**Key Elements of the Great Presentation**

People call Steve Jobs as one of the best product presenters ever. Watch two of his iconic product presentations. Write what made him so effective (cover both elements, his slides and his presentation). See also “Presenting to Stakeholders” slides.

* iPhone launch 2007: <https://www.youtube.com/watch?v=vN4U5FqrOdQ&t=1408s>
* iPad launch 2010: <https://www.youtube.com/watch?v=jj6q_z2Ni9M>

**Slides:**

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| 1.Build simple, visual slides.  The average PowerPoint slide has forty words: not everthing the presentation will say. Limit information on slides, so people focus on you. In the first three minutes of Steve Jobs’ iPhone presentation, he uses a grand total of nineteen words (twenty-one if you include dates). Those words are also distributed across about twelve slides. Also contains graphs - define how to read it, and photos and visuals.  2.Create a Twitter-friendly headline: a short, simple summary with large font.  Jobs used a technique “Twitter-friendly headline,” a one-sentence summary of a product that perfectly captured the main message he wished to deliver. Shortly after showing the new phone, Jobs proudly proclaimed, “Today Apple AAPL +0% is going to reinvent the phone.” The headline, “Apple reinvents the phone” was the only sentence on the slide with large font.  3.Stick to the rule of three.  Jobs divided his iPhone presentation into three sections. He spoke about the iPod functions of the new iPhone, the phone itself, and connecting to the Internet. Jobs even had some fun with three. He stepped on stage and said, “Today we are introducing three revolutionary products. The first, a widescreen iPod with touch controls. The second, is a revolutionary mobile phone. And the third is a breakthrough Internet communications device.” As the audience applauded, Jobs repeated the three ‘products’ several times. Finally, he said, “Are you getting it? These are not three separate devices, they are one device and we are calling it iPhone!”  4.Introduce a negative case.  Jobs built the story by introducing a problem that needed to be solved -- an opposite: "the average phone isn't that smart, and it's not that easy to use. Smartphones are smarter, but harder to use. They're really complicated... We want to make a product that spans the generations, that is smarter than any mobile device, and super easy to use. That's the iPhone." |

**Presentation:**

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| 1. 1.Express enthusiasm. Be Energetic:   Steve jobs was passionate about design. He absolutely loved his new products. Jobs used words like "cool", "amazing" and "gorgeous" because he believed in them. Your audience allows you to show enthusiasm. If you are not interested in your own ideas, no one else will be.  2.Tell stories by speaking slowly:  Before Jobs revealed the new phone, he spent a moment to review the history of Apple, telling a story that built up to the big event. While he also uses eye contact for the length of a thought, with moving effectively and using gesture naturally and strongly, not repetitively.  3.Avoid reading from notes: Well Preparation  4. The Humor  He elicited a laugh from the audience 51 times. During the demo of the Maps feature, Jobs placed a crank call to a Starbucks location, ordering 4,000 lattes before hanging up. Later, his presentation remote stopped working. As it was being fixed, Jobs told a story about the day he and Steve Wozniak created a "TV jammer" and played a prank on Woz's dorm buddies.  5.Inspire your audience:  Jobs liked to end his keynotes with something uplifting and inspiring. At the end of the iPhone presentation he said, “I didn’t sleep a wink last night. I’ve been so excited about today…There’s an old Wayne Gretzky quote that I love. ‘I skate to where the puck is going to be, not where it has been.’ We’ve always tried to do that at Apple since the very, very beginning. And we always will.” |