

## HW8-Individual: Presenting to Stakeholders

### Instructions and Template

**Name:** Akash M Dubey

#### **Part 1** (2p)

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), using a bulleted list. Three-page max for the entire submission.

- iPhone launch 2007: <https://www.youtube.com/watch?v=vN4U5FqrOdQ&t=1408s>
- iPad launch 2010: <https://www.youtube.com/watch?v=0XJg74qnvxE>

**Slides: > 10 bullet points needed** (best past submissions had > 15)

- 1. Brand Emphasis:** All Introduction slides has strong emphasis on Apple Brand being simplistic in design
- 2. Topic Word Emphasis:** No Text Bullets, Only Topic word on Slides, making it easy to understand what speaker has to say with context build around the subject ideas
- 3. One Image per Slide with Object Emphasis:** Slides have object emphasis with only one specific subject image on entire slides
- 4. Easy Smooth Transitions:** Slides have smooth Transitions not to animated to distract from the focus of slides
- 5. Quantitative metrics:** Slides have good rounded off metrics for representing major progress i.e slide with '3 Billion Application downloads'
- 6. Different Transitions after certain slides:** Slides have varying transitions after certain number of slides with respect to engage audience vision
- 7. Dark Gradient Backgrounds:** Dark background gives more emphasis on Images, and goes as per respective ambience for Audience to focus more only on speaker and objects/Text on slides
- 8. Contrast Colour of Text with no Bullets symbols:** Font with contrast colour eg. White on Black gradient is a great way to increase focus and emphasis on texts and objects. Slides also didn't have bullets symbols for bullets to make it more smooth to visual representation for audience
- 9. Videos to support:** Slides use videos only at places where key ideas are supposed to be delivered to the audience, which works better w.r.t time than it is covered in Live demo
- 10. MAIN topic slides:** It's important to have only one word topic introduction as transitioning through presentation
- 11. Telling more info through Fonts:** Slides have smaller fonts to depict they are examples for the same idea, not a new subtopic is introduced. eg, Music Podcasts Tv shows etc. on slides
- 12. Geometric Details :** Slides have well defined geometric definition for size of product and for hardware specification, giving contextual imagination to audience of how product would look like in one's hands without actually using it

- 13. Constant Product Framework :** Slides demonstrate a lot of features animation and live demo throughout using single framework of product frame i.e Iphone cellphone framework and transitioning through only screen of Iphone changes.
- 14. Using Actual Logo for Competitive Analysis:** Slides are meant to realistic through giving actual logo for company competitive analysis eg. using Nokia, Sony etc.
- 15. Using Quotations for Sense of Humour:** Slides have good quotations to create a sense of humour and jokes among the audience in support to increase product value. eg. Slide with Wall Street Journal Quote that mentions 'Last time there was this much excitement about tablets ... '

**Presentation: > 10 bullet points needed** (best past submissions had > 15)

- 1. Building Interest:** Starting Presentation with Brand establishment and strong emphasis on how important day is through mentioning he waited through series of time for this event, depicts values to Audience
- 2. Building Curiosity:** Building context through historical revolutions by Apple
- 3. Innovation Brought so far:** First Ipod story and how it changed music industry
- 4. Declaring the Climax:** He builds climax through mentioning 3 innovation product ideas embedded into 1 product as Iphone
- 5. Sense of Humour :** He builds good jokes to make sure the audience is entertained. ie. showing the false funny image of iphone, jokes etc.
- 6. Easy to understand Competitive analysis:** Comparing existing smartphones through easy graph analysis of Hard to use vs easy to use on varying axis of smartphones vs not so smart
- 7. Re-invention idea over Invention:** Phone+Internet+calls; states how company plans to invent it in the right way through emphasis on 'Re-Invention'
- 8. Existing Problems in Top Options; Break the Competitors :** He mentions about existing options like Moto Q, Black Berry, Palm Treo etc. and problems with keyboards; covers other aspects of existing problems
- 9. Innovation Solutions by Apple :** He builds perfect problem and hits Innovation features like Multitouch to Phones; etc by Apple and conveys it to be a solution to audience
- 10. Gaining Trust of Audience :** He mentions about previous products and revolution brought and success to industry; puts audience to build convincing thoughts to his ideas
- 11. Bolstering their Trust on Known & Popular Existing Facts :** For eg. He mentions Iphone will have OS 10, you see a cheer that's because people knew about how successful OS 10 was and that builds their confidence for Iphone
- 12. Building Comfort for Audience to adapt to Iphone :** His emphasis that new IPhone won't be hard to sync since it will sync well with Ipods and one would be able to sync music, podcasts, movies, notes , calendar, contacts, etc Automatically through Itunes, that too process exactly same which audience is familiar with Ipods

- 13. Emphasis on Designs & Features:** Making the audience well versed with Simple Design and claiming it to be Thinnest, Built in Camera etc. Sensors like Proximity sensors, Light sensors etc. Portrait to Landscape.
- 14. Live Demo of Product Flow :** He walks through Different features of Product like unlocking phone, playing musics, switching to portrait and landscape, playing some videos, also Calls, holds
- 15. Sticking to Existing Advance Network :** He wins the audience trust with stating that the product is on existing advance most recent invented Edge technology
- 16. Customizable options :** He mentions that one can put your favourite contacts through easy ways, recent phone calls and calls missed, Photos, Sms, Wallpaper etc.
- 17. Automation Features:** Mentions about collaboration with Google maps and how automatically Iphone will connect to Wifi, Rich Text Email without manually downloading in Mails, Optional Mail switch service, Free Features on Iphone through Yahoo etc.
- 18. Summarization of Product Features:** He summarizes well after introducing certain number of features, making sure to have great remembrance and long lasting impact on Audience

## **Part 2** (2p)

Watch this video: Matt Abrahams: "How to Make Your Communication Memorable"  
(<https://youtu.be/Fsr4yrSAIAQ>)

Write what you learned from this video that will help you to communicate better: > **15 bullet points needed** (best past submissions had > 20)

- 1. Audience participation:** Speaker starts with mentioning Participation will help you and benefit, one should always follow audience input and interaction to get best through 2 way communication
- 2. Presentation Hygiene:** It's important to work on Healthy diet and Exercise which are contributing factors to make communication memorable
- 3. Sleep:** Sleep is Important for gaining effective energy for communication
- 4. Effective Tools usage:** It's useful and effective to have tools like LikeSO, Ummo, MyVoiceVibes, Orai, Ambit, Virtual Speech to reduce fillers and improve fluency, Vocal intensity etc.
- 5. Define Goals:** One must be able to articulate their goals clearing before creating content through 3 major components i.e information, emotion and action eg. What audience should know, What audience should feel and What audience should do
- 6. Define Success of Communication:** Survival shouldn't be success criteria, how well communication has affected in 3 goals structure i.e Information, emotion and action, planned vs post communication is metrics for success of communication
- 7. Structuring Content:** Structuring content will always help to set audience expectation and helps the audience to remember content. Provides a good Map for the audience.
- 8. Life Examples:** It's important to use real examples to demonstrate concepts for. eg speaker recalling his stanford class examples etc.

9. **Never Lose audience:** it's important to make sure that one doesn't lose an audience while communicating. The speaker demonstrates this through good examples of tourist guides who know where the tour group is.
10. **3 structures for communication :**
  - a) **comparison contrast conclusion structure:** one lists things in common and lists things in different then identify particular conclusion
  - b) **Problem solution benefit structure:** starting with problem and how one can solve it and benefits to audience or person listening to it
  - Opportunity solution benefit structure:** when problem is not problematic defined and suits as an opportunity, we can use opportunity solution benefit structure
  - c) **What, so what, now what structure:** Start with defining what one is talking about? If it's a product or a process or an idea etc. following it one will address why it is important to people and finally address the next steps to do with the gained information.
11. **Giving thinking space to the audience:** One should have some small exercises for the audience to practice information and learn through self practice answers and practises.
12. **Learning to finish :** one could stop after listing benefits and have a structure followed
13. **Practice:** Stand and practice, use presenter pose to practice, makes one focus and improve communication
14. **Warm up:** it's important to be warm through some vocal exercises i.e multiple times reciting tik tok flip flop etc. or properly dressed to avoid discomfort due to environment
15. **Break and Practise:** for Larger presentation it's better to divide communication into pieces and mastering each piece through practise differently eg. Presentation divided into Start, middle, end.
16. **Practise in a similar environment:** One should practise in a respective environment which is similar to his targeted ambience . eg. quiet environment because his targeted ambience reflects quiet ambience
17. **Handling Chaos of Going Blank:**
  - a) Never acknowledge it
  - b) Repeat what you covered, if that helps to get remember and get back on planned track
  - c) Pass the flow to audience, through asking them questions; helping one get some time to check notes and get back to planned flow
18. **Variation:** Humans tend to respond to **Variation in voice** ; variation in voice communication will increase focus of audience. eg. Vocal variation, mindful of voice , different vocals of 'oh ' as per situation. **Variation in Content:** using Data, visuals, videos, Dont over use bullets, etc.
19. **Relevance:** How Information is relevant to the audience on grounds of their attributes, background, profession etc.
20. **Tailoring:** One should Tailor messages as per audience knowledge, attitude and expectations , sense the hesitation and reluctance for any information grounds
21. **Increasing Physical & Mental Engagement:** Posting questions, getting the audience to navigate through the web and other ways to make sure the audience is engaged
22. **Emotion :** Implication and Consequences of science are useful and thoughtful grounds to build emotions on. Emotions will help audience build feelings around content delivered
23. **Repetition, Reflection and Feedback:** One should keep on repeating practise with progressive improvisation through Feedback; this would help speaker understand what worked and what didn't work