



ESCOLA
POLITÈCNICA SUPERIOR
UNIVERSITAT DE LLEIDA



CHAPTER 7: MANAGEMENT AND COMMUNICATION SKILLS

Master's Degree in Informatics Engineering

POLYTECHNIC SCHOOL

University of Lleida



Universitat de Lleida
Escola Politècnica Superior

M&C Skills

Main purposes:

- How to present: company, yourself, a project, ...
 - Oral skills: ability to communicate, public speech, ...
- Leadership skills: boss vs leader, emotional intelligence, ...
- Six Thinking Hats
- Elevator pitch

SECTION 7.1:

How To Present (an IT project)

What are the key elements to effective presentation (of an IT project) ?

- Before: good preparation.
- During: good exposure.
- At the end: evaluation.

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- 10/20/30 rule (Guy Kawasaki): 10 slides.
 1. Title
 2. Problem/Opportunity.
 3. Value proposition.
 4. Underlying technology.
 5. Business model.
 6. Market plan.
 7. Competitive analysis.
 8. Management team.
 9. Financial projections and milestones.
 10. Status, timeline and use funds.

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- 10/20/30 rule (Guy Kawasaki): 20 minutes.
 - You should give your ten slides in twenty minutes.
 - Aim to keep the length of your presentation/pitch short.
 - There is absolutely no reason to speak beyond 20 minutes. If you can't express your main ideas within this time frame, then you probably have no idea how to land the plane on your key points.
 - Left time for discussions, comments, questions,...

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- 10/20/30 rule (Guy Kawasaki): 30-point font.
 - Don't use too much details in every slide.
 - Simplify the message. KISS rule: Keep It Straight and Simple.
 - Try to get attention.

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- Key points
 - Determine the aims of the presentation.
 - Focus on the audience.
 - Determine the key messages.
 - Organize the information.
 - Design the style and the look.
 - Control the tools and be ready for any technical problem.

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- Key points
 - Prepare the presentation thinking on the informational needs of the AUDIENCE : attitudes, preferences, knowledge and profiles.
 - Prepare the presentation with the supports more timely in function of the audience. The message has to be clear and comprehensible. It is necessary to have a lot clear the aim(s).
 - Avoid the use of technical language where it is not necessary.
 - Study/memorize the presentation. So, practice the presentation.
 - Prepare more than one copy of the presentation, if it is possible in different supports: PowerPoint, PDF, Prezi, ...

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- Key points
 - Know the audience and their objectives
 - Simplicity
 - Clarity
 - Progression (make a flow)

SECTION 7.1:

How To Present (an IT project)

Before the presentation

- Some tips
 - 3 Rule: The human brain answers better when things come three in three. Already it treat of a list of adjectives, main points,.. It is more effective if it keeps this structure.
 - Images: Metaphors, similes and descriptions will help to the audience understand you and keep interested.
 - Pronouns: you use "we" to create a sense of unit, "they" for a common enemy, "you" if you want to approach you to the public and "I" if you want to take the control.
 - Jokes: The humor sense is a powerful tool, good way to begin.
 - Do not cover the content.

SECTION 7.1:

How To Present (an IT project)

Font

Be Consistent (same in all presentation)

Maximum: 36 points

Mínimum: 24 points

Color

Contrasting colors

Color symbolism

Images, effects and transitions

Professional and attractive format without abuse

SECTION 7.1:

How To Present (an IT project)

During the presentation (Oral Skills)

- Key points
 - You must to greet the audience hierarchical.
 - Use appropriate (technical/professional) language.
 - Assertive body movement.
 - All members of the group must be prepared to present.
 - Do not read and looked directly at the audience.
 - Use formal dress.
 - The presentations are more enjoyable in pairs.

SECTION 7.1:

How To Present (an IT project)

During the presentation (Oral Skills)

- Some extra tips:
 - Drink water before talk.
 - Adopt a comfortable and well-balanced body posture.
 - Smile.
 - Speak with enthusiasm.
 - Avoid a monotonous tone of voice.
 - Try to use rhetorical questions.
 - Look at all the audience (make an imaginary M).
 - Beware of gesturing too much.
 - Be true, honest and ethical.

SECTION 7.1:

How To Present (an IT project)

During the presentation (Oral Skills)

- Some extra tips:
 - Do not use bad language.
 - Do not speak quickly and/or too slow.
 - Avoid hands into your pockets.
 - Do not jump.
 - Do not turn your back.
 - Do not bite your fingers.
 - Do not snap your fingers.
 - Do not picking your nose.

SECTION 7.1:

How To Present (an IT project)

At the end of the presentation

- Time to Q&A
- The biggest communication problem is we do not listen to understand. We listen to reply.
 - Not only in a presentation even in the real life!!!
 - What's the difference between Listening and Hearing?
 - Hearing: The act of perceiving sound by the ear.
 - Listening: Something you consciously choose to do.
 - What's the difference between Bad Listening and Effective Listening?

SECTION 7.1:

How To Present (an IT project)

At the end of the presentation

Bad Listening :

- Interrupting
- Not making eye contact
- Becoming distracted
- Topping the story – Saying “that remind me of...”
- Focusing on details and not the big picture
- Ignoring what you don’t understand
- Pretending pay attention

SECTION 7.1:

How To Present (an IT project)

At the end of the presentation

Effective Listening:

- Stop talking! You can't listen when you're talking
- Put the Speaker at Ease. Relax, smile, look and act interested.
- Notice non-verbal cues. More than half of the message is non-verbal with clues such as a tapping foot for disinterest or open arms for engagement.
- Reflect back. So, you know exactly what they mean, repeat back what was said. Don't assume you understood. Ask for clarification.

SECTION 7.1:

How To Present (an IT project)

At the end of the presentation

- Ask yourself what you did right and wrong in the presentation
- Draw up a list of positive and negative aspects of the presentation

Positive aspects

Negative aspects

SECTION 7.1:

How To Present (an IT project)

At the end of presentation

- Key points; Mistakes you shouldn't make:
 - You don't understand who is your audience and what they need.
 - You are not sure about your objectives.
 - Be lost in unnecessary details.
 - Not matured enough your idea.
 - You don't think / believe what are you saying enough.
 - The presentation is a mess.