

Part 2

Sustaining interest

Alexei Kapterev

Presentations are often

- **BORING**
- **CONFUSING**
- **UNCONVINCING**

- 
- 1. Have a clear goal**
 - 2. Use a story structure**

**This is not about
telling stories!**



Structuring your presentation as a story

Stories are

- **INTERESTING**
- **EASY TO UNDERSTAND**
- **CONVINCING**

Our brains were designed by evolution
to develop story representations from
sensory input.

Stories are nature's way of solving the
problem of knowledge.

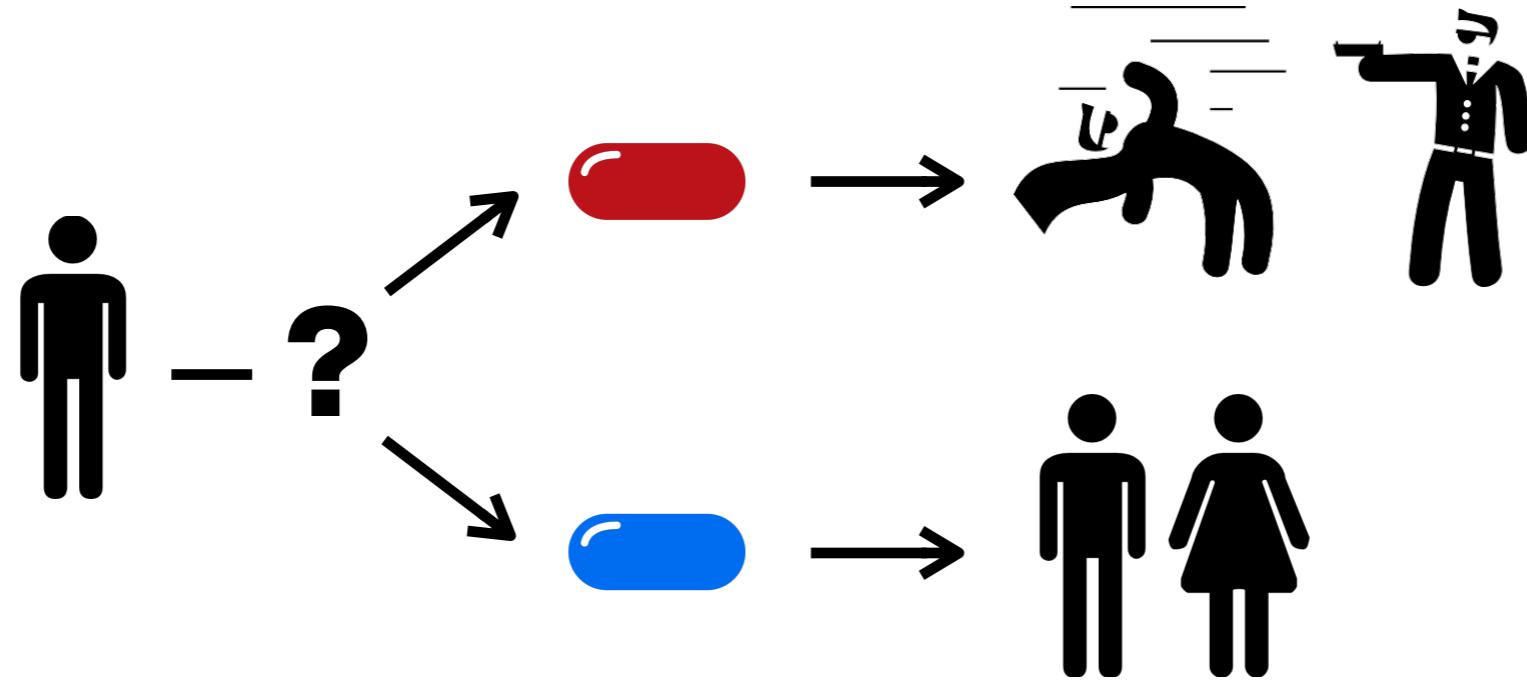
ALISON GOPNIK

Psychology professor, Berkeley University

**Comprehension was 50% higher for
information presented in story form
than for similar information presented
in any of the expository forms we studied.**

J. DAVID COOPER

Literacy: Helping Children Construct Meaning



A STORY

is hero's decision-making process

What's a story structure?



There are three
rules for writing
novels. Unfortunately,
nobody knows
what they are.

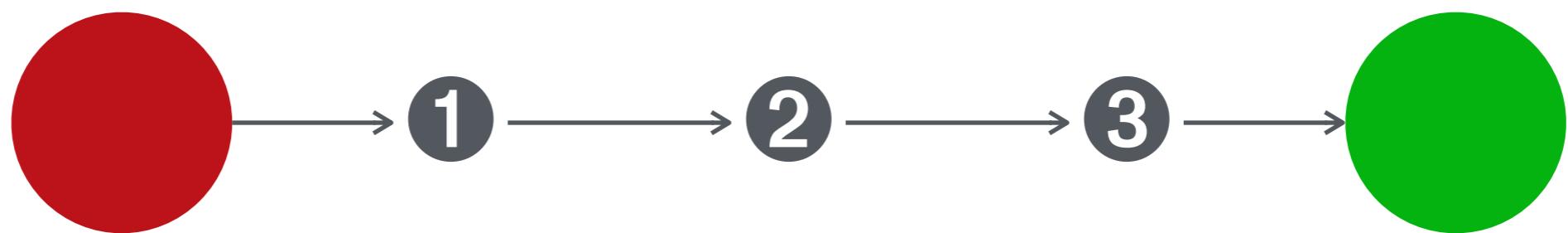
Somerset Maugham
Writer

THE THREE RULES

1. Goal
2. Problem and conflict
3. Solution

Where are we now?
What's the problem?

What's the
ideal future?



What do we do and why?

**But all I want
is to inform!...**

Pragmatic rhetoric is the art of
communicative problem solving.

RICHARD MCKEON

An American philosopher, a scholar of rhetoric

No problem



No need to communicate



One thing on which
we hope our critics
will agree with us is
**that a play should
have conflict.**

Lajos Egri

The Art of Dramatic Writing

**NO CONFLICT
NO ACTION
NO EMOTIONS**

2008 Investment Plan (consolidated)

				(million yen, %)	
Investment		2007	2008	vs.last year	
		actual	plan	change	%
Land		109	0	-109	-100.0
Buildings		2,750	3,240	490	17.8
Machinery & Equipment		3,703	2,834	-869	-23.5
Sales equipment		10,012	11,800	1,788	17.9
Other		3,377	2,126	-1,251	-37.0
Total		19,951	20,000	49	0.2
Depreciation		22,533	22,400	-133	-0.6

<Breakdown of sales equipment>

	CCWJ area	Kinki area	Mikasa area	Total
Million yen	7,343	3,537	920	11,800
Units	16,200	8,500	2,000	26,700

Identify problems



Construct meaning

When your story is right it serves as a foundation for your delivery skills.

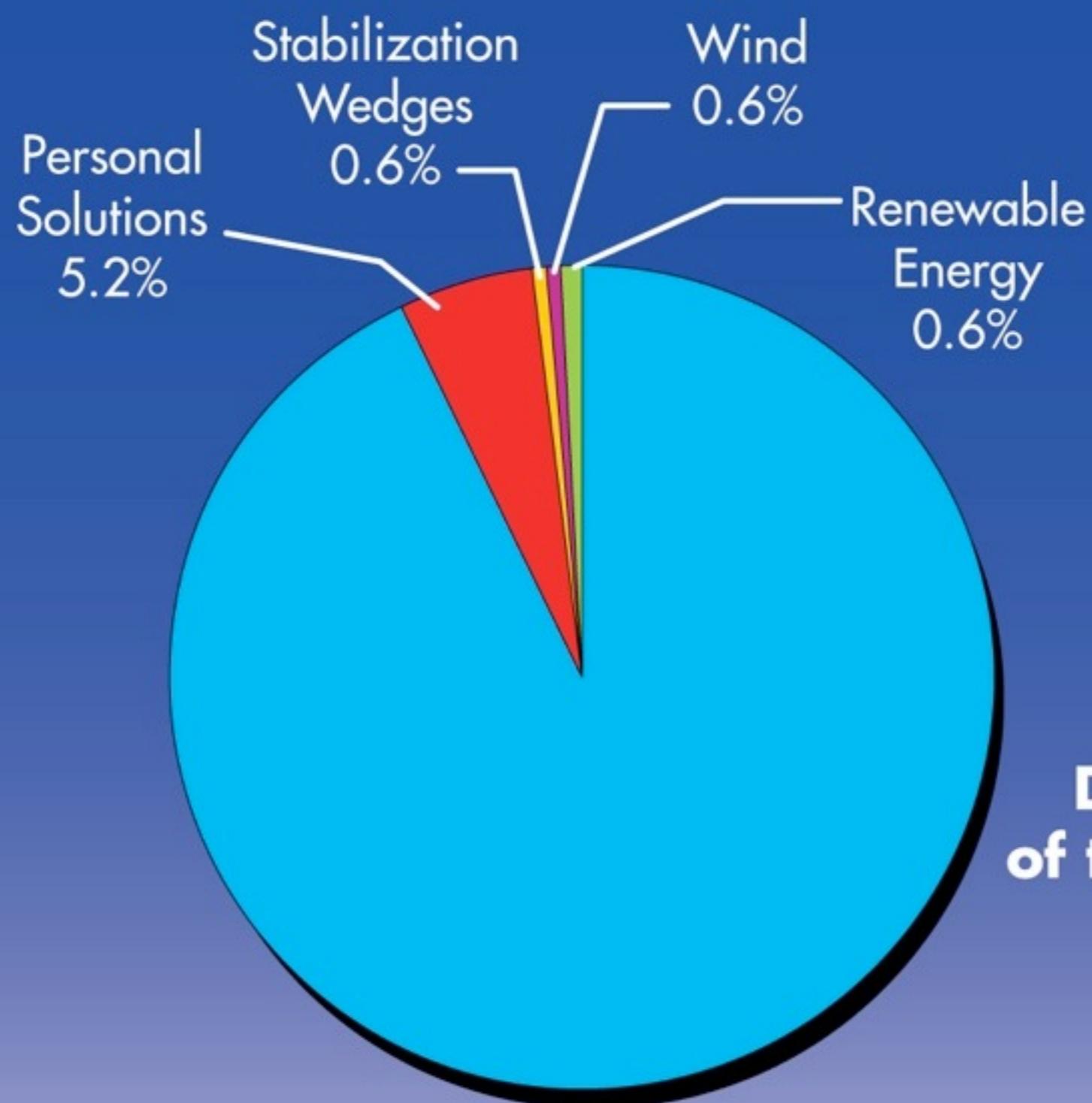
The reverse is never true.

JERRY WEISSMAN

Presenting to Win

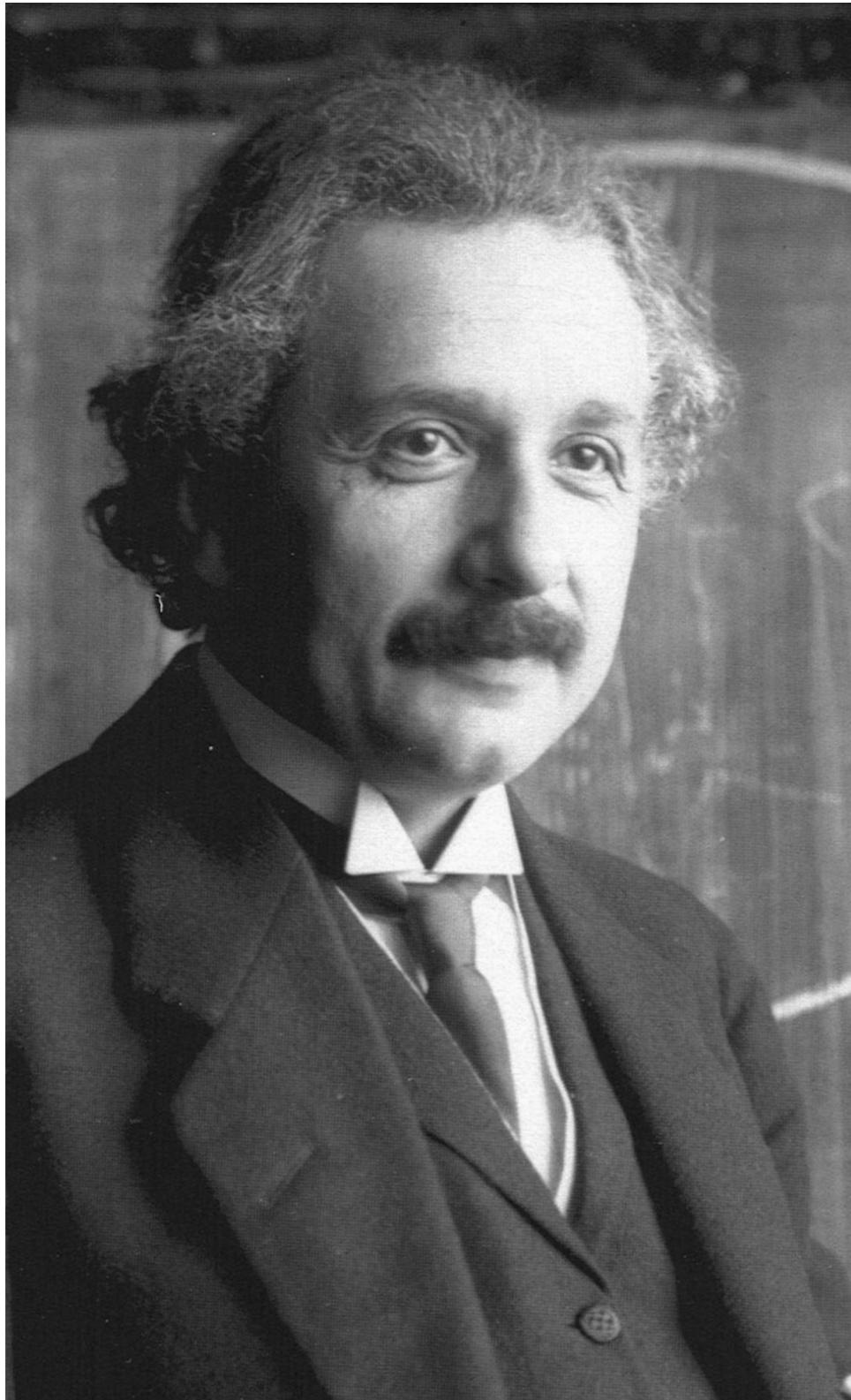
AN INCONVENIENT TRUTH

Long on Problems – Short on Solutions



**Discussion
of the Problem
93%**





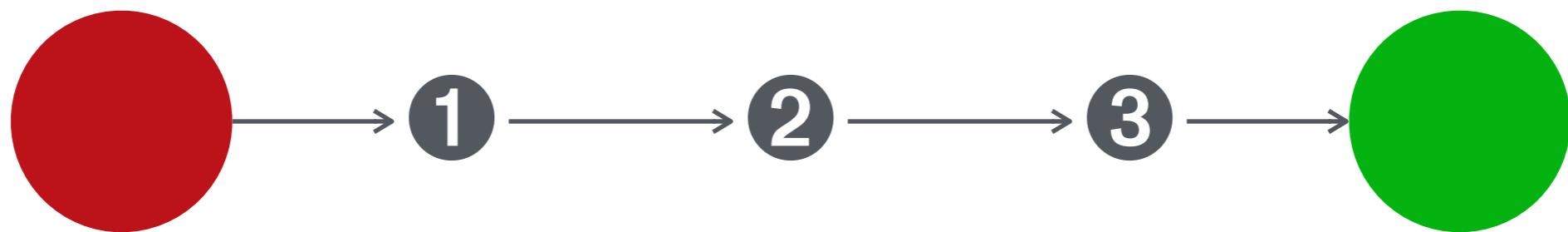
If I had an hour
to solve a problem
I'd spend 55 minutes
thinking about the
problem and 5 minutes
thinking about
solutions.

Albert Einstein
A genius physicist

**Your solution is only
as good as the
problem it solves**

Where are we now?
What's the problem?

What's the
ideal future?



What do we do and why?

**How do
we create
conflict?**

THESIS

Main point

ANTITHESIS

Counterpoint



THESIS

Buy this laptop computer!



ANTITHESIS

What's the opposite?



ANTITHESIS

Buy a desktop computer!



ANTITHESIS

Buy a tablet computer!



ANTITHESIS

Save money!

**Who is fighting
whom for what?**

Four ways to create

CONFLICT

- 1) There's a problem
- 2) They are the problem
- 3) We are the problem
- 4) Your thinking is the problem

Four ways to create

CONFLICT

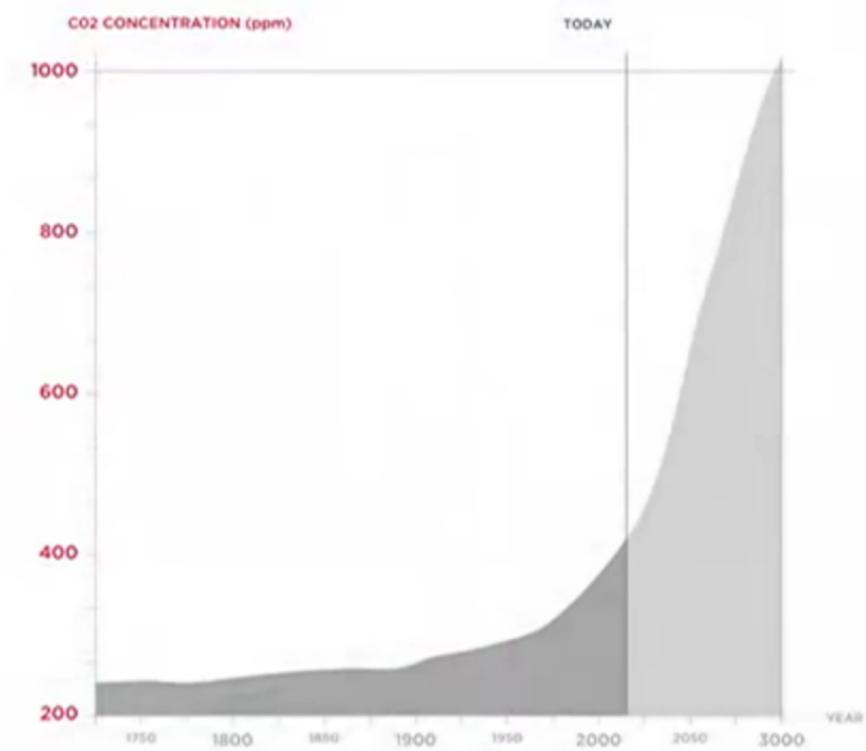
- 1) There's a problem**
- 2) They are the problem
- 3) We are the problem
- 4) Your thinking is the problem







THIS
IS REAL



Four ways to create

CONFLICT

- 1) There's a problem
- 2) They are the problem**
- 3) We are the problem
- 4) Your thinking is the problem

**“They are
the problem”**



PART 2: PROBLEM

PART 2: PROBLEM

EXISTING BATTERIES:

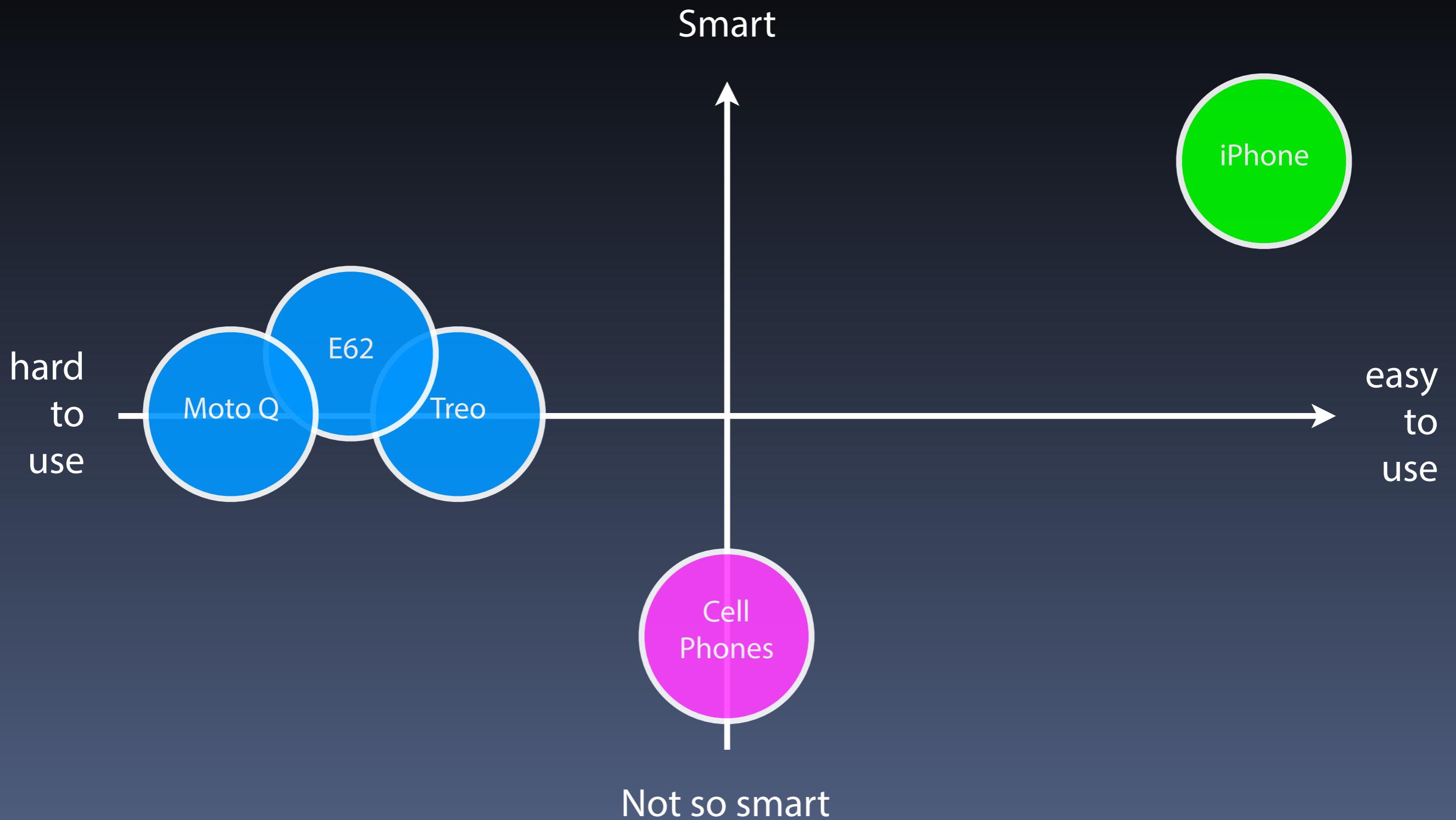
- EXPENSIVE
- UNRELIABLE
- POOR INTEGRATION
- POOR LIFETIME
- LOW EFFICIENCY
- NOT SCALABLE
- UNATTRACTIVE

Goals and values

other criteria for decision-making

Case Study

The iPhone presentation





Moto Q



BlackBerry



Palm Treo

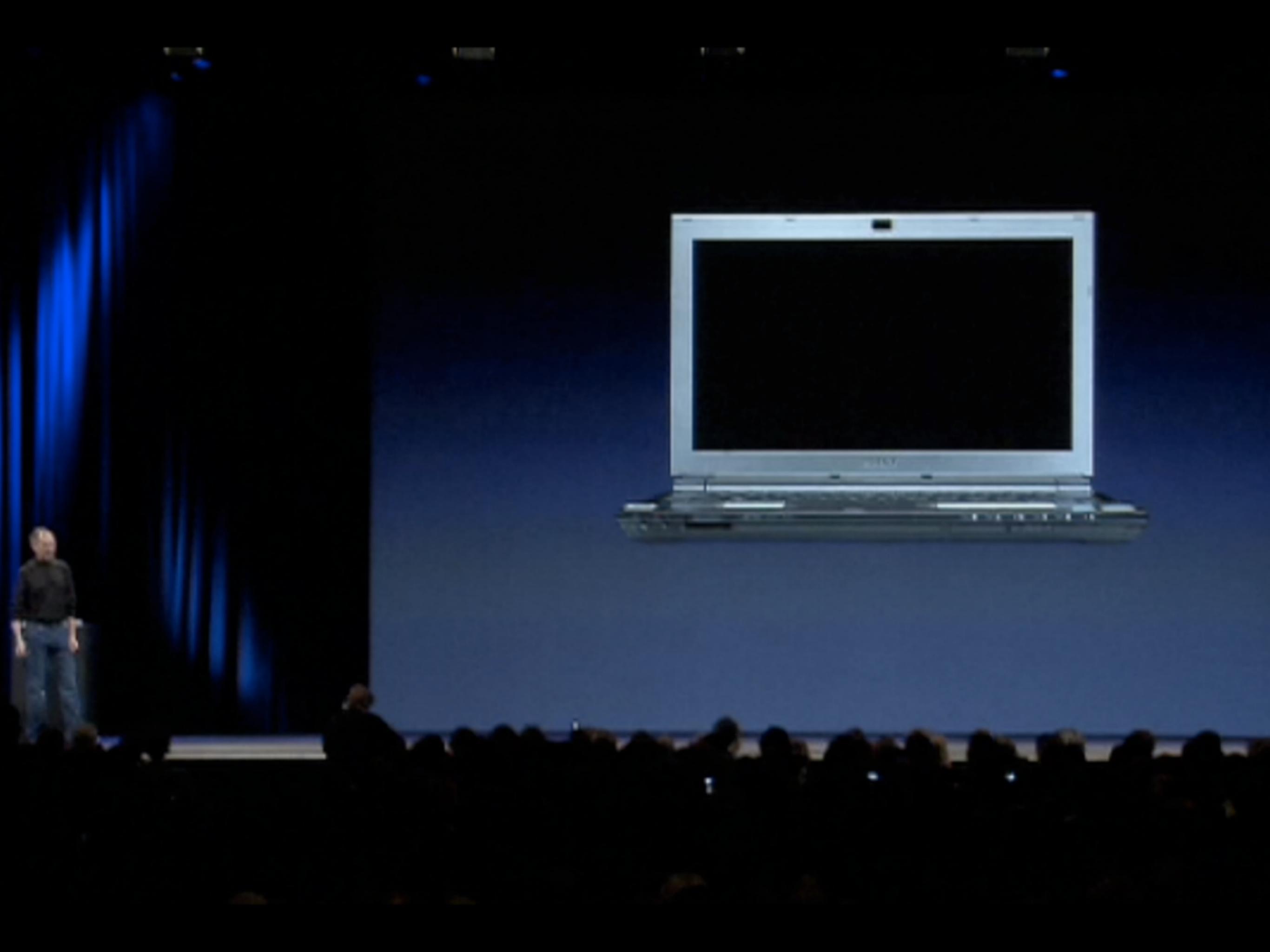


Nokia E62



Case Study

The MacBook Air presentation





Weight	3.0 lbs
Thickness	0.8 - 1.2 inches
Display	11- or 12- inch
Keyboard	Miniature
Processor	1.2 GHz Core 2 Duo



Weight	3.0 lbs	✓
Thickness	0.8 - 1.2 inches	✗
Display	11- or 12- inch	✗
Keyboard	Miniature	✗
Processor	1.2 GHz Core 2 Duo	✗

1.20"

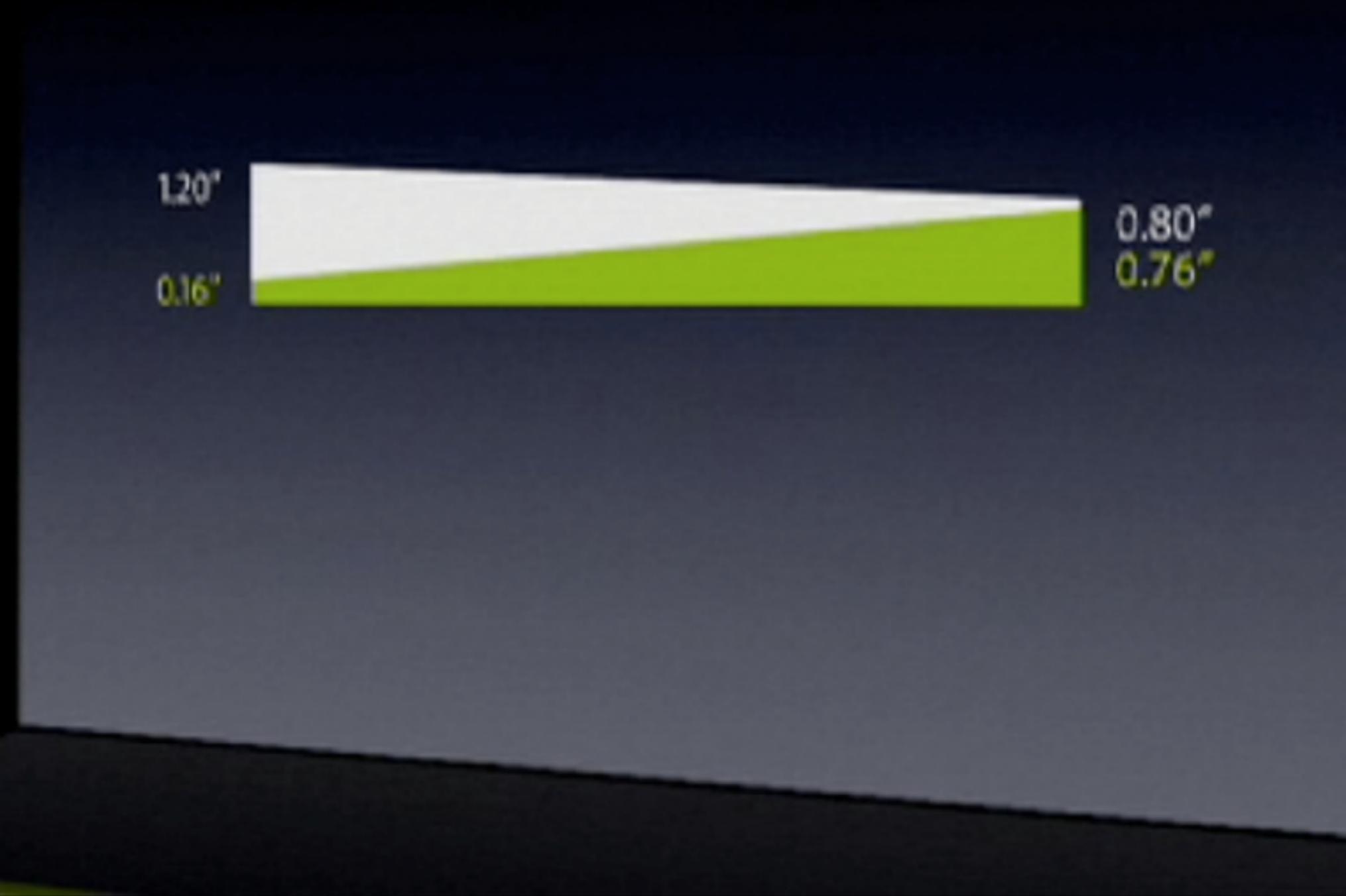
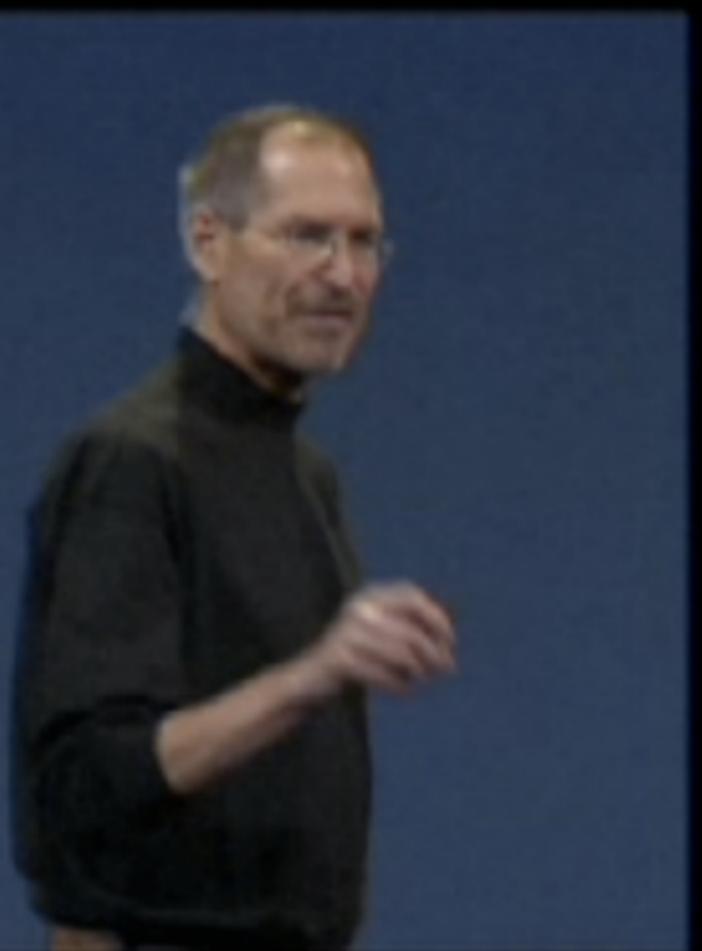
0.80"

1.20"

0.76"

0.80"

0.16"



Every time you're telling a good
vs. evil story, you're lowering your
IQ by ten points.

TYLER COWEN

Marginal Revolution blog

BEWARE OF THE STRAW MAN FALLACY!



**Your competition
should have
a chance to win**

Problem:

Forest fire

- 1) Foresters
- 2) Satellite imagery
- 3) Airplanes
- 4) Drone

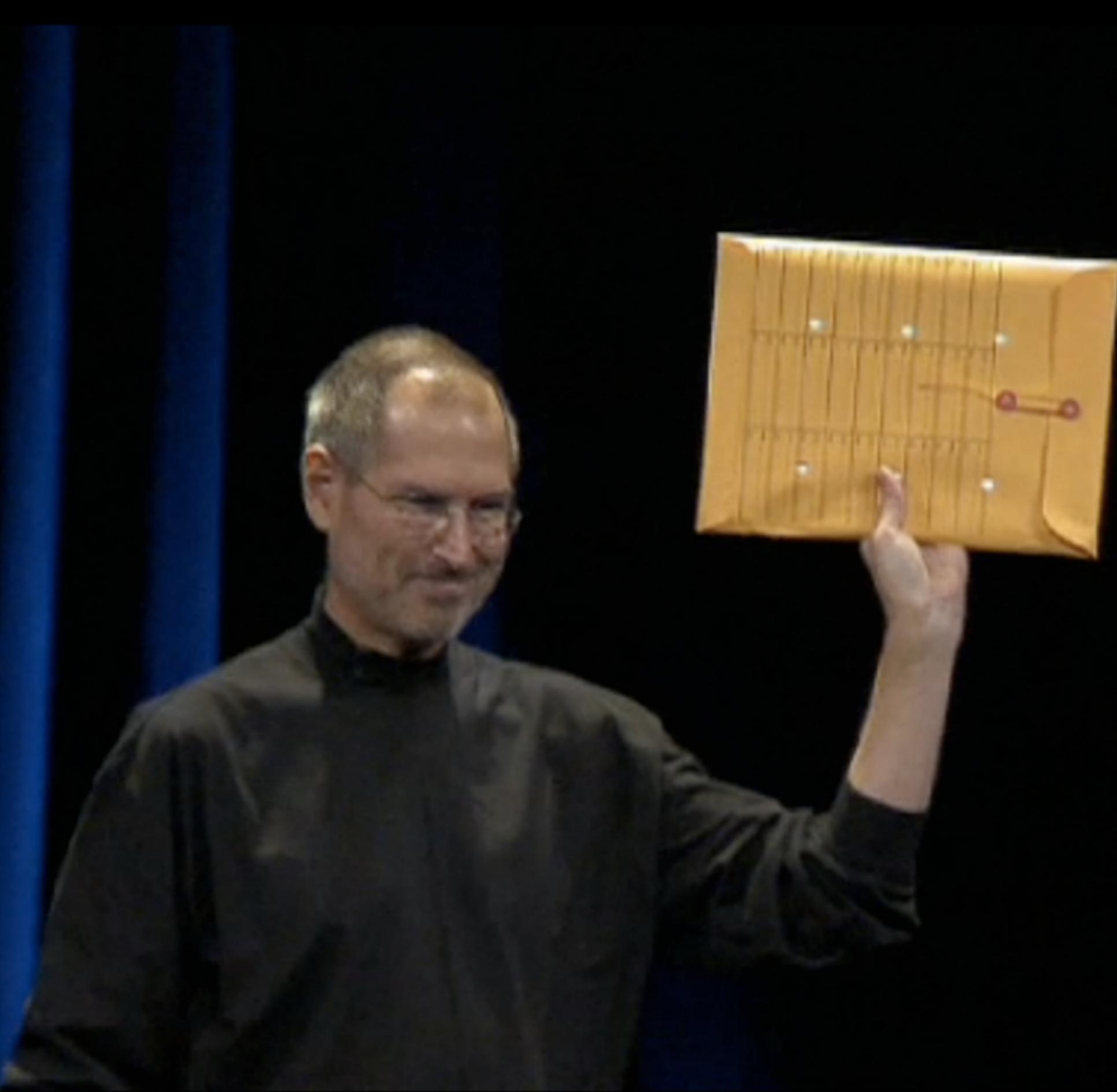


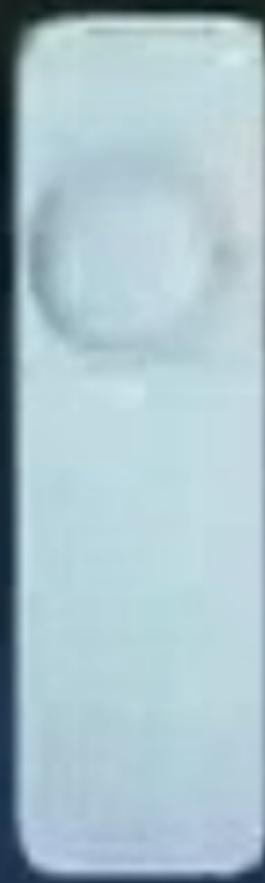
**What if I can't mention
the competition?**

Traditional Standard Regular

...notebook computer







**“We are
the problem”**

Four ways to create

CONFLICT

- 1) There's a problem
- 2) They are the problem
- 3) We are the problem**
- 4) Your thinking is the problem



a

a



56%

Too expensive

U.S. customers considering iPhone who did not buy

DISCUSS COUNTER-ARGUMENTS!

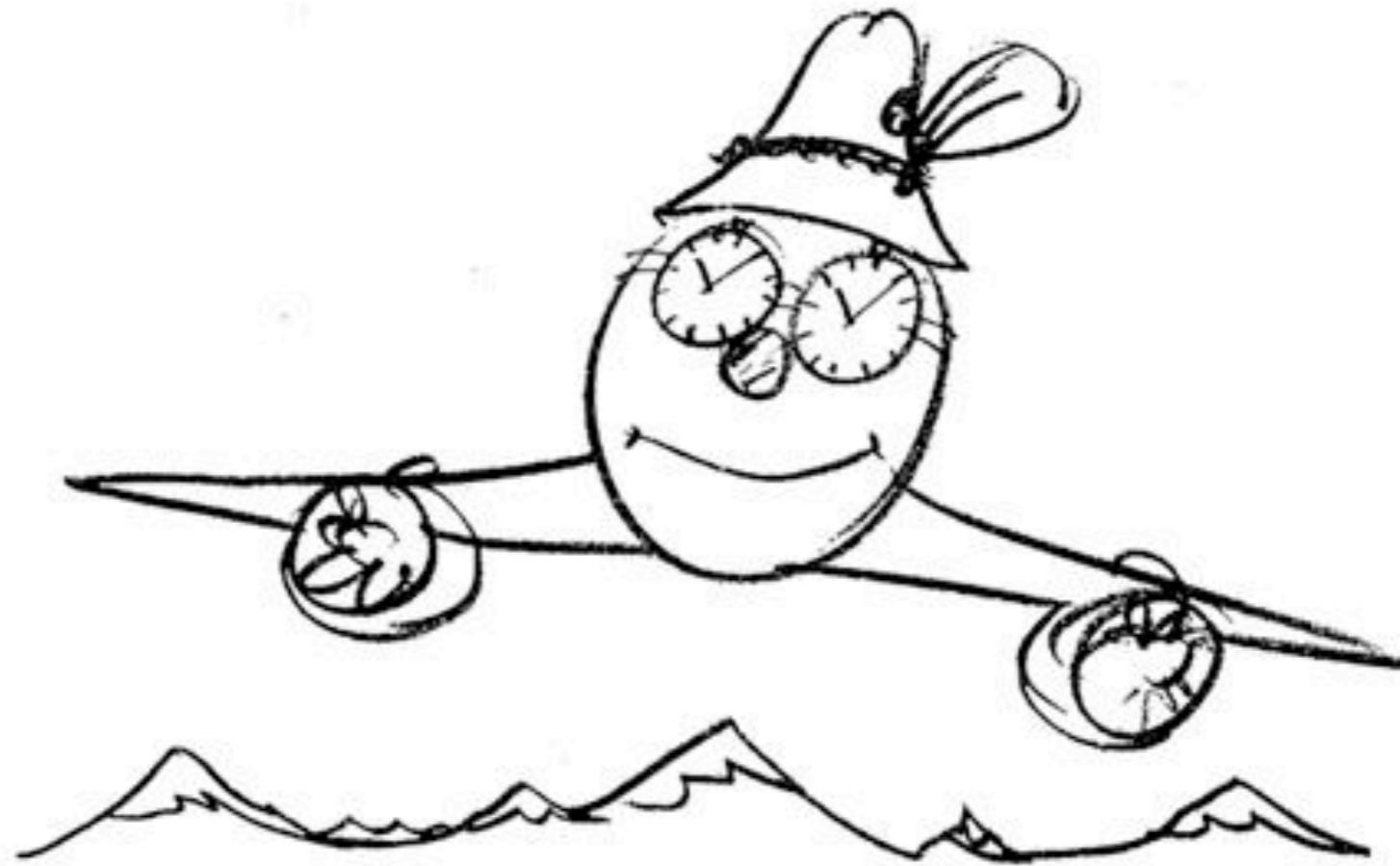
- ❖ Obvious counter-arguments
- ❖ Non-obvious counter-arguments for intelligent and critical audience
- ❖ Ask uncomfortable questions

**“Your thinking
is the problem”**

Four ways to create

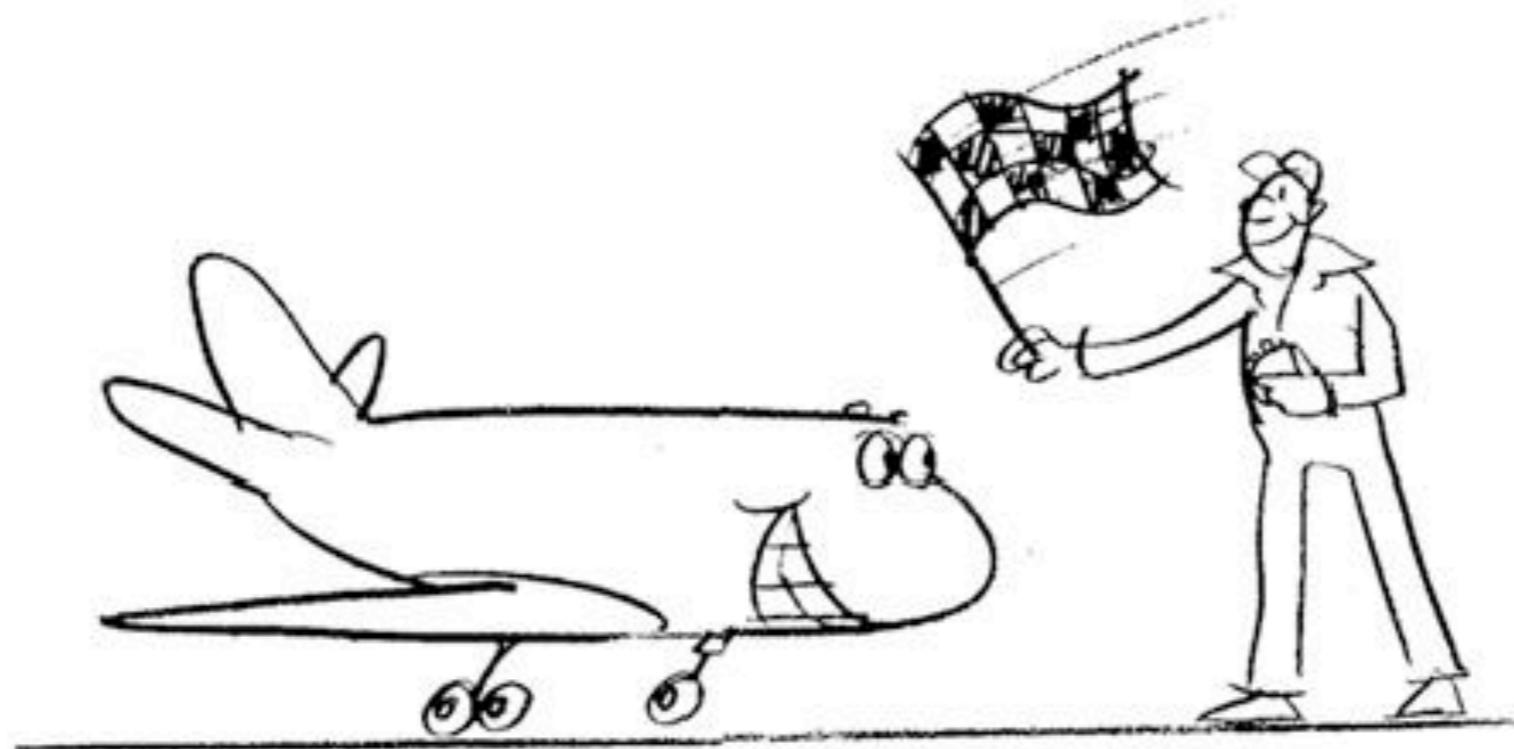
CONFLICT

- 1) There's a problem
- 2) They are the problem
- 3) We are the problem
- 4) Your thinking is the problem**



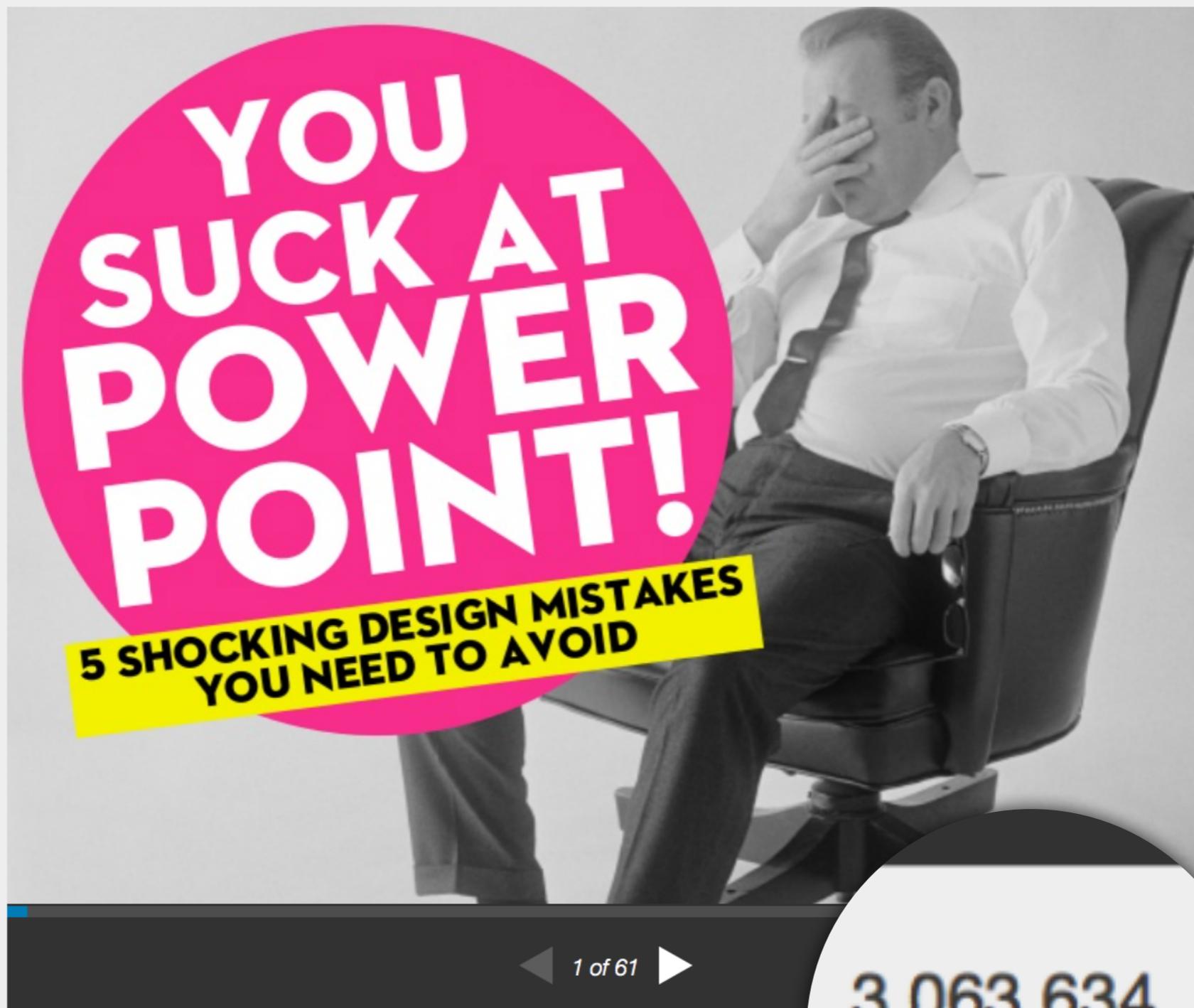
Or European companies which have pursued more consistent and purposeful policies than we have.

And who keep making money, hard times or not.



We are going to be much more punctual. Everyone can help.
“Operation Punctuality” is starting

soon. It's going to give everyone a chance to help make us one of Europe's most punctual airlines.



You Suck At PowerPoint! by @jessedee

Share

Like

3,063,634
views



Jesse Desjardins - @jessedee

Keynote Author



THESIS

An objective problem

Competition

Our own products

Audience

ANTITHESIS

Lots of manual calculations

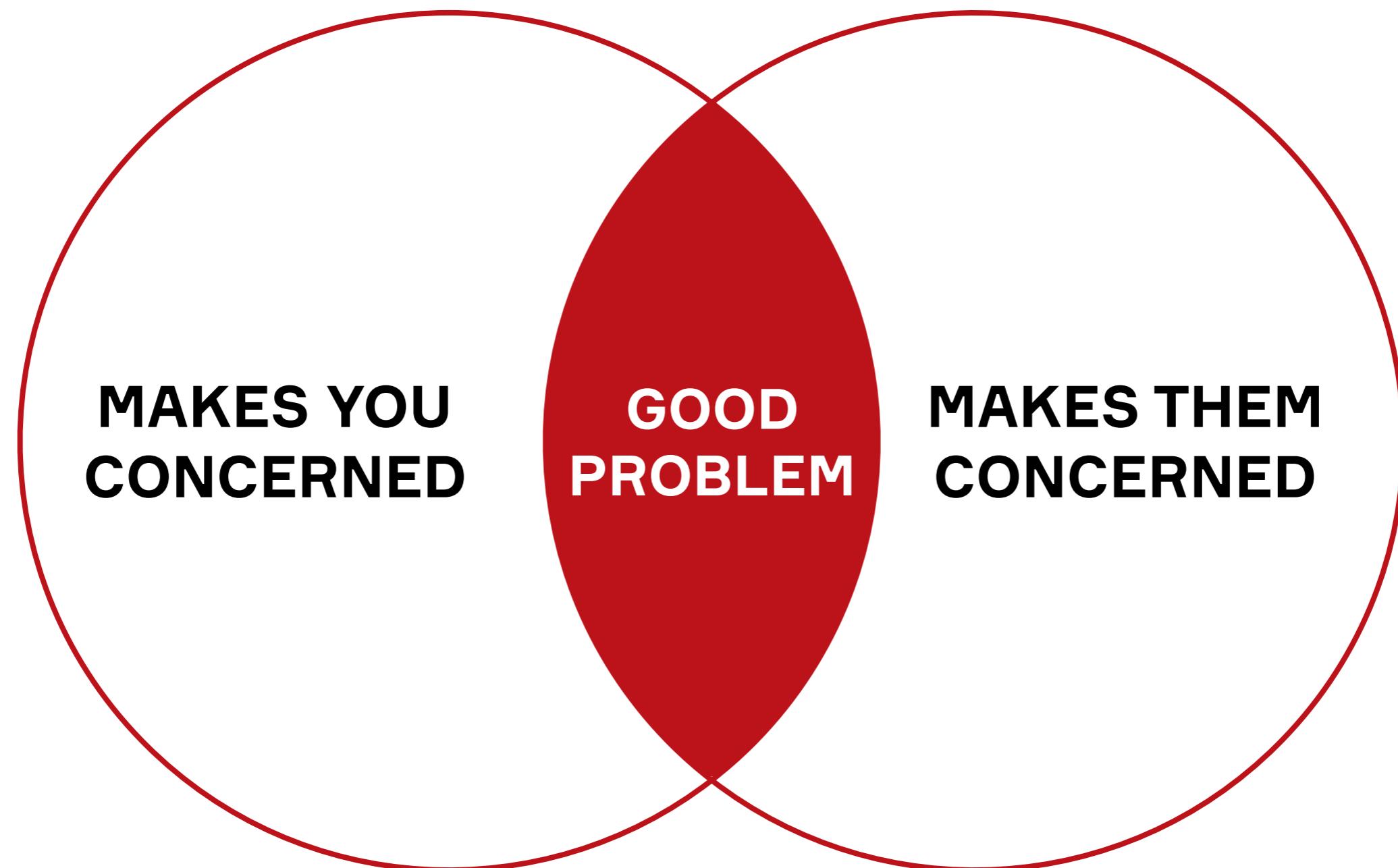
Another computer

Old existing computer

Belief: “The old one is ok”

A photograph of a paved path or road curving through a wooded area. The path is paved with asphalt and has a white line marking its edge. The surrounding area is covered in fallen leaves and some low-lying shrubs. The overall scene suggests a rural or park-like setting.

Someone
else's
problem

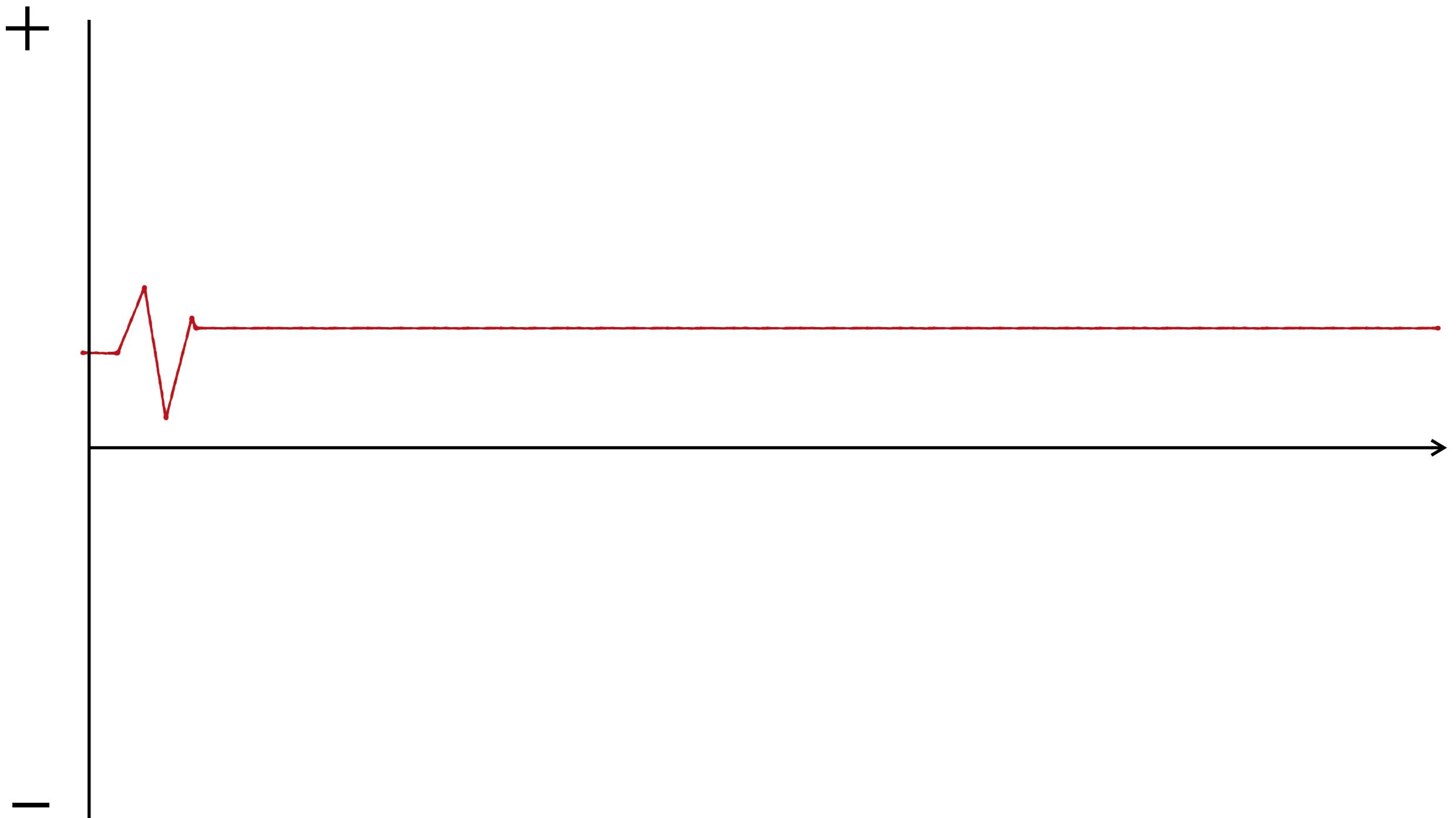


HELPFUL QUESTIONS

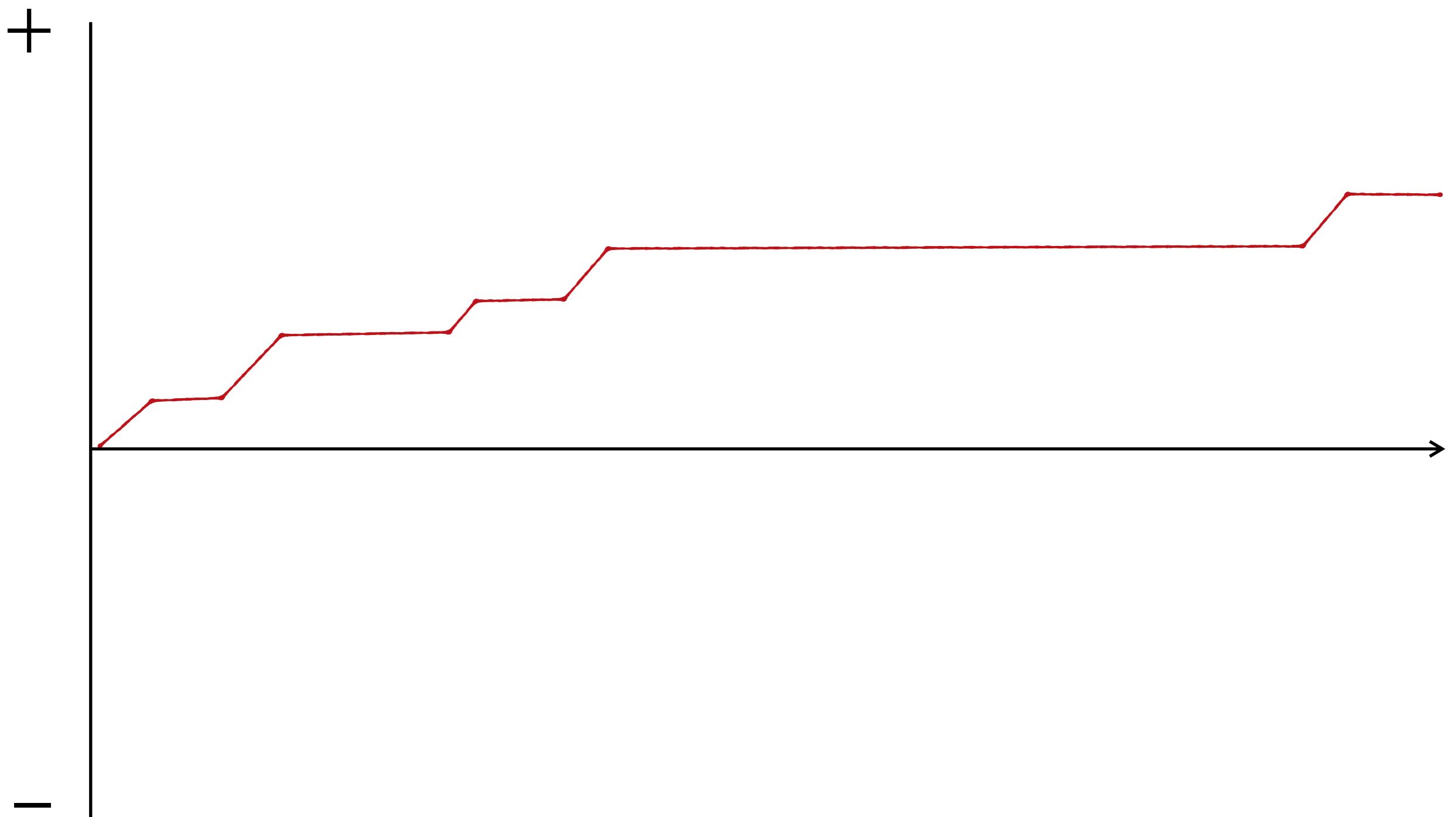
- ❖ What's my problem that I'm trying to solve?
- ❖ What is their problem? What's their pain?
- ❖ What's wrong with the audience?
- ❖ What is the question that unites us together?

Sustaining interest

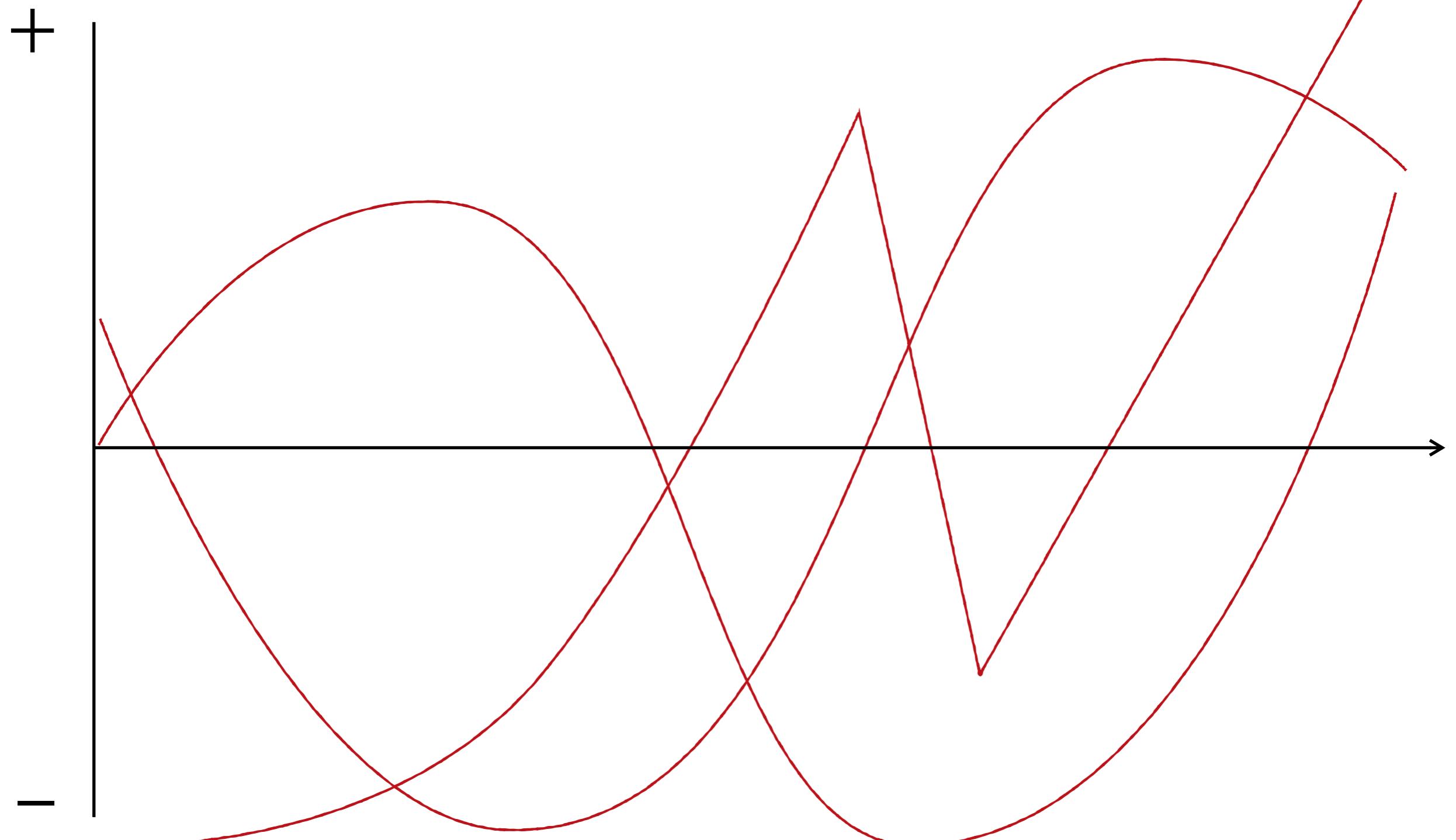
Report



Typical presentation

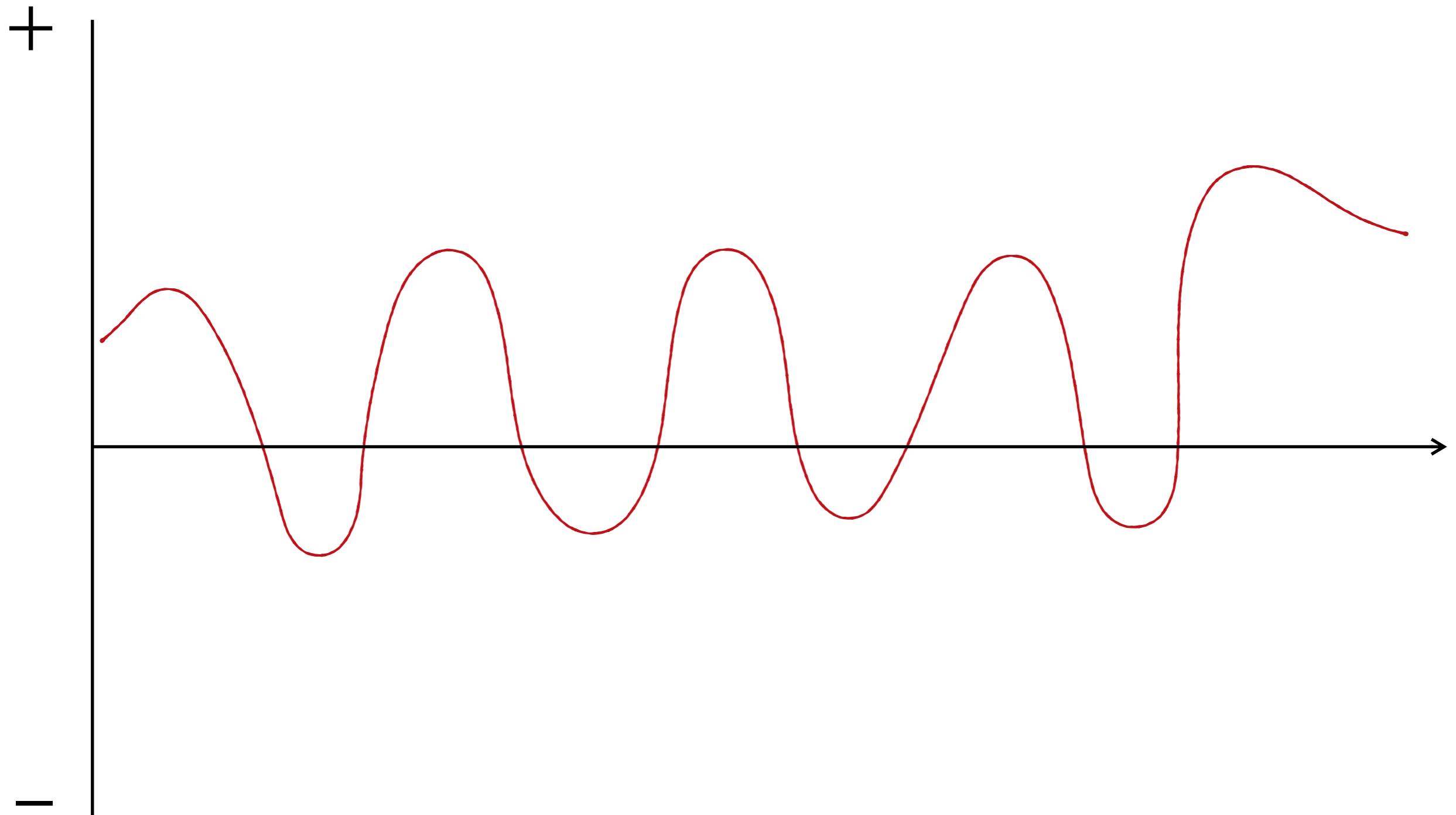


Emotional presentation



Source: K.Vonnegut

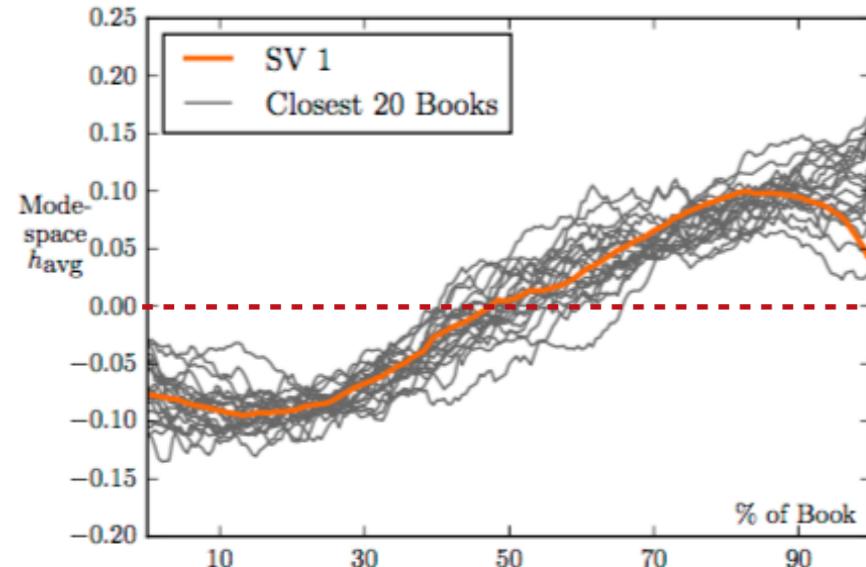
“Four mistakes”



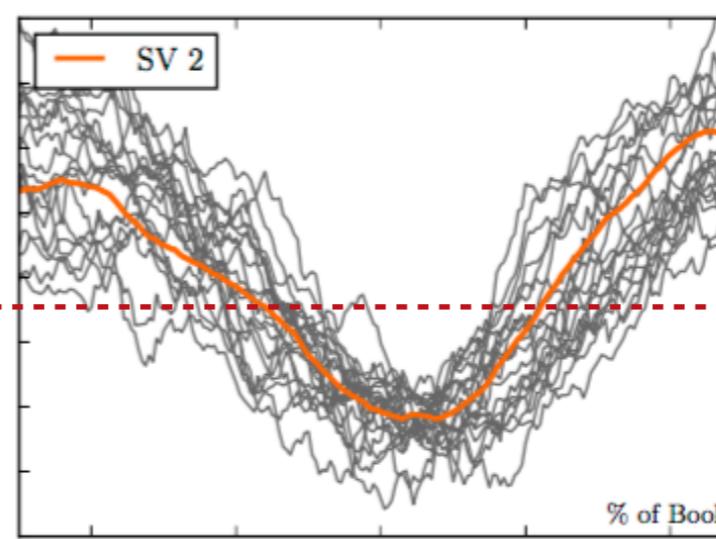
Death by PowerPoint



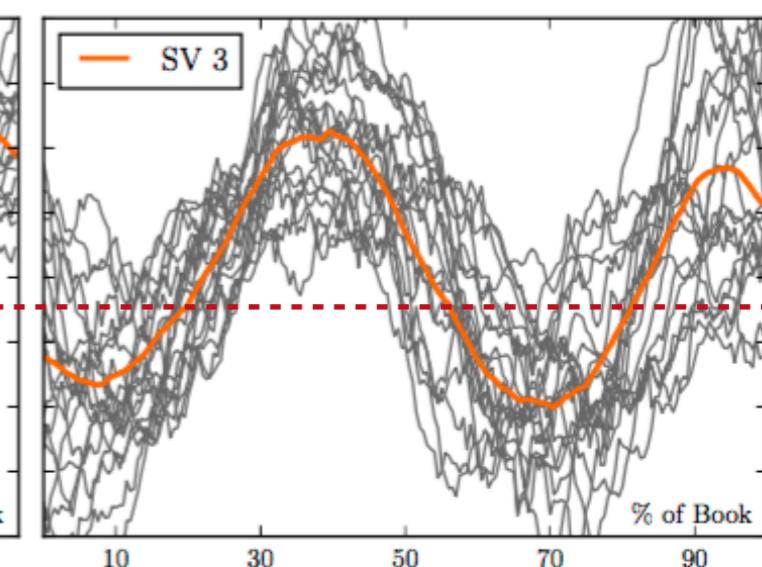
Rags to riches



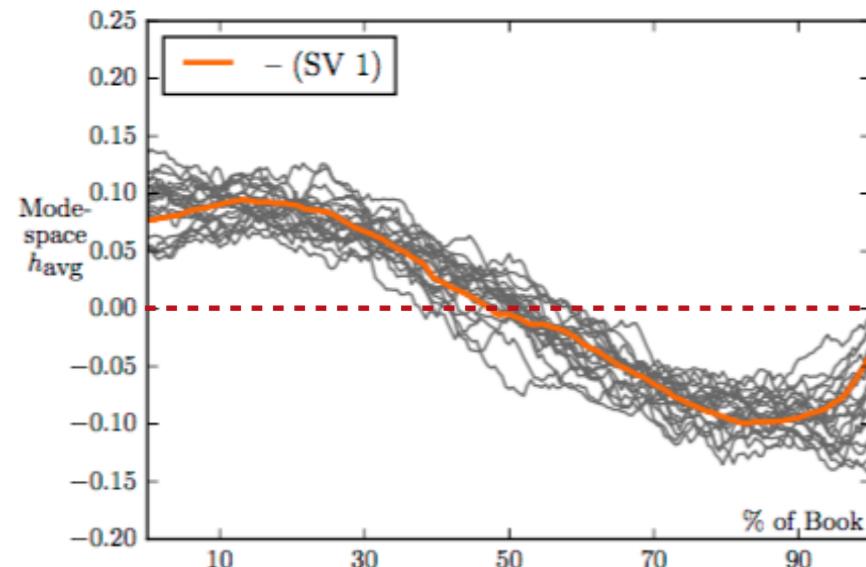
Lost and found



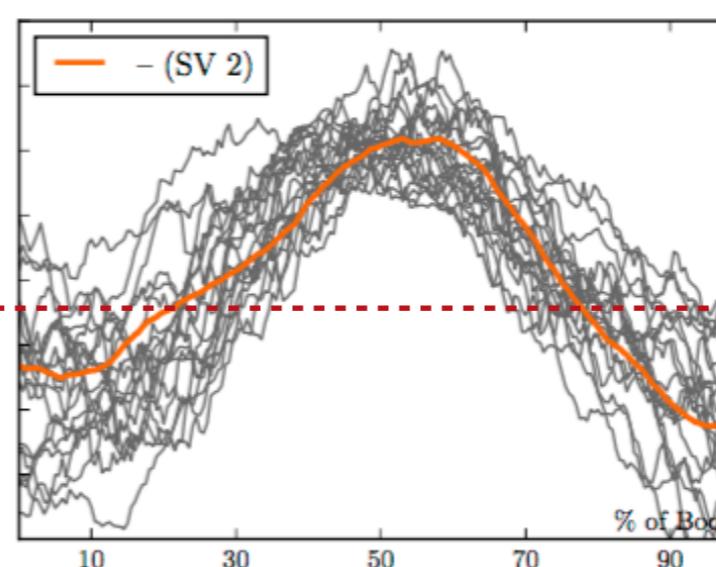
Cinderella



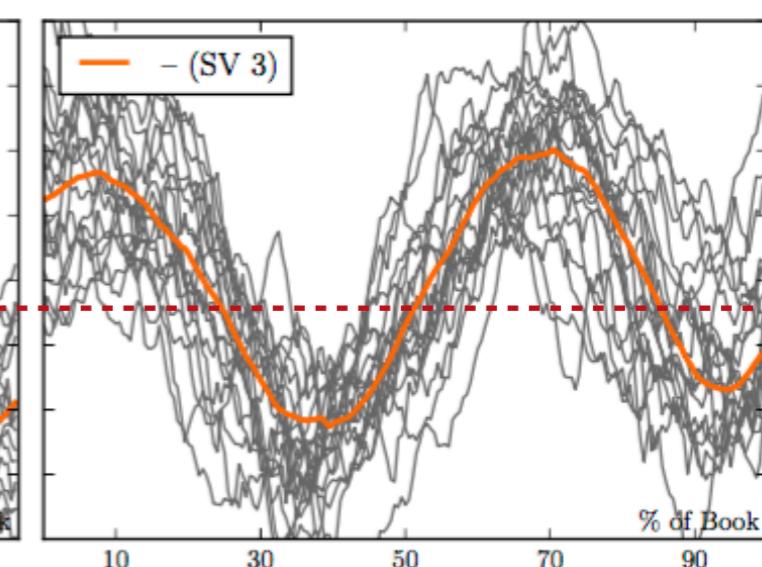
King Lear



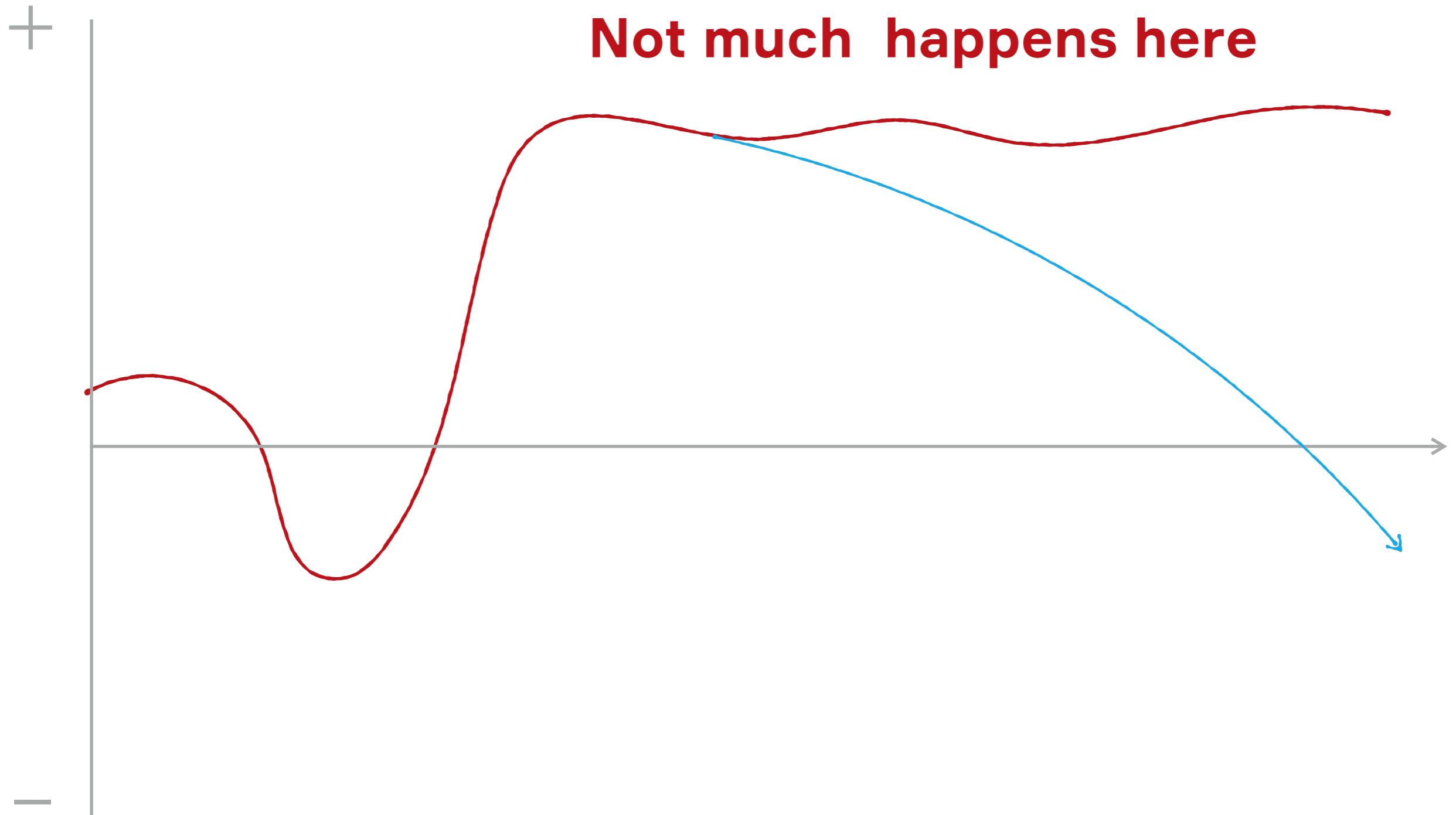
Icarus



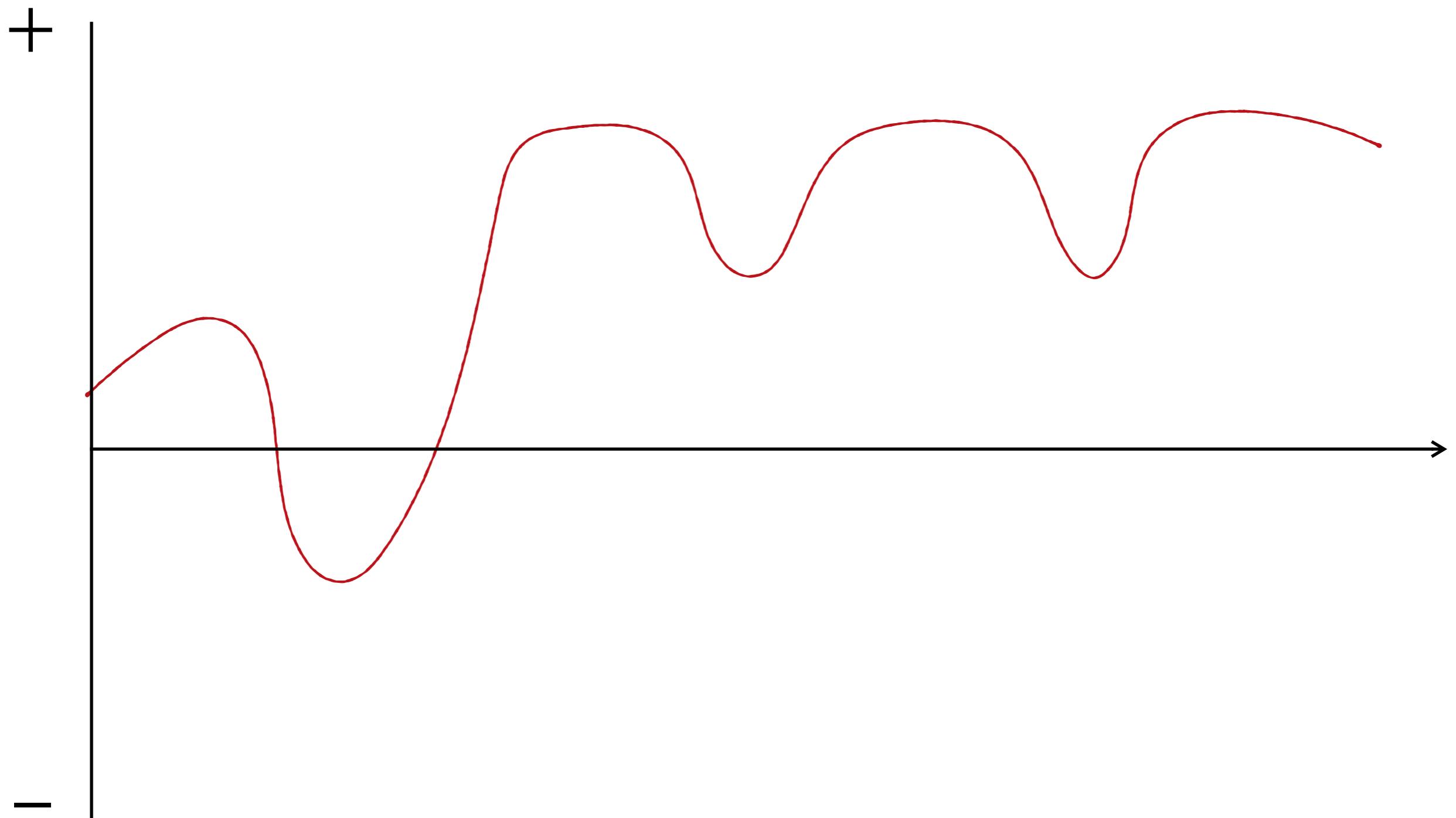
Oedipus

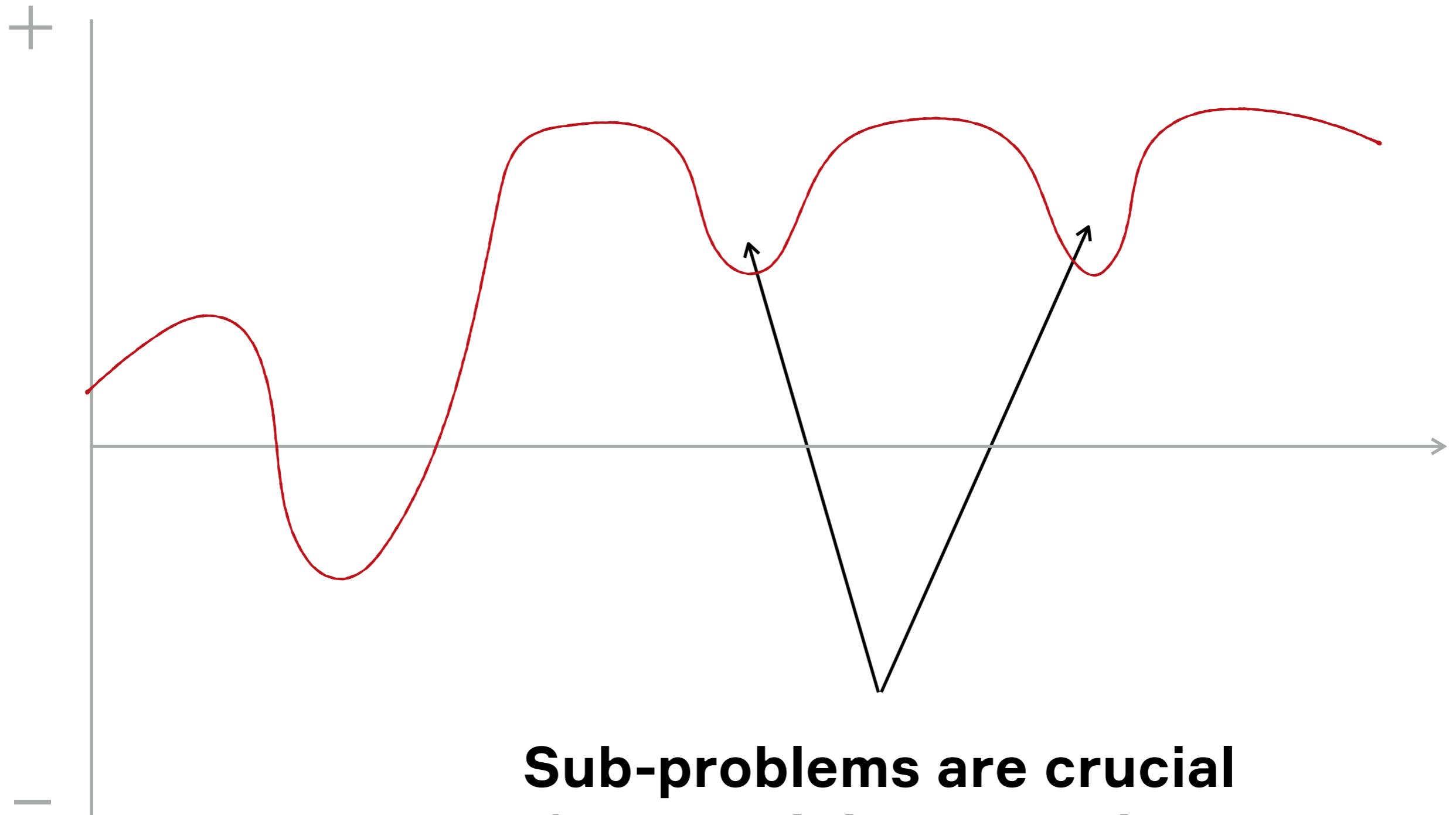


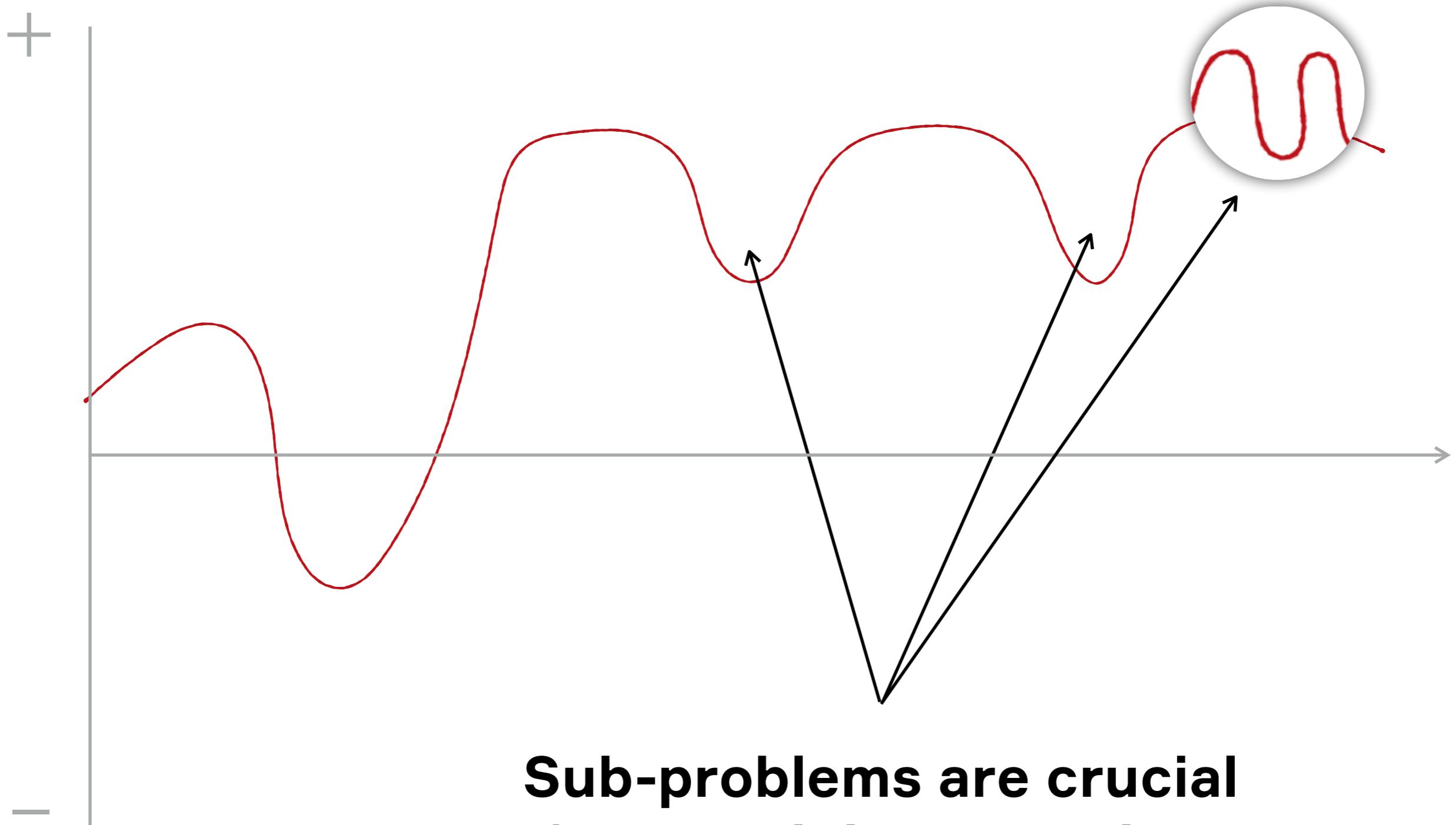
Not much happens here



MacBook Air by Steve Jobs







**What do you
do once you've
found a conflict?**

**Look for
another one!**

What is the cause for this problem? Dig deeper!

SURFACE PROBLEM

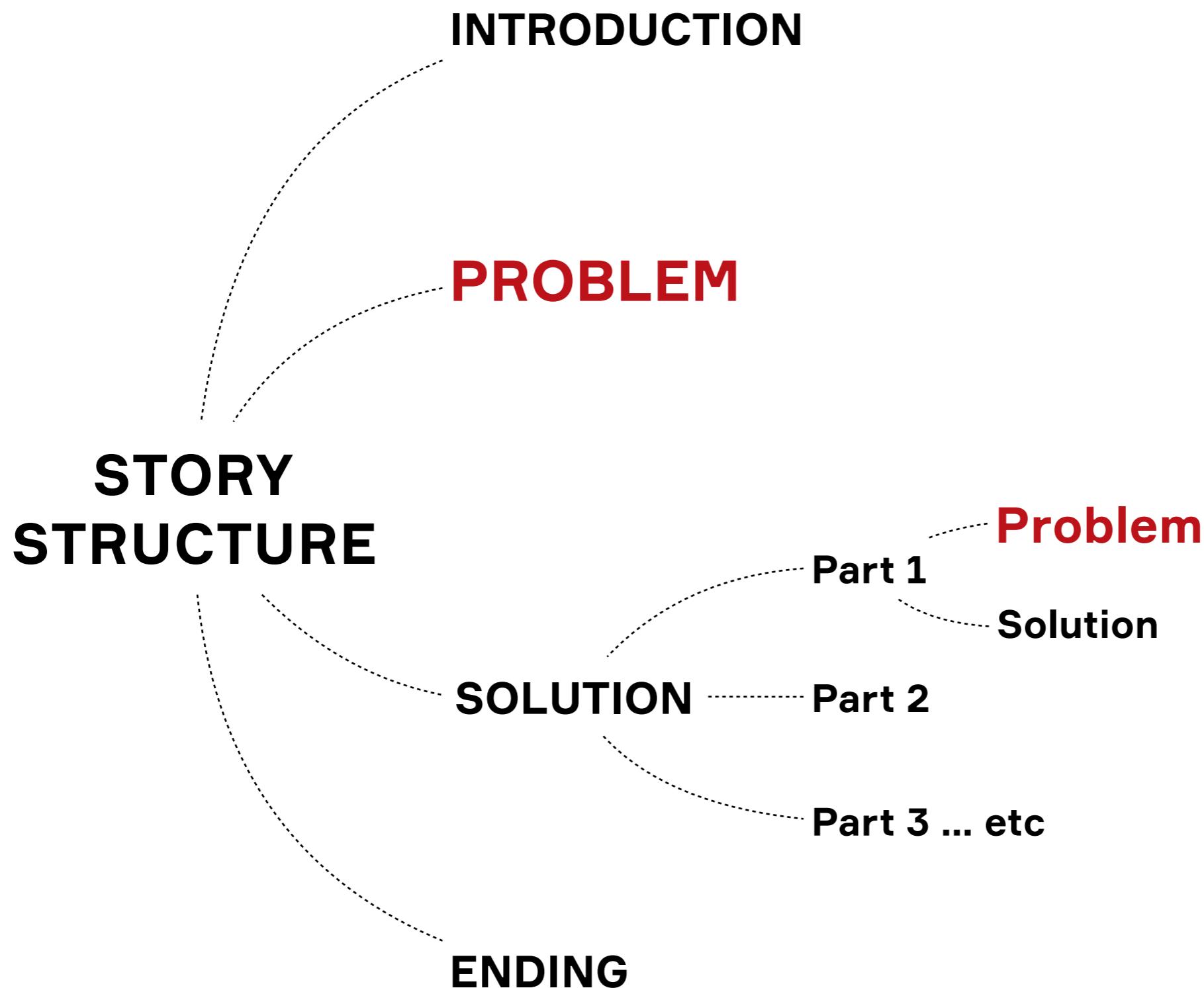
We are always late for the meetings

CORE PROBLEM

The meetings are dreadful

CHECK YOURSELF

- ✿ Is this a true choice?
- ✿ Is this the core problem?
- ✿ Does it hit in the gut?





Nobody had a hit yet.

There is no device that:

- 1)** Fits in your pocket
- 2)** Stores all your music library
- 3)** Synchronises seamlessly with your desktop

The iPod

- Ultra-portable
- Apple's legendary ease of use
- Auto-sync



Creative NOMAD Jukebox

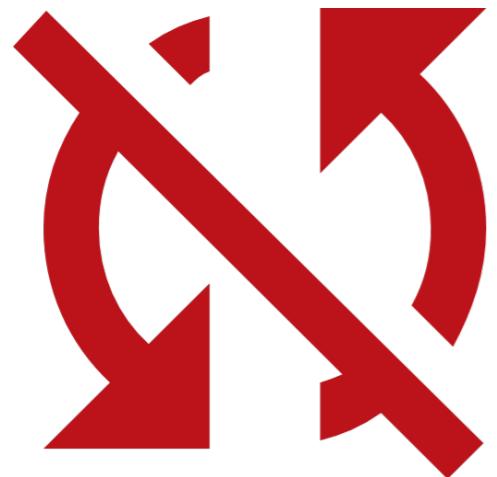
Ultra-portable

“How do we hold a thousand songs in your pocket?”



Apple's legendary ease of use

“If any of you have ever used a portable music device or any portable digital device, a camera, or even a VCR, you know that consumer electronic devices are not known for their ease of use, right?”



Auto-sync

“What happens when you add some new music to iTunes, you rearrange your playlist, add new playlists, and so on?”

The iPod

- Ultra-portable
- Apple's legendary ease of use
- Auto-sync

The iPod

- Doesn't fit in a pocket
- The 12:00 blinking problem
- File management hassles

The iPod

- └ **Doesn't fit in a pocket**
 - └ **How do we transfer 1000 songs onto a hard drive?**
 - └ **USB 1 interface is too slow**

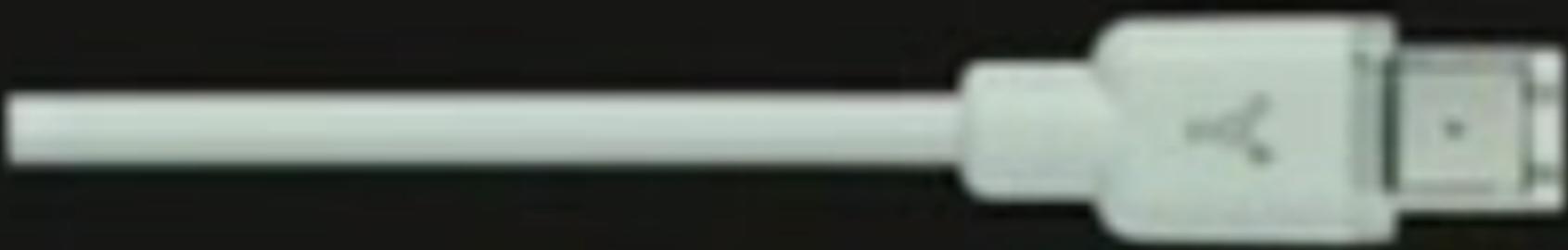
CD
**1000
Songs**

FireWire
**10
seconds**

**10
minutes**

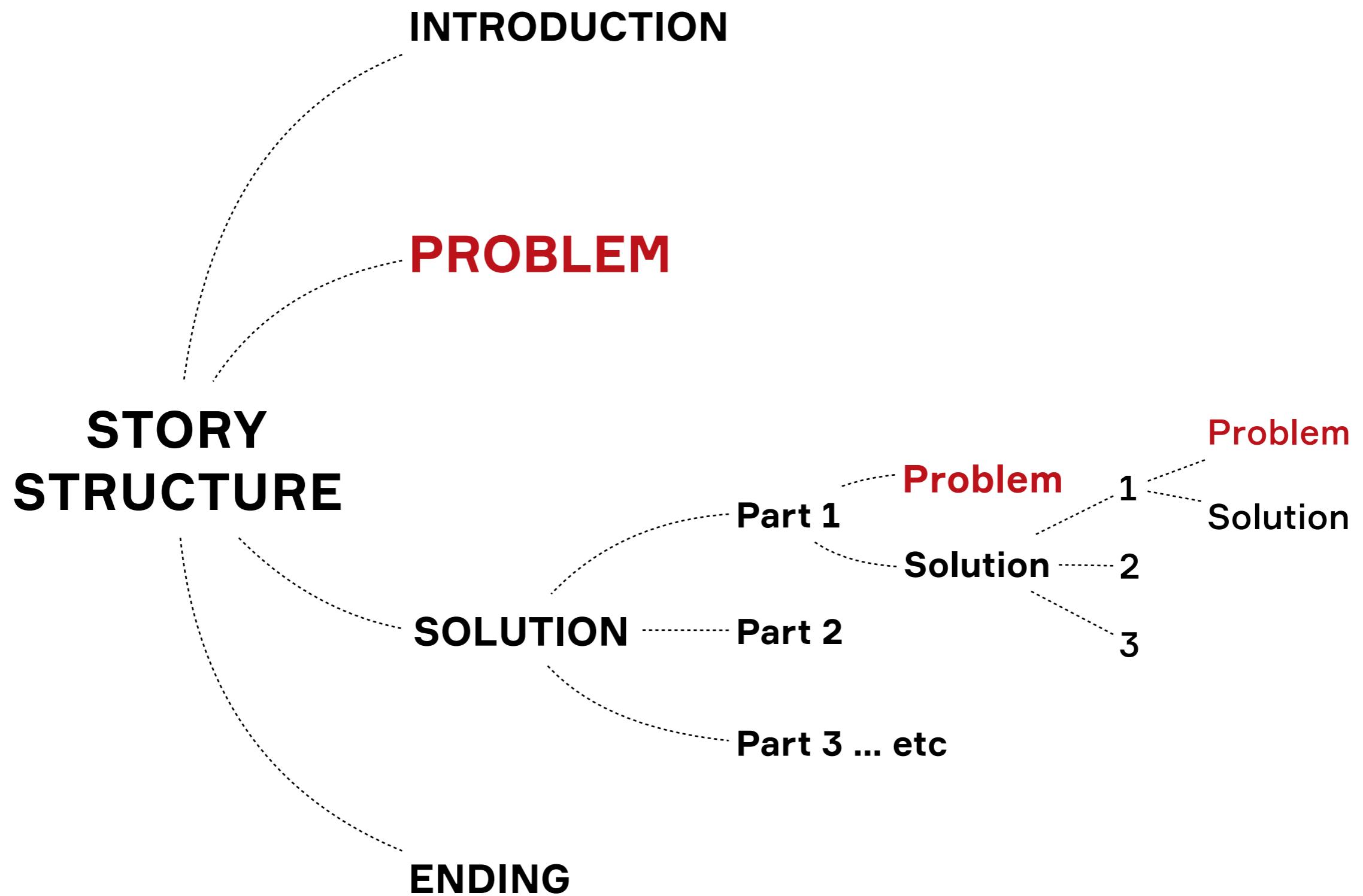
USB
**5
minutes**

**5
hours**



FireWire

First and only music player with FireWire



MAIN POINT

After / If / When [*the event*],

[*we*]

need to [*do something*]

otherwise [*bad stuff*].

Expose problems

Ask interesting questions

Compare alternatives