

S4 - BUILD INTERESTING COMMUNICATION

1 - INTRODUCTION

▼ There are three key Presentation Elements

- Opening
- Body
- Closing

They each have distinctive characteristics, and they each play different roles, but they are tightly tied together.

▼ A strong opening sets the stage for a strong presentation.

▼ Here's what you should do in a masterful opening:

- Grab audience attention
- Introduce subject and purpose
- Preview key message
- Provide overview of content

▼ The best way to grab your audience's attention and make them want to know more is to open with what we call a hook.

- A hook is an interesting opening that relates to your subject and helps raise the interest of your audience.

- A hook can take a variety of forms: it can be:
 - an interesting fact
 - a relevant quotation
 - an example, a rhetorical question
 - a short anecdote.



Example :

- “It takes about eight minutes for the light from the sun to travel 90 million miles to Earth”
- “I’d put my money on the sun and solar energy. What a source of power! I hope we don’t have to wait until oil and coal run out before we tackle that” (Thomas Edison. 1931)
- “The Westside School has solar panels. and they expect to reduce yearly carbon emissions by 68 tons.”

Your audience may be thinking, "If they can do it, we can too."

The hook should be short and to the point. Even a story or an anecdote should be relatively short.

▼ **Open with the hook:**

▼ **Introduction:**

- State purpose
- Preview key message
- Provide overview of content

▼ **overview**

can also serve as a transition from the opening to the body :

- Challenges
- Installation plan
- Excess energy

2 - PRESENTATION KEY ELEMENTS

▼ Transitions and signposts connect your ideas and show their relationships

▼ Transition Examples :

- However
- Therefore
- On the other hand
- Additionally
- Consequently
- Previously
- Because



For example :

you might say, we have worked to lower our energy costs over the last two years. **However**, it's clear that we need to do more, or it's important that we identify new approaches to energy management.

▼ " When you say, "Now that I've talked about the challenges, I'll focus on the benefits." Your audience knows that you're finished with one idea and moving onto the next.

Their expectations are set now to listen for specific benefits.

▼ **Frame Information**

▼ We expect three benefits from the installation of solar panels on our schools.

- First : solar power will help us reduce energy costs
- Second : you've presented your key message
- Third : you've clearly talked about your key points and you've provided support in the form of examples, statistics, facts, and data.

▼ **The ending portion of your presentation should accomplish several things**

- You need to make it clear that you're transitioning from the body, or the heart of your presentation to the ending
- You need to summarize your key message and your key point to remind your audience about your content
- You need to remind them that your message is important.
- Tie your hook at the beginning. that gives the audience a sense that you have rounded out your argument.

One more thing to keep in mind as you prepare your presentation,

- keep your timing under control. If you've been given 10 minutes to speak
- don't go over that
- plan how much time you can spend on each slide

Make sure each point gets the amount of time it needs while you still stay within your allotted time-frame. Your audience will appreciate the fact that you're respecting their time.

3 - FIVE RULES FOR TECHNICAL PRESENTATION

Nothing will bore an audience more than if we jump into a jargon-filled and overly-technical presentation.

How can we present a message that our non-technical audience understands?

How can we present the results of our project in the form of a confident and engaging pitch?

▼ This article outlines five simple rules for delivering technical presentations that are clear, convincing and memorable.

▼ Rule 1: Audience research makes it easier

- The first rule for success in ANY presentation is to understand the needs of your audience.
- it is your job to figure out WHY the audience cares about the information you're presenting.



Example :

if you are explaining an emerging technology to our company's Board of Directors, they are probably more interested in how it can be applied and what that means to the bottom line, not the ins and outs of how the technology actually works.

▼ Here are some questions to ask yourself when researching the audience:

- What does the audience already know about the topic?
- How much knowledge can I take for granted? • How much background will I have to explain?
- Will the audience understand basic jargon?
- What is their learning style?
- What is their stake in the project?
- How will my presentation affect their work?

▼ Rule 2: A clear objective goes a long way

▼ the next step is to clearly define what you want your presentation to accomplish

1. What do you want your audience to do as a result of the presentation ?
2. What is your objective?
3. . Do you want them to :
 - Challenge assumptions or confirm them ?
 - Implement a procedure or approve a proposal?
 - Give the go ahead for the next step of research ?

▼ Rule 3: Keep it simple, stupid

The main point here is to choose simple ways to engage the audience while sticking to your objective . And especially

don't be afraid to
be unique.

▼ Rule 4: Real-world examples bring it to life

Real-world examples bring it to life using real-world example is definitely one of the most effective ways to make your presentation stand out to a non-technical audience.



For example : Beginning with a clear , simple chart on a slide will show the trend of the data and give notice that your evidence is solid.

▼ Rule 5: Less is more

In conclusion

Effectively presenting technical messages to non-technical audiences poses a challenge for even the most seasoned speaker. Do it well and your audience will leave the presentation feeling informed, and grateful for your time.

4 - The Storytelling Power

While I was giving the presentation I saw, to my horror, that one of the slides had a typo on it. I felt my face turn bright red, but I was able to laugh it off and I got through it, and it never happened again.

▼ Building Powerpoint Slides

- Highlight three to five points
- Keep bullets short
- Use pictures to illustrate key points
- Proofread carefully

▼ A Story Can Put Your Whole Brain to Work

If we listen to a presentation that has the usual bullet points, the language parts of our brain are activated. But if the speaker tells a story, other parts of our brain are activated, and it's like we're experiencing the story ourselves.



Example :

- if someone tells you about the delicious meal they had last night, our sensory cortex lights up in brain scans.
- If someone tells us about speeding down the freeway in their new sports car, our motor cortex lights up.

▼ Good Stories Have Three Parts

▼ Context

I still had no idea what I wanted to major in and what career I wanted to pursue. When the Mississippi River in Minneapolis collapsed. My interest in architecture crystallized into interest in structural design, and my thoughts on being a doctor

▼ Action

became a desire to keep people safe. When I got to college a month later, I was ready to register for engineering courses

▼ Result

I soon figured out that I'd made the right choice. Now I'm going to tell you how to [NOISE] sprinkle a little storytelling magic in your presentations. Simple stories are better than complex ones.

▼ Sprinkle a Little Storytelling Magic

Use your firm's successful projects and put a face to them Use what I call Found Stories

▼ These are the metaphors, analogies and symbols

- You can get them from current events, culture or personal experience
- Found stories can be flexible enough to support many of your key points.



example :

In the 1968 Summer Olympics in Mexico City, Dick Fosbury changed the sport of high jumping forever when he went over the bar backward. He won the gold medal. Since then nearly all high jumpers have changed to his style.



Stories help your audience understand your message.



Stories touch emotions and make your argument more convincing.