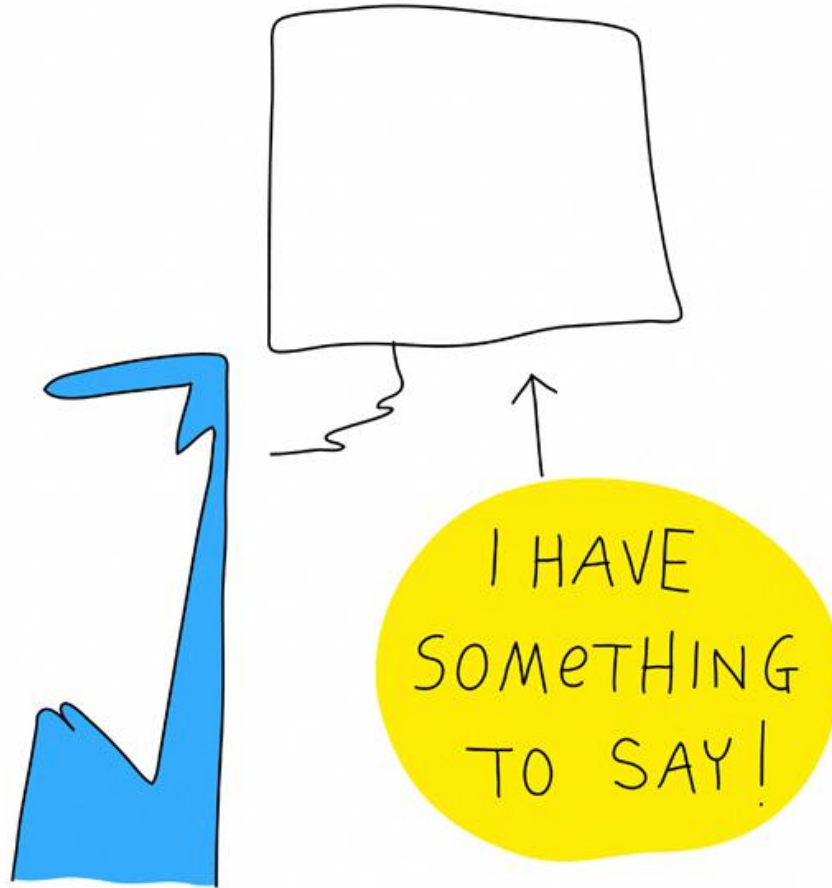


Presenting Best Practices



Agenda

1. Presentation Assignment
2. Presentation Best Practices
3. Looking Forward To After This Course

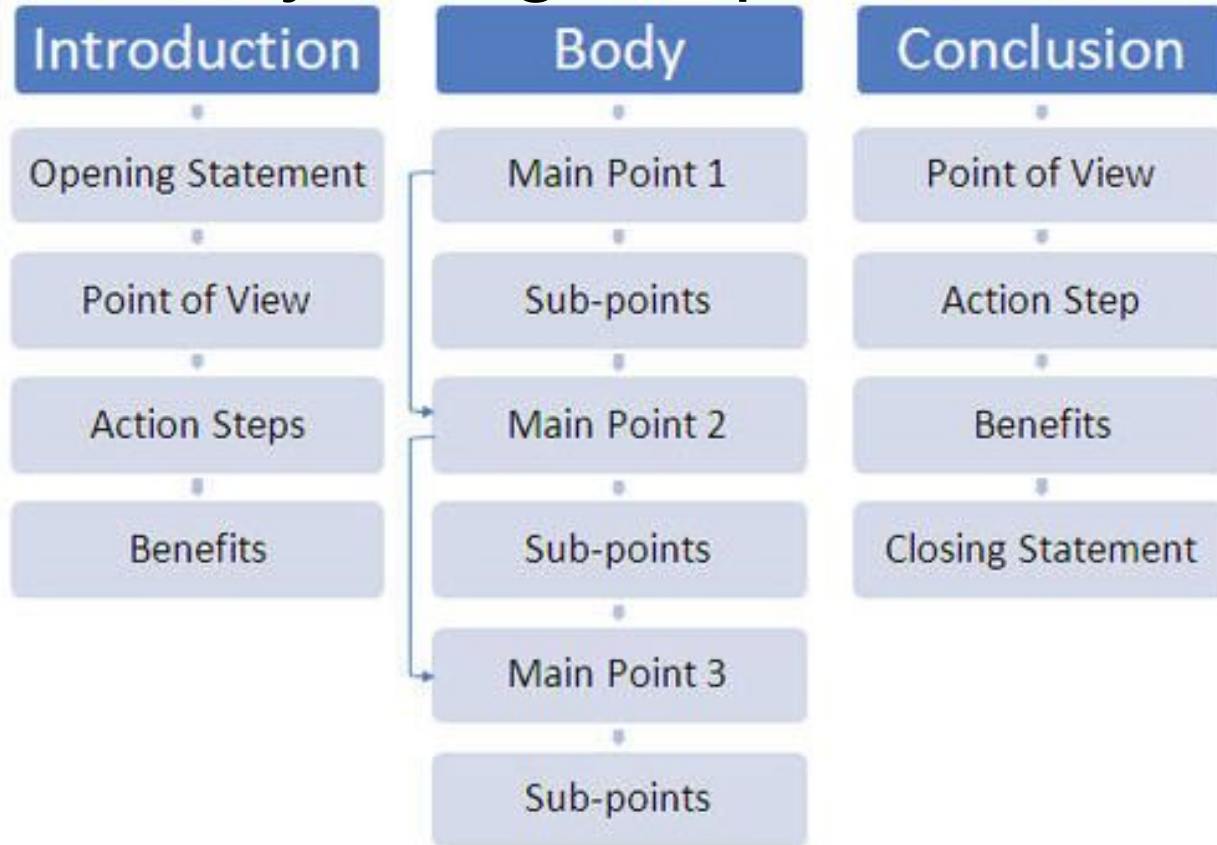
Learning Outcomes

By the end of this session, you should be able to

- List the important elements of a presentation.
- Describe the right way to prepare for a presentation.
- List the techniques for a successful delivery.

Presentation = Content + Design + Delivery

Organization & Preparation are key to a good presentation



The background of the image is a scenic landscape featuring rolling mountains and a deep valley. The sky is a warm, golden-orange color, suggesting a sunset or sunrise. The sun is visible on the right side, casting a bright glow over the scene. The overall mood is peaceful and contemplative.

Start with the end in mind.

Stephen R. Covey

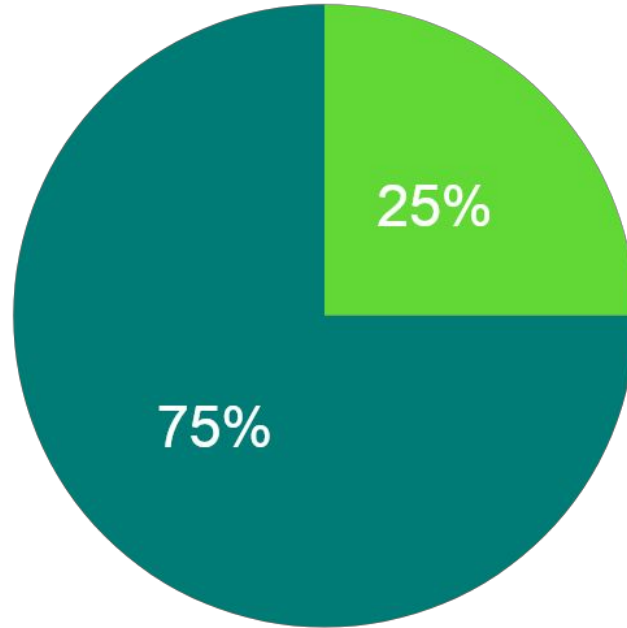
Student Activity

1. Finish this sentence: By the end of my presentation, the audience should know _____.
2. Write an outline for your presentation.

How you should spend your preparation time

■ Slides

■ Practicing



Steps to Create Talk

1. Just talk.
2. Then make a single takeaway point for each possible slide.
3. Then make rough drafts of slides on post-it notes.
4. Practice it 3 times! Shuffle post-it notes. Rewrite them
5. Then open up presentation software.

Slides

1. Overall Organization
2. How to create individual slides

Rule of 3...



...is repeating
the same
thing thrice,
but adding a
twist at the
last instance.

"Rule of 3" Examples

1. Tell 'em...
2. Past, Present, & Future
3. 3 specific examples of a single general concept

Specific examples

- Start - Motivating example
- End - Concrete implementation of abstract idea.

If example is code, put at end to minimize switching between presentation software and coding software.

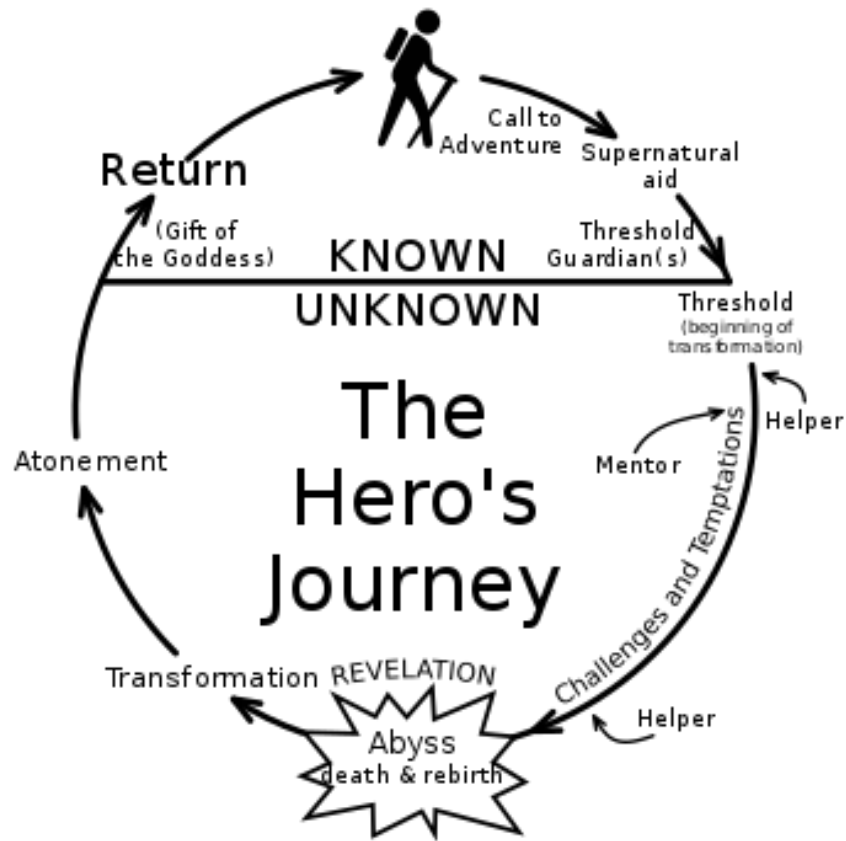
The presentation cowboy says:



- Tell 'em what you're gonna tell 'em.
- Then tell 'em.
- Then tell 'em what you've told 'em!

The End Should Echo The Start

- If you posed a question, answer it.
- If you started with story, follow-up on it.



How to construct individual slides

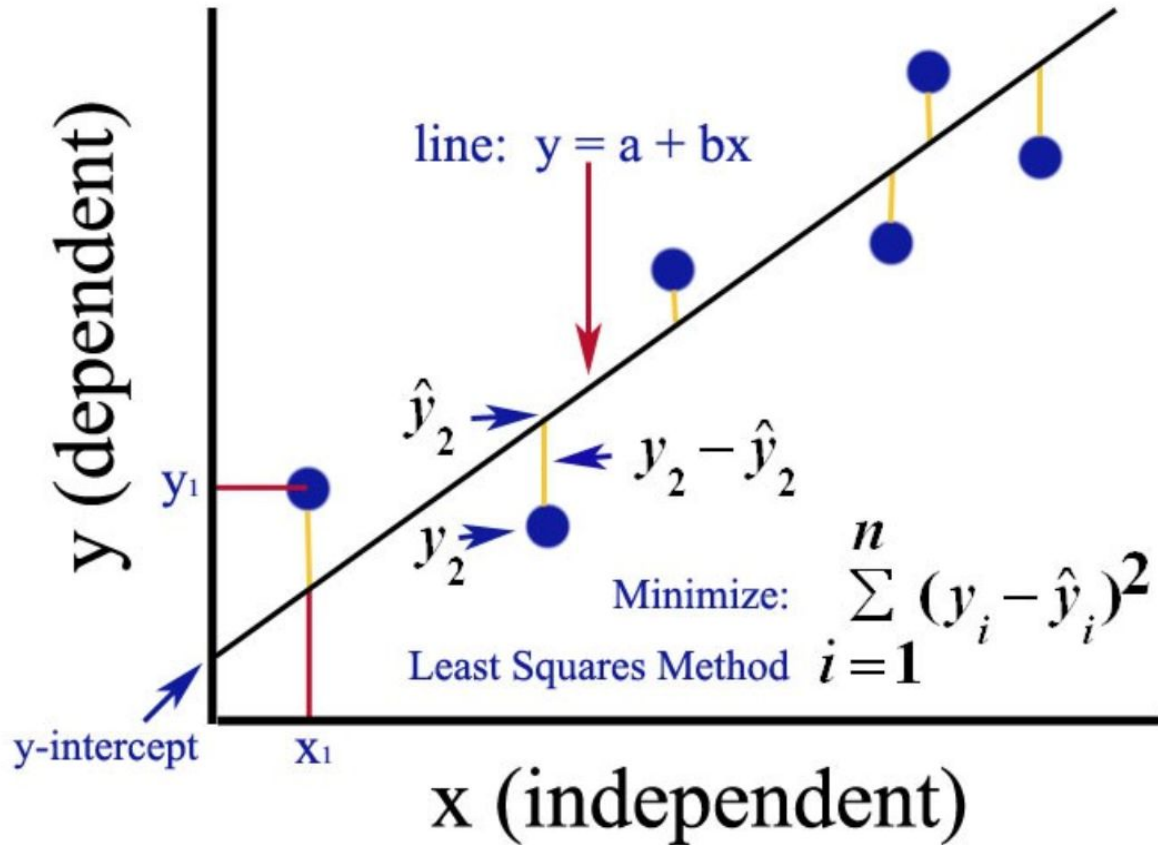
- Slides are not a teleprompter
- Images > words
- Word Budget - Each word costs exponential more

Great Slide Deck Example

Linear Regression

A linear approach to modeling the relationship between a scalar response and one or more explanatory variables.

Linear Regression

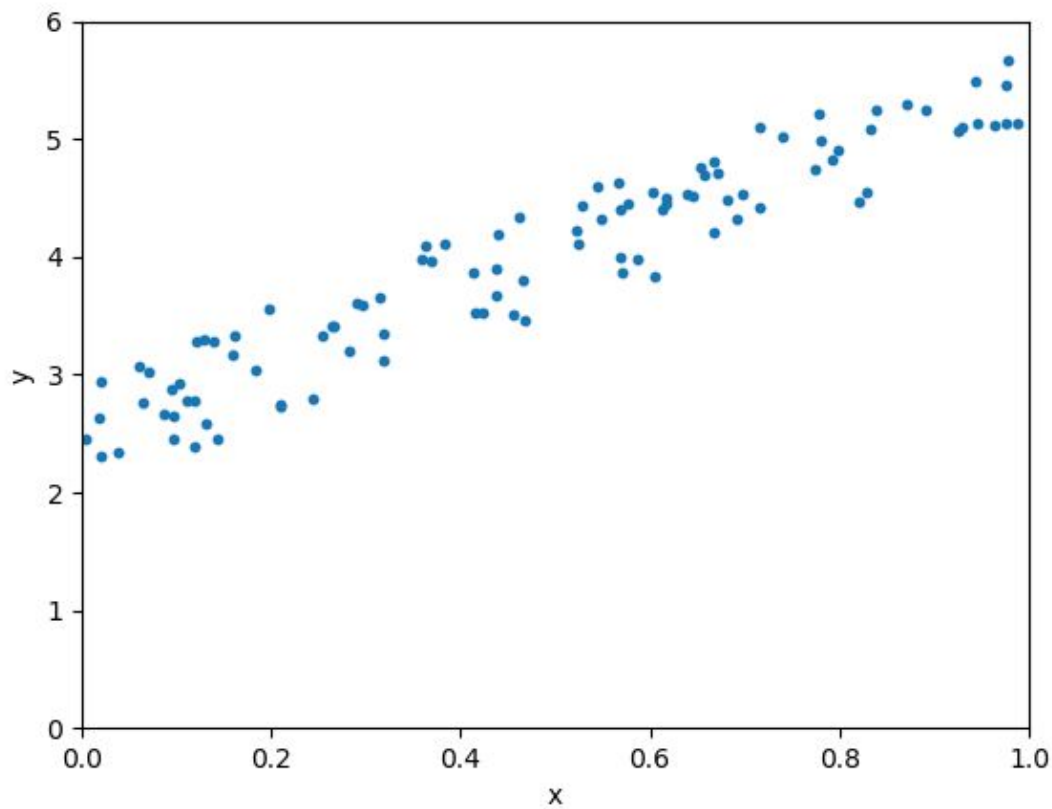




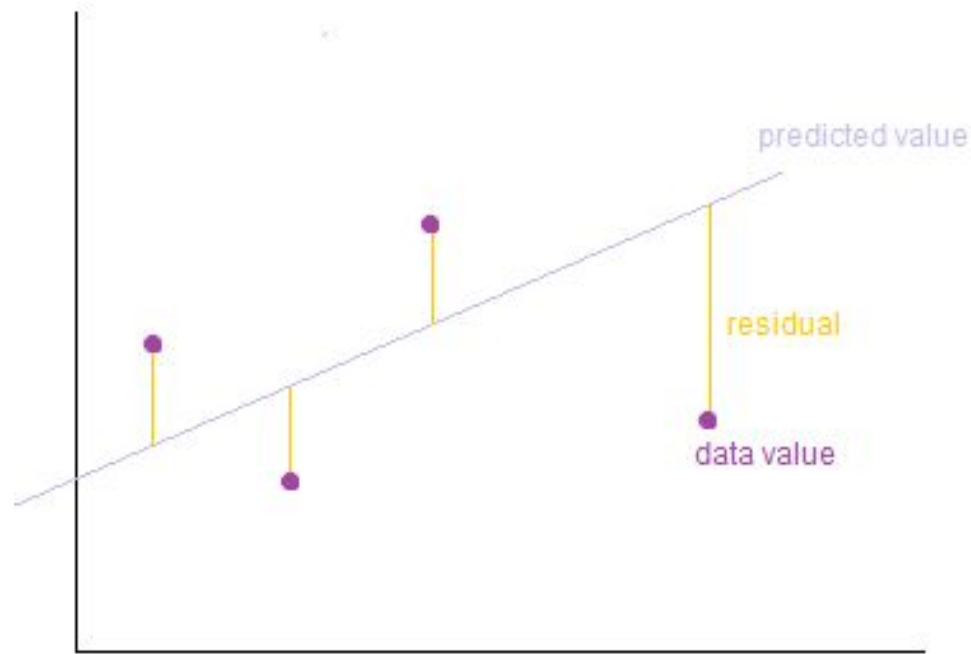
Does this image spark joy?

Clutter is your enemy. Identify and eliminate clutter.

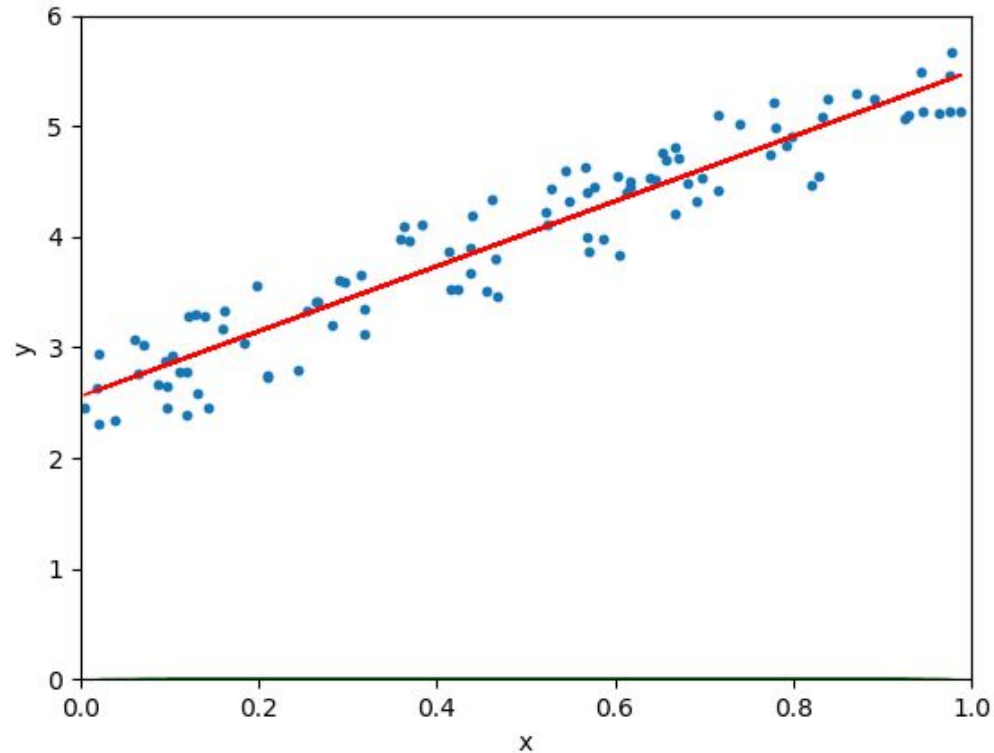
Linear Regression



Linear Regression



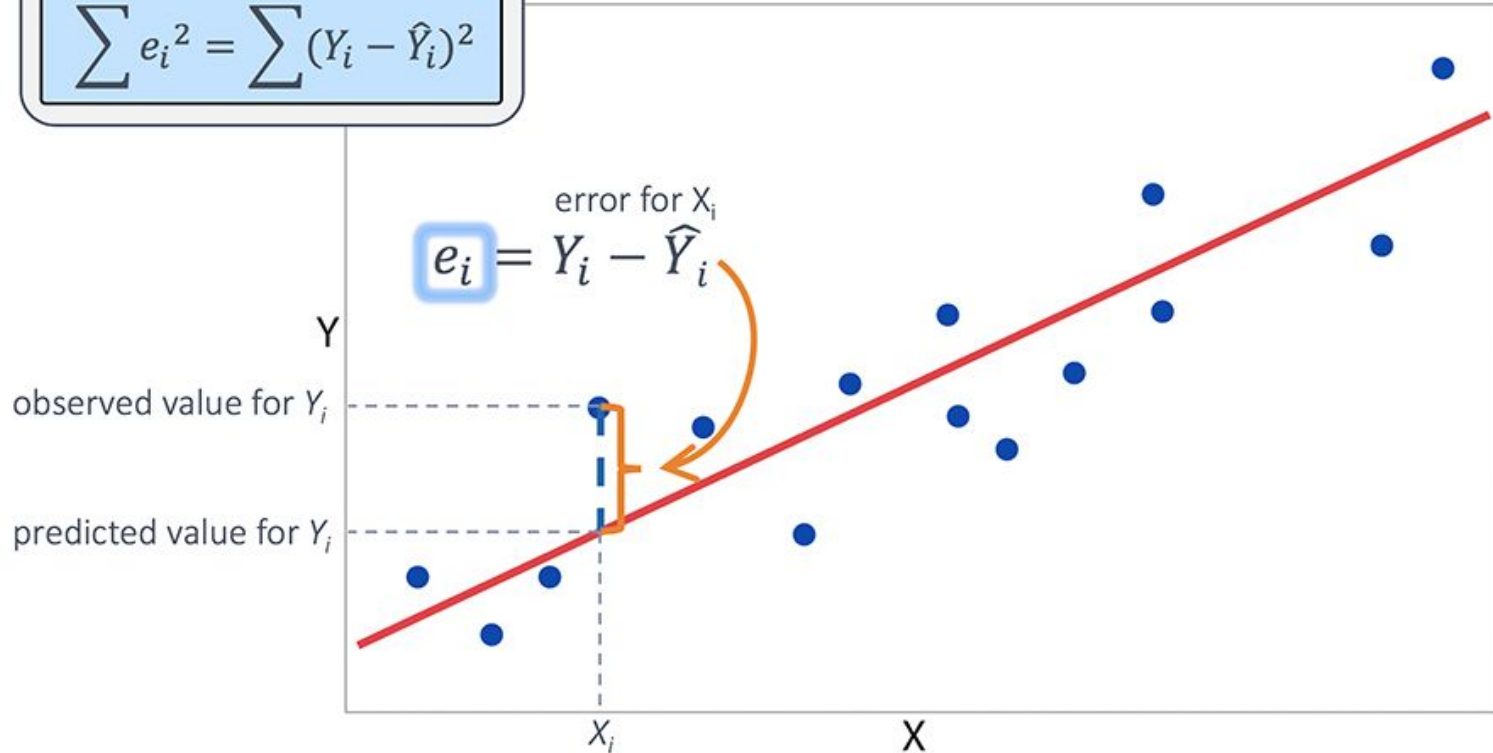
Linear Regression



Linear Regression

Method of Least Squares

$$\sum e_i^2 = \sum (Y_i - \hat{Y}_i)^2$$



Figures in a Slide Deck

1. Larger, the better
2. Title and each axis should have labels & scale.
Highlight important results
3. Build up complexity
4. Be code generated (you often have to remake them)

Elements of Successful Presentation Delivery

1. Match audience expectations
2. Nonverbal communication
3. Verbal communication



Balance the theater and the scholar



At the minimum, the delivery should not distract from the message.

Ideally, the delivery should reinforce the message.

Word Choice

- Precise - especially in technical talks
- Context aware
- Jargon - useful but can alienate
 - Always define the first time
 - Create metaphors
 - Give specific examples

Student Activity

1. Write down a specific example for your presentation.
2. What jargon do you have to define for your audience of MSDS students?
3. Would a metaphor help?

Begin & End Strong

- Memorize intro & outro
 - First 3 sentences
 - Last statement

Closing Examples

- “In summary, I discussed ... Thank you for your attention.”
- “To finish-up, I hope you learned ... Thank you.”

Student Activity

1. Write down your first 3 sentences.
2. Write down your closing statement.

Structured Practice

1. Early - In front of mirror
2. Later - Video recording, then analyze

Remote Presentation Advice

1. Slides & A Script - Write down notes & cues
2. Tech - Simple, Test it, Have a Backup
3. Logistics - Microphone, Simple background, Good lighting, Quiet space

Takeaways

- Start with the end in mind.
- Construct clear and short slides.
- Practice ⇨ Revise. Rinse & Repeat.

Bonus Material

In-person Communication Components

- Volume - Almost no one is too loud.
- Speed - Almost no one is too slow.
- Eye contact - 1-3 seconds for each section of the audience
- Poise - Don't move too much