



# Presenting for Geeks

Dirk Haun

Easterhegg 2014

# Das Problem mit den "Bullet Points"

- Publikum fängt an zu Lesen
- wird Dir also nicht zuhören, während Du über den ersten Punkt sprichst
- danach wissen sie schon, was noch kommt
- und werden Dir beim Rest auch nicht mehr zuhören

# Abhilfe?

- Nur eine Idee pro Folie diskutieren

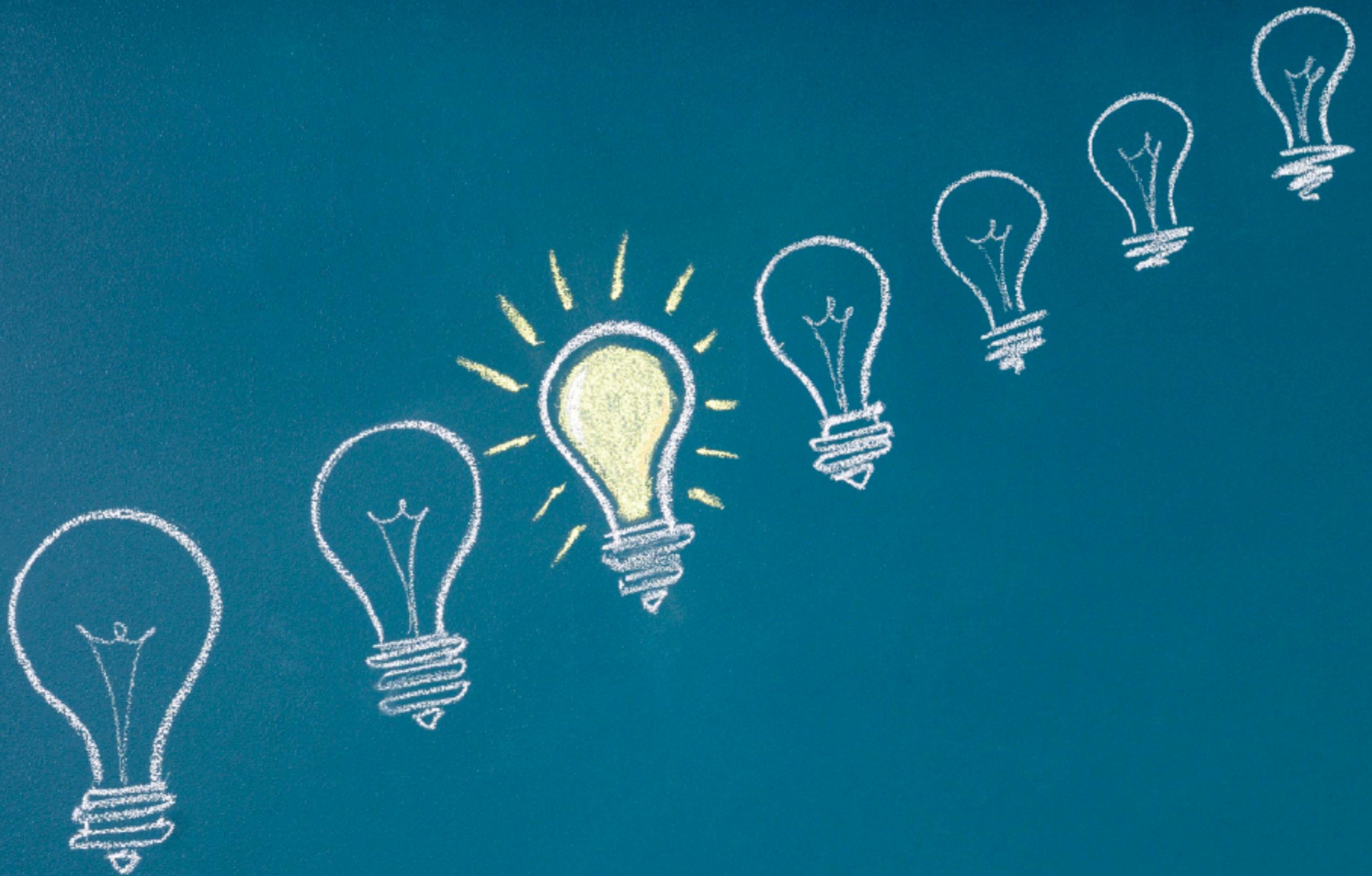
Eine Idee pro Folie



Eine Idee pro Folie

Eine Idee  
pro Folie

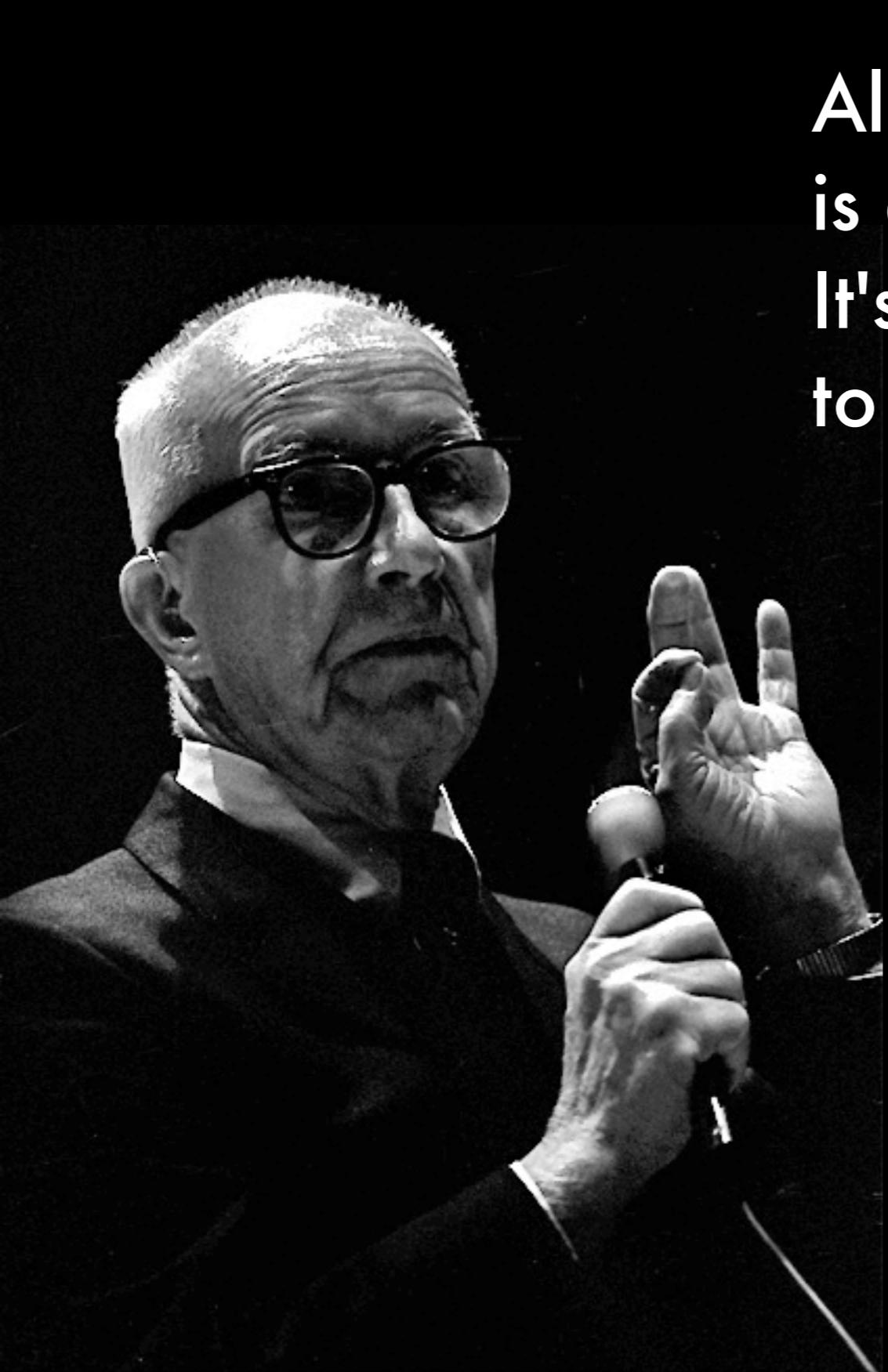




Eine Idee pro Folie

3

Vorbereitung  
Folien  
Präsentieren

A black and white photograph of R. Buckminster Fuller. He is an elderly man with white hair and glasses, wearing a dark suit and tie. He is gesturing with his hands, pointing his index fingers upwards. The background is dark.

All the information in the world  
is available right here in this room.  
It's just a matter of presentation  
to make sense out of it.

– R. Buckminster Fuller

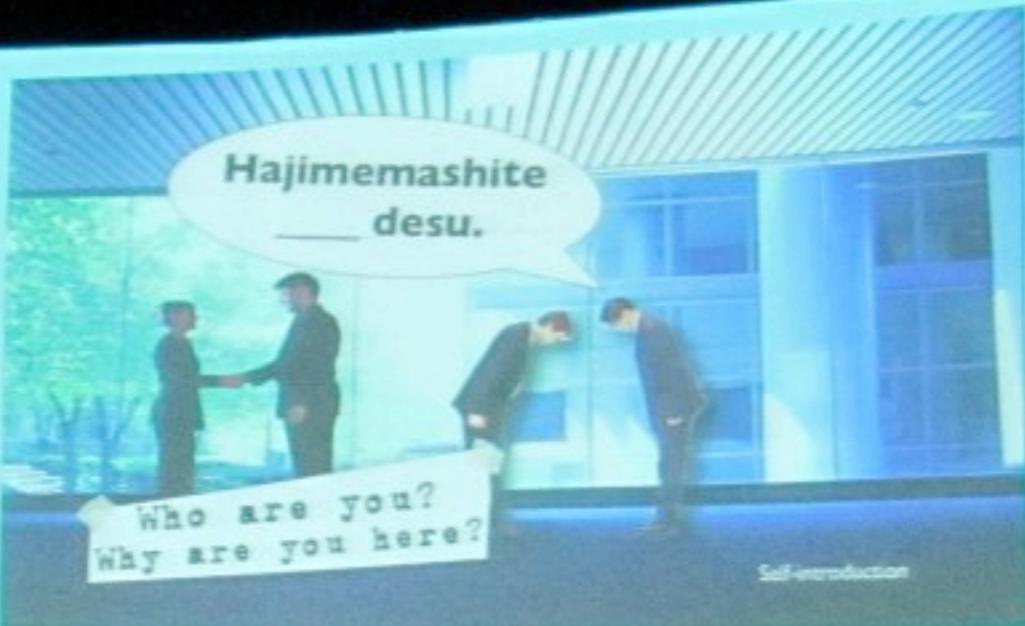
Was ist das  
**Wichtigste**  
an einer Präsentation?

# Das Publikum!





# DER FLUCH DES WISSENS



Übung:  
Wer bin ich?  
Was mache ich hier?

A close-up photograph of a yellow and blue plush toy. The toy has a large, dark grey/black circular patch over its left eye, giving it a monocle-like appearance. It has two white eyes with black pupils. It is wearing a red headband with a small yellow feather or bow on the side. The body is yellow with blue stripes on the arms and legs. The toy is positioned in the lower-left corner of the frame, looking towards the right.

Erklär's mir!

# Nicht gleich lostippen ...

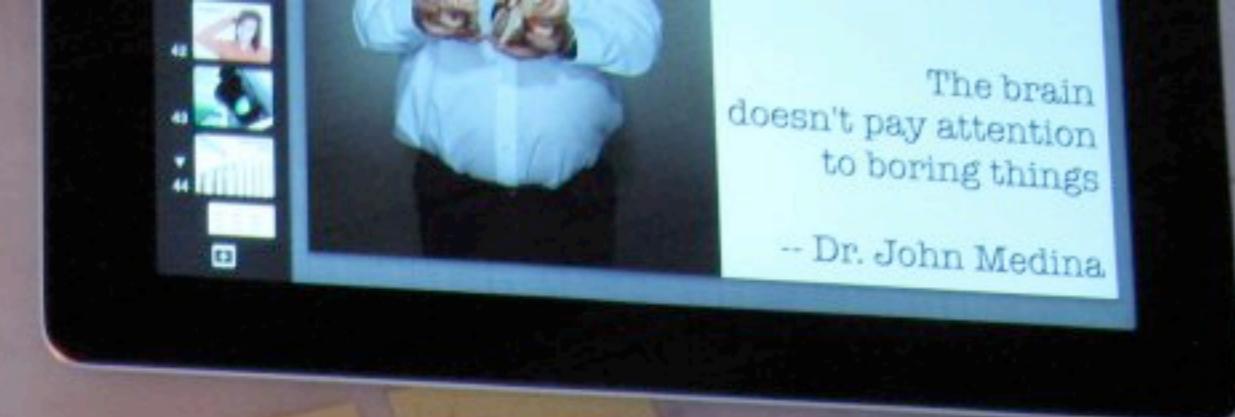


**Zum Bearbeiten  
doppelklicken**

- Zum Bearbeiten doppelklicken

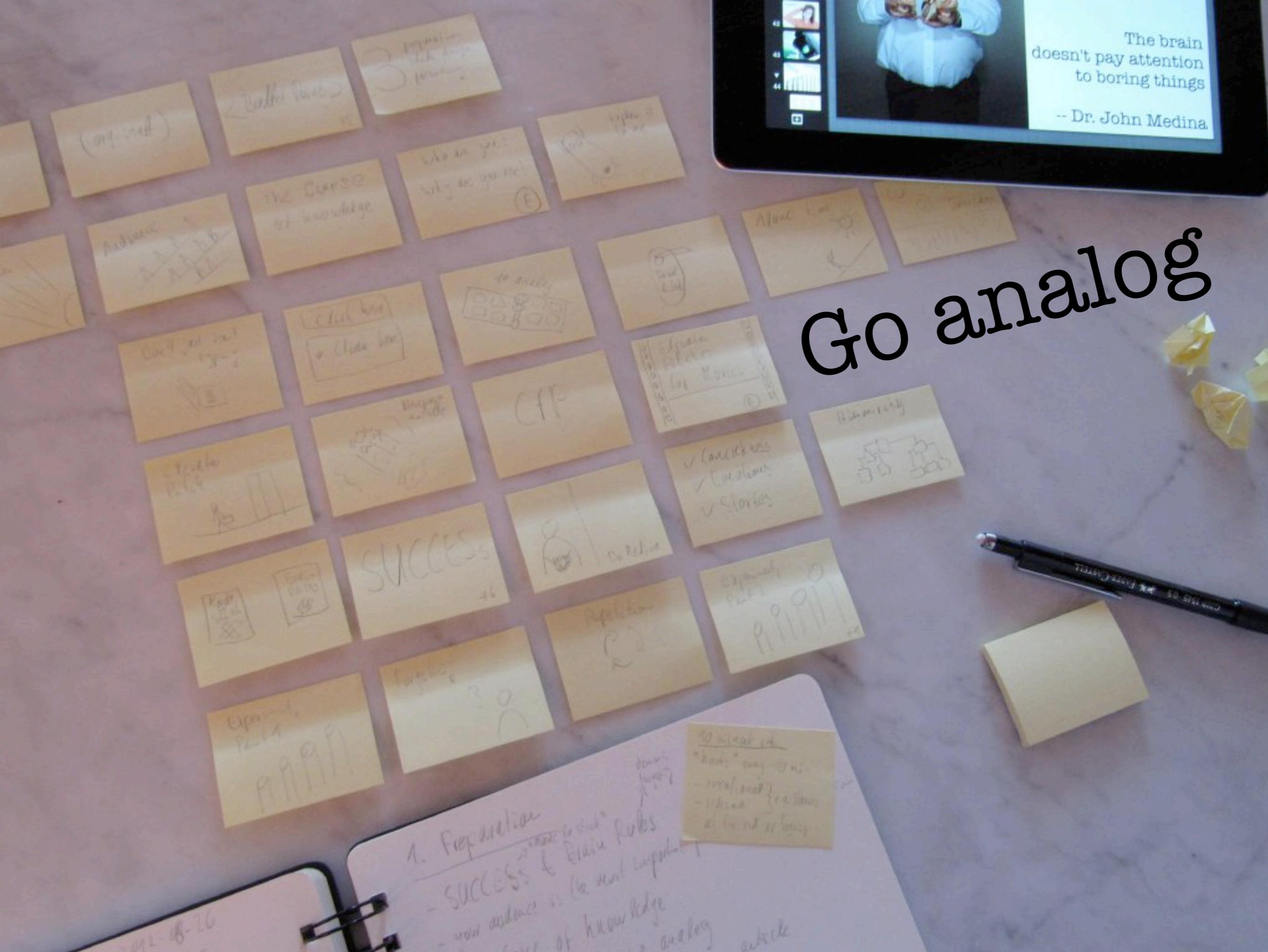
# Ortswechsel

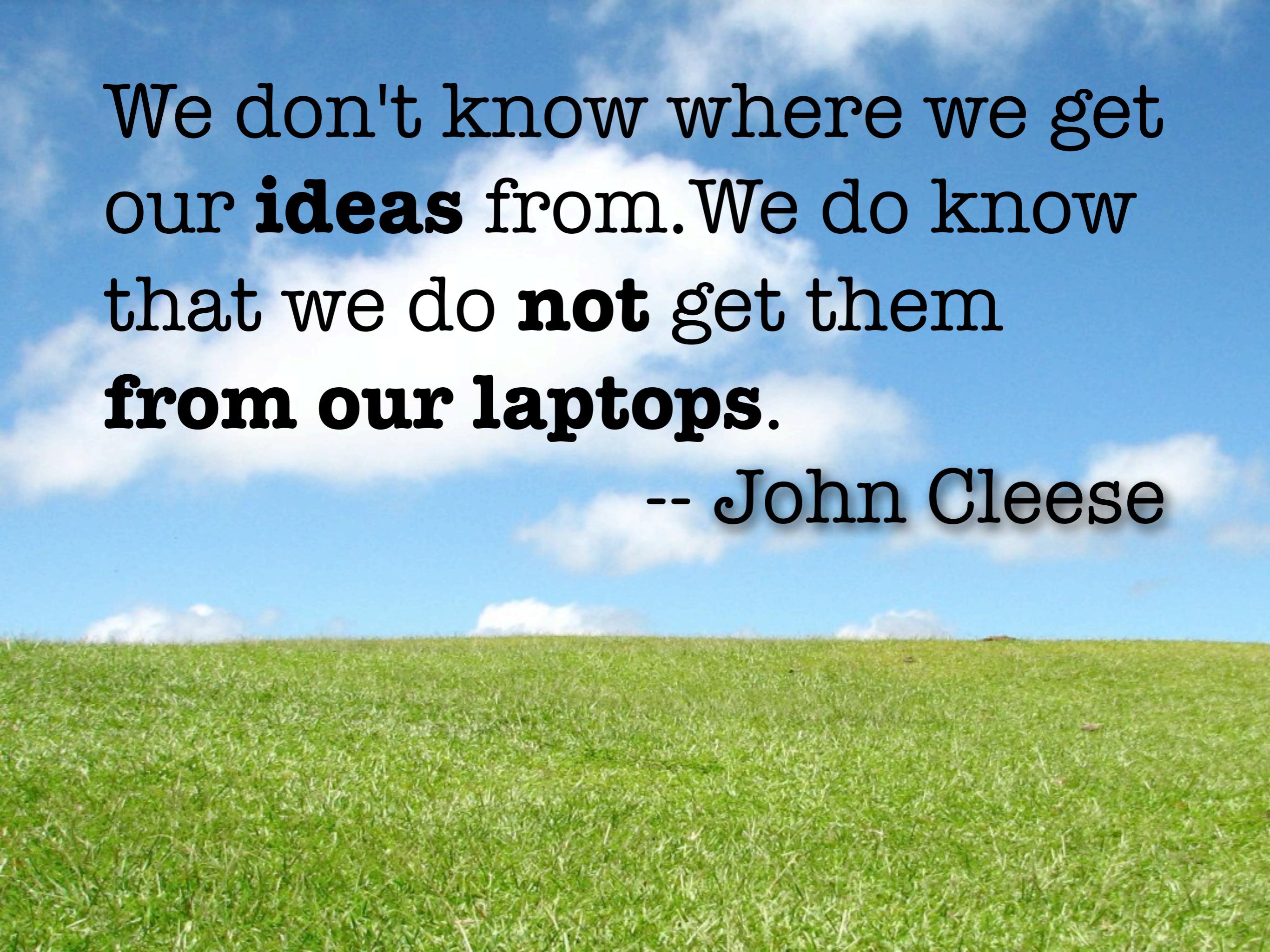




The brain  
doesn't pay attention  
to boring things  
-- Dr. John Medina

Go analog



A photograph of a green grassy hill under a blue sky with white clouds. The hill is in the foreground, and the sky occupies the upper two-thirds of the image.

We don't know where we get  
our **ideas** from. We do know  
that we do **not** get them  
**from our laptops.**

-- John Cleese

# Elevator Pitch



# Pausengespräch





Selbst klar werden

# Call for Papers



# Vergessen



Simple  
Unexpected  
Concrete  
Credible  
Emotional  
Stories

MADE  
to  
STICK

# Simple



# Einfach

A close-up photograph of a person's face, focusing on the eyes and nose. The person has light blue eyes and blonde hair. The expression is one of surprise or shock, with wide eyes and a slightly open mouth. The lighting is soft, highlighting the features of the face.

Unexpected

Unerwartet

# Concrete



# Konkret



1000 songs in your pocket

A close-up photograph of a medical professional, likely a doctor, wearing a white coat and a stethoscope. In the foreground, the arm and hand of a patient wearing a striped shirt are visible. The background is slightly blurred.

# Credible

# Glaubwürdig



Emotional

Gefühle

# Stories



# Geschichten

Simple  
Unexpected  
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MADE  
to  
STICK

3

Vorbereitung  
**Folien**  
Präsentieren

A man with short brown hair, wearing a white and grey striped short-sleeved shirt and blue jeans, stands on a stage. He is facing right, looking off-camera. His hands are clasped in front of him at waist level. The background is dark.

The slides  
are not the performance:  
you, the speaker,  
are the performance.

-- Scott Berkun

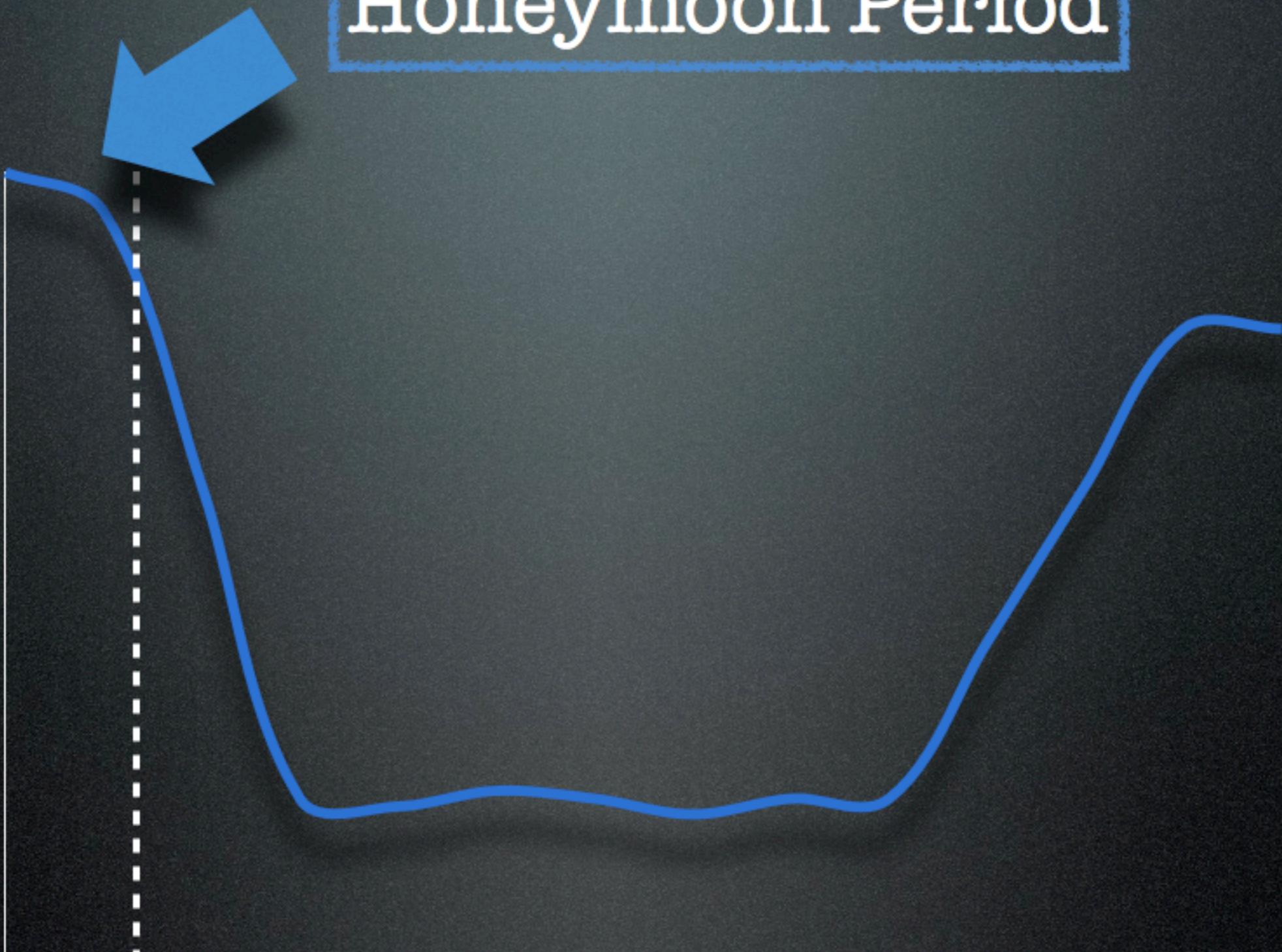
# Bumper Slides



**Titel**  
**Name**  
**Event**

**Kontaktdaten  
Hauptaussage**

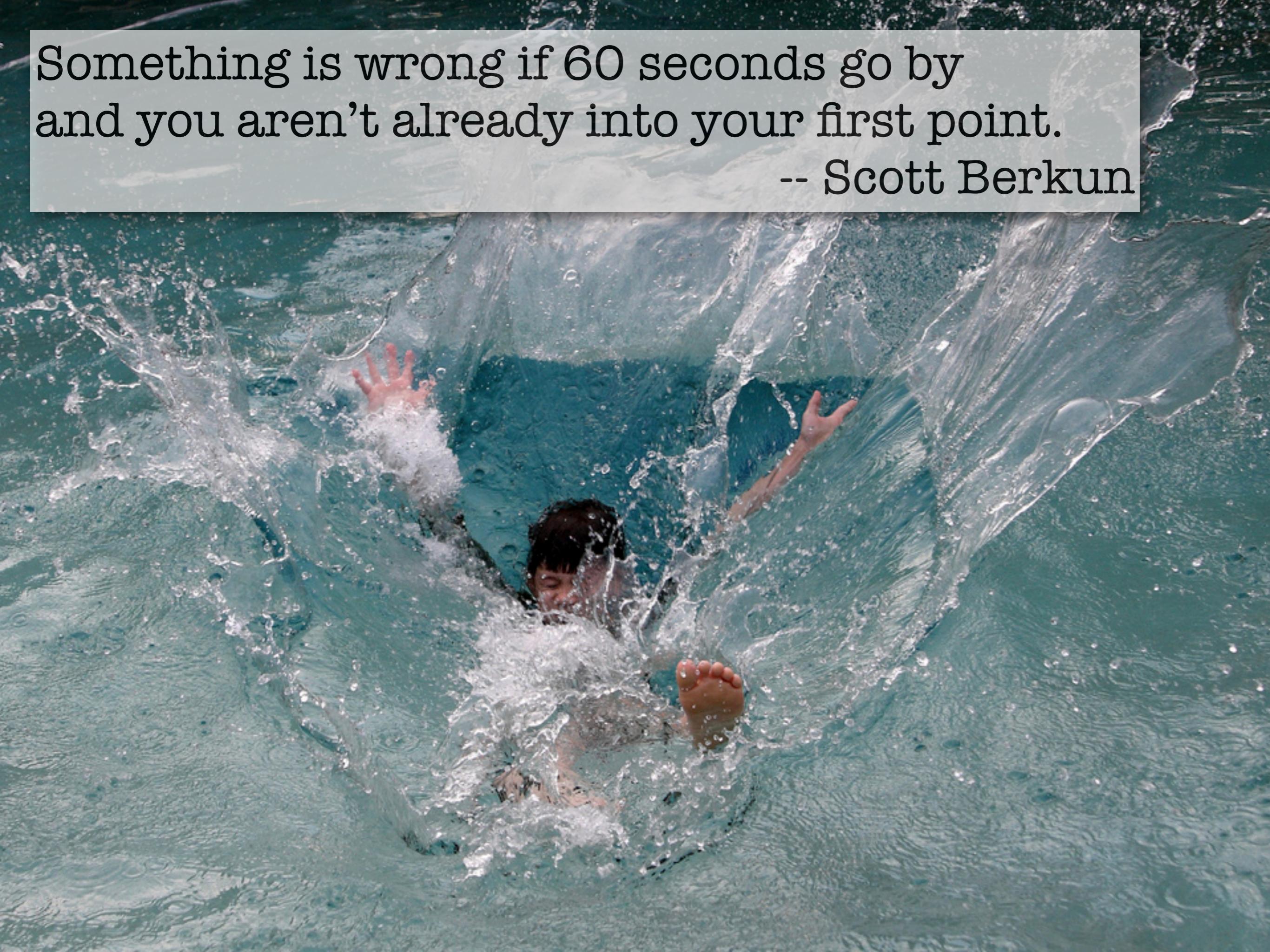
## Honeymoon Period



Aufmerksamkeit des Publikums

Something is wrong if 60 seconds go by  
and you aren't already into your first point.

-- Scott Berkun



A high-contrast, black and white photograph of a bullet hole in a window pane. The hole is perfectly circular with a dark, jagged center. Numerous shards of glass are flying outwards from the impact point, creating a radial burst effect. The background is a bright, overexposed sky.

Bullet Points  
vermeiden

# Präfrontaler Cortex











einfache Dinge

# C++11

- Is a better approximation of my ideals for support of good programming
  - Significantly better than C++98
- Has tons of distracting “old stuff”
  - Going back to C in 1972
- We must focus on the essentials
  - And the “good stuff”
  - “Elegance **and** efficiency”
- C++11 is not the end, we can do much better still
  - Anyone who says *I have a perfect language* is a fool or a salesman
- Stability/compatibility is an important feature in itself
  - And not free



The more **visual**  
the input becomes,  
the more likely it is  
to be recognized -  
and **recalled**.

-- Dr. John Medina



2500 Fotos



63% nach einem Jahr

1 HAUN, Dirk  
127864

AH

Barkow Lenk Strohmaier Schönek./1  
Harmony  
MR 2004A  
HFS  
+LPH

STUDY 1  
20.03.07  
08:51:50  
2 IMA 8 / 19



R

MF 1.05

10cm

TR 4620.0  
TE 116.0  
TA 03:14  
BW 130.0  
M/ND

SP F2.9  
SL 5.0

FoV 191\*240  
204\*512s  
Tra>Cor(-13.4)

W 1112  
C 574

A3

HE

\*tse2d1\_15 / 150

# Radfahren lernen

- Stützräder am Fahrrad anbringen
- Stützräder anheben, damit man lernt, das Gleichgewicht zu halten
- Schutzkleidung tragen, um sich gegen Verletzungen zu schützen
- Stützräder abmontieren und das Abrollen auf dem Gras üben
- Geschafft! Jetzt kannst Du jederzeit Dein Fahrrad benutzen

# Radfahren lernen

- **Stützräder** am Fahrrad anbringen
- Stützräder anheben, damit man lernt, das **Gleichgewicht** zu halten
- **Schutzkleidung** tragen, um sich gegen Verletzungen zu schützen
- Stützräder abmontieren und das **Abrollen** auf dem Gras üben
- **Geschafft!** Jetzt kannst Du jederzeit Dein Fahrrad benutzen

# Radfahren lernen

- **Stützräder**
- **Gleichgewicht**
- **Schutzkleidung**
- **Abrollen**
- **Geschafft!**

# Radfahren lernen



Übung:  
Konzepte zeichnen



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[de.fotolia.com](http://de.fotolia.com)

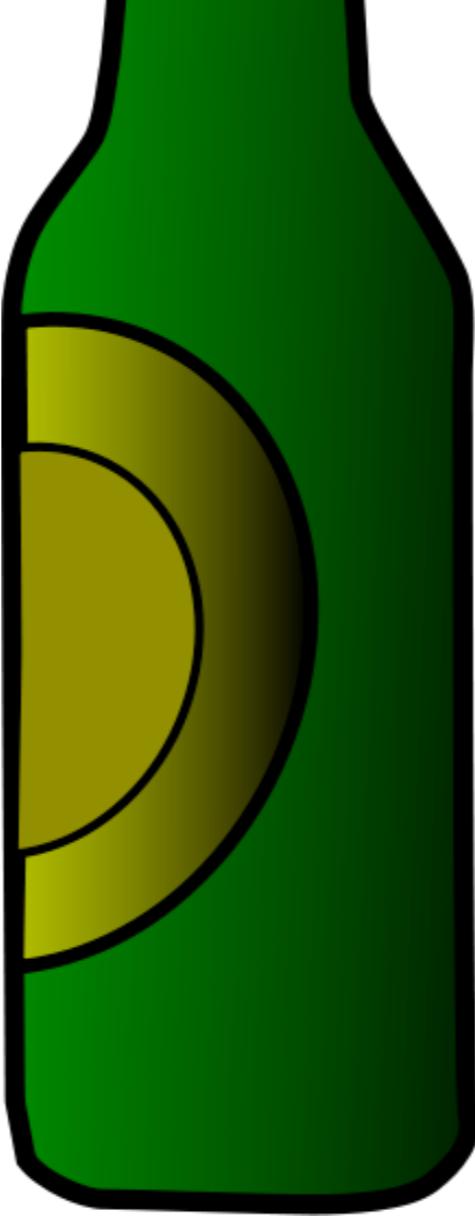
Fotos: kostenpflichtig



Fotos selbst machen

# Übung

- Flasche
- Glas
- Gesicht



Bleeding



zentriert

=

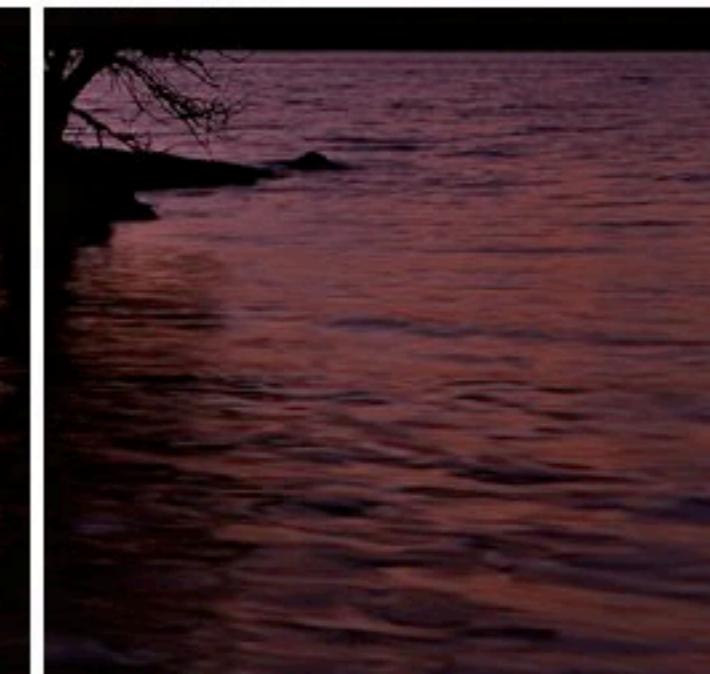
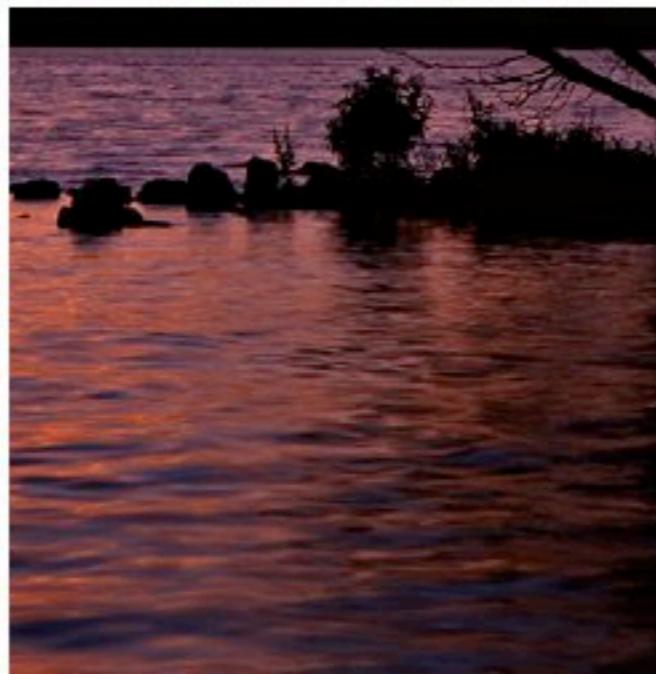
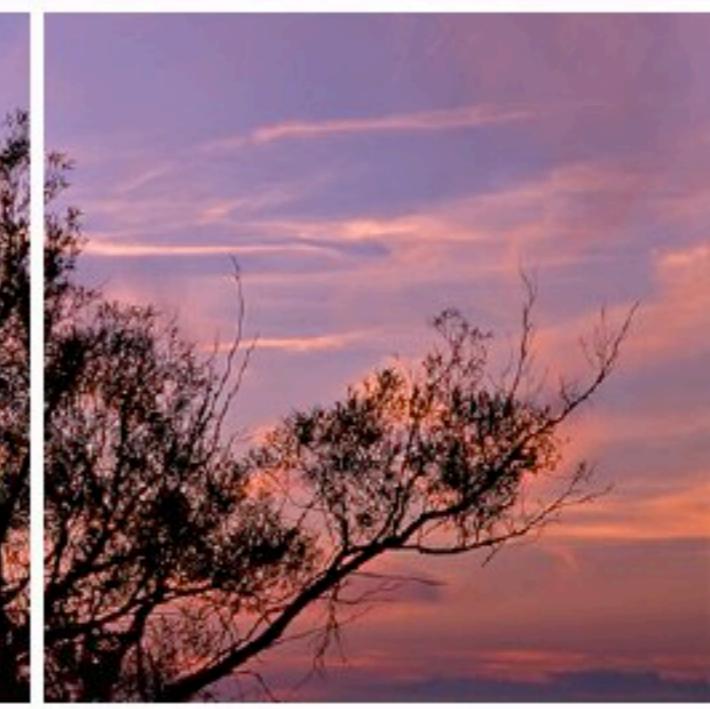
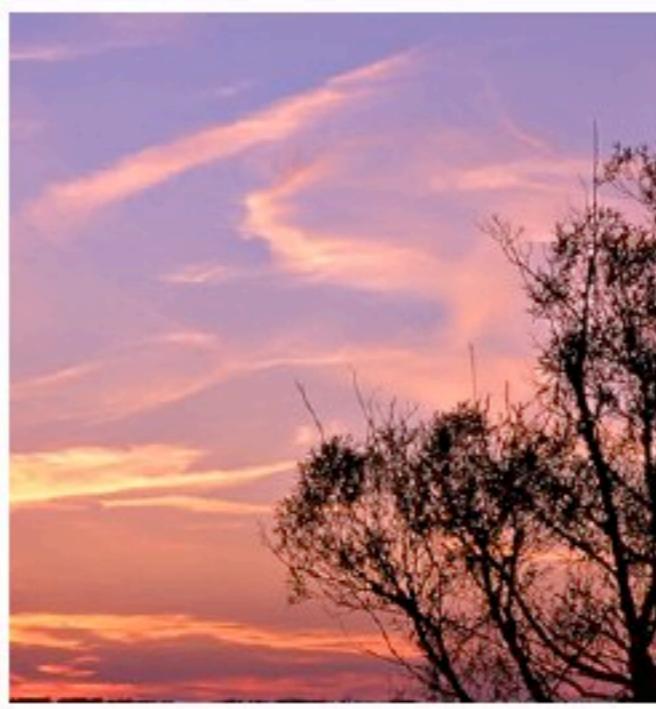
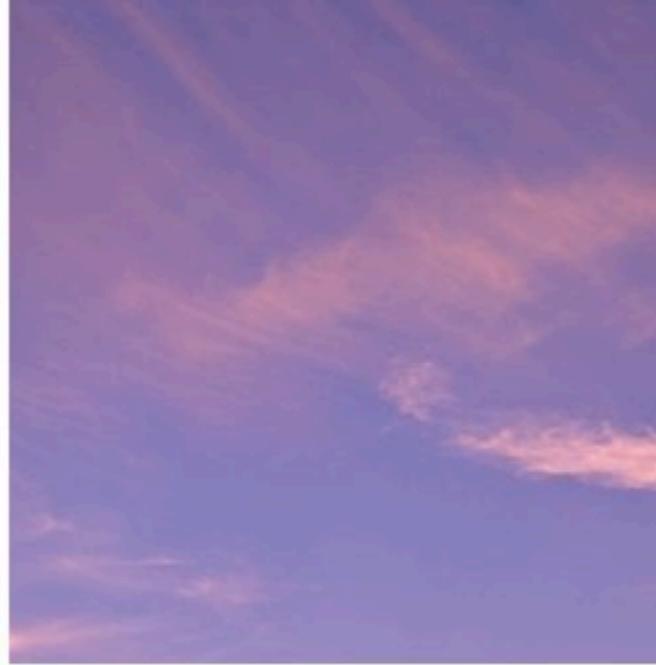
langweilig

Rule

of

Thirds





# Eye Gaze





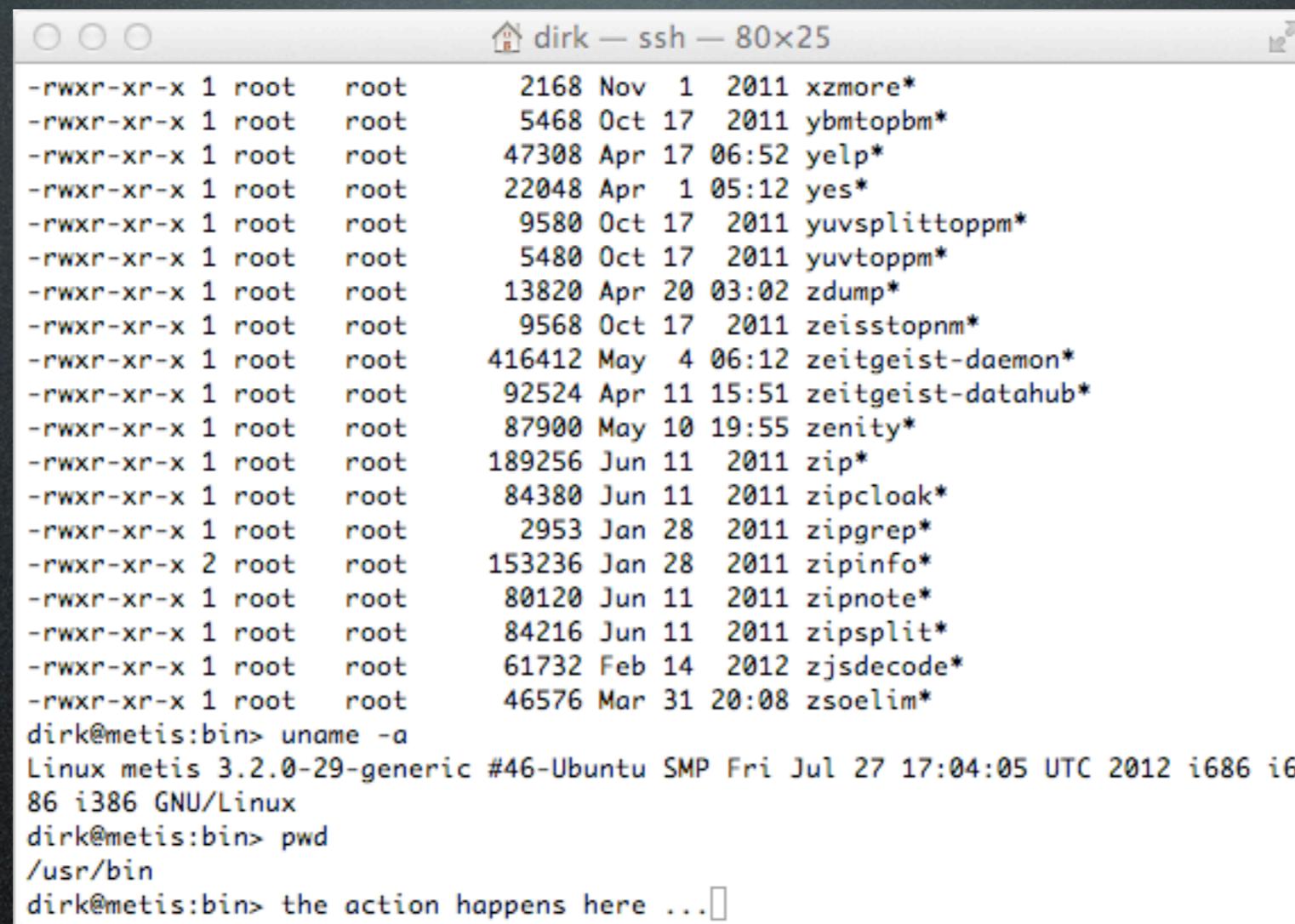




# An die letzte Reihe denken



# Terminal-Fenster vergrößern!



The image shows a terminal window titled "dirk — ssh — 80x25". The window displays a list of files in a directory, showing permissions, owner, group, size, and last modified date. Below this, the terminal prompt "dirk@metis:bin>" is followed by the output of the "uname -a" command, which provides system information. The prompt "dirk@metis:bin>" is also shown again, followed by the command "pwd" and its output "/usr/bin". Finally, the prompt "dirk@metis:bin>" is shown again, followed by the text "the action happens here ...".

```
-rwxr-xr-x 1 root root 2168 Nov  1 2011 xzmore*
-rwxr-xr-x 1 root root 5468 Oct 17 2011 ybmtopbm*
-rwxr-xr-x 1 root root 47308 Apr 17 06:52 yelp*
-rwxr-xr-x 1 root root 22048 Apr  1 05:12 yes*
-rwxr-xr-x 1 root root 9580 Oct 17 2011 yuvsplittoppm*
-rwxr-xr-x 1 root root 5480 Oct 17 2011 yuvtoppm*
-rwxr-xr-x 1 root root 13820 Apr 20 03:02 zdump*
-rwxr-xr-x 1 root root 9568 Oct 17 2011 zeisstopnm*
-rwxr-xr-x 1 root root 416412 May  4 06:12 zeitgeist-daemon*
-rwxr-xr-x 1 root root 92524 Apr 11 15:51 zeitgeist-datahub*
-rwxr-xr-x 1 root root 87900 May 10 19:55 zenity*
-rwxr-xr-x 1 root root 189256 Jun 11 2011 zip*
-rwxr-xr-x 1 root root 84380 Jun 11 2011 zipcloak*
-rwxr-xr-x 1 root root 2953 Jan 28 2011 zipgrep*
-rwxr-xr-x 2 root root 153236 Jan 28 2011 zipinfo*
-rwxr-xr-x 1 root root 80120 Jun 11 2011 zipnote*
-rwxr-xr-x 1 root root 84216 Jun 11 2011 zipsplit*
-rwxr-xr-x 1 root root 61732 Feb 14 2012 zjsdecode*
-rwxr-xr-x 1 root root 46576 Mar 31 20:08 zsoelim*
dirk@metis:bin> uname -a
Linux metis 3.2.0-29-generic #46-Ubuntu SMP Fri Jul 27 17:04:05 UTC 2012 i686 i6
86 i386 GNU/Linux
dirk@metis:bin> pwd
/usr/bin
dirk@metis:bin> the action happens here ...
```

File Edit Refactor Source Navigate Search Project Run Window Help

Quick Access C/C++ Resource

\*Test.cpp 21

```
#include "cute.h"
#include "lde_listener.h"
#include "cute_runner.h"
void newTestFunction() {
    ASSERTM("start writing tests", false);
}

void runSuite() {
    cute::suite s;
    s.push_back(CUTE(newTestFunction));
}
```

Wintable Smart Insert 4 / 21

3

Vorbereitung  
Folien  
Präsentieren

Make sure you  
have finished speaking  
before your audience  
has finished listening

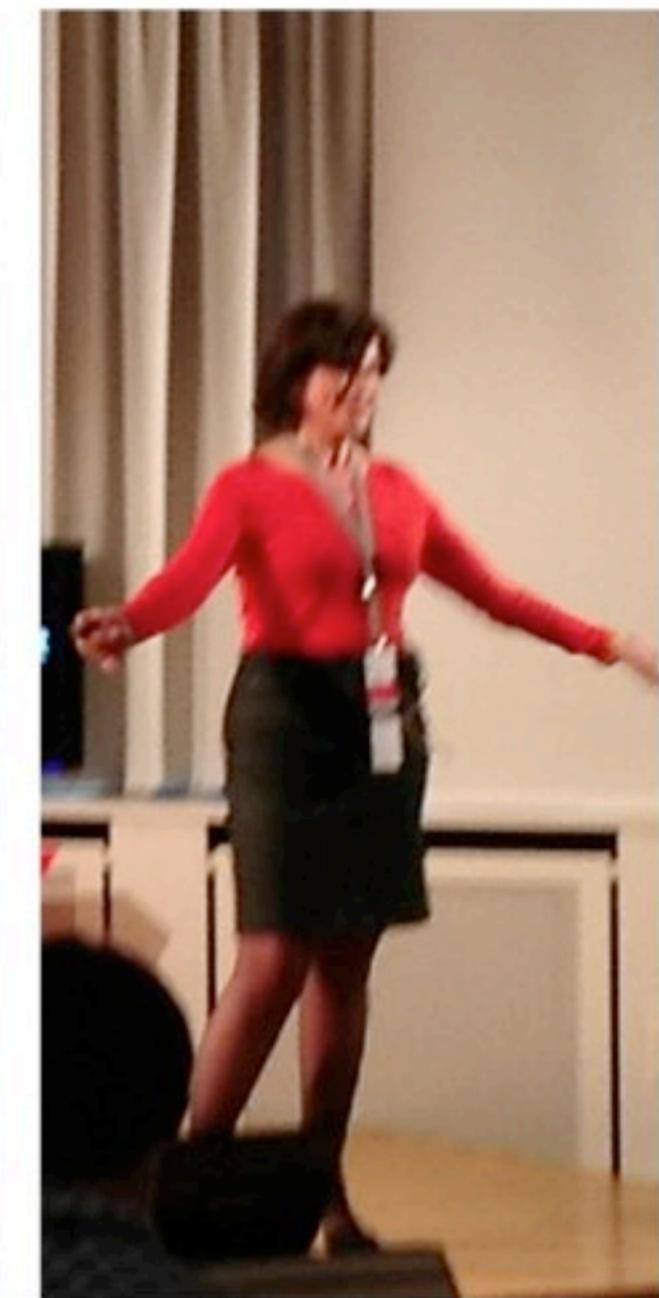
-- Dorothy Sarnoff



# Früh ankommen



# Das leidige Rednerpult

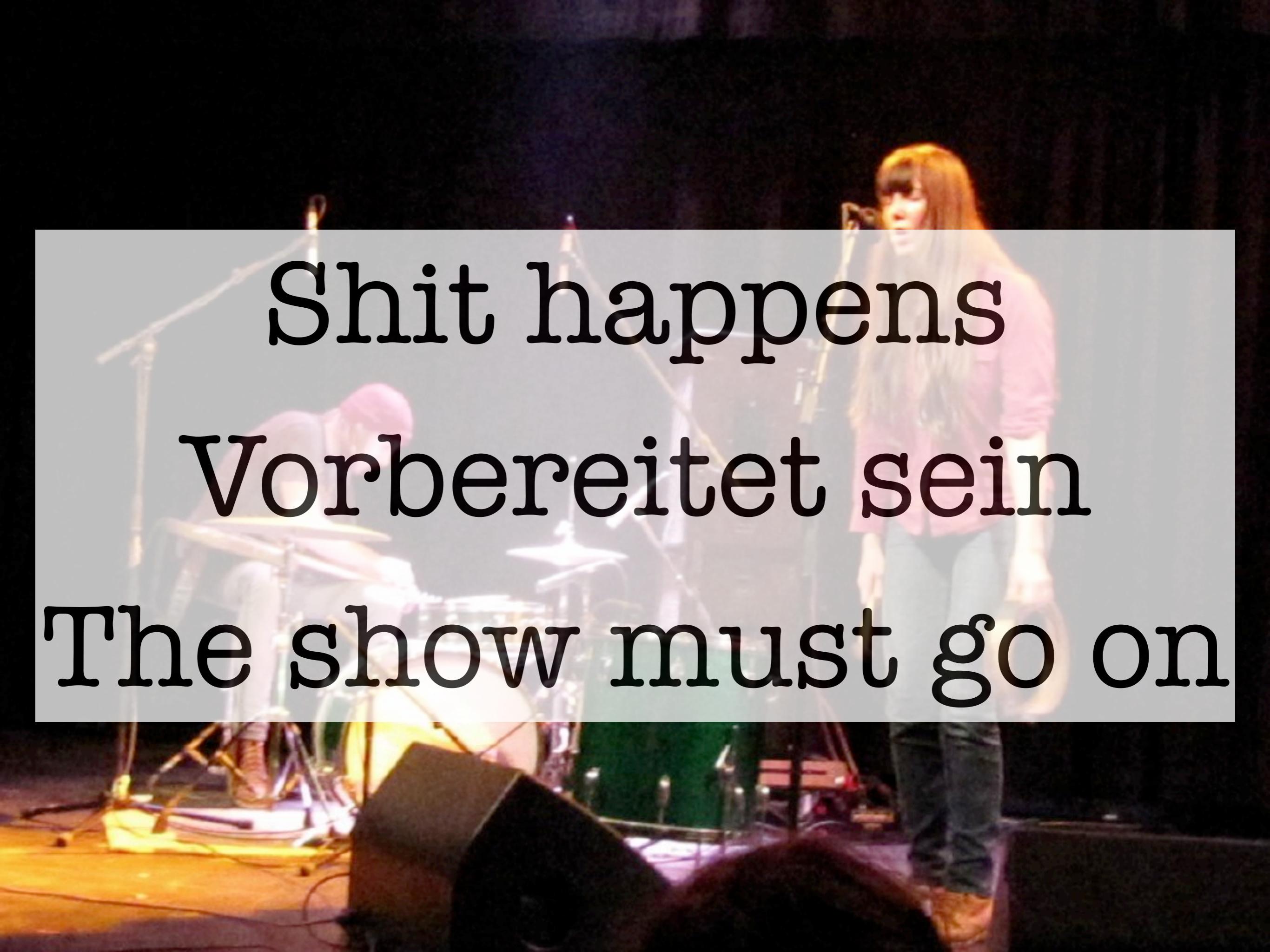


# Fernbedienung





Nimm das Mikrofon

A photograph of a woman with long, light-colored hair singing into a microphone on a stage. She is wearing a light-colored top and dark pants. In the background, a band is performing, with a drummer visible. The stage is lit with warm, colorful lights.

Shit happens

Vorbereitet sein

The show must go on

Was soll schon schief gehen?



0:00

Nicht überziehen

# Mit Diskussionen umgehen

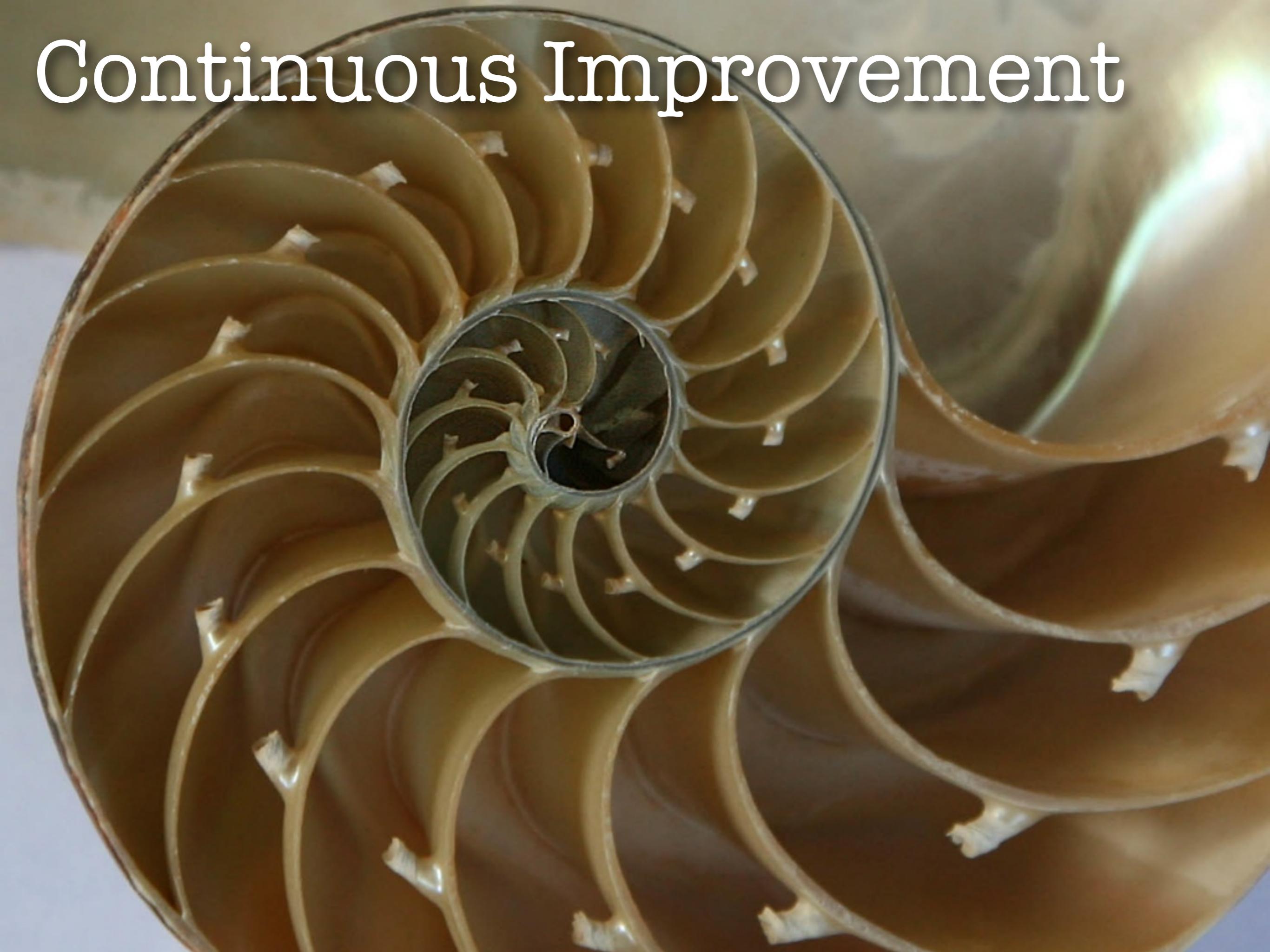


- Excellent
- Very good
- Good
- Average

# Zusammenfassung



# Continuous Improvement



Immer an das  
**Publikum** denken



[www.themobilepresenter.com](http://www.themobilepresenter.com)  
dirk@haun-online.de  
@dirkhaun



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Dirk Haun

# Presenting for Geeks

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E-Book - Kindle Store,  
iBooks Store, Google Play

# Credits & Sources

Presenting for Geeks by Jessica Bergs & Dirk Haun,  
Lightbulb by James Bowe,  
"Most people give off as much heat as a 100 watt bulb, but not as much light." by Kate Ter Haar,  
Light Bulbs Sketched on Blackboard by Lisa-Blue, iStockphoto file #18887141  
R. Buckminster Fuller by Dan Lindsay,  
Röck!! on the right by Jeremy Keith,  
Crossing three stepping stones by gynane, iStockphoto file #754036  
Burnt Scroll by Parée + Pieces of Eight font by Steve Ferrera,  
Who are you? Why are you here? by Dirk Haun,  
Hein Blöd by Dirk Haun,  
Working 1 by mmagallan,  
Ortswechsel by Dirk Haun,  
Go analog by Dirk Haun,  
Grass & Sky by 柏翰 / ポーハン / POHAN,  
L'ascenseur verte by Alexandre Vialle,  
DSC03288 by Sinsira,  
Thinking RFID by Jacob Bøtter,  
College Math Papers by Loty,  
40+50 Spider? by bark,  
Enso by Alex Castro,  
Wondering by bigevil600,  
iPod product photo (c) Apple,  
Doctor writing down prognosis on medical chart by STEEX, iStockphoto file #15187147,  
Happy by godofilte,  
Reading... by nkzs,  
Scott Berkun by Jonas Strandell,  
Chevy Grill - 58 by Bob Jagendorf,  
Projection screen in the boardroom with projector by Bzzz, iStockphoto file #2901521,  
Honeymoon Period diagram via Garr Reynolds,  
Water Splash by Steve Garner,

Hole in the sky by Jo Naylor,  
Prefrontal cortex drawing from Wikimedia Commons,  
C++11 slide used with apologies to Bjarne Stroustrup,  
Dr. John Medina from his "Media Kit",  
Stack of photos - background by thinkomatic, iStockphoto file #4743375,  
A CT scan of my brain (Dirk Haun),  
Learning to Ride example taken from Nancy Duarte, "slide:ology", O'Reilly, 2008, page 222,  
Zoom again by Richo.Fan,  
Draw By Night (Nov '11) by VFS Digital Design,  
Polaroid\_8 by Brenda Clarke,  
Lining Up the Shot by symbot,  
Clipart: Long thin face, Beer Bottle, Beer from Open Clip Art,  
Rivertree by Moondigger, via the Wikipedia entry for "Rule of Thirds",  
Scarce Palmnut (Fish-eagle) Vulture 2 by doc\_,  
Seagull by visualpani,  
Personal plane by costi,  
Binoculars by Chase Elliott Clark,  
Audience by takje,  
Untitled (red alarm clock) by Alex,  
Speaker photos (Eben Moglen, Jimmy Wales, Emily Bache, Marion Chapsal) by Dirk Haun,  
Use a remote by Dirk Haun,  
Shure SM58 by Chris Metcalf,  
She Keeps Bees by Dirk Haun,  
Rocket Firefall by Steve Jurvetson,  
Cat Falls Out of the Ceiling (video) by vernontripple,  
La minute by Fanch Sans colorant et Sans conservateur,  
Jef leading the group in discussion by Travis Isaacs,  
Feedback form: excellent by kikashi,  
Overflowing[sic!] Cup by danielrcook, iStockphoto file #8592211,  
Chambered Nautilus Shell - detail by Jitze Couperus



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