

PRESENTATION SKILLS I

RED ACADEMY

A black and white illustration of a microphone with a mesh grille, a cable, and a pair of round-rimmed glasses resting on top of it.

Exercise

-
Presentations
2 minutes

Agenda

- Why presentation skills?
- Preparing your presentation
- Example presentation
- Part 2 intro

WHY PRESENTATION SKILLS?

**Your design is only as good
as your ability to communicate it**



*What role do you play in the
design process?*

A close-up, slightly blurred architectural blueprint showing a street grid with various roads, intersections, and circular symbols. The paper has a blue-tinted grid pattern.

Architect + Builder

Why?

- You present all the time
- The story is as important as the content
- Part of your job
- Illustrates your design decisions
- You owe it to yourself

PREPARING YOUR PRESENTATION



You Need To Know

- The script
- The audience
- The story

Part 2

- The actors
- The stage
- Your craft



Know The Script

Your script

- Documentation
- Believe in it
- Know it thoroughly
- Become the mentor
- Expect questions and prepare answers

Know The Audience

A black and white photograph of a large, dense crowd of people. The individuals are mostly seen from behind or in profile, with their dark silhouettes standing out against a bright, overexposed sky. Many people have their right hands raised, some holding up smartphones to take pictures or record video. The scene suggests a public event, rally, or concert at dusk or night.

*“Designing a presentation without
an audience in mind is like writing
a love letter and addressing it ‘to
whom it may concern’.”*

- Ken Hamer, AT&T Research Manager

Your Audience

- Who will be present?
- What is their knowledge level?
- What fidelity is appropriate?
- What is their role?
 - Innovators
 - Doers
 - Enablers
 - Influencers

Innovators

- Strategic designers and developers
- Include them in the process
- State outcomes and project goals
- Ask them questions
- Make it a workshop
- Overall view of project
- Low-mid fidelity

Doers & Enablers

- **Enablers:** Project/Product Managers
- **Doers:** Marketing, Design and Developers
- The most frequent encounters
- Define what you are working on
- Share next steps and deadlines
- Assign tasks or take them on

Influencers

- Stakeholders and clients
- Demonstrate the big picture
- Put together a persona-focused story
- Bridge the scenario to a business driver
- Stay consistent
- Bring it home

Listen To Your Audience

- Listen to their comments and criticism
- Embrace different mental models
- Thanks, not justification
- Feedback, not Feedfact (usually)



Know The Story

Video Time!





Since the dawn of time



Since we were children



Even as adults

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.

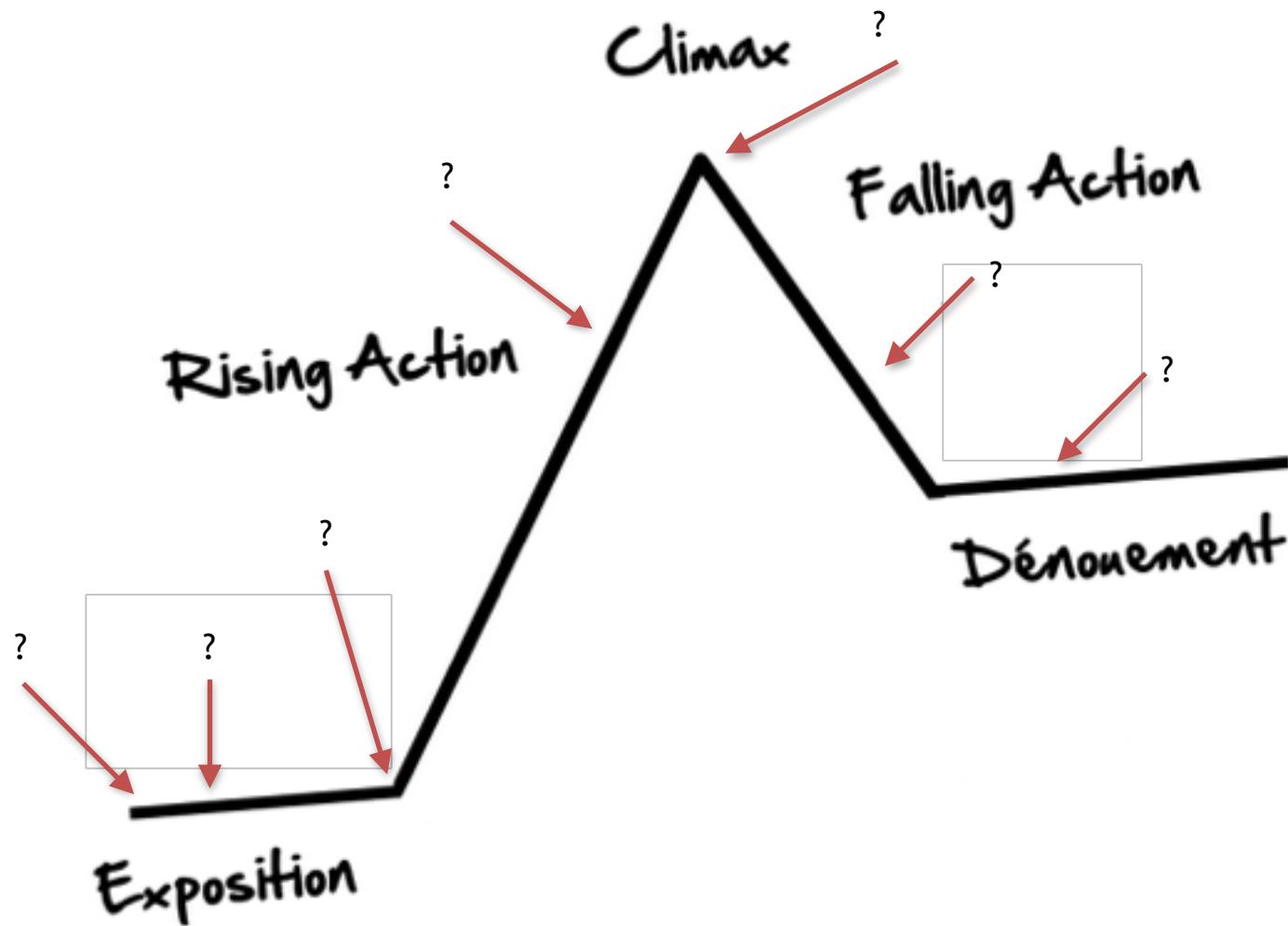
DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

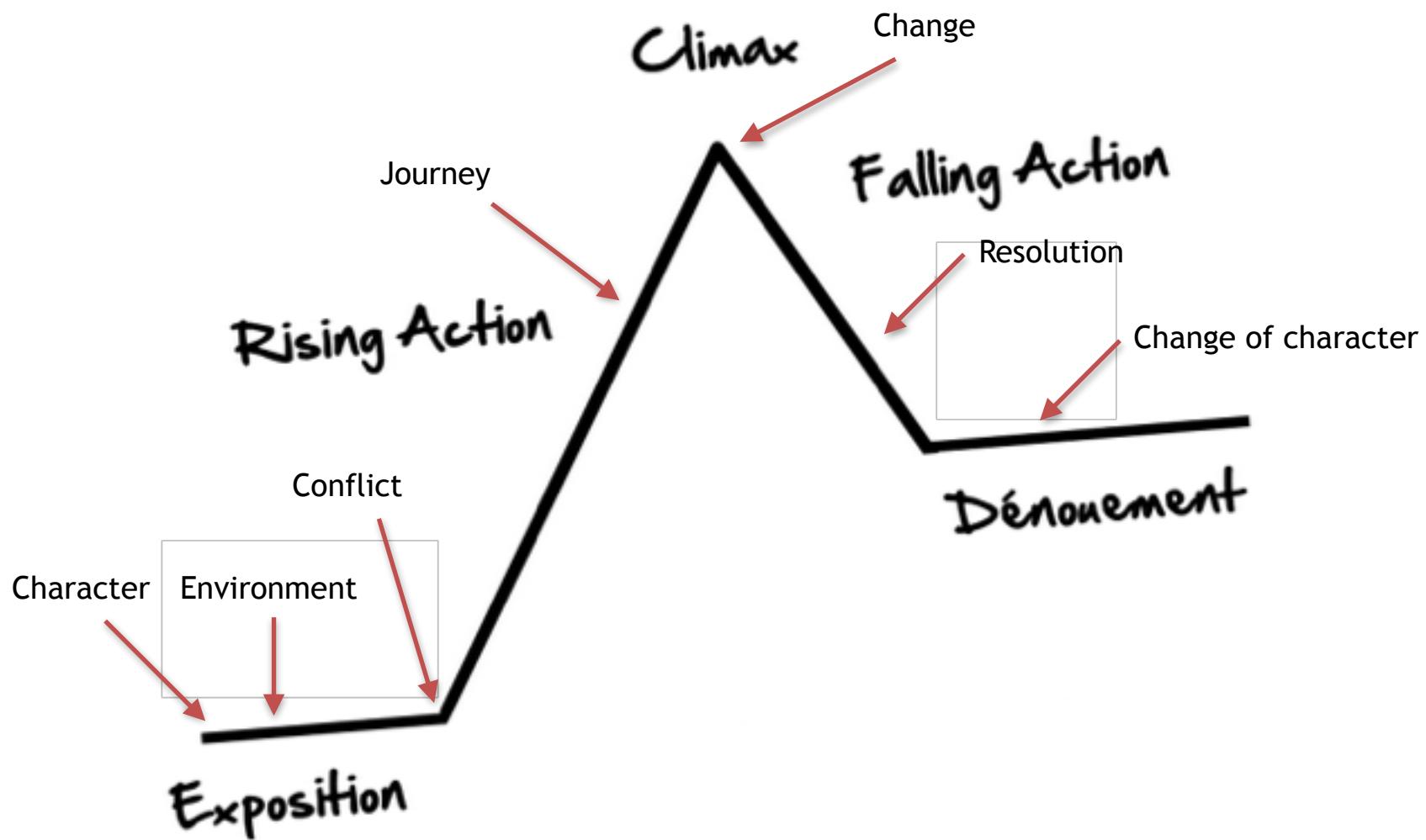
CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

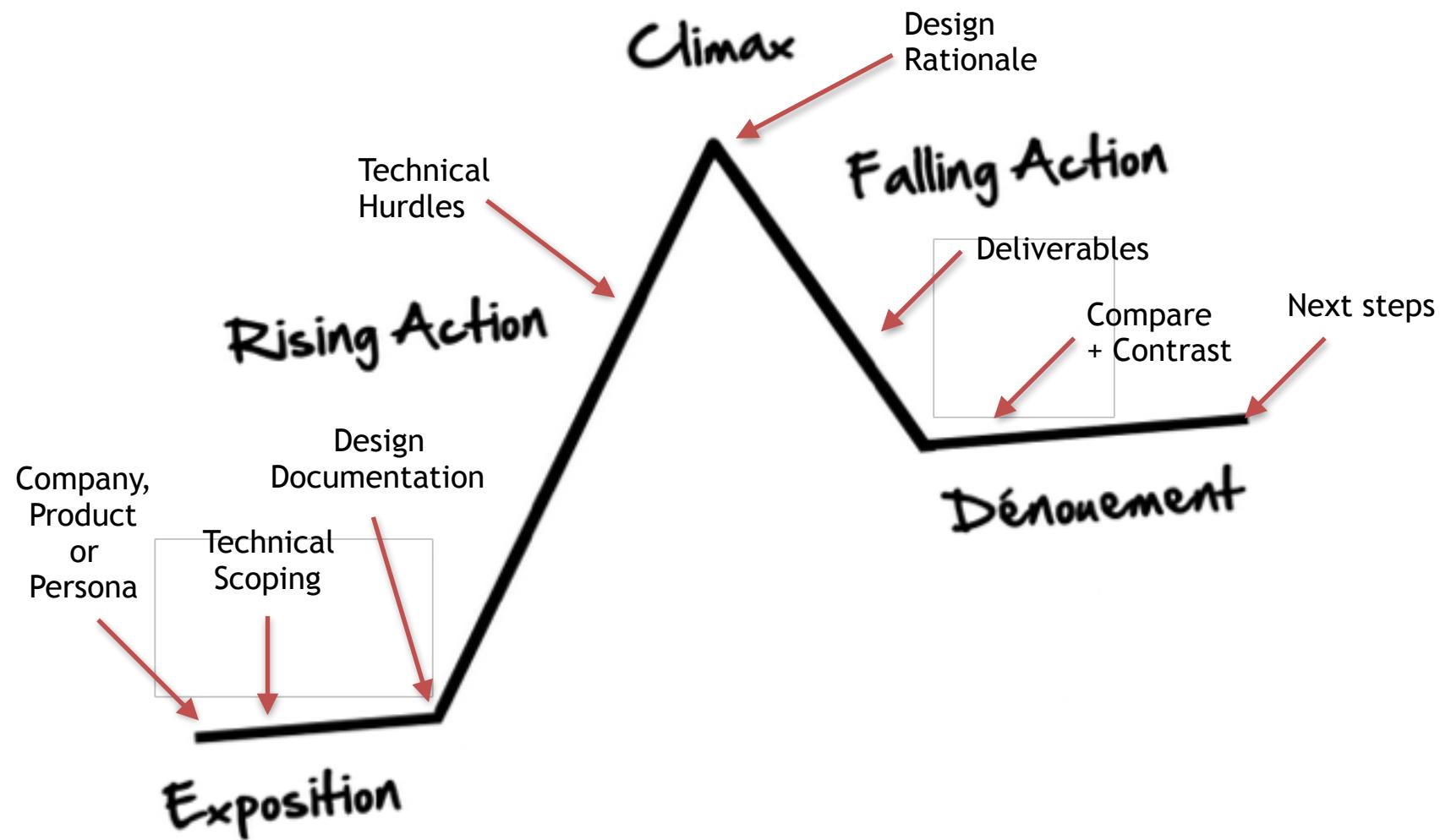
The Story Arc



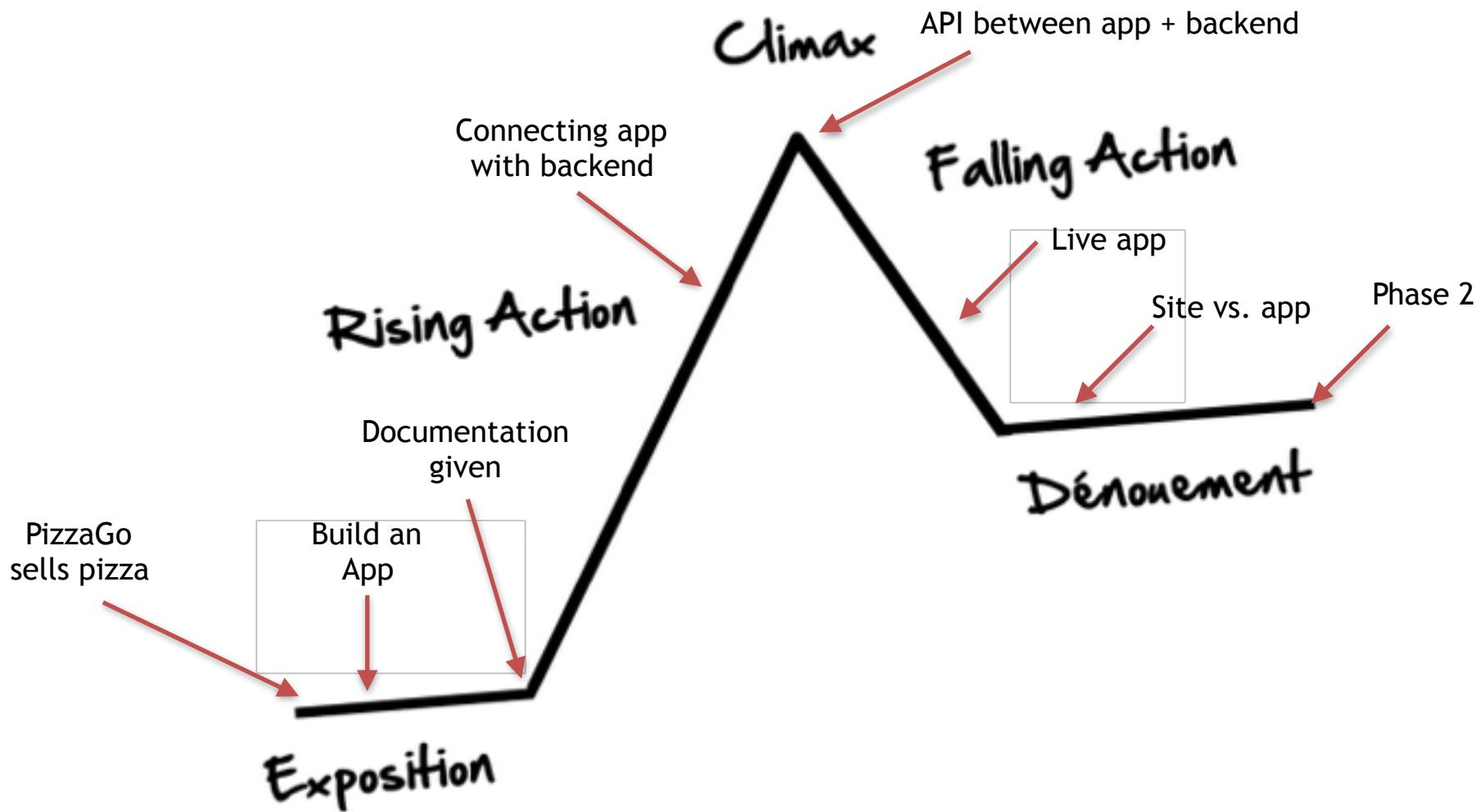
The Story Arc



The WD Story Arc



Example



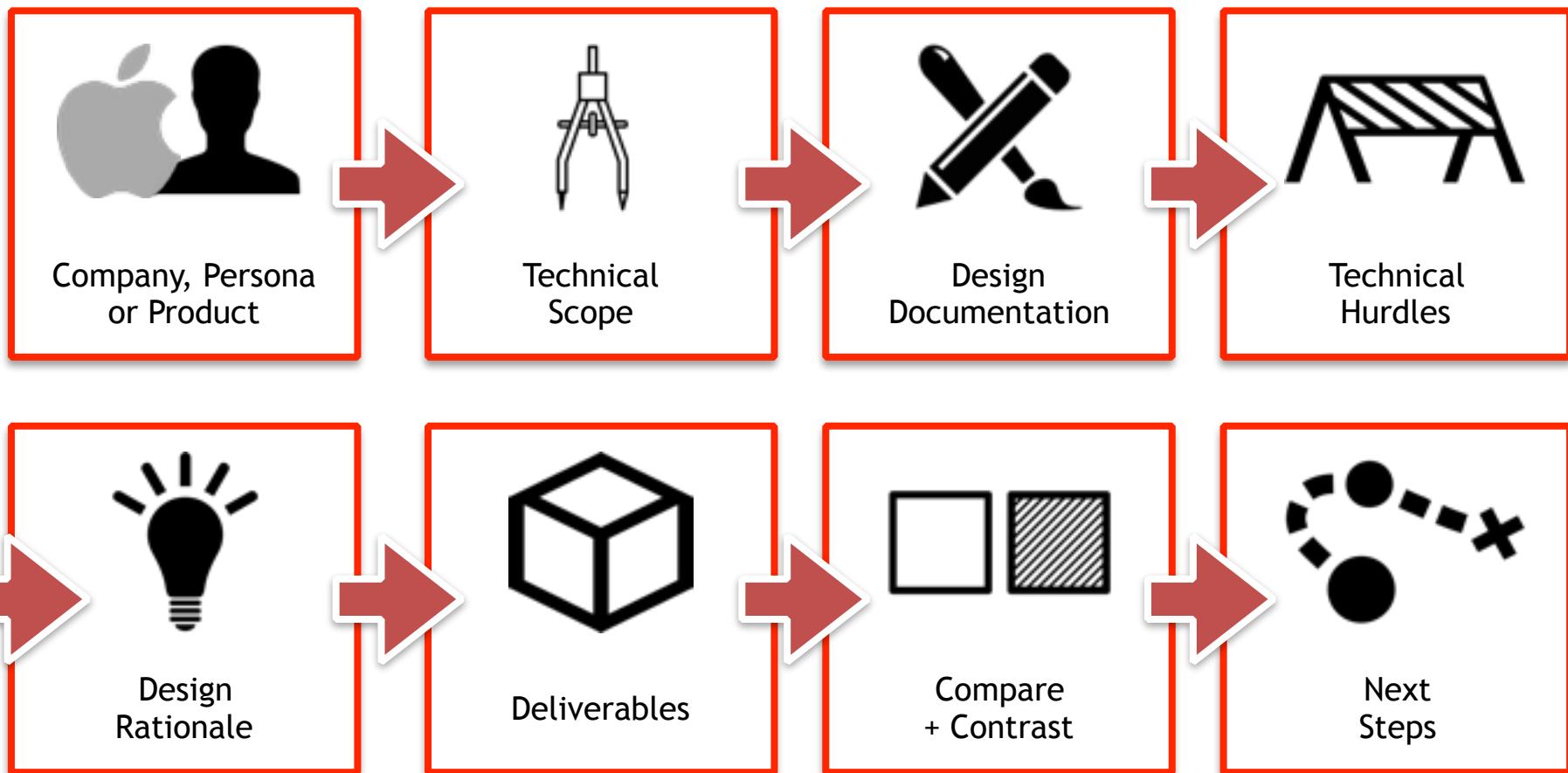
Wrap It In A Book

- Welcome your reader
- Beginning, middle, end
- Good pacing
- Have **emotion!**
- Go out with a bang!
- Thank your audience
- Practice!



EXAMPLE

Example Story Content



**TO BE
CONTINUED...»**

- Distinguish between phases
- Incite excitement in team
- Allude to the future

PART 2

Know The Actors



A red curtain stage with white text.

Know The Stage



Know Your Craft

Q&A