

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

- The importance of presentation
- Preparing your presentation
- Example
- Part 2

THE IMPORTANCE OF PRESENTATION

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



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?

- As important as the content
- Part of your job
- Illustrates your design decisions
- Partly why you are paid
- Valuable skill for other applications

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 side profile, with their dark silhouettes standing out against a bright, overexposed background. Many people have their right hands raised, some holding up smartphones to take pictures or record video. The overall atmosphere is one of a large public event, such as a concert or protest.

*“Designing a presentation without
an audience in mind is like writing
a **love letter** and addressing it to
‘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 - Idea generators
 - Doers - Activity instigators
 - Enablers - Resource finders
 - Influencers - Perception changers

Innovators

- Strategists: designers and developers
- Include them in the process
- State outcome and project goals
- Ask them questions!
- Make it a workshop
- Lower fidelity

Doers & Enablers

- Project/Product Managers
- Non-strategist designers and developers
- Overall view of the project
- Define what you will be working on
- Share what steps need to be done
- Assign tasks (if possible)

Influencers

- Stakeholders and clients
- Demonstrate the big picture
- Put together a persona-focused story
- Bridge the business and the user
- Stay consistent

Listen To Your Audience

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



Know The Story

Video Time!







DAVID MCKEE
ELMER



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.

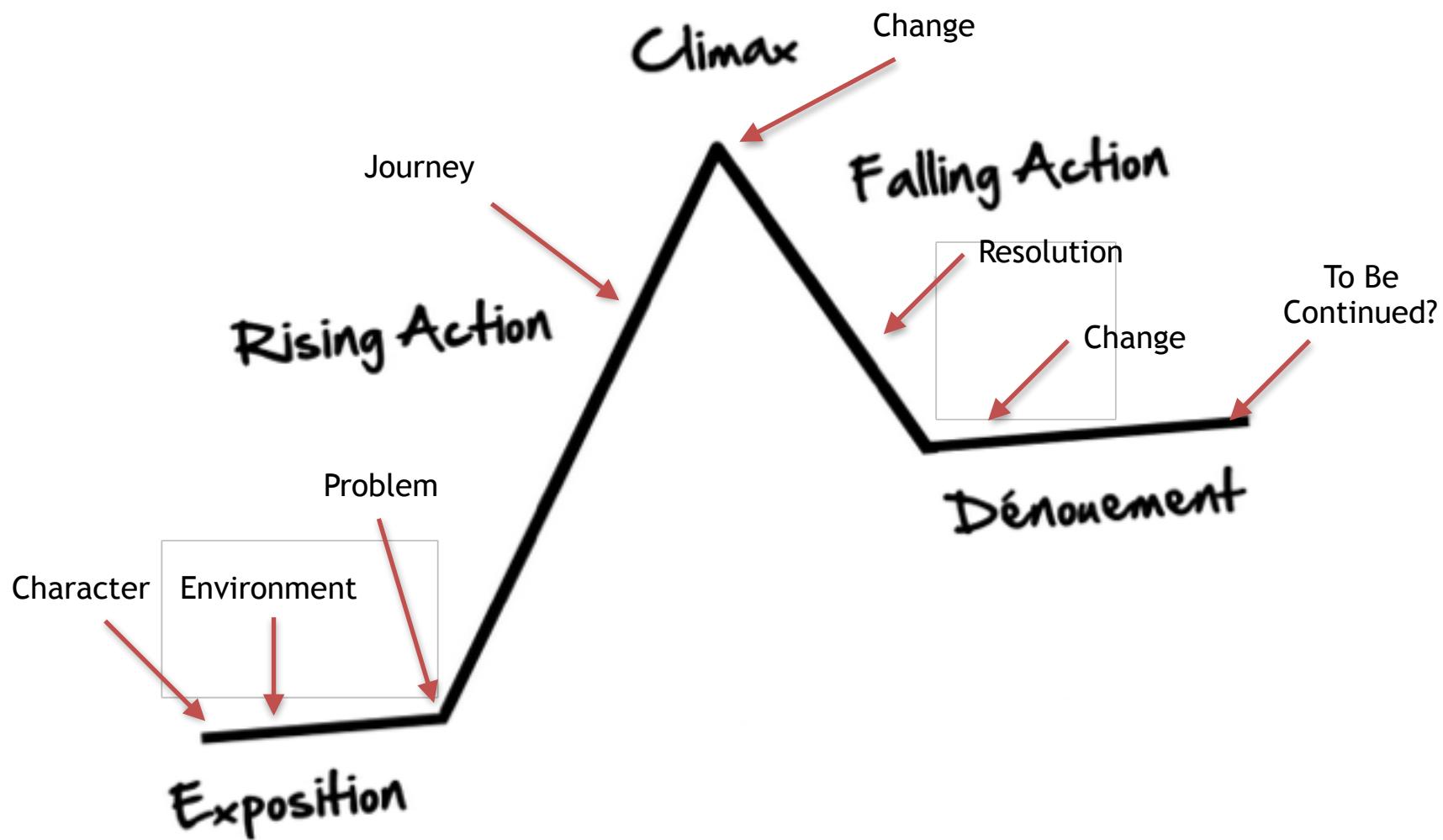
DOPAMINE

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

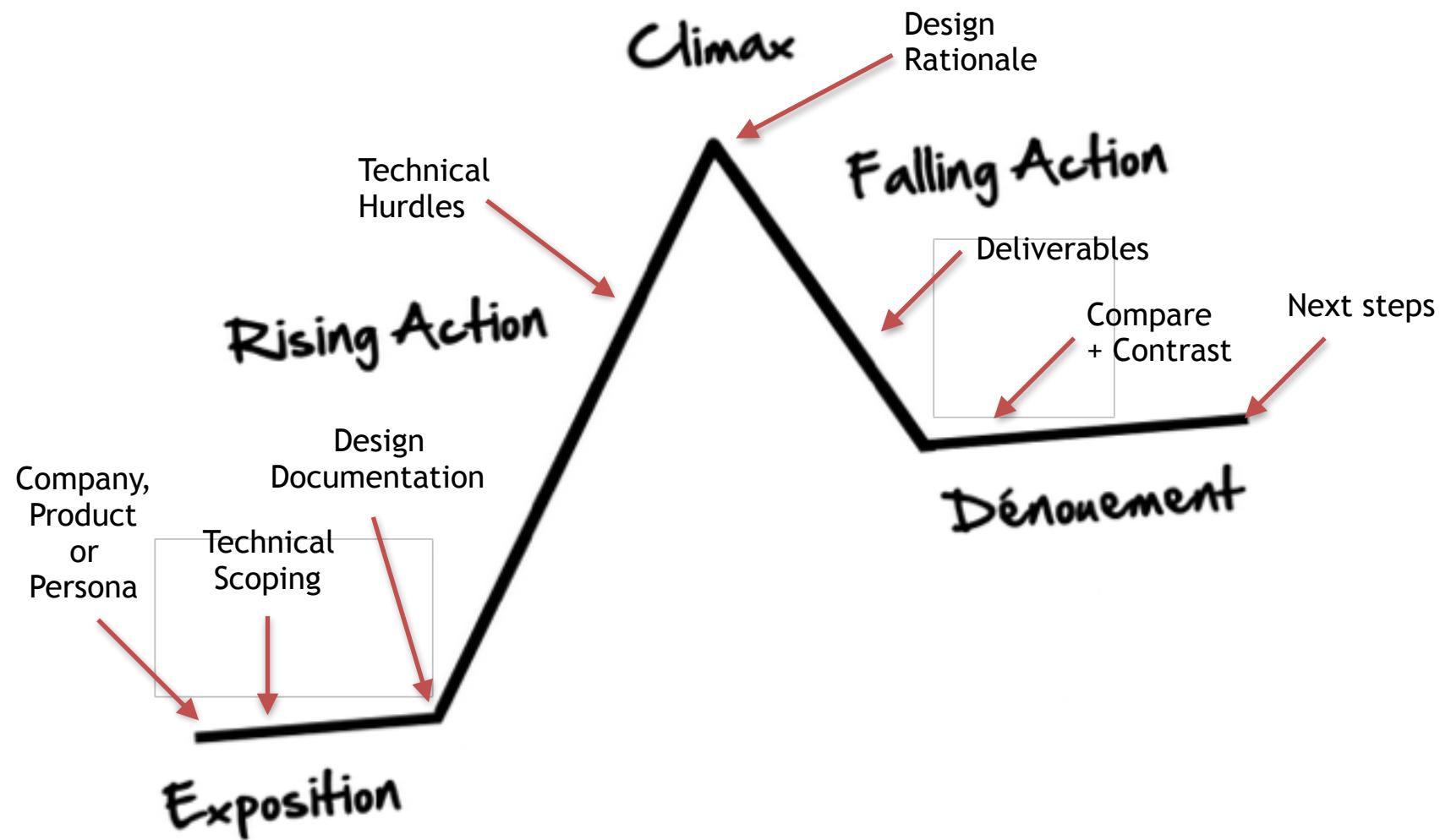
CORTEX ACTIVITY

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.

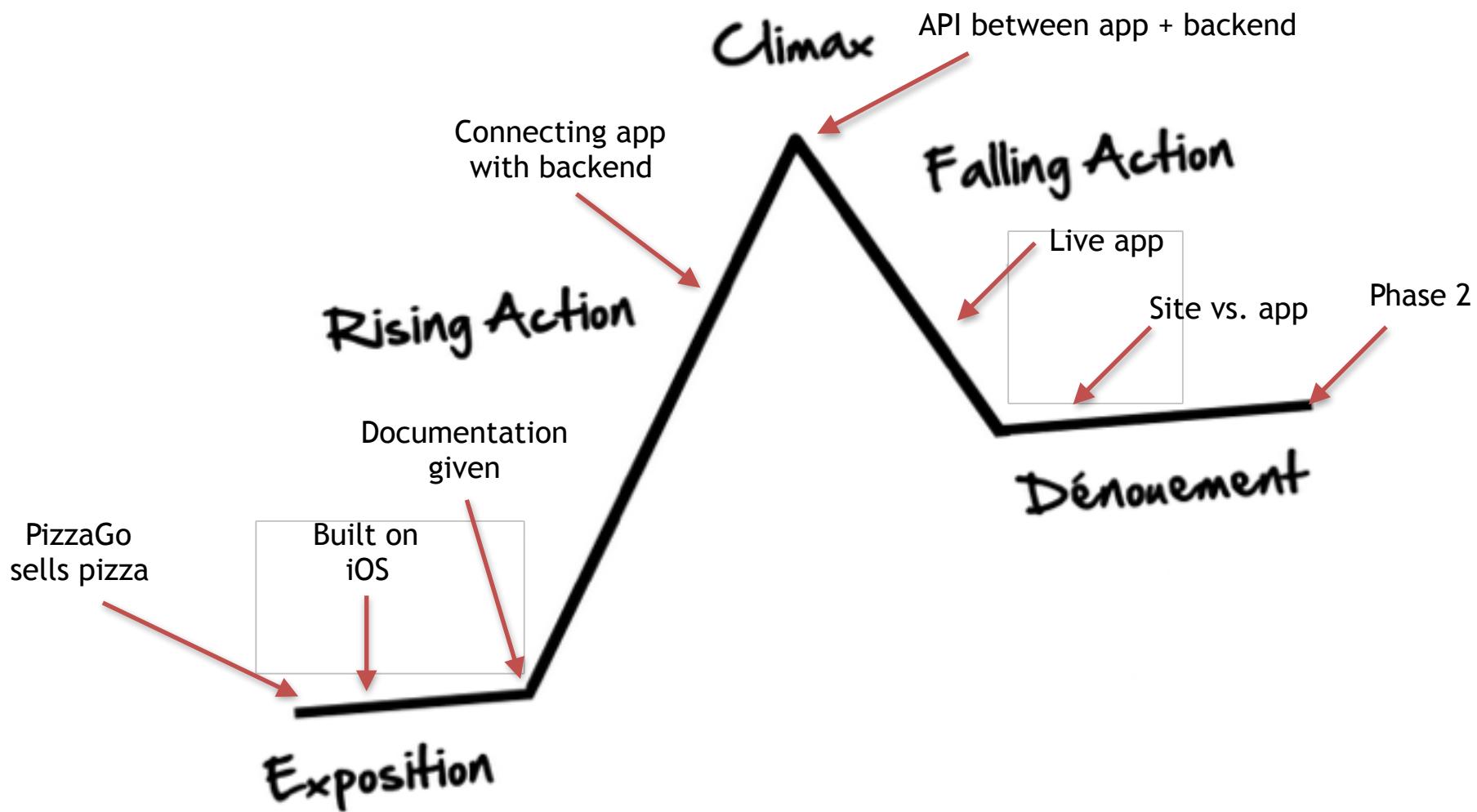
The Story Arc



The WD Story Arc



Example



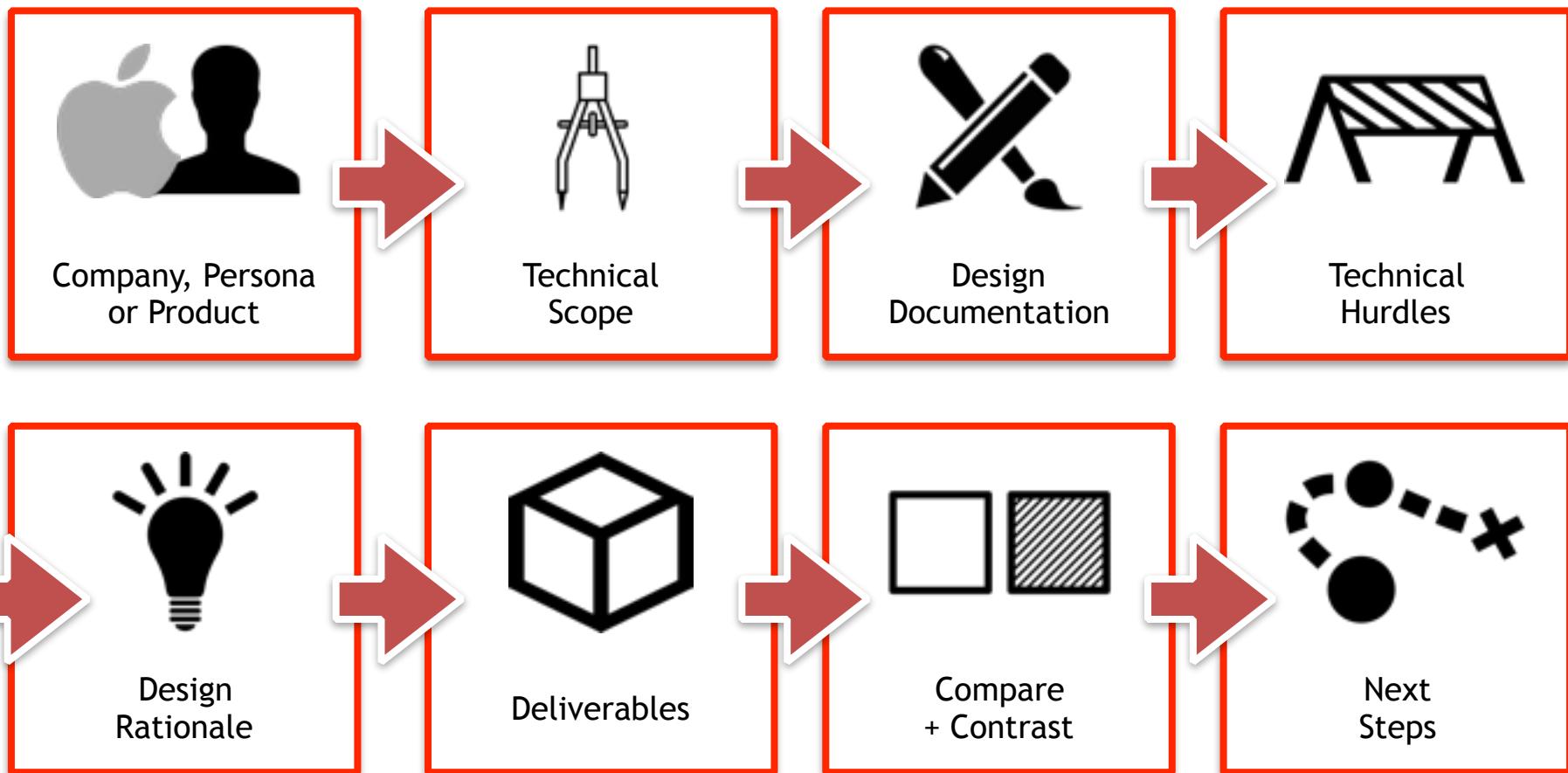
Your Storybook

- Welcome your reader
- Beginning, middle, end
- Keep it going
- Have emotion
- End on a button
- Thank your audience
- Practice!



EXAMPLE

Example Story Content



**TO BE
CONTINUED...»**

**TO BE
CONTINUED... ➤**

- Discuss next steps
- Reinforce scope
- Incite action 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