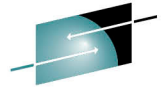


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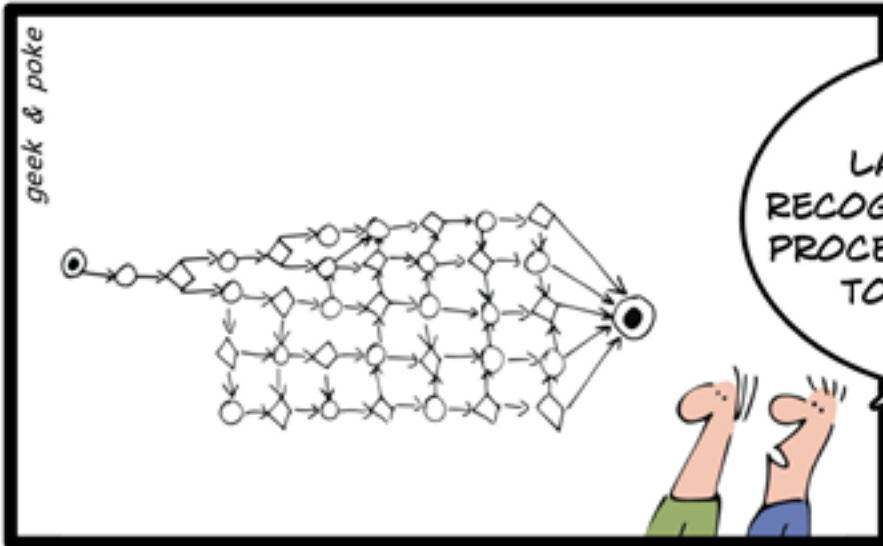
Humor

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

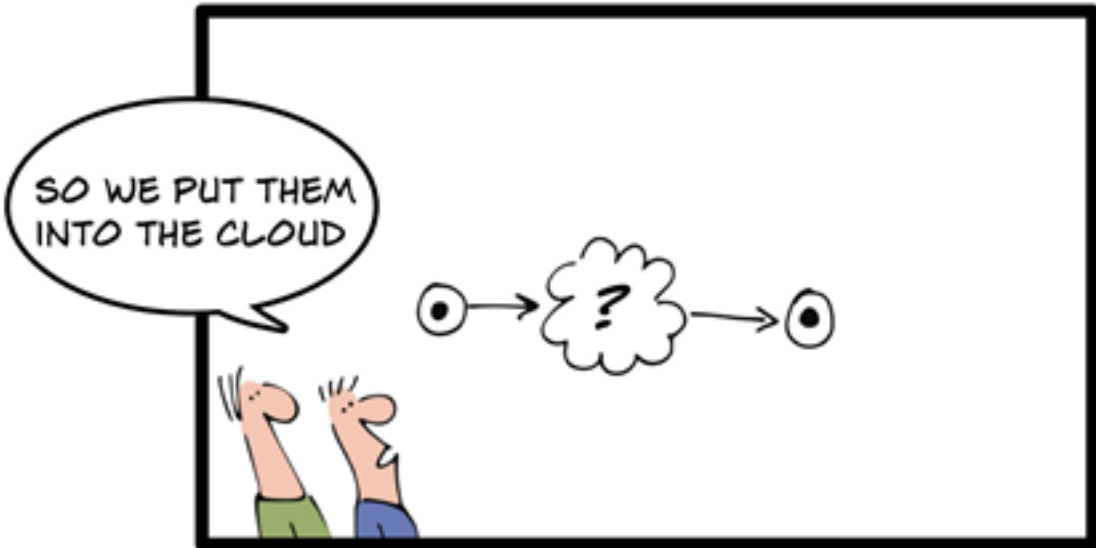




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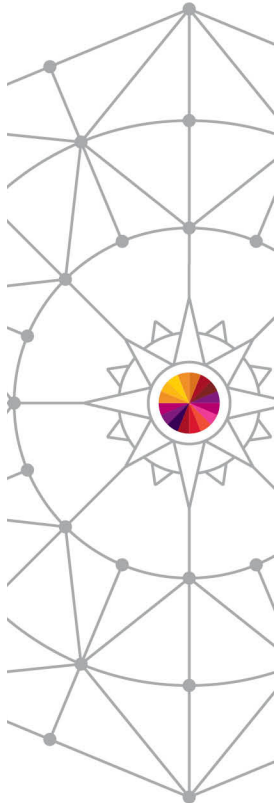


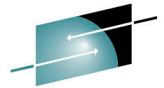
LAST YEAR WE
RECOGNIZED THAT OUR
PROCESSES WERE FAR
TOO COMPLEX



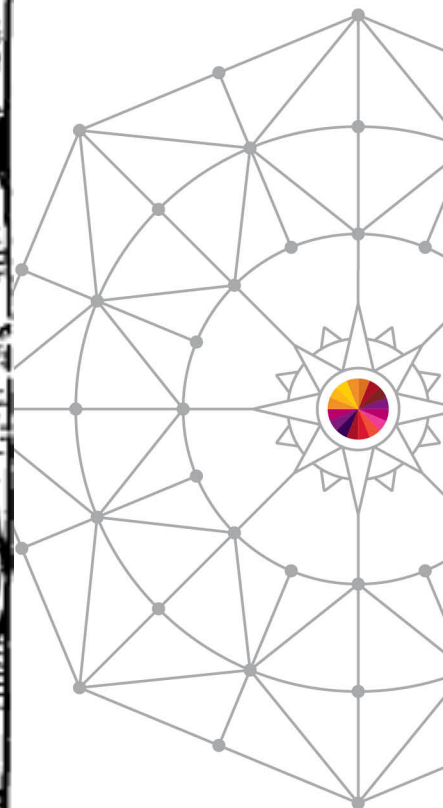
SO WE PUT THEM
INTO THE CLOUD

LET THE CLOUDS MAKE YOUR LIFE EASIER

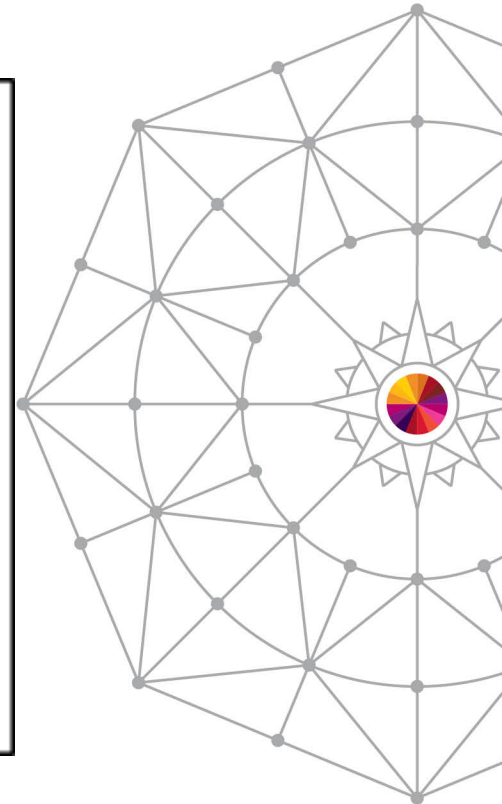
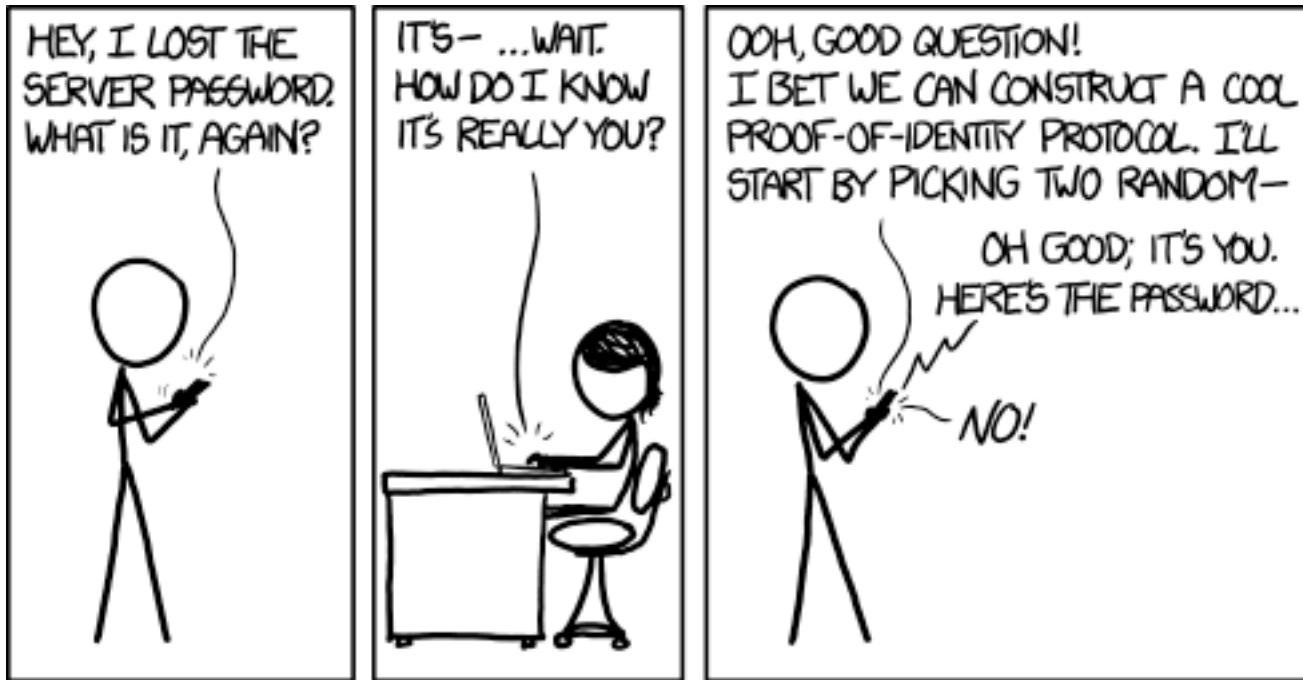


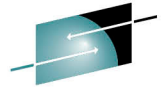


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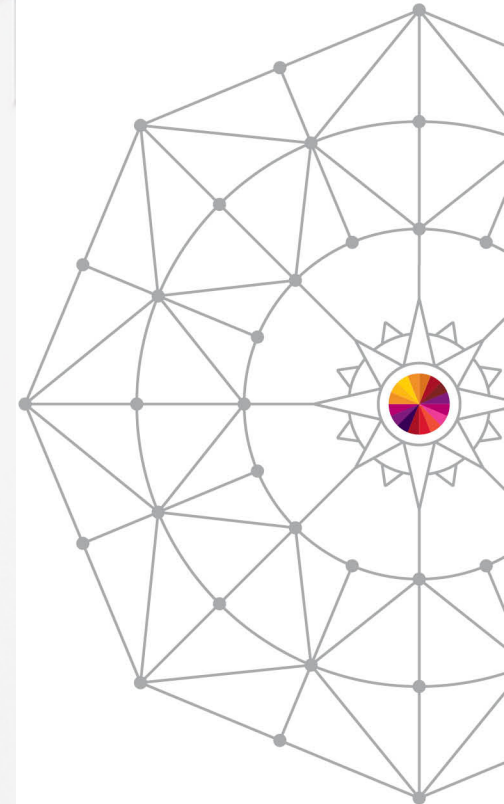
Non Repudiation!





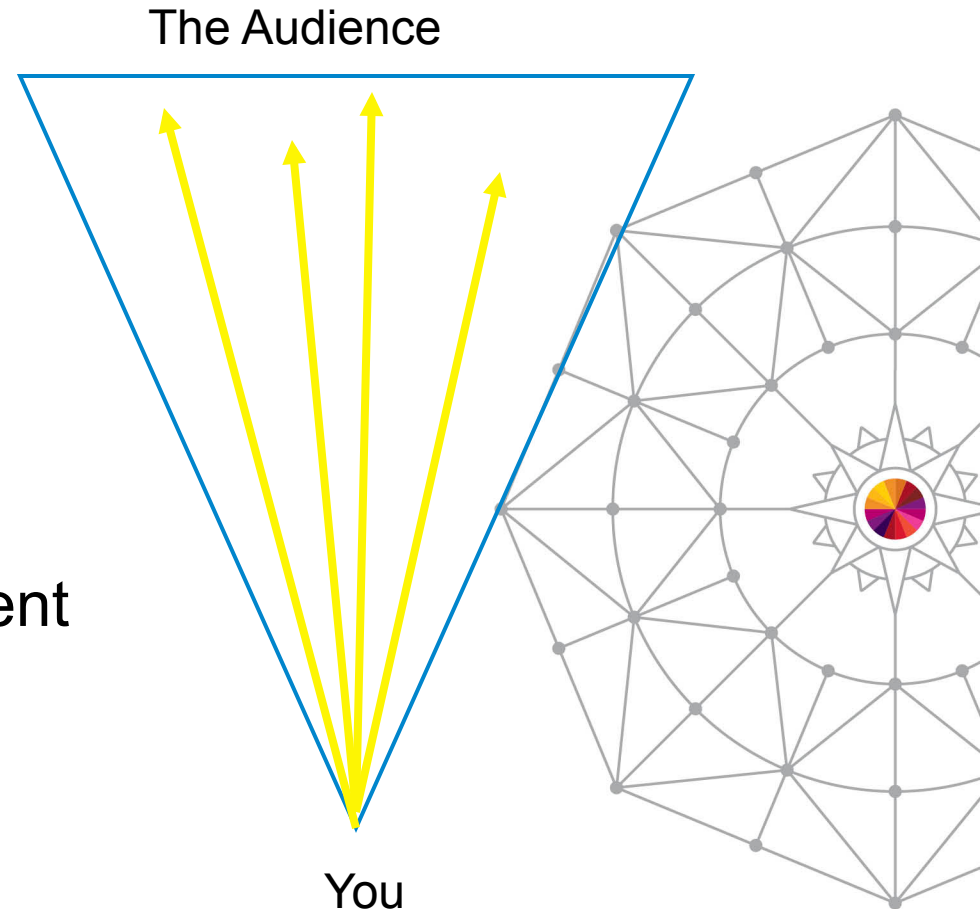
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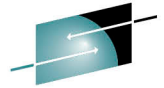
Pouring wine



Basic Rules

- I/You
- Emotional and Intellectual
- Silence and pauses
- Mental pictures
- Eye contact
- Body language and movement
- Rehearse



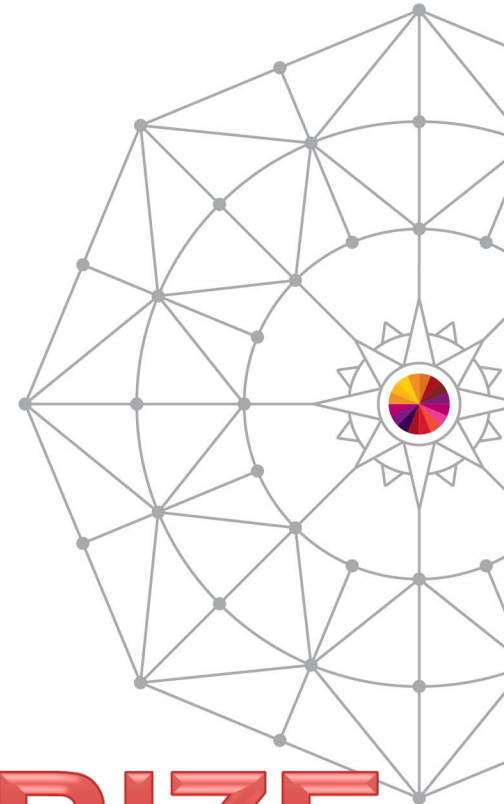


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DON'T

MEMORIZE

EXTEMPORIZE



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Post-Mortem

- Reactions
- Reviews
- Evaluations
- Lessons learned



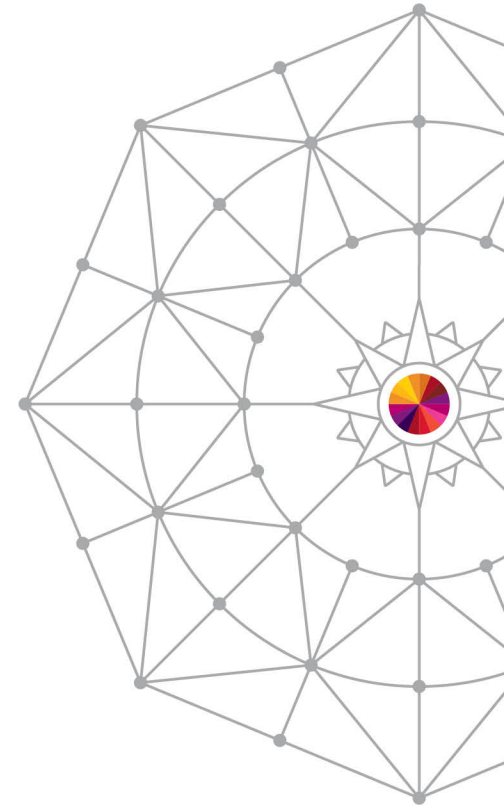
People can Ruin a Great Presentation

- The Underminer
- The Self Promoter
- The Critic
- The Left Fielder
- The Bombadier



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

