

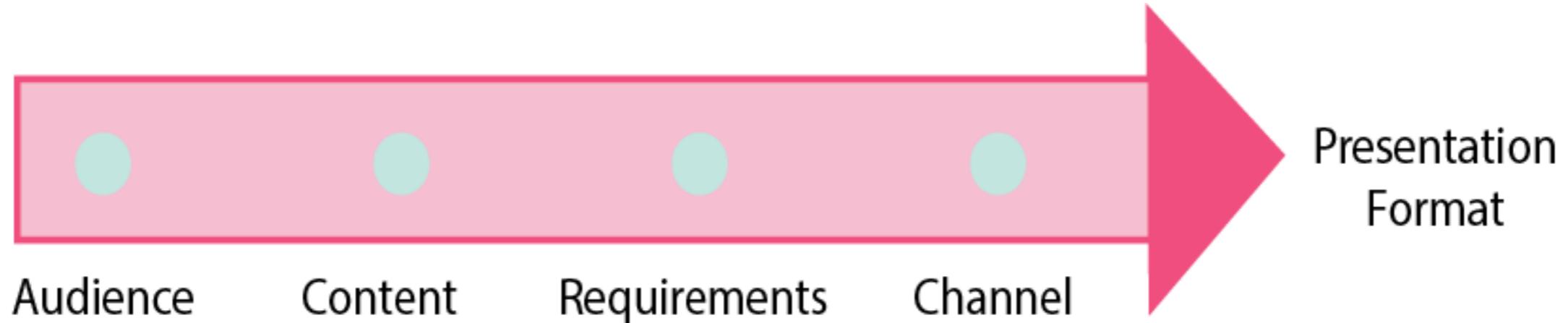
Planning an oral presentation

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

¹ 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?

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

Purpose

What type of presentation?

- Informativе
- 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!

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Building presentation slides

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From planning to building

- Slides
 - Support story
 - Short, dynamic

From planning to building

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

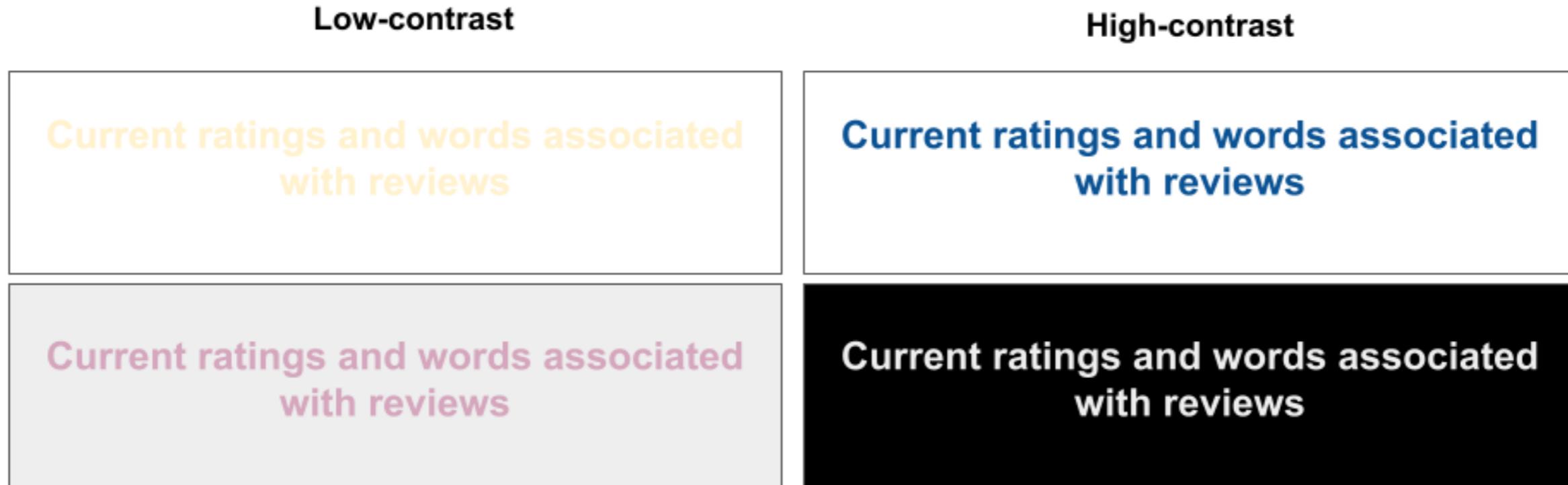
From planning to building

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

¹ <https://www.slidecow.com/blog/how-many-slides>

Color

- Convey meaning
- Readability



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

Current ratings and words associated with reviews

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**.

Text slide

- 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".

¹ Schwabish, J. Better Presentations . Columbia University Press. 2017.

Text slide

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

Current ratings and words associated with reviews

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

Text slide

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

Current ratings and words associated with reviews

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

Text slide

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

Current ratings and words associated with reviews

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

Text slide

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

Current ratings and words associated with reviews

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

Text slide

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

Current ratings and words associated with reviews

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

Visualization slide

- 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".

Current ratings and words associated with reviews



Visualization slide

- Replace many sentences
- Use layering and highlighting

Current ratings and words associated with reviews



Visualization slide

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

Current ratings and words associated with reviews



Visualization slide

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

Current ratings and words associated with reviews



Let's practice!

DATA COMMUNICATION CONCEPTS

Delivering the presentation

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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

Deliver the presentation

- Be aware of emotions
 - Confidence vs. unsure

Deliver the presentation

- Short attention span
- Talk **to** audience (not at them)
- Develop a relationship

Deliver the presentation

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

Deliver the presentation

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

Deliver the presentation

- 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

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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

Audience involvement

- Engage and involve audience

Audience involvement

- 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.*

Audience involvement

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

Audience involvement

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

Audience involvement

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

Body language

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

Body language

- 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

Body language

- 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

Body language

- 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**

Voice tonality

- Use different voice tonalities

Voice tonality

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

Voice tonality

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

Voice tonality

- Use different voice tonalities
 - Speed
 - Volume
 - Intonation

Let's practice!

DATA COMMUNICATION CONCEPTS

Congratulations!

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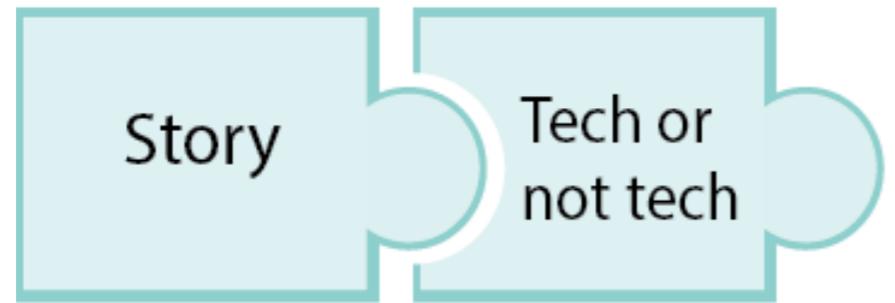
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What you've learned - chapter 1



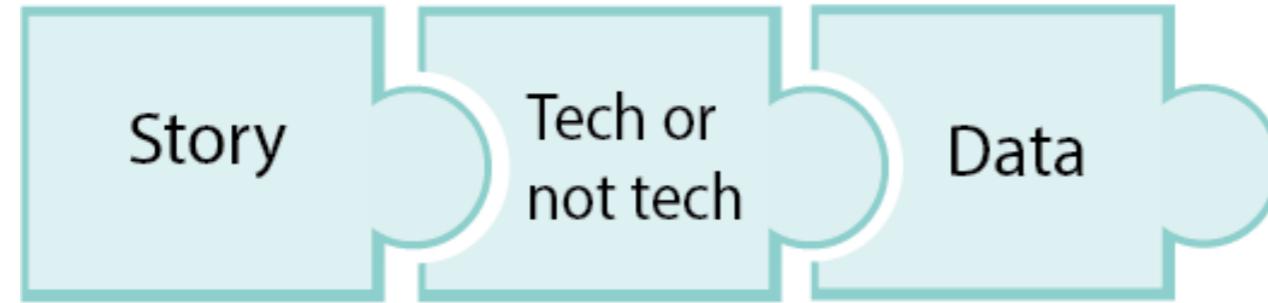
- Importance of data storytelling

What you've learned - chapter 1



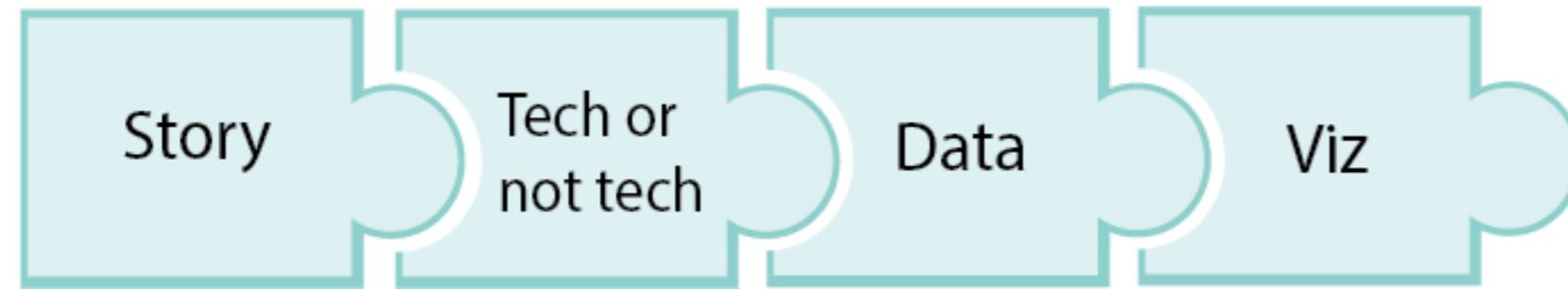
- Importance of data storytelling
- Translate results for non-technical stakeholders
- Craft stories that impact the decision-making process

What you've learned - chapter 2



- Select right data and statistics
- Audience persona

What you've learned - chapter 2



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

What you've learned - chapter 3



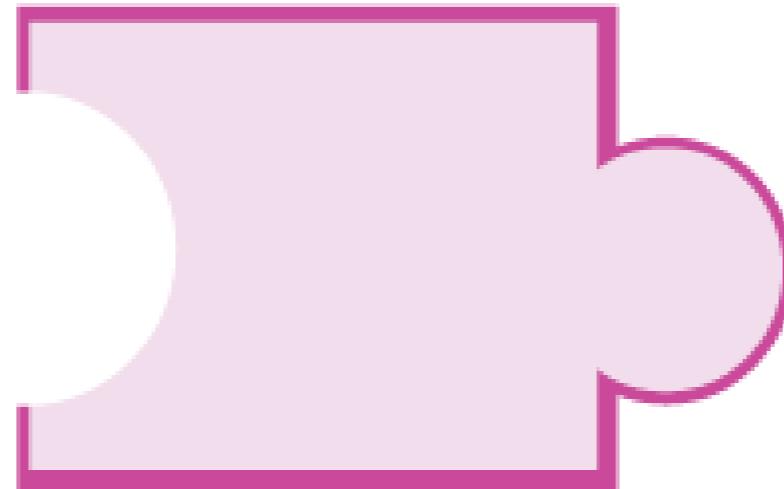
- Types of reports
- How to structure a clear report
- Reproducibility

What you've learned - chapter 4



- 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