

Presentation Lessons *from Steve Jobs*

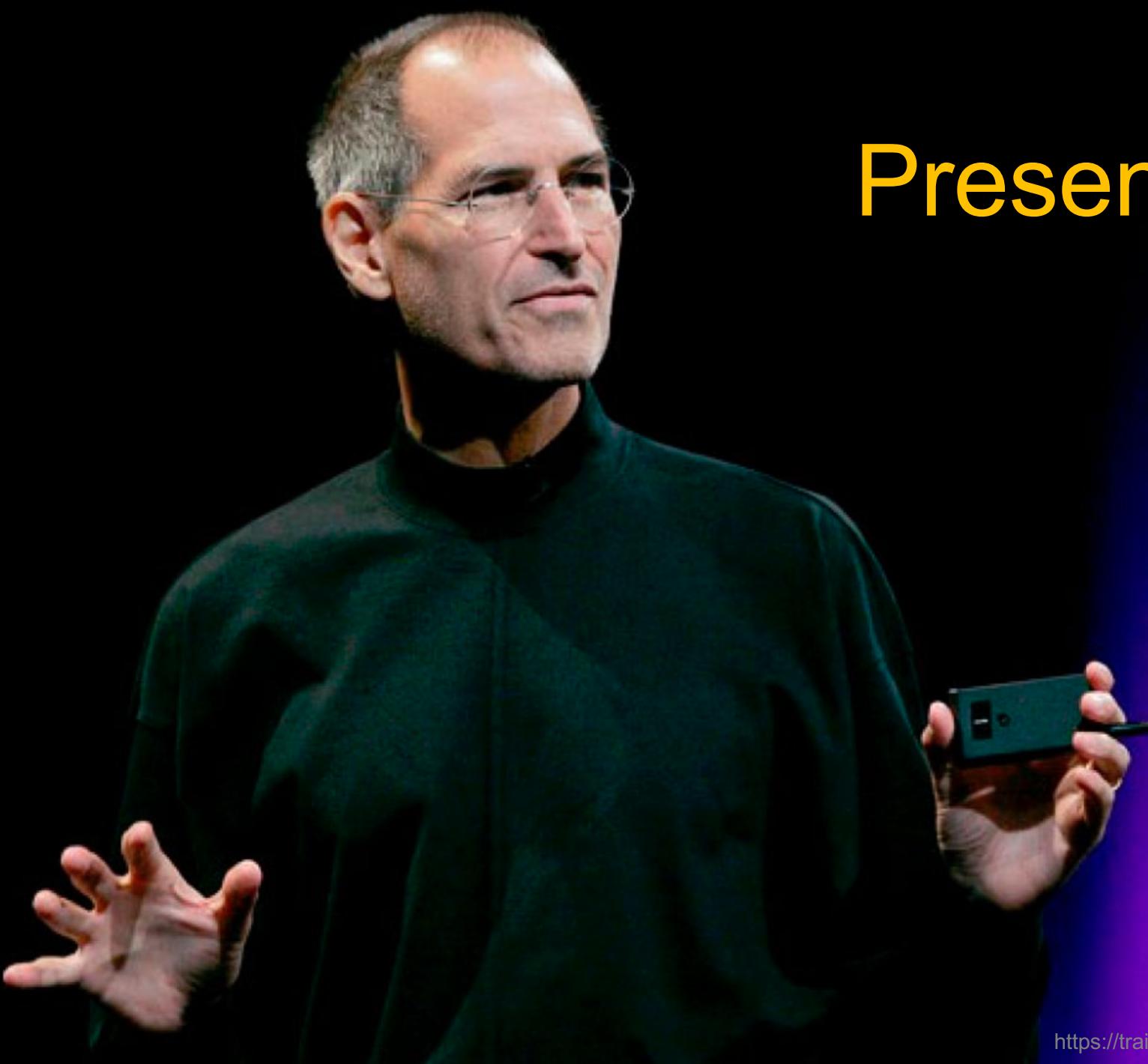
EAC594

Agenda

- ▷ Presentation Lessons from Steve Jobs
- ▷ The Art of Rhetoric
- ▷ Aristotle's Outline for Persuasive Presentation
- ▷ **Final Team Presentation (25%)**



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A photograph of Steve Jobs from the chest up. He is wearing a dark green turtleneck sweater over a collared shirt. He has his signature short, light-colored hair and is wearing thin-rimmed glasses. His left hand is held open towards the camera, palm up, while his right hand holds a small, dark rectangular device, likely a remote or a small tablet. He is looking slightly to his right with a thoughtful expression. The background is dark, and there is a soft purple glow behind him.

Presentation Lessons

from Steve Jobs

Watch this video first



<https://youtu.be/x7qPAY9JqE4>

Three things you liked about Steve Jobs' Presentation Skills



1. ...
2. ...
3. ...

What would you like to improve about your Presentation Skills?



1. ...
2. ...
3. ...

Aristotle - *The Art of Rhetoric*



- ▷ Greek philosopher and scientist - *Plato's student*
- ▷ *The Art of Rhetoric* (4th century BC): Greek treatise on the art of persuasion
- ▷ Aristotle saw rhetoric as a neutral means to do the greatest good or the greatest harm.

Aristotle - *The Art of Rhetoric*

- ▶ Traditional definition:
 - **Rhetoric** is the art of persuasion.

- ▶ **Modern view:**
 - Rhetoric is the study of effective communication.
 - It includes an awareness of the language choices we make when we communicate for any reason.



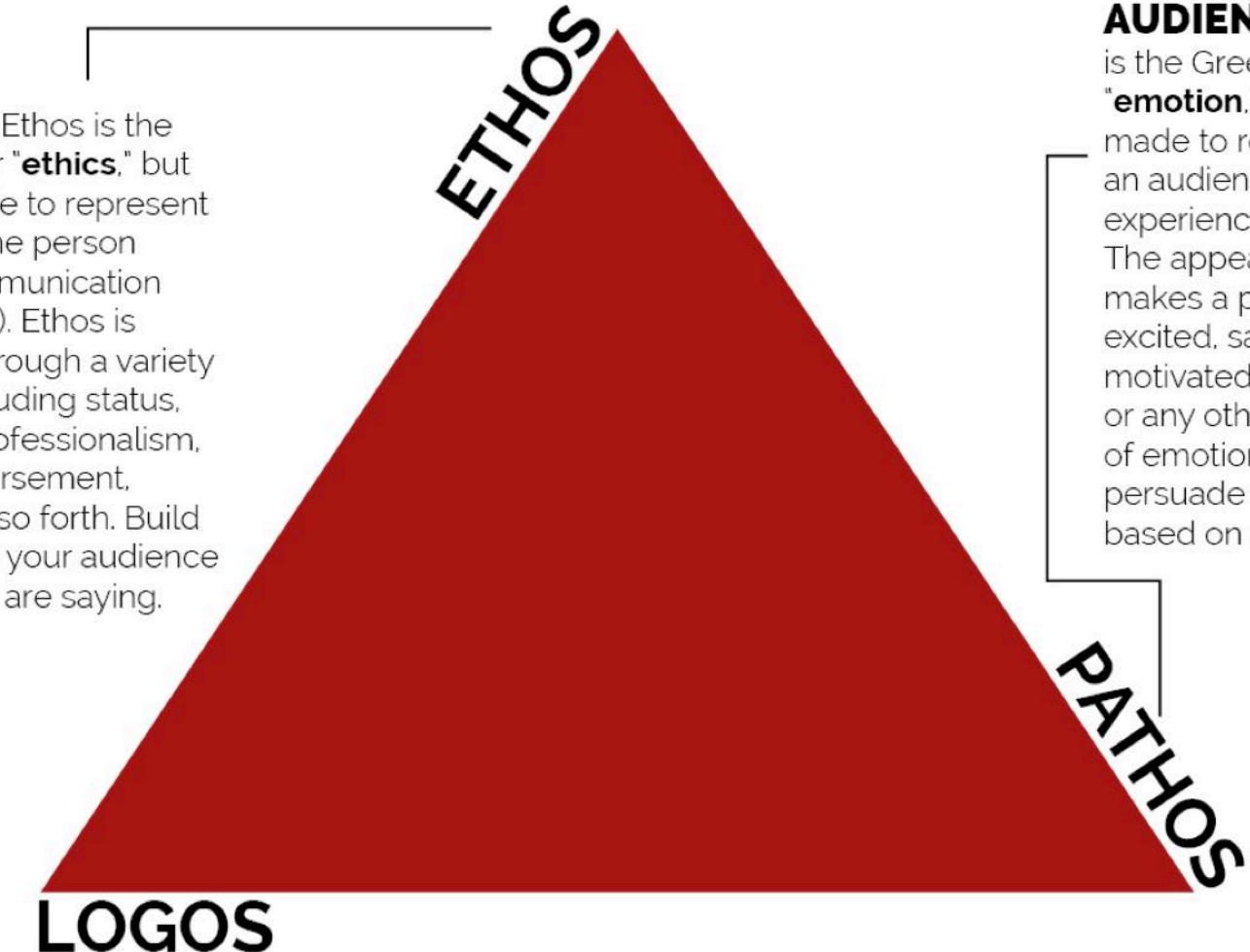
Aristotle - *The Art of Rhetoric*

Rhetoric is the art of persuasion; study of effective communication.

Three broad categories:

- ▷ the use of **logic** (*logos*)
- ▷ the establishment of the writer or speaker's own **credibility** (*ethos*)
- ▷ the appeal to the **emotions** and psychology of the audience (*pathos*)

Aristotle - *The Art of Rhetoric*

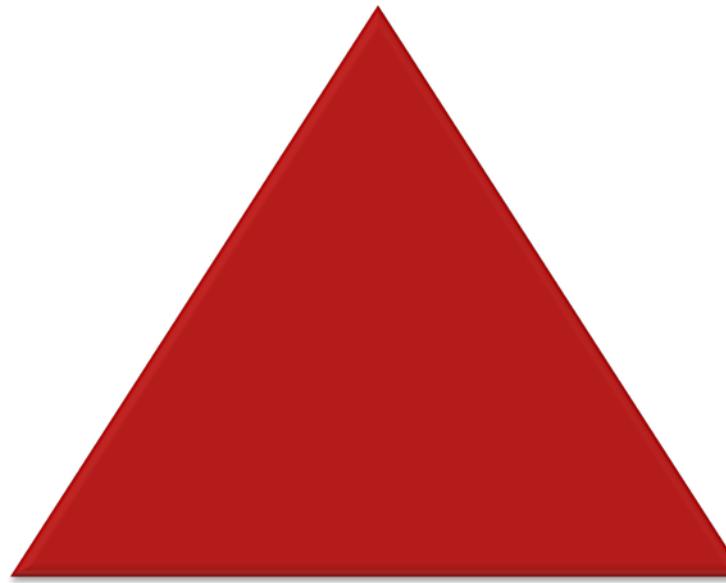


Aristotle – *The Art of Rhetoric*

ETHOS: Credibility/Trust

Ethical Appeal:

- Personal branding, character, etc.
- Confidence in delivery
- Citing credible sources



LOGOS: Logic/Reason/Proof

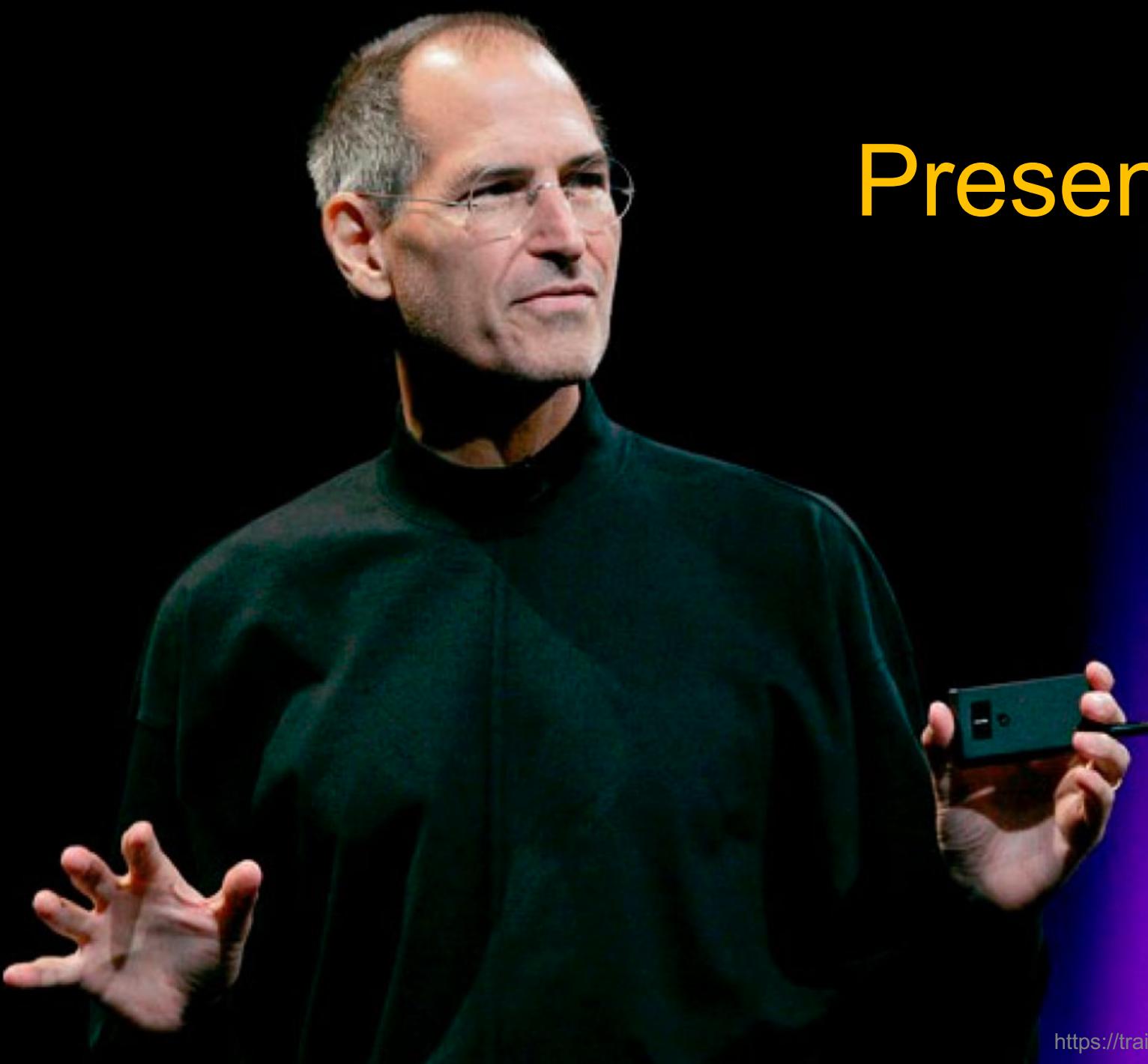
Logical Appeal:

- Structure of the speech (opening/body/conclusion)
- References to studies, statistics, case studies, etc.
- Comparisons, analogies, metaphors, etc.

PATHOS: Emotion/Values

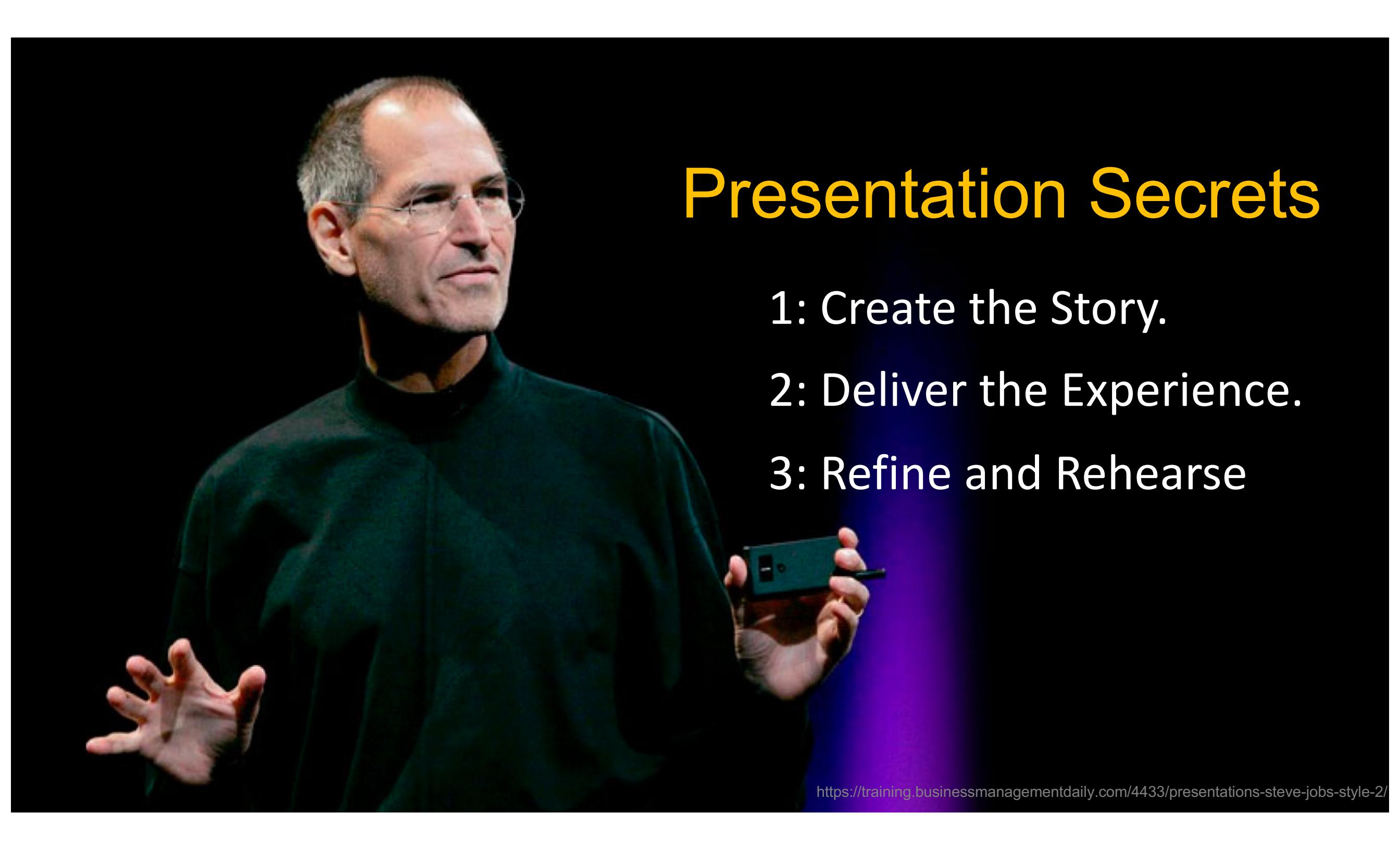
Emotional Appeal:

- Stories, anecdotes, personal experiences, etc.
- Inspirational quotes
- Vivid language

A photograph of Steve Jobs in his signature dark green turtleneck, wearing glasses, and holding a small device in his right hand while gesturing with his left. He is looking off to the side. The background is dark with a purple light effect.

Presentation Lessons

from Steve Jobs

A photograph of Steve Jobs, co-founder of Apple, giving a presentation. He is wearing a dark green turtleneck sweater over a collared shirt. He is gesturing with his hands; his left hand is open and extended towards the camera, while his right hand holds a small electronic device, likely a remote or a prototype. He is wearing glasses and has a serious expression. The background is dark, with a purple light illuminating him from the side.

Presentation Secrets

- 1: Create the Story.
- 2: Deliver the Experience.
- 3: Refine and Rehearse

Aristotle's Outline for Persuasive Presentation



- ▶ Deliver a story or statement that arouses the audience's interest.
- ▶ Pose a problem or question that has to be solved or answered.
- ▶ Offer a solution to the problem you raised.
- ▶ Describe specific benefits for adopting the course of action set forth in your solution.
- ▶ State a call to action. For Steve, it's as simple as saying, "*Now go out and buy one!*"

1. Express your passion

- ▷ If you're not excited about your idea, nobody else will be.
- ▷ Jobs used words such as **“cool,” “amazing,” or “gorgeous”**



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2. Create a Twitter-friendly headline

- ▷ A one sentence summary of a product that perfectly captured the main message



3. Stick to the rule of three

- ▷ Ideas or stories presented in threes are more memorable to the listener.
- ▷ Think of things in our culture that utilize this:
 - **Beginning, middle, and end**
 - **I came, I saw, I conquered**
 - **Government – of the people, for the people, by the people**
 - **Blood, sweat, and tears**

4. Introduce a villain



- ▷ All great stories have a hero and a villain.
- ▷ Jobs set up the narrative introducing a villain—a problem in need of a solution

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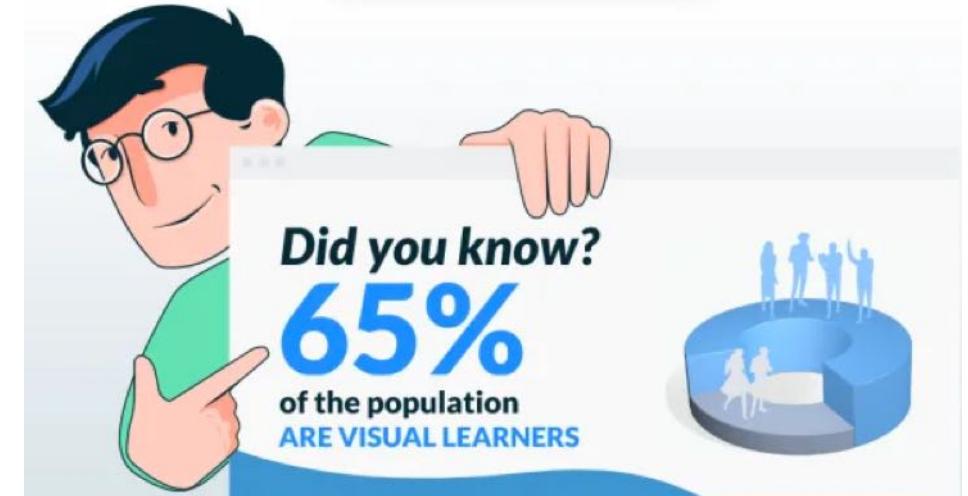
5. Sell the benefit

- ▷ After expanding on the villain (the problem), Jobs introduced the hero (the benefit)
- ▷ Benefit included the new user multi-touch user interface.
- ▷ *“It works like magic. You don’t need a stylus.... It’s super smart. You can do multi-finger gestures on it. And boy have we patented it.”*



6. Build simple, visual slides

- ▷ Visuals increase retention by 42%
- ▷ Average PowerPoint slide has 40 words
- ▷ **Jobs' PowerPoint:**
 - first three minutes
 - 12 slides
 - total 19 words (21 with dates)



7. Tell stories

- ▷ Stories can be brand stories, customer stories, or personal ones.
 - *In 1984... Macintosh*
 - *In 2001... iPod*
 - *In one funny moment...*



8. Prepare and practice excessively

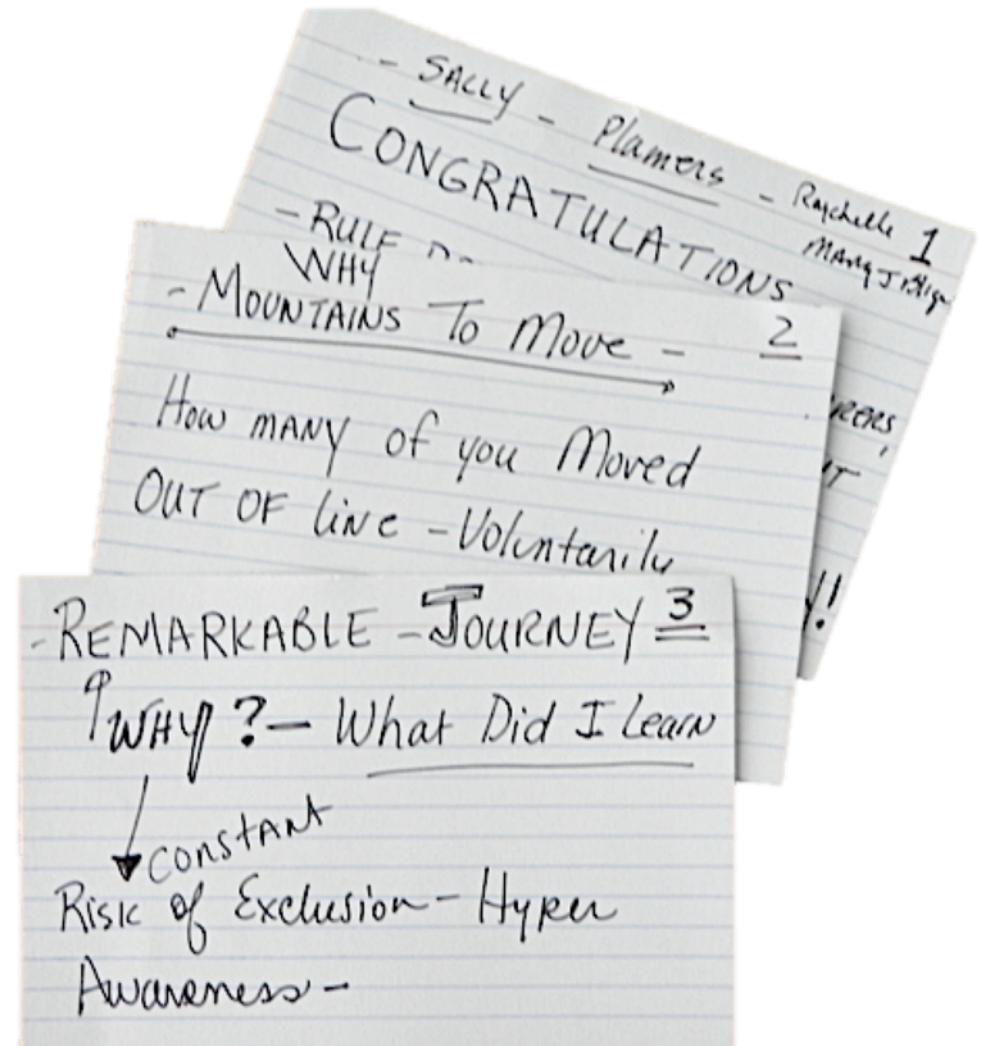
- ▷ Hours and hours of practice makes you polished, casual, and effortless.



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9. Avoid reading from notes

- ▷ Keep note-cards or bullet points to help you.



10. Have fun

- ▷ Enjoy yourself.
- ▷ Include some funny moments.
- ▷ *Funny photo, prank, etc.*
- ▷ *Use humour wisely*



11. Inspire your audience

- ▷ **Educate, entertain, inform, and inspire the audience.**
- ▷ *It takes hard work, planning, creativity and practice... but it is worth the effort to make it great*



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“

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.”

References

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Final Team Presentation

- ▶ **What:** Create and deliver a 10-minute Presentation
- ▶ **When:** Week 12
- ▶ **Where:** In class
- ▶ **How:** Submit the Slide Presentation on Blackboard

- ▶ **Worth:** 25%
- ▶ **Due:** Week 12

Final Team Presentation

Presentation Delivery and Submission:

- ▶ **Presentation Duration:** 10 minutes per team
- ▶ **Numbers of Slides:** no limit
- ▶ **Mode:** PowerPoint or any other slide presentation software.
- ▶ **Delivery:** In-class (week 12). *All team members should remain present.*
- ▶ **Participation:** *Divide the presentation equally amount team members.*
- ▶ **Submission:** Blackboard – any one member of the group can submit the Slide Presentation of behalf of the group.



Successful presentations are
understandable, memorable,
and emotional.

Carmine Gallo