**W5-Individual: Key Elements of the Great Presentation**

Instructions and Template

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**Part 1** (2 points)

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, 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=0XJg74qnvxE>

**Slides:**

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| The Apple keynote has very good choices of slides some the reason why it was so effective was:-  1.a. Use few words In the slide: - if we look into both 2007 and 2010 slide very few no. of words are used in a presentation as compared to other presentations. This makes the presentation more interesting.  1.b. Use of visual slides:- Steve Jobs use photos and videos in slides rather than using paras to make slides more appealing and understandable easily by the public.  2. use of figures: - in the 2010 iPad presentation Steve Jobs used figures to show how big apple has become and how much people do certain things on Apple products. Like how Apple sold 250 million iPod, or how 3 billion applications are downloaded from app store, etc. these give user base a sense of belonging and further reason to appreciate the product  3. give a competitive analysis: - in both iPhone and iPad launch Steve jobs gives a competitive analysis in slides where he compares current phone with keypad to a wide screen iPhone. And in case of iPad Steve Jobs compare it with netbooks and how there os and development are not good.  4. give live demos in slide:- Steve Jobs use trend of giving live demos this is a very risky move (in case of prototypes) but shows the great result if succeeded the iPhone on which steve jobs gives a presentation in 2007 as a prototype and could have failed anytime but at the same time its what make that presentation legendary.  5. limited no. of slides, Steve Jobs didn’t add many slides even for products like iPhone in which almost every feature is new rather he focused on features that were best for the product such as calling Google Maps, etc.  6. slides are designed so that main focus is on presenter:- steve jobs doesn’t use generic PowerPoint for presentation ( he used apple keynote) the slides are tinted black and has lighting in such a way that main focus is on the presenter |

**Presentation:**

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| Steve Jobs 2007,2010 presentations are regarded as one of the best presentations of all time. Some of the key points which make Steve Jobs presentation as best are.  1. Showing great enthusiasm: - the enthusiasm shown by Steve jobs toward the revolutionary product is shared by everyone in the audience. Steve Jobs had put himself in shoes of audience.0  2. Not reading from notes or teleprompter: - Steve jobs have remembered the presentation plotline in his mind and never used a teleprompter or cue cards during the presentation  3. making presentation fun: - the presentation Steve jobs did was long but as still funny like making a call to the team or making fun of netbooks in iPad 2010 presentation or showing a funny clip from ‘The Office’.  4. making presentation simple: - the presentation given by Steve Jobs was very simple and can be understandable by everyone in the audience even by old age people who are not tech-savvy. Steve jobs have also used words such as cool awesome etc. which appeal his product to the young generation.  5.vison for future:- when Steve Jobs showed iPhone is 3 in one device the audience was more excited for the first two ideas that were widescreen iPod and revolutionary mobile in one whereas the concept of an internet communication device in hand was new to the audience. But Steve Job being a visionary gives great concern to the communication device part. And nowadays mobile phones are primarily used as an internet communication device.  6. Tell a story:- the Steve jobs during his presentation of iPad use wall street journal quoted  Which compare iPad to tablet on which commandment was written  **7.** catchphrases many product launches by apple have a catchy phrase with fewer words like  Music, calls, and internet – introducing iPhone  Thousands of songs in your pocket- introducing iPod  World thinnest notebook- introducing MacBook air |

**Part 2** (2 points)

Watch this video: Matt Abrahams: "How to Make Your Communication Memorable" ([https://youtu.be/Fsr4yrSAIAQ](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FFsr4yrSAIAQ&data=02%7C01%7Ca.guschin%40northeastern.edu%7C9af8675d87094b11343f08d808f74096%7Ca8eec281aaa34daeac9b9a398b9215e7%7C0%7C0%7C637269205332944288&sdata=c51CNi7OBTRmgJ1wUvrI1hCxDbjLQa8GrUekuxICzEc%3D&reserved=0))

# Write the things that you learned from this video that will help you to communicate better. As many as you can.

ANS:- Almost all thing told in this video are important list of some important tips are:-

1. presentation Hygiene: - it is the process in which presenter prepare for communications
2. eat well: - To increase memory power and confidence one should have balanced nutritional diet with limiting the intake of caffeine (advise “caffeine while preparing your presentation but not before you deliver it)
3. exercise and sleep: - According to Matt Abrahams doing exercise before big meeting or presentation is helpful in reducing stress on body and have good breath along with good night sleep it is good memory formation it energizes your body.
4. Use online tools to help with preparation- author wants us to use apps such as LikeSo, Ummo, etc to use them to improve our presentation by improving vocal intensity and flows.
5. The Goal:- author wants you to set a goal and make it an important point of your presentation it has the point in it
   * + - 1. “what do you want your audience to know
         2. How do you want your audience to feel
         3. And what do you want them to do”

By Having a goal you will be able hone one message but also assess it success

1. Structure: -there are several types of structure but according to author best form of structure is “What, so what and now what structure
2. First, we define what are we talking in this structure like a process or product or a idea
3. So what concern about why it is being talked to target audience
4. And now what is next step of hat benefit can be taken from presentation.

Uses email feedback etc.

1. I learn to the usefulness of structure to sell product. Its benefits are
2. Helps remember
3. Helps finish
4. Helps transition
5. Practice several practice techniques are:-
6. Stand to practice
7. Warming up by talking to people before presentation
8. Practice each part separately in chunks so you wont forgot it
9. Practice in venue if possible

if forgot: - retrace your step, had a back-pocket question

1. Help audience remember by using different pitches in voice and other techniques
2. Tailor your audience their knowledge their expectation etc.
3. Engage audience mentally and physically
4. Have them do task like going to external website, have them type in chat etc
5. For mental engagement use word like imagine, what if etc.
6. Give analogy
7. Leverage emotions (bring emotion in your message, if product is not had these sense try to locate it like its effect on world etc )
8. Things to use to get better at communication are repetition, reflection, and feedback
9. Repetition can be achieved by giving oneself having opportunities to speak
10. Reflection one need to know how much of his communication actually works
11. Feedback take feedback from audience, relative or use recording to self-feedback. Or use online tools

Some relevant knowledge gain for Q&A

1. Take humor sensitive “adding humor is good only if you are funny”

2. Manage stress vs work completion proprietorially. Like sleep is important but preparation for 3. presentation is also important.

4. Use paraphrasing if being distracted during speech. And use paraphrase to redirect conversation.