**HW Week 6-Ind: Key Elements of the Great Presentation**

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Q. What made Steve jobs so effective?

A. Let me just start by expressing, how startled I was, watching Steve Jobs presenting the iPhone for the first time to the world. It was my 3rd time watching the keynote presentation, and every time I look at the mastermind genius presenting this ingenious product, there is always something to learn from him. He was the best corporate storyteller and a great speaker. The keynote presentation doesn’t seem like a corporate event, but more like a festival to celebrate technology, which people from all around the world cam to see. Even while presenting simple products, which revolutionized the modern world, He kept his presentations informative, inspirational and his audience captive to the entertainment of beholding the technological instruments. Some of the other factors by which I think he was an effective Product presenter was:

* He used a one-sentence summary of the product or feature that captured the main message he wished to deliver.
* He pointed out a major problem, which nobody knew existed and then presented a solution for it.
* He used simple yet powerful and visual slides which were easier to understand for everyone, even for a non-tech savvy person.
* Even at moment of surprise or glitch during the presentation, he did not get flustered, which shows he was well prepared and had practiced it many times so much so that he was confident that he could pick up the topic anytime he wants, even at the moment of crises.
* The main crux of each of his presentation was that he always educated, entertained and also inspire his audience with his knowledge, wit, planning and most importantly creativity.