

# Good Presentations!

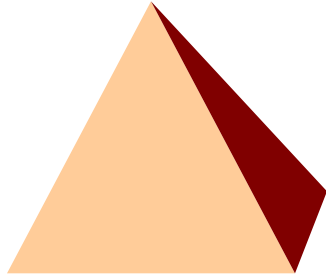
Allison Weil



# Two Key Elements

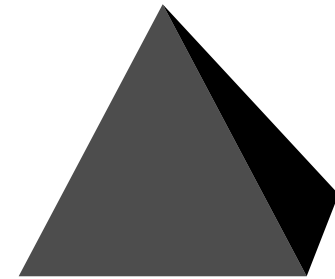
- Semantics – What you want to say
  - Content
- Syntax – How you say it effectively
  - Structure
  - Slides
  - Delivery

# Content

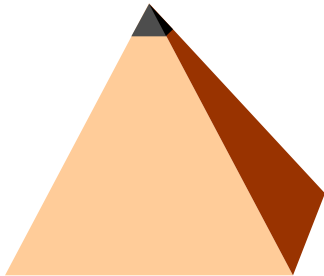


Everything you know about your subject

Does **not equal** your presentation



# Elevator Pitch



**Purpose:** Grab listener's attention

**Tools:** Two sentences

**Content:** Clear statement of your case

**Not good:** We have developed a proprietary algorithm that models moving objects as trajectories and uses a dynamic variable to manage uncertainty. Our technology allows companies to optimize their mobile assets in real-time and develop a whole new class of location-based services.

**Better:** Our software dramatically improves a company's ability to manage mobile resources like trucks, service personnel and equipment. The system builds on standard tracking systems by proactively notifying dispatchers when schedules are off and enabling them to match resources to requirements on the fly.

# Selecting Content

- Goal
- Time available
- Audience
  - Make-up
  - Size
  - Interactivity



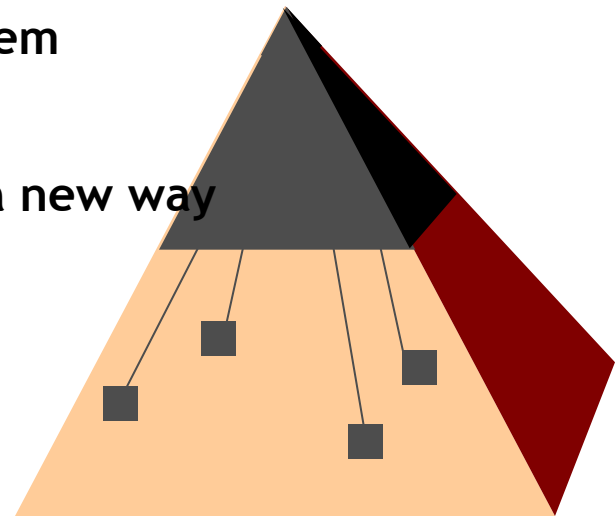
- Theme
- Key take-aways
- Data

# The 20-Minute Deep Dive / Meetup

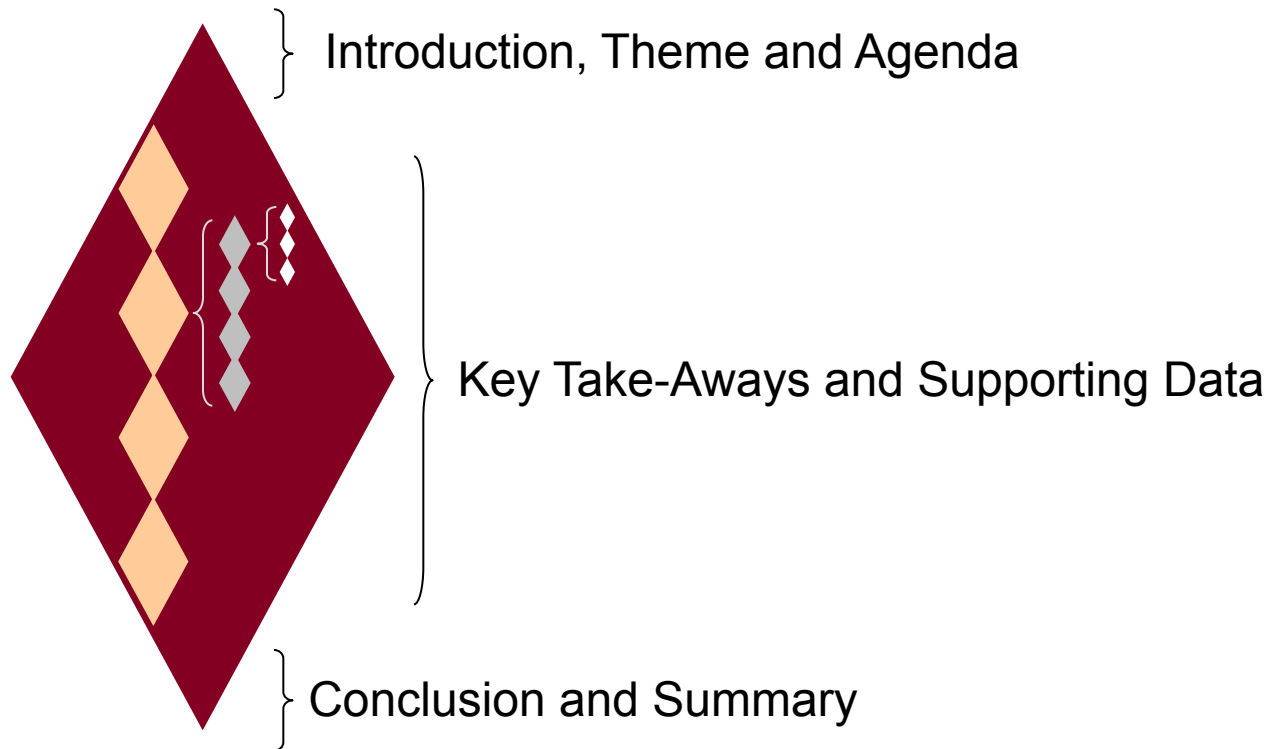
- Theme: We are doing relevant work with clear results
  - Elevator Pitch provides the context

## Key Take-Aways:

- **We are solving an important problem**
  - Problem
  - Solution
- **We are looking at the problem in a new way**
  - Modeling overview
  - Features
  - Label Data
- **We have results**
  - Data stories
  - Improvement against benchmarks



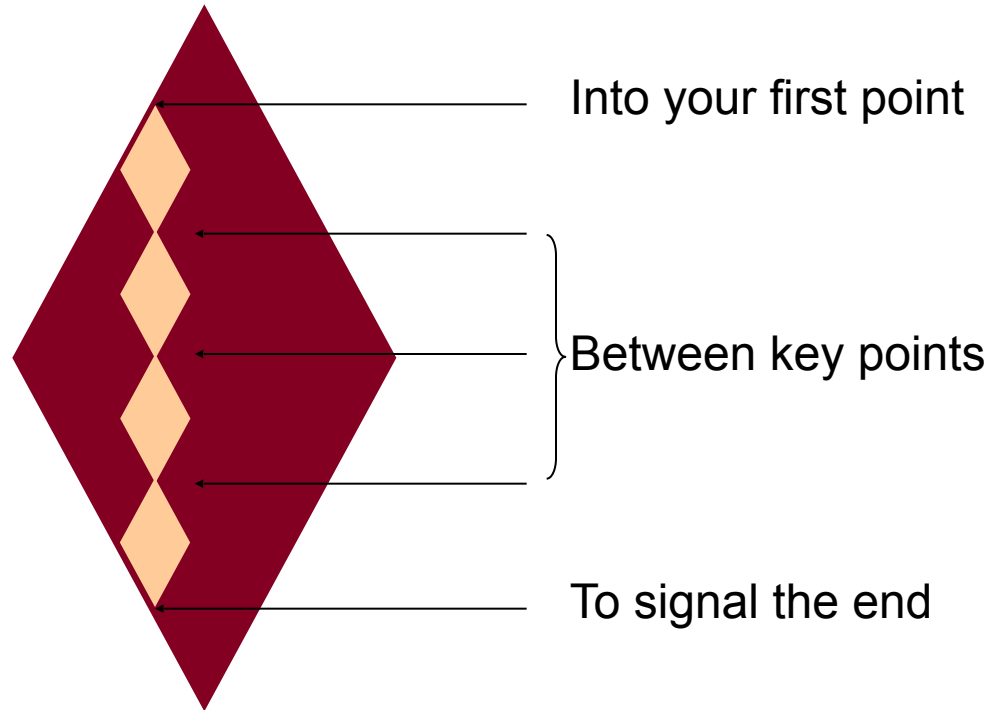
# Nested Diamond Outline



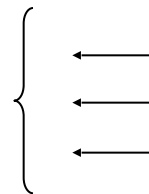


# Two Kinds of Transitions

*Between sections  
of the presentation*



*Between slides*



- Smooth the flow
- Connect the supporting data
- Often the one piece of a presentation I script

# Notes on Slides

*Less is more. Don't make your audience work too hard.*

- **Bullets are useful...**

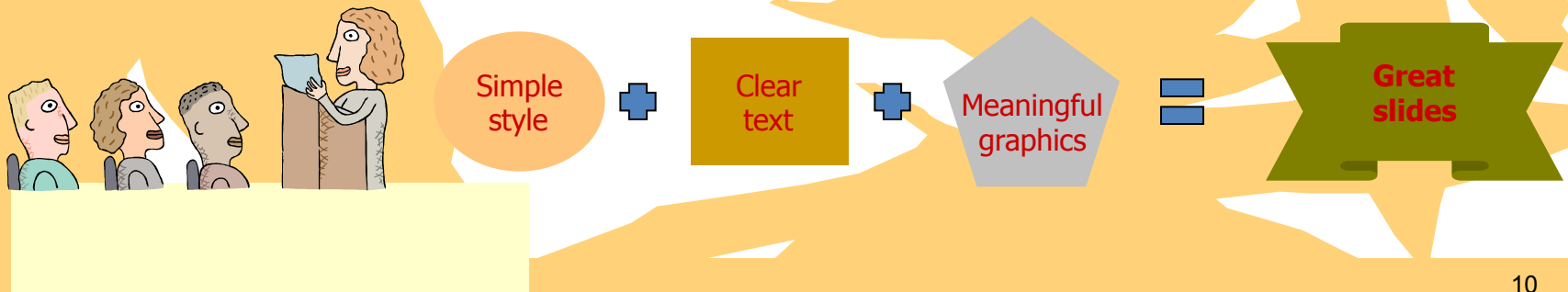
But don't write out your whole bullet. Always have more to say than is written on your slide. Make sure you use large fonts. A rule of thumb is 16pt minimum for a small room, 20pt minimum for a large room. Use sans serif fonts (fonts which do not have little tails on the letters – exp. Arial not Times New Roman).

- **Style is important...**

But don't choose complex backgrounds that make it hard to find your content. Always use either light text on a dark background or dark text on a light background. Red and Green are bad colors for text. Always, always, always double check all spelling – nothing makes you look less professional than spelling and grammatical errors.

- **Graphics add variety...**

And can make many points better than text. Keep graphics simple and always build them as you make the point of the graphic. Animation, while fun, is distracting to the audience. They stop listening to you and start trying to figure out what is going on. Avoid clipart that doesn't help you make your point. Decorations are pure distraction



# Slides Visually Reinforce Key Points

- Audience = Interested techies
  - Problem overview – people involved, client perspective, DSSG perspective
  - Data stories, features, label data, why you took this approach, high level overview of technical skills
- Less is more
  - 1-2 minutes per slide minimum
  - Speak to the slide, don't skip over content
- High information to ink ratio
  - Informative titles
  - Clean 1-2 line bullets
  - Graphics require time and explanation

# Delivery Styles

<b>Role</b>	<b>Goal</b>	<b>Situations</b>
Educator	Teach	Academic settings Business conferences Introducing complex new material
Evangelist	Persuade	Consultant to client Change maker to executive team Legal / Political settings
Motivator	Incite Action	Key note speeches Motivational workshops Political campaign speeches
Salesperson	Close the Deal	Sales calls, Trade shows Fundraising meeting Business plan pitches

# Delivery Tools

- Voice
  - Clarity
  - Volume
  - Pace
- Body Language
  - Eye contact
  - Movement
  - Gestures

# Useful Practice Techniques

- Divide up the presentation and practice sections
- Practice in front of the mirror
- Recruit at least two test audiences
- Use tools
  - PowerPoint's timer
  - Tape recorder
  - Video

# Dealing with Q&A

- Know and target your audience
- Listen
- Let the person who presented the content answer first
- Give a direct, two sentence answer
- OPTIONAL – one team member can add a short comment
- If there is an appendix slide, go directly to it
- Use specific data to win points

# Resources

- Ted Talks
- Watch yourself on video
- Made to Stick



# Summary

## ■ Content

- Think about who, what, and why you're presenting!

## ■ Structure

- Theme
- Key Take-Aways

## ■ Slides

- 15-18 maximum for a 20 minute presentation
- Clean bullets
- Graphics to illustrate key points

## ■ Delivery

- Match style to situation
- You are educating
- Win points during Q&A