

# 溝通與表達

賴明德名譽教授

國立成功大學

2023/03/03

子曰：巧言令色鮮矣仁

子曰：

「質勝文則野，文勝質則史。  
文質彬彬，然後君子。」

# 大綱

- How to listen to a seminar
- How to give a talk
- 溝通與表達
- 求職簡報面談
- How to present your data or a research paper
- Appendix: 演講

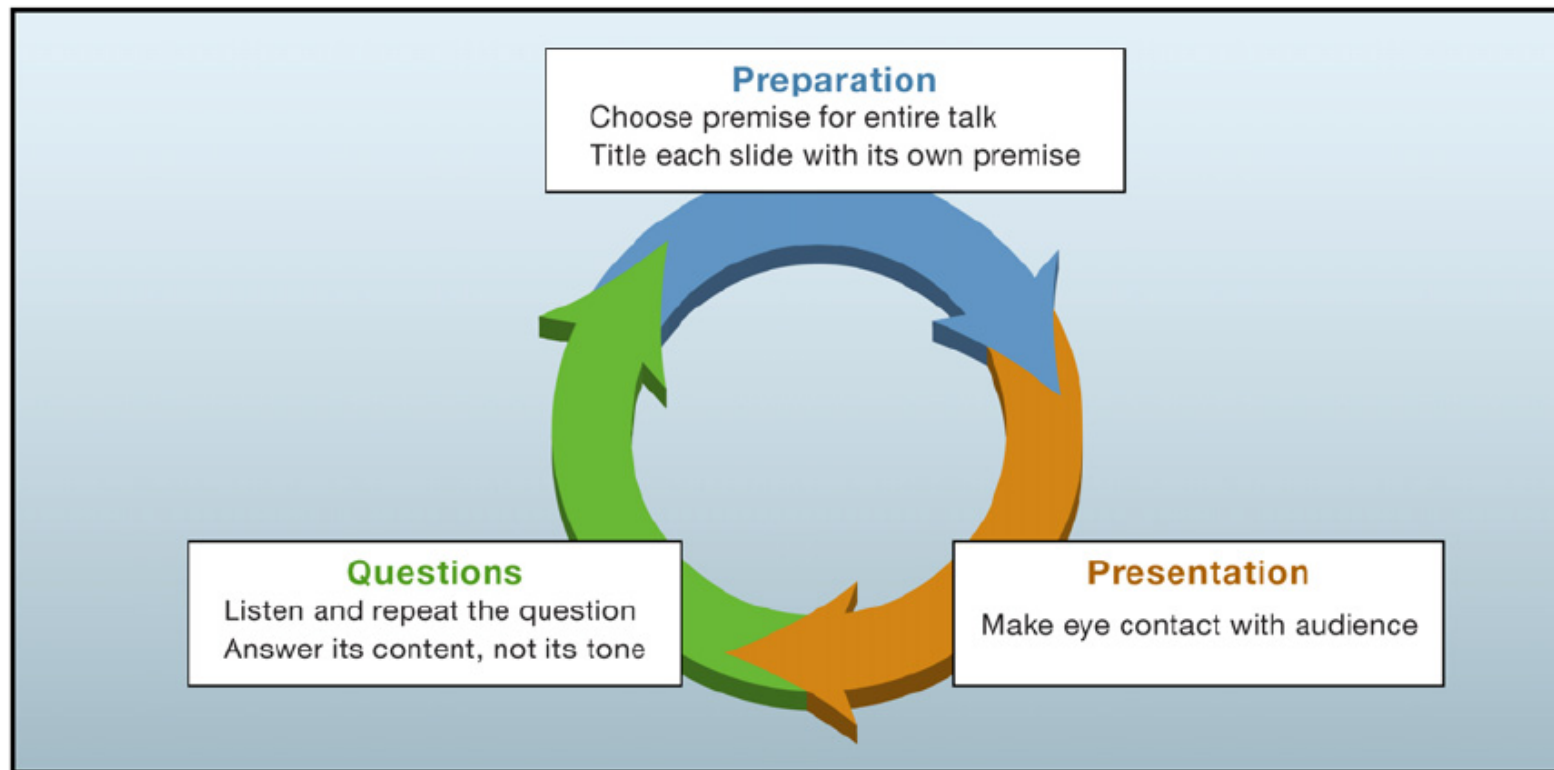
# Listen to a seminar

- Choose carefully the seminars you attend. Do not go to seminars you know you won't listen to.
- Unless there is a political reason that your body had to be at the seminar, bring your mind also: you do not learn anything by merely show up.

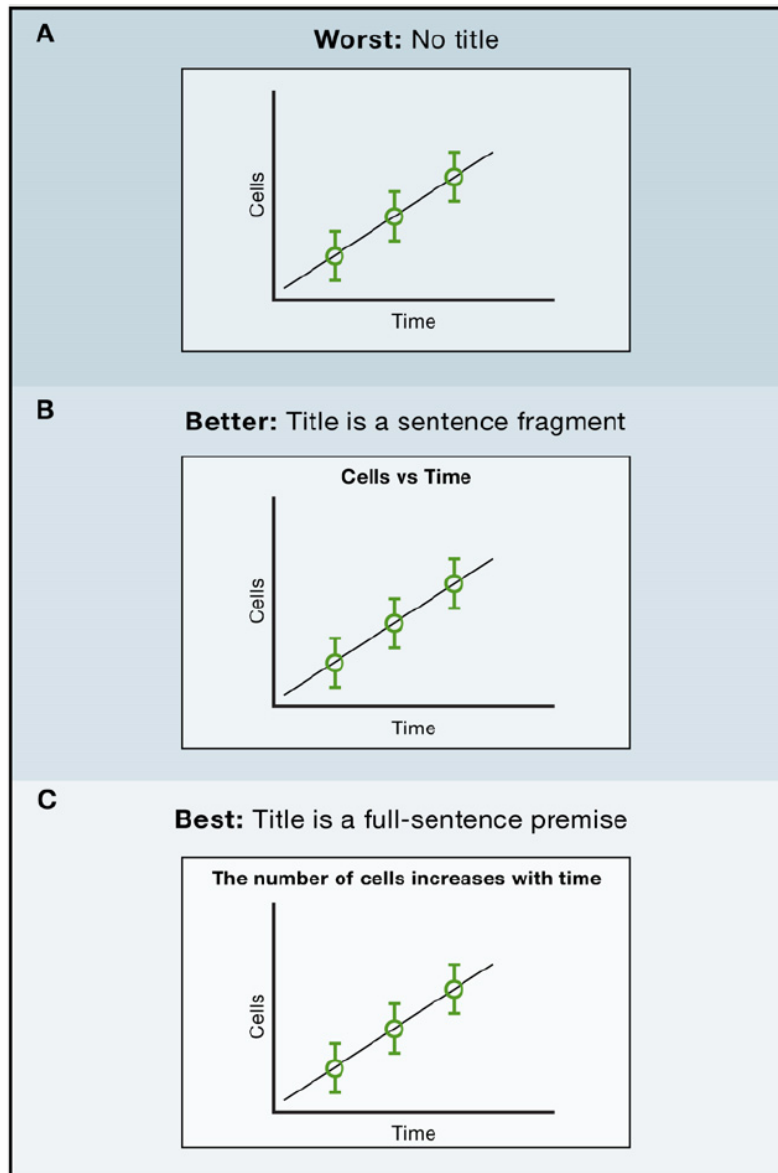
# How to listen to a seminar

- Listen actively: anticipate where the speaker is going with the data. What is next data?
- Review and summarizing what is being said.
- Sorting out statements supported by evidence and statements unsupported by evidence. Make judgments, but remain open-minded.
- Asking questions. In an informal seminar, you can ask the questions as they occur to you, but you should wait until the end of a formal meeting to ask most questions.

# How to Give a Good Talk



**Figure 1. You Can Make a Good Talk with Three Principles: Premise Titles, Eye Contact, and Listening and Repeating Questions**



- Figure 2. Title Each Slide with a Full-Sentence Premise
- (A) A slide with no title is a challenge to the audience.
- (B) Slides titled with only a sentence fragment are not much better.
- (C) A full-sentence premise helps the audience get the main idea at a glance.



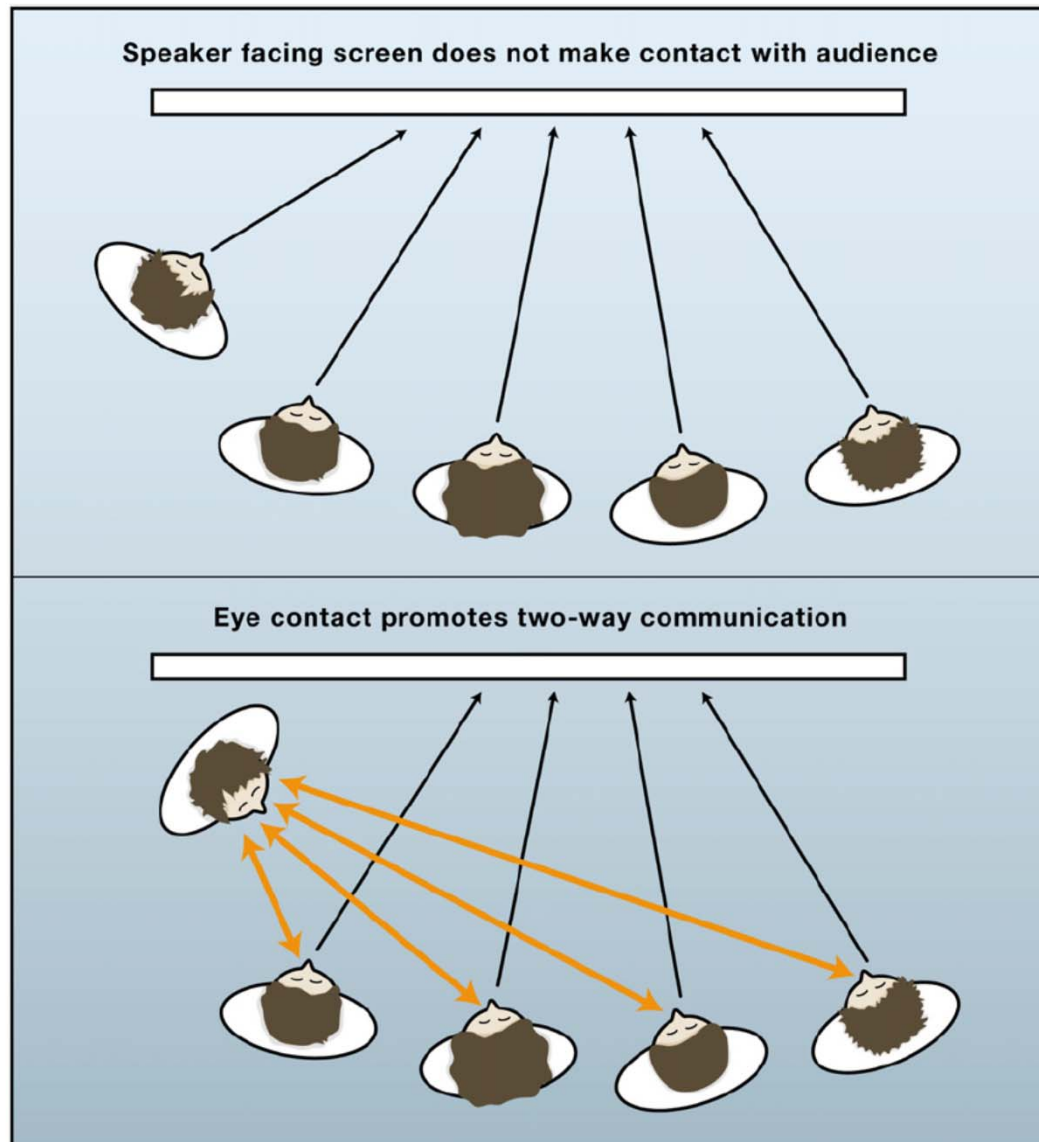


Figure 3. Make Eye Contact with the Audience to Make Two-Way Communication (A) Looking at your own slides prevents open communication with audience. (B) Making eye contact helps you see the state of audience, enabling you to guide them through the talk interactively.

# How to answer questions

- Questions are a precious opportunity to get feedback on your research.
- For many, however, it is a stressful time, and we wish it was over as quickly as possible.
- First, make eye contact with the questioners as they are asking. Then repeat the question in their words —so everyone can hear it, and so you can have time to understand it. Check the eyes to see if you got the meaning. If not, ask for more context.
- Second, It's good to say, “I don't know”, “I didn't think about this before”, “Let's talk about it after the lecture”, or “That is very important criticism.”

- Third, unfortunately, some questions in science talks are spoken with a needlessly aggressive tone. To deal with aggressive questions, separate between the dramatic action—the music of the question, and the text—the content of the question. An aggressively asked question can trigger defensiveness, which can cause you to misunderstand an important comment/input. If one separates the aggression from the content, one can answer properly.

# Reference

- Molecular Cell (2009) 36: 165-167 “How to Give a Good Talk”

# 溝通與表達

# 三大原則

- 熱情 (釋放內在)
- 說故事的技巧
- 提供新知

# 釋放內在

- 找出內心和講題[獨特]而有意義的聯結
- 有熱情才能掌握講題
- 科學研究顯示熱情是具有傳染力，唯有自己受到啟發，才可能啟發他人
- 找出自己喜愛什麼，了解真實的自我，還要有勇氣如此做

# 說故事的技巧

- 自己的故事是打破隔閡最好的方式
- 具有轉折(橋段)的故事，是較有效的



# 提供新知

- 大腦天生就對新奇事物有興趣。告訴聽眾全新的資訊，全新的解決之道，以別出心裁方式包裝
- 三數法則：一般人能夠記住三項資訊，將新知綜合為**3-4**項目

# 態度

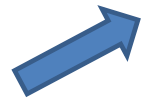
- 反覆練習，和演講合而為一
- 放輕鬆(everyone is nervous before speech)
- 注意時間限制，也了解聽眾連續注意力上限約**20分鐘** (聆聽是很累人的)。愛因斯坦說「假如你不能將一件事簡單解釋清楚，你就是對它不夠了解」

# 懂一些心理學 (Proved in literature)

- 酒類專賣店，放古典音樂，顧客買的酒價格貴三倍。
- 被告面貌較佳，和長的不好的人，犯同樣的罪，刑期較短
- 陌生男女速配，聊旅遊比聊電影，較易成功
- Quirkology by Richard Wiseman
- 有能力的表現從自覺有能力開始(Competence Starts with Feeling Competent)
- 預測不同美國人是否快樂，最好的預測指標，是該人是否認同“生命是有目的” (Your life has purpose and meaning)
- By David Niven

## 四個步驟

1. 建構有組織有邏輯辨證
2. 以故事舉例呼應推理結論
3. 利用機會多用口頭表達自己意見
4. 觀察他人表達修正自我方向



## 準備之第一步

- 募資及計畫簡報溝通
- 求職簡報面談
- 研究成果簡報
- 簡報內容著重於影響少數「特定人士」之決定，必須有「立即」的影響，如通過審查，聘任，或投資等。時間通常是有限制，大約10-30 分鐘。



## 準備之第一步

- 演講對象之年齡及專業程度性質：決定內容之深度
- 演講對象之人數及演講長度：決定準備內容之時間。
- 演講之目的：決定傳遞給演講對象之訊息，訊息可以具多面向，著重「長期」的影響。
- 請記住一個不好的演講是浪費了很多人的時間。  
聽眾100個人 X (演講 1 hr + 交通 1 hr) = 200 hr = 一個人工作一個月之產值。

- <https://www.youtube.com/watch?v=-z8XOoYm3EE>
- Bryan Stevenson 我們需要談談不正義

# 求職簡報面談

## Interview



# Three important Things on job interview preparation

- Resume should be accurate and easy for reader.
- Research the company
- A story for your Life

# Example

- A story for your life
- Weak: I graduated from ...., and interested in biology study
- Strong: I got a strong input from my high school teacher. In a flower/insect class, they showed me the beauty of the biology and the strength of biotechnology. Then, I attended ... school. ....Therefore, I wish...

# Describe anecdote in Story

- Problem
- Action
- Result
- Who, When, Where

# Standard Attitude

- Come on time (a little early)
- Dress normal
- Stay calm

- Are you interested in nailing your interview? Science says that all you need to do is be **likable**.

But how?

Three simple things may do the trick:

- Talk about an interesting topic, unrelated to the interview and the job.
- Confess your weakness the minute the interview starts.
- Don't freak out if you make a mistake.

- Also – don't gossip. Science has proven over and over again that people really like to gossip, but, surprisingly, don't like gossipers.

## Job Interview as an example: Questions frequently asked in an interview

- **1. Tell me about yourself.** 先思考你應徵的職位需要什麼樣個性或技能的人，並藉此連結到自己的能力和優勢。
- **2. What are three positive things your last boss would say about you?** 要配合新職業之敘述，如堅持有耐力，加上實例說明。
- **3. What are your goals?** 最好能夠談談短期跟中期的目標，不用一直把自己縮限在回答很遠大的目標。
- **4. If you were an animal, which one would you want to be?** 這是間接型問題，用模擬方式推演性格及行為。大半的回答是牛，馬，熊，虎，狼。混合職位需求性質及個人特性混合。

# Questions frequently asked in an interview

- 4. Why should we hire you? What makes you better than any other candidates I'm interviewing? What can you do for us that other candidates can't? 應該強調你認為自己比較優秀的長處，甚至可以給面試官一個選擇你的理由。
- 5. What are your weaknesses? 回答這種題目需要有些技巧，讓我們把自己真正的弱點變成強項。(1) 最常見的回答如：「我是一個完美主義者，常常會太過努力為了把一件事做好。」但千萬要記得，在回答時必須要誠實以及誠懇，不然是非常容易弄巧反拙的喔！(2) 說明自己弱點及進行中的改進



# Questions frequently asked in an interview

- **6. Tell me about a time when you had to work with a difficult colleague?** 所以你不只得傳達自己具有團隊合作的精神，也得讓面試官知道，當你被指派到一個團隊工作時，無論跟合作對象合不合得來，你都得想辦法完成你的工作。
- **7. Tell me the worst manager/leader you've had?** 回答這類型題目，你必須要先對公司有一定的了解，也就是說面試前必須做好功課，大致上了解公司的管理及風格，這也會幫助你回答這道問題。
- **8. When were you most satisfied in your job?** 敘述正面工作成就及未來可能發展。

# Questions frequently asked in an job interview

- **9. Why do you want to work here? What can you tell me about our company or industry?** 回答的時候盡量精簡說明你對公司的了解，當然你也可以問一些有建設性的問題。這樣不只能讓對方知道你對這份工作的熱忱以及感興趣程度，也能藉此展現你的有備而來與積極心態喔！
- **10. Do you have any question for us?** 這個問題主要是讓你表現你對公司的了解，並且從而問出帶有深度及建設性的問題。問個好問題不但能大大為你的面試表現加分，還能讓你對公司有更進一步的認識，亦或者是了解其他工作相關的事情。
- 作者簡介 / VoiceTube HERO 團隊
- 作者簡介 / AmazingTalker BLOG

# 主管看起來很嚴肅 或總裁面試你

- 你的心中多少會緊張
- 處理模式
  - (1) 真誠的自我就是最佳的自我
  - (2) 想像你在**interview** 主管，觀察他，而非只是自我被觀察
  - (3) 回答時以堅定緩慢有禮貌的[主管]口氣回應
  - (4) 表達你對進公司(得以發展及貢獻)之熱情

# 間接問題

- 你退休後的規劃是什麼？

# References

- **Storytelling With Data: A Data Visualization Guide for Business Professionals** Copyright © 2015 by Cole Nussbaumer Knaflic. Online ISBN: 9781119055259 Wiley Online Library
- 跟TED學表達，讓世界記住你：用更有說服力的方式行銷你和你的構想原文作者：Carmine Gallo 譯者：羅雅萱、劉怡女 出版社：先覺出版日期：2014/05/29 ISBN：9789861342313
- 人人都能上手的資訊圖表設計術：台灣第一家INFOGRAPHIC設計公司，經典案例、操作心法、製作祕笈全公開！作者：Re-lab團隊 出版社：時報出版出版日期：2017/08/22
- 用英文作簡報 (張嘉容譯) The Wagner Method for Presenting with Excellence in Business English (David Wagner).出版日期：2003/09/01 ISBN ISBN：9575322746 眾文圖書公司

How to present my data or a  
research paper?

# Present data

- How to perform an oral presentation?
- The format of presentation is dependent on the audience.

# Seminar presentation: audience

- Audience respond better to the evidence that the speaker is well-prepared. Audience are not really impressed by” What I was wondering on the train what I should say to you”.
- The most difficult is to learn not to get flustered if misadventure occur. Just remember: an audience is more indulgent to a speaker who loses his place, even fall off the rostrum than to one has given evidence of treating them with less than due respect.



## Seminar presentation: how shall I prepare for the seminar

- Speaker should make up his mind about whom he is addressing-audience, and the knowledge background of his audience and their demanding determine the content of his speech.
- The length and depth of Introduction and experimental detail will depend on which type of audience you address.
- In summary, what is your “take-home-message” for the audience.

# how much time I should spend on preparing a seminar

- Three objective parameters need to be counted:
  - (1) calculate how much time the audience will spend: The lecture hour times the number of audience, for example, 2 hr X 40 persons = 80 hrs.
  - (2) calculate how much will be paid if these audience choose work and not to listen to your lecture.
  - (3) calculate how important knowledge you will deliver to these audience respectively
- Two parameters need to be calculated:
  - (1) How much do I know about this topic?
  - (2) Will I give the same seminar again in the future?

# Seminar presentation: the length of speech

- The people with anything to say can usually say it briefly.
- Always try to close your speech on time.
- Speak for 45 minutes in one-hour speech.

## Seminar presentation: a boring speech

- A lecturer can be bore not only being insufferably prosy or because his work is intrinsically dull, but because he goes into quite unnecessary details about matters of audience.
- A scientist who takes time off to lecture schoolchildren will soon learn whether or not his audience in the palm. Children cannot get still, and if they are bored, they fidget. The lecturer may sometimes feel he is addressing an enormous audience of mice, but the moment the very young are interested, they sit still.

## Seminar presentation: attitude and the style of speech

- Scientist shall speak with confidence but not arrogant. Confident with your data and knowledge, and respect for the audience attention.
- A torrential outpouring of words may make the speaker think that he is brilliant, but his audience are more likely to think him glib.

# Seminar presentation: format

- linear presentation: in a logical order.
  - slide is for the audience: Do not read your talk.
  - method do not go into detail: audience may get lost in experimental detail
- 
- Three basic rules:
  - (1) clearly present the rationale and the aim of each experiment
  - (2) Briefly describe how the experiment was performed
  - (3) describe how the result support the conclusion.

# Common Mistakes

- Spelling (Word or Power-point file)
- Pronunciation (<http://www.merriam-webster.com/> Medical word too, Google Dictionary)
- Mixed usage of active and passive voice.
- The word sizes are too small for audience (>24)
- Too many colors are used in the same slide.

# How to present a seminar in 15 minutes (I)

- GUIDELINES FOR RESEARCH PAPER PRESENTATION
- When preparing for your presentation, the following items should be discussed in your presentation:
- Brief description/introduction of the topic your research paper covers.
- What has been established by previous work.
- What aspects of the topic are unknown.
- (May have to do some additional reading in the text book or current literature to find some background information)



# How to present a seminar in 15 minutes (II)

- What is the general hypothesis of the research paper (what are they trying to prove).
- Discuss the IMPORTANT figures (DO NOT HAVE TO INCLUDE ALL FIGURES).
- What techniques are used
- What are the controls
- What are the findings of the experimental results
- CONCLUSION
- How does the paper change our idea about the subject?
- Is the conclusion supported by the data (your opinion)?
- Are there any unanswered questions?

# How to present a seminar in 15 minutes (III)

- REMEMBER: These are just guidelines and not the rules. Please be creative, and remember that you only have around ~15 minutes. DO NOT WORRY IF YOU DO NOT UNDERSTAND EVERY FIGURE OR TECHNIQUE USED. NO ONE EXPECTS YOU TO BE AN EXPERT IN THE TOPIC YOU ARE PRESENTING. The papers chosen represent some of the most up to date, cutting edge research being done today, and the experiments performed are EXTREMELY technical.
- The purpose of the presentations is to not only improve your scientific and critical reading skills, but also to gain experience presenting experimental data in front of an audience.
- RELAX AND ENJOY YOURSELF!!

Give a lecture

# How to prepare a presentation

- Introduction
  - Body
  - Closing
- 
- Prepare “body” first, then introduction and closing.

# Body (主題)

- Topic
- Audience
- Goal: (1) information presentation (2) persuasion presentations

## Categorize the information in order of priority

- Collect the information:
  - (1) Write down every important piece of information
  - (2) Think about your goal
  - (3) Write the key items related to reaching that goal
- Categorize the information in order of priority

# Basic Structure

## I. Main point

### A. sub-point

- a. sub-sub point
- b. sub-sub point

## II. Main point

### A. sub-point

- a. sub-sub-point
- b. sub-sub-point

### B. sub-point

- a. sub-sub-point

# Example: a company in risk

- Reduced revenue
  - Causes
    - Overall Economy
    - Sales
- Resulting action
  - Cut costs
    - Reduce expenditures
    - downsize
  - Improve efficiency
    - Eliminate redundancy
    - Provide job training
- Future
  - Immediate
    - Work long hours
    - Team work
  - Distant
    - optimism



# Wagner Method to organize “body” DROP

- **D**etail: current situation and problems
- **R**equirements: what is needed to improve the situation or solving the problems
- **O**ptions: several approaches that may answer the requirements.
- **P**roposal: your choice and rationale
- To form the “body” of presentation.

## Detail (The extension of Situation)

- Retail sales in Taiwan have been anemic for two years now. And although we have tried to attract shoppers by using traditional sales methods, new and innovative techniques are now required in these sophisticated times.
- It is no mystery that a large number of people are intimidated by the complex technology being developed. In fact, many people are often tempted to give up on trying to learn new software released on the market.

# Requirements

- We will use these terms: “...will be required..” “ we need to”, “.. must be undertaken”, “means..”
- Deep changes **will be required** if we are to maintain profitability. There are no easy answers. But change, big change, **must be undertaken**. What does this mean?
- **This means** that simple bargain sales or seasonal offerings need to be replaced by other options.
- This is what I want to make proposal that I think could revolutionize the entire software industry. **In addition to attracting** current software users, **we will** establish a foothold in the children’s software market.

# Options

- Be **neutral** to present several methods that may solve the problem in current situation. Let the audience judge first.
- Now, let me **talk about three options of change we can consider. One is...to, another is...., and the last options is...**
- As I see it, there are **three alternatives...., the first is..., the second is..., the third is...**

# Proposal

- **After reviewing these three options, I believe the best way to secure our future is to ....**
- **From these four alternatives, I propose option three,**
- **For the following reasons, I believe our immediate future is dependent on...**

# Greeting

- Good morning! Ladies and gentleman. Thank you for your time this morning. I am regional sales manager for Pharmacia.
- It is a great pleasure for me to give this presentation.
- Good afternoon, everyone. I am pleased to be here today. For those of you who don't know me, my name is

# Hook

- Many speakers will use “Hook” immediately after introducing statements to attract audience attention:
  - (1) rhetorical question
  - (2) striking statement
  - (3) humor

# Rhetorical question

- This type of question is the method to induce “**curiosity**” of the audience and let the audience “**think**”, but not to ask the “answer”.
- Examples:

Have you ever wondered how Taiwanese companies stay profitable in this tough economy?

Do you have any idea how many doctors are accused of malpractice?

Don't you think the modern biochemical technology is becoming too complicated and hard to perform?



# Striking statements

- Usually, use **striking statistical data**, **disclose unknown facts**, or **contrasting statements** to arouse the interesting.
- Examples:
- One single product, potato juice, makes 38% profit of this company. That is 1 billion dollars last year.
- A “clone” human was born last month in Brazil.
- I am probably not the one whom you were expecting to see.

# Humor

- Some speakers like to employ “humor” to relax the tension in the audience. However, it should be used with cautious and not too much.
- Examples:
- I am the one your mother warned you about!
- The building is nice, but I did not see the fire-exit in this auditorium. Are we safe throughout this lecture?
- **For beginners, “humor” is not suggested.** And for some speakers, “humor” is prohibited for the lifetime.

# After Hook, before Body

- Describe the following subjects briefly with one or two statements:
  1. **Situation (background)**
  2. **Objective**
  3. **Agenda (map tour for the whole talk)**
  4. **Time**
  5. **Questions and Answers**

## Situation (examples)

- Technology is a part of our lives, **and today, I want to take a look at how** we can
- **As you know, we have gathered here today to** inaugurate our new headquarters
- **The reason we are here is to discuss** how we can maintain profitability.

# Objective

- So by the end of my presentations, **I hope you will decide to accept my plan** for adding 500 beds in this hospital.
- **My objective is to convince you that** the current operation is effective and safe.
- **Our goal is to** continue to improve the quality of operation.
- **After listening to my ideas, please** rethink about your career plan.

# Agenda

- Today, I have four main points I would like to discuss. First, I will..
- I my presentation, I will discuss four issues: how people....
- In the following discussion, I intend to highlight four items: First,...
- There are four things we need to cover today, one is to explain...
- Today, I have three main points. First, I will ***talk*** about... Next, I will **show** you.... And finally, I intend to **discuss**...
- Try to use different verbs for the expression, otherwise, the audience will be bored.

# Time

- I will be speaking for **about** 45 minutes.
- My talk should take **around** 30 minutes or so.
- The presentation should take around half an hour.
- Can you give me 15 minutes of your time?

## Question and Answers (tell the audience when to ask the question)

- If you have questions, please feel free to ask at any time.
- If you want to ask about anything, please interrupt at any time.
- I love questions! Be sure raise your hand to let me know.
- My policy is simple... no questions! Just kidding. Ask whenever you like.
- Do you mind if I take questions at the end of my talk.
- If you have questions, please hold them until I finished my talk. Thanks!



# Verbal and Nonverbal messages

- I am excited to be here – be energetic!
- I am happy to be with you –smile
- I see familiar faces today –look at everyone
- Can everyone hear me –speak loudly
- I have been waiting for this opportunity to give this seminar – show respect
- I have been waiting for this day – show confidence.

# Closing

- Closing is not just “That’s all for my talk”
- The structure for closing:
  1. Summary
  2. Conclusions
  3. Q&A session
  4. Final greeting

# Summary

- **In summary**, I showed what I think can be done in next five years.
- **To sum up** what I talked today, I described ...
- **In short**, I have highlighted the locations worthy of consideration.

# Conclusion

- **I hope that I have convinced that**
- **In am certain, with further discussion, that** you will accept my plan...
- Without a doubt, this new overseas opportunity gives us a chance....
- **I hope you will agree** with my proposal to..
- **The take-home-message** is that...

# Q&A session

- Are there any questions?
- If you have questions about any part of talk, I would be happy to take them now.
- I have time for a few questions now.
- It seems you have questions... Please go ahead.
- I am ready for questions.
- Now is the time for your questions?
- Who has questions?

# Q&A session

- Question types
- Handling questions
- Persuading techniques

# Question types

- Open question: This type of questions start with who/what/where/when/why/how. e.g. Why are you interested in that? How do you think we should proceed?
- Closed question: Questions start with Do/have/are/Will/Is. e.g. Is this the numbers of firms in Asia? Is this protein located in nucleus? Answer these questions with Yes or No.
- Check question: Questions end with aren't you, right? Isn't you? Great minds think alike, don't they? You are new here, aren't you?

# Handle questions (funnel method)

- To tackle an open question, we usually start to funnel (restrict) the question and switch the question partially into closed question.

Q1. Why is revenue going down?

A1. What do you mean by “going down”?

A2. Are you asking why revenue went down between 1999 and 2003?

Q2. Why are companies going through so many changes?

A1. What exactly do you mean by “changes”?

A2. You are asking why companies are downsizing, right?



# Persuading techniques

- **Being sensitively direct**
- **Responding politely**
- **Assuming good intentions**
- **Initiating respect**
- **Integrating the audience**
- **Neutralizing difficult people**

# Being sensitively direct

- What do you think? → Can I have your views on this point?
- Who makes the decision? → Are there specific people who decide?
- Why would you do that? → Is that the only option available?
- Why did you ask that question? → Can I just confirm why you asked that question?
- Who's in charge? → do you know anyone one could contact?
- What did you do that for? → Was there a specific purpose in doing that?

# Responding politely

- You sound angry. What happened?
- I would be upset too. What would you like us to do?
- I understand your position very well. Can I make a suggestion?
- Sounds frustrating. What can I do to help?
- That must have been tough. How did you handle it?
- I see your point. What's the solution?
- You seem really irritated. Can I help in some way?

# Assuming good intentions

- Thank you for your question. It is nice to see that ...
- That is a good question, and is the one I have asked myself several times.
- I can tell from question that you feel strongly about this issue. Let me answer you this way...
- I have considered that. I think you have a good point.
- You remind of this important issue. Here is my position...
- That makes sense, too. My personal opinion is...
- That is the first time I have heard that. If it makes sense, let's do it.

# Initiating respect

- Thank you for the feedback. It is very helpful.
- That is an excellent idea. I believe, should be integrated into the plan.
- That is an excellent point! I totally agree with you.
- You are right about that. It is something I have not considered.

# Integrating the audience

- What is your opinion on this issue?
- Would you mind giving us your view?
- Will you share your views with us?
- Do you have anything to add?
- Is there someone in the back with a question?
- How about you, Mr. Peterson?

# Neutralizing Difficult people

- Use the **POSITIVE, NEGATIVE, POSITIVE** strategy
- Ms. Porter, I am clear that you have a differing view on that issue. Your view is also valid. However, that view may be more suitable for other situations, but not for our current situation. I will be happy to meet you after the presentation to discuss this further.
- Mr. Lee, you have an excellent record of offering good advice. Right now, I would like to proceed with my presentation. Would it be OK with you if I integrate your point later.

# Final greeting

- I have enjoy being here today. Thank you.
- Once again, I would like to extend my thanks to all of you for coming here this afternoon.
- Thanks for your patience for listening to my talk.
- It is a great pleasure to be here today
- Thank you for having me this night.
- Thank you for being here today.



## To gather support

- **Integrate each person's opinions.**
- Use each interaction to persuade and convince.
- **Use questions to influence skeptics.**
- **Think deeply about every comment you make.**
- Use your voice, body, and eyes as a tool for persuasion.

# Summary (I)

- The style of the presentation is determined by “the aim of the presentation”. → information presentation or persuasion presentation.
- The style of presentation depends on the four factors: (1) The audience (2) the speaker (3) time (4) space.
- The difference in the presentation style results from the heterogeneity of audience and speaker.
- However, there are some common properties among all the audience.

## Summary (II)

- The information must be organized in **order** and with **priority**.
- The presentation can be divided into three parts: Introduction, Body, Closing.
- Introduction can be further divided into: (1) greeting (2) hook (3) The guideline of the presentation.

## Summary (III)

- The body (DROP): Detail, Requirement, Option, Proposal.
- Check all the transitions in the Body Part, place the transitions into small, medium, and Major transitions.
- Closing includes (1) Summary (2) Conclusions (3) Q&A session (4) Final greeting

## Summary (IV)

- In Questions and Answer sessions, six rules should be followed:  
(1) Being sensitively direct (2) Responding politely (3) Assuming good intentions (4) Initiating respect (5) Integrating the audience (5) Neutralizing difficult people-  
positive/negative/positive method.

# Summary (V)

- The content of your presentation is the most important!
- Well-organized material and well-prepared speaker is always welcomed.

- <https://www.youtube.com/watch?v=Hp7ld3Yb9XQ>
- **Susan McConnell (Stanford): Designing effective scientific presentations**

- <https://www.youtube.com/watch?v=gF3FWu56dc8>
- Giving a Scientific Presentation - Hints and Tips



- [https://www.youtube.com/watch?v=1fs\\_jqXGs8s](https://www.youtube.com/watch?v=1fs_jqXGs8s)
- Designing PowerPoint Slides for a Scientific Presentation

- [https://www.youtube.com/watch?v=1fs\\_jqXGs8s](https://www.youtube.com/watch?v=1fs_jqXGs8s)
- **Designing PowerPoint Slides for a Scientific Presentation**

- <https://www.youtube.com/watch?v=Nwe6NAY2V0I>
- Computer Science Senior Project Presentations Fall 2016
- <https://www.youtube.com/watch?v=Q7FHgk6Ba1U>
- IEEE conference

- <https://www.youtube.com/watch?v=eSv1TCC2tEI>
- 2012 Social Science Doctoral Theses Presentations

- <https://www.youtube.com/watch?v=SFxVihJ1KSo>
- **How to give a good scientific talk** by [European Molecular Biology Laboratory \(EMBL\)](#)