# Planning an oral presentation

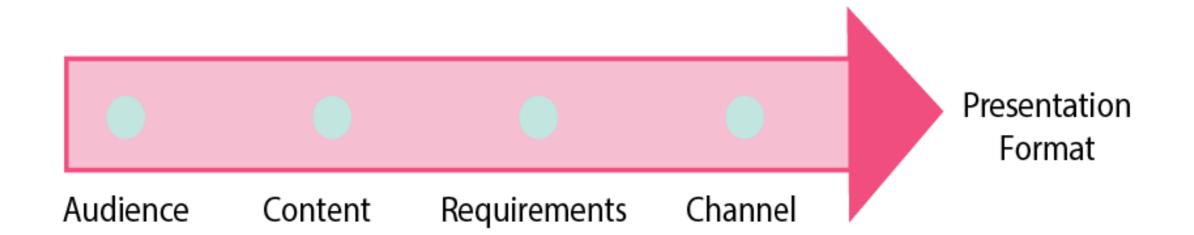
DATA COMMUNICATION CONCEPTS



Hadrien Lacroix
Curriculum Manager



# Presentation strategy



# Chapter 4

#### How to build a compelling oral presentation?

- Plan and build presentation slides
- Avoid common mistakes
- Present effectively

# Plan a presentation

- Before building slides: Plan!
- Presentation structure
  - Purpose
  - Audience
  - Message

<sup>&</sup>lt;sup>1</sup> Schwabish J. Better Presentations. Columbia University Press. 2017.



# Purpose

#### What type of presentation?

- Informative
  - Current number of negative and positive ratings and words associated with negative reviews

# Purpose

What type of presentation?

- Informative
- Instructional
  - How to build the model for sentiment analysis

# Purpose

#### What type of presentation?

- Informative
- Instructional
- Persuasive
  - Follow-up actions to revert the current situation of high number of negative ratings

## Audience

- Who is the audience?
  - Technical colleagues
  - Managers or executive team
  - Customer

#### Audience

- Who is the audience?
- How big is the audience?
  - Small meeting
    - Meeting with 10 members of the financial team
  - Conference or large meeting
    - Meeting with 100 employees from the software development department
  - Workshop
    - Technical workshop for 30 customer's IT employees

# Message

#### What is the central message?

- After one week: 90% forgotten
- ==> What do we want to stick?
- Opening statement
  - Capture audience's attention
    - Negative ratings scare customers away from our website

# Message

#### What is the central message?

- Open statement
- Central message
  - One sentence
    - Delayed shipping is the main cause of negative reviews and immediate actions are needed to revert the situation.

# Message

#### What is the central message?

- Open statement
- Central message
- Closing statement
  - Sums up presentation and strengthens central message
    - There is a decrease in sales. Negative reviews have been increasing. Delayed shipping is causing negative ratings. Actions are needed to revert situation.

#### Structure

- Introduction
  - Provide background information
  - Catch audience attention
  - Glimpse of presentation content

## Structure

- Introduction
- Methods, analysis and model outputs

#### Structure

- Introduction
- Methods, analysis and model outputs
- Conclusions and takeaways
  - Refers back to the introduction
  - Contains call-to-action statement or/and next steps

## Outline

- Graphs and visuals
- Sections (five or less smaller parts)
  - 1. Reason for analysis
  - 2. Exploratory analysis
  - 3. Sentiment analysis
  - 4. Conclusions
  - 5. Follow-up actions

# Keep time in mind!

How long do you have?



# Let's practice!

DATA COMMUNICATION CONCEPTS



# Building presentation slides

DATA COMMUNICATION CONCEPTS



Hadrien Lacroix
Curriculum Manager



# From planning to building

- Slides
  - Support story
  - Short, dynamic

# From planning to building

- Slides
  - Support story
  - Refined slides
  - Slide count or timing = bad metric

# From planning to building

- Slides
  - Support story
  - Refined slides
  - Slide count or timing = bad metric
  - One message per slide

<sup>&</sup>lt;sup>1</sup> https://www.slidecow.com/blog/how-many-slides



## Color

- Convey meaning
- Readability

#### Low-contrast

High-contrast

Current ratings and words associated with reviews

Current ratings and words associated with reviews

Current ratings and words associated with reviews

## Color

- No more than 3 colors
- Good contrast between words and background
- Inclusive
  - Color deficiency
  - Example: green and red

## **Fonts**

- Serif vs sans-serif
- Context
- Support
- Size

Serif Sans-serif

Current ratings and words associated with reviews

#### **Fonts**

- Several fonts
- Spacing of letters and lines
- Bold, *italic* and sizes

For **positive reviews**, some of the words that appear frequently do not have a particular connotation and can be interpreted as **neutral**.

- Too much text
  - Audience reads instead of listening

# Current ratings and words associated with reviews

For positive reviews, some of the words that appear frequently do not have a particular connotation and can be interpreted as neutral. On the other hand, other words, even though less frequent, could be explained to be in reviews with a positive sense, such as "good", "great", "best" and "liked". On the contrary, negative reviews showed mostly negative words such as "delayed" and "disappointed".

<sup>&</sup>lt;sup>1</sup> Schwabish, J. Better Presentations . Columbia University Press. 2017.



- Main points
  - Don't dual purpose the slide deck

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"
- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

- Less text
- Headline
  - Highlight main point
  - Specific and concise
  - Big size

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"
- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

- Less text
- Headline
- Layering approach
  - Breaks complex slide into smaller points

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - o "good", "great", "best" and "liked"
- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

- Less text
- Headline
- Layering approach
  - Breaks complex slide into smaller points
  - Present each point on its own

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - o "good", "great", "best" and "liked"
- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

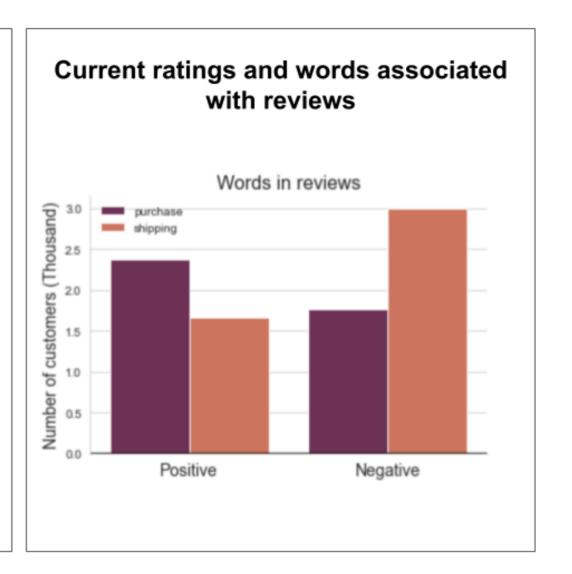
- Less text
- Headline
- Layering approach
  - Breaks complex slide into smaller points
  - Present each point on its own
  - Displayed together

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"
- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

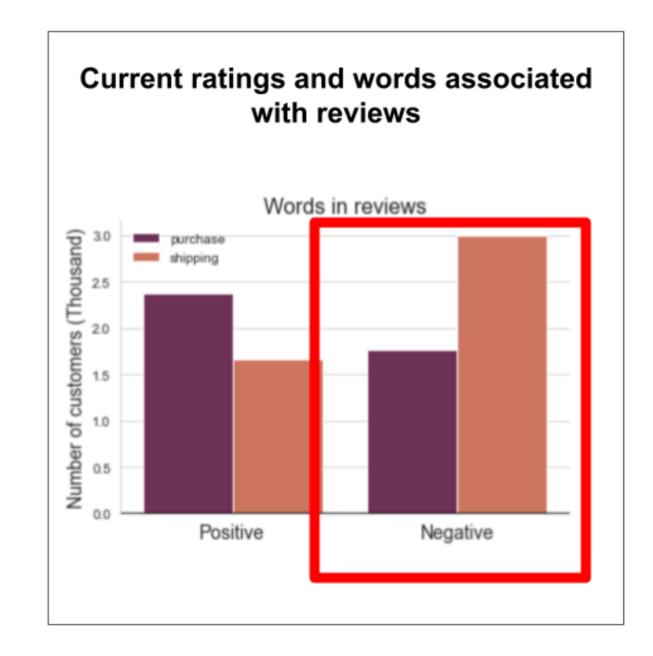
Replace many sentences

## Current ratings and words associated with reviews

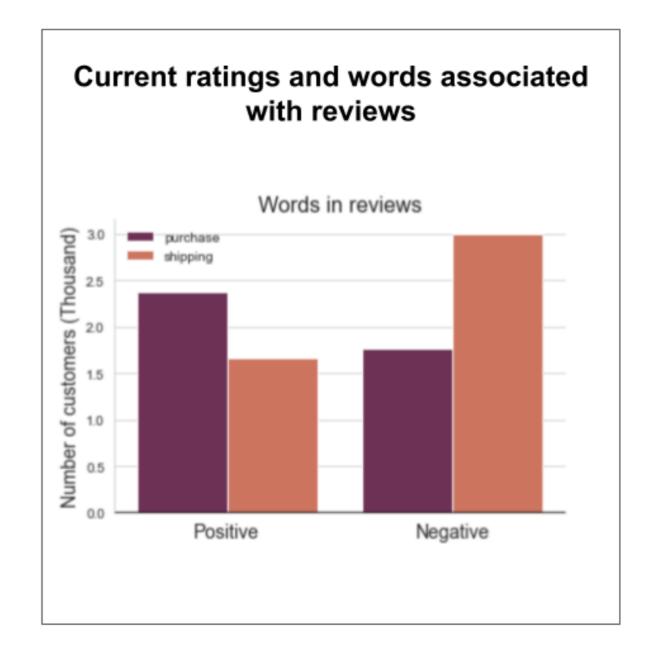
For positive reviews, some of the words that appear frequently do not have a particular connotation and can be interpreted as neutral. On the other hand, other words, even though less frequent, could be explained to be in reviews with a positive sense, such as "good", "great", "best" and "liked". On the contrary, negative reviews showed mostly negative words such as "delayed" and "disappointed".



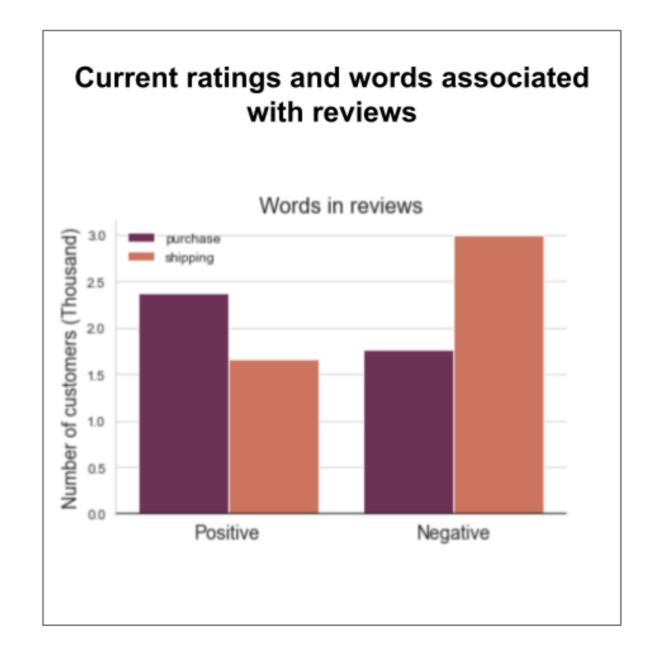
- Replace many sentences
- Use layering and highlighting



- Replace many sentences
- Use layering and highlighting
- Headline (if needed)



- Replace many sentences
- Use layering and highlighting
- Headline (If needed)
- One or two full-size graphs
  - One message per slide
  - No overcrowding



# Let's practice!

DATA COMMUNICATION CONCEPTS



DATA COMMUNICATION CONCEPTS



Hadrien Lacroix
Curriculum Manager



# Recap

- Before building slides: plan!
- Build slides that support story

#### Practice

- Write script
- Don't memorize
- Become familiar with content
- Anticipate follow-up questions

#### Practice

- Prepare
- Rehearsal
  - Stand up
  - Use the slides
  - Speak out loud
  - Detect distracting patterns (um, so, like, basically, actually)
  - Find linking statements
  - Answer to Q&A

- Be aware of emotions
  - Confidence vs. unsure

- Short attention span
- Talk to audience (not \_at\_ them)
- Develop a relationship

- Be aware of emotions
- Talk to audience
- Timing
  - Use allocated time

- Be aware of emotions
- Talk to audience
- Timing
- Pace

- Be aware of emotions
- Talk to audience
- Timing
- Pace
- Open up for questions
  - During or at the end of the presentation

# An effective oral presentation

- Talk to the audience
- Less is more
- Consistent and persistent take-home message
- Practice
- Prepare to answer follow-up questions

# Let's practice!

DATA COMMUNICATION CONCEPTS



# Avoiding common errors

DATA COMMUNICATION CONCEPTS



Hadrien Lacroix
Curriculum Manager



# Recap

- Plan
- Prepare and practice
- Deliver

# Length

- Ineffectively long presentations
- Attention span
- Around 20 minutes
- Leave time for Q&A

## Purpose

- State the purpose at the beginning
- Better understanding
- Better story impact

#### Guide audience

- Sequence of information
- Keep audience's attention
- Do not leave all findings to the end

• Engage and involve audience



- Engage and involve audience
- Strong introduction
  - Good morning! My name is Hadrien, and I'm here today to present how negative ratings are impacting the company profits.

- Engage and involve audience
- Strong introduction
- State key assumptions

- Engage and involve audience
- Strong introduction
- State key assumptions
- Ask questions
  - Know answer
  - Hook for next slide

- Engage and involve audience
- Strong introduction
- State key assumptions
- Ask questions
- Reiterate to main idea

- What matters is the **message**...
- ...but the **speaker** is at the center of the presentation

- What matters is the message...
- ...but the speaker is at the center of the presentation
- Emphasis by natural gesture and movements
  - Move hands or point at slide
  - Smile or make a facial expression

- What matters is the message...
- ...but the speaker is at the center of the presentation
- Emphasis by natural gesture and movements
- Attracts attention
  - Posture can convey confidence

- What matters is the message...
- ...but the speaker is at the center of the presentation
- Emphasis by natural gesture and movements
- Attracts attention
- Supports message

• Use different voice tonalities



- Use different voice tonalities
  - Speed
    - Fast: urgency, excitement, and emotion
    - Slow: importance, and new ideas introduction

- Use different voice tonalities
  - Speed
  - Volume
    - Live: speak loud
    - Online: check mic

- Use different voice tonalities
  - Speed
  - Volume
  - Intonation

# Let's practice!

DATA COMMUNICATION CONCEPTS



# Congratulations!

DATA COMMUNICATION CONCEPTS

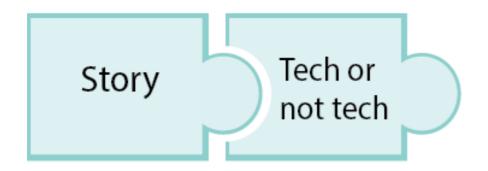


Hadrien Lacroix
Curriculum Manager

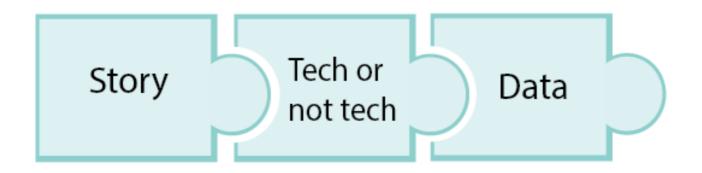




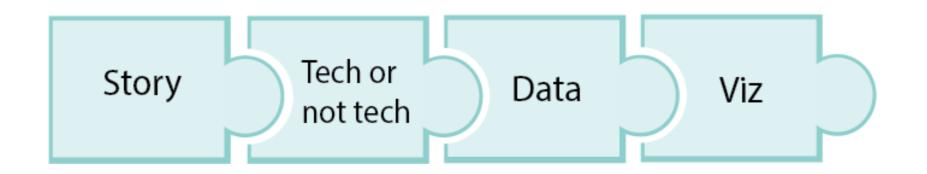
Importance of data storytelling



- Importance of data storytelling
- Translate results for non-technical stakeholders
- Craft stories that impact the decision-making process



- Select right data and statistics
- Audience persona



- Select right data and statistics
- Audience persona
- Choose appropriate visualization

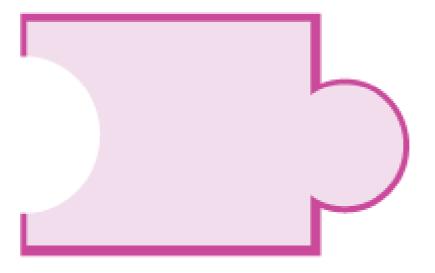


- Types of reports
- How to structure a clear report
- Reproducibility



- Planning and building a presentation
- Importance of practicing and rehearsing
- Best practices and common mistakes when delivering a presentation

# Next piece



# Congratulations!

DATA COMMUNICATION CONCEPTS

