

# Comunicación Efectiva



**“El que sabe pensar, pero no sabe expresar lo que piensa, está en el mismo nivel que el que no sabe pensar”**

*– Pericles*















F D F

@ferdef



"Practice does not make perfect, practice makes permanent"  
Así que cuidado con repetir muchas veces algo mal...

1:12 PM · Jan 8, 2020



See F D F's other Tweets

**“No te pongas nervioso, intenta estar tranquilo”**

*– Mi cuñao*

**“Sal al escenario y sé tu mismo”**

*– Mi cuñao*

**“Sé tu mismo.... a menos que sea mejor que no”**

– Yo



TED

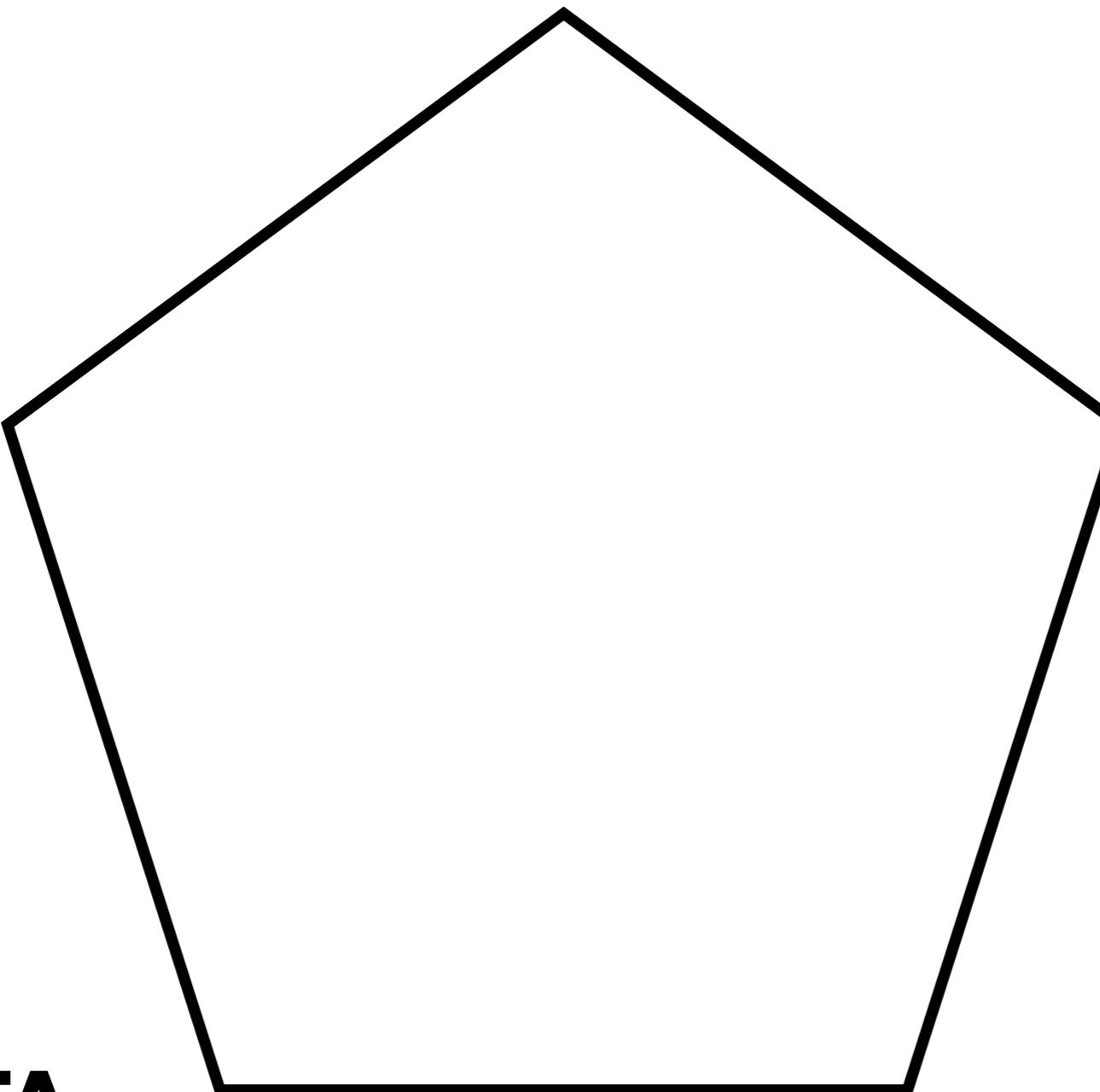
# PRINCIPIOS

PAUSAS

PUESTA  
EN ESCENA

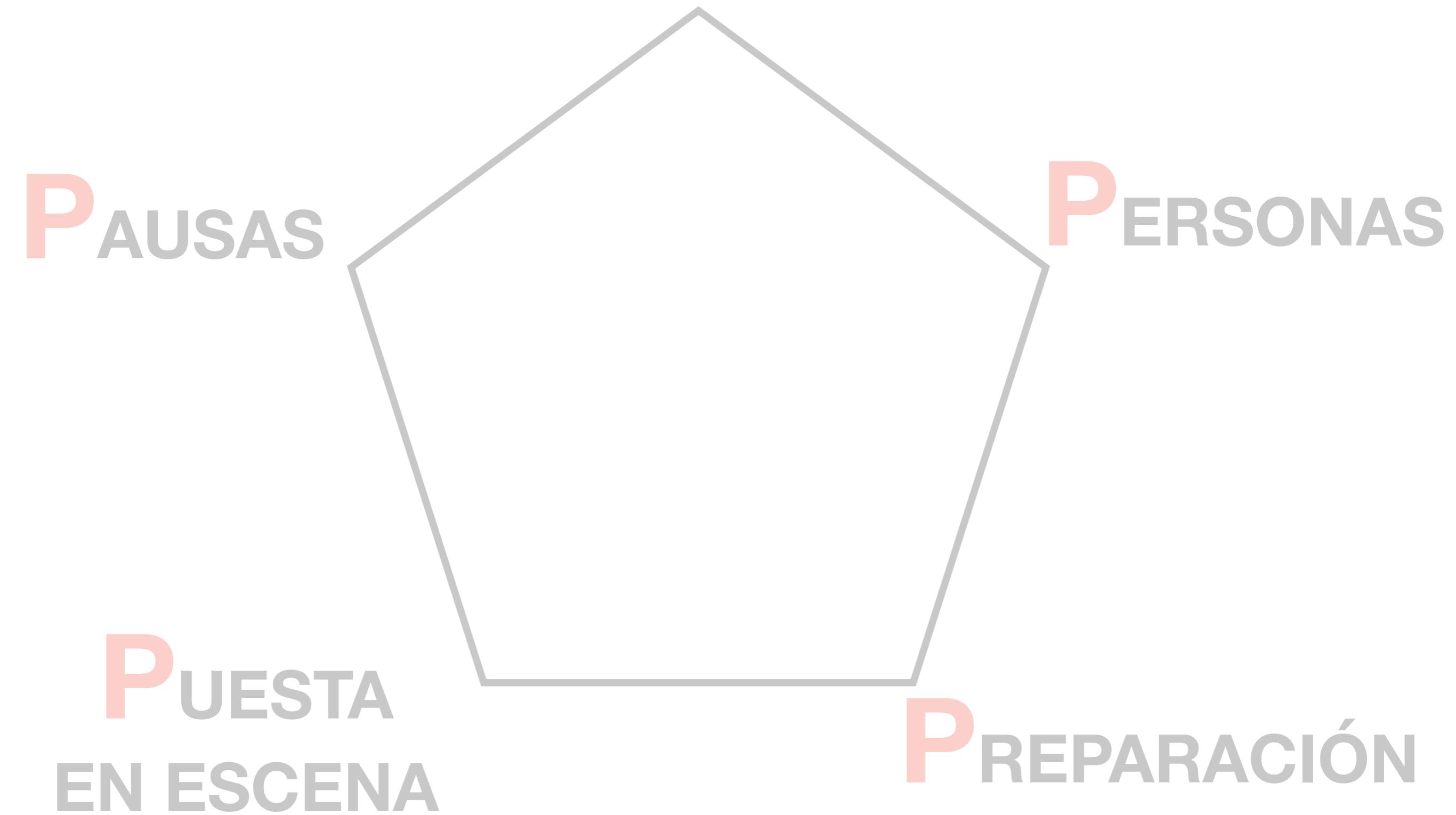
PERSONAS

PREPARACIÓN





# PRINCIPIOS

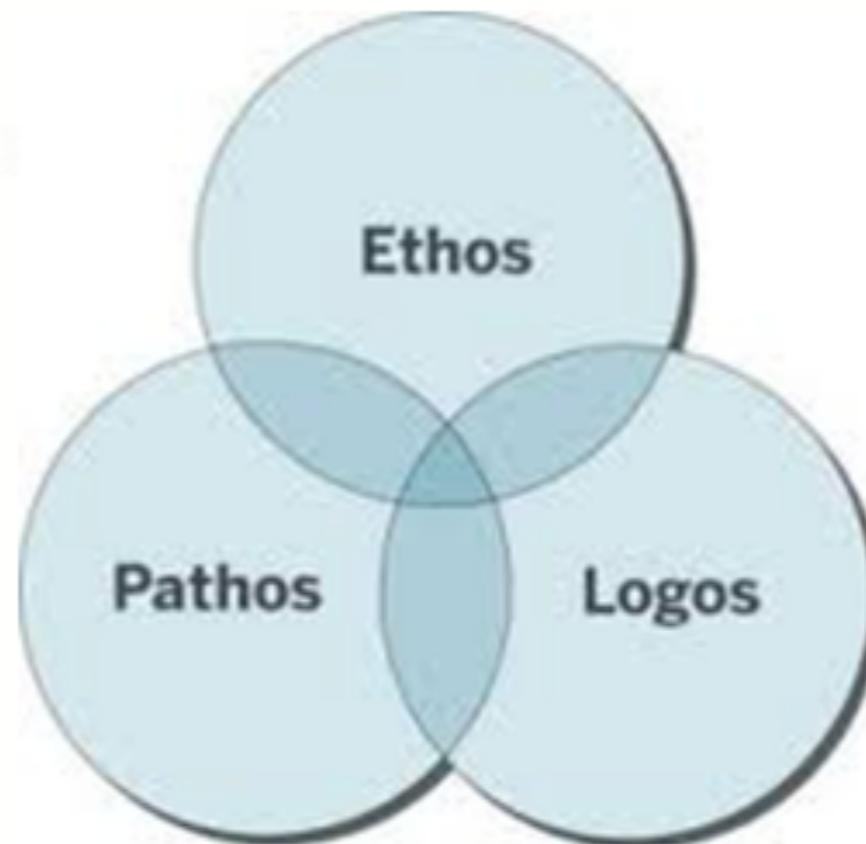


# Principios



# Aristóteles - 384 a.C.

**Logos**  
Razonar  
y respaldar  
datos



**Pathos**  
Aludir  
emociones;  
escoger las  
palabras  
correctas

**Ethos:** Credibilidad



Share



Add to list



Like



Recommend

Ric Elias | TED2011

# Ric Elias: 3 cosas que aprendí mientras mi avión se estrellaba



4:56





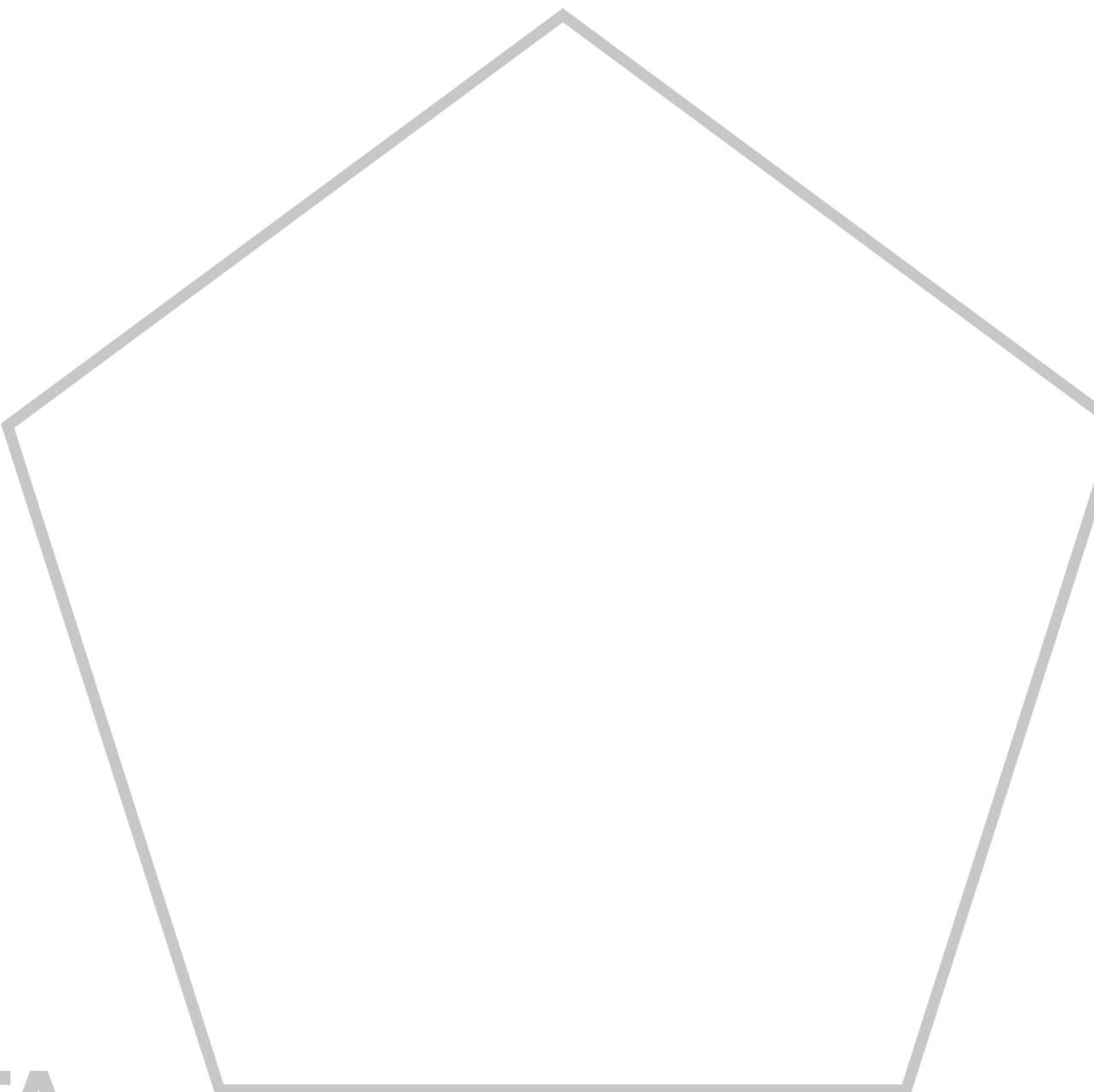
# PRINCIPIOS

PAUSAS

PUESTA  
EN ESCENA

PERSONAS

PREPARACIÓN



# Personas

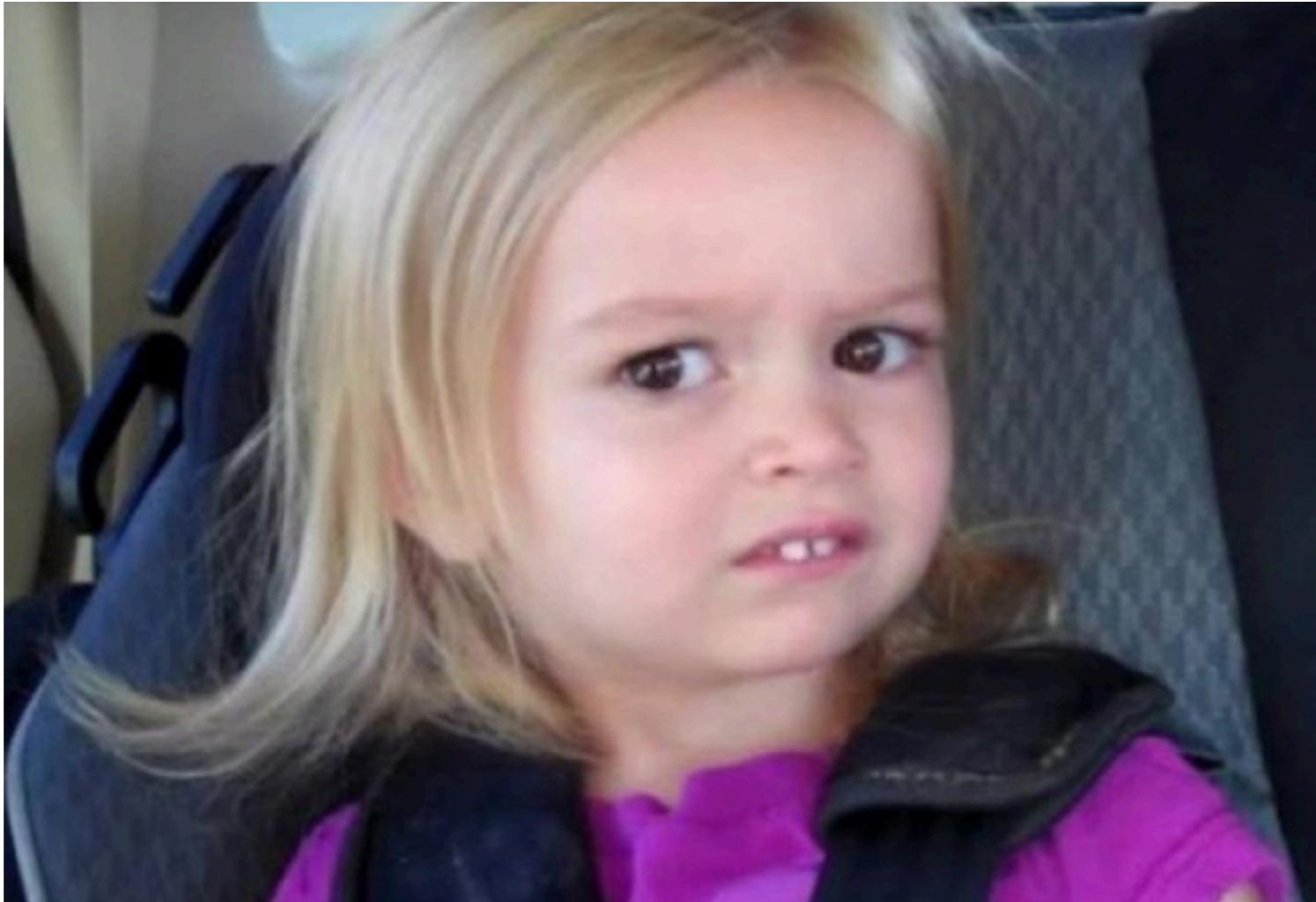


- The earliest papers were in some ways more readable than papers are today. They were less specialized, more direct, shorter, and far less formal. Calculus had only just been invented. Entire data sets could fit in a table on a single page. What little “computation” contributed to the results was done by hand and could be verified in the same way.
- Victor gestured at what might be possible when he redesigned a journal article by Duncan Watts and Steven Strogatz, “Collective dynamics of ‘small-world’ networks.” He chose it both because it’s one of the most highly cited papers in all of science and because it’s a model of clear exposition.
- Perhaps the paper itself is to blame. Scientific methods evolve now at the speed of software; the skill most in demand among physicists, biologists, chemists, geologists, even anthropologists and research psychologists, is facility with programming languages and “data science” packages. And yet the basic means of communicating scientific results hasn’t changed for 400 years. Papers may be posted online, but they’re still text and pictures on a page.
- The more sophisticated science becomes, the harder it is to communicate results. Papers today are longer than ever and full of jargon and symbols. They depend on chains of computer programs that generate data, and clean up data, and plot data, and run statistical models on data. These programs tend to be both so sloppily written and so central to the results that it’s contributed to a replication crisis, or put another way, a failure of the paper to perform its most basic task: to report what you’ve actually discovered, clearly enough that someone else can discover it for themselves



**1 IMAGEN VALE MÁS QUE  
1000 PALABRAS**

**“... porque el bottleneck de la performance ...”**





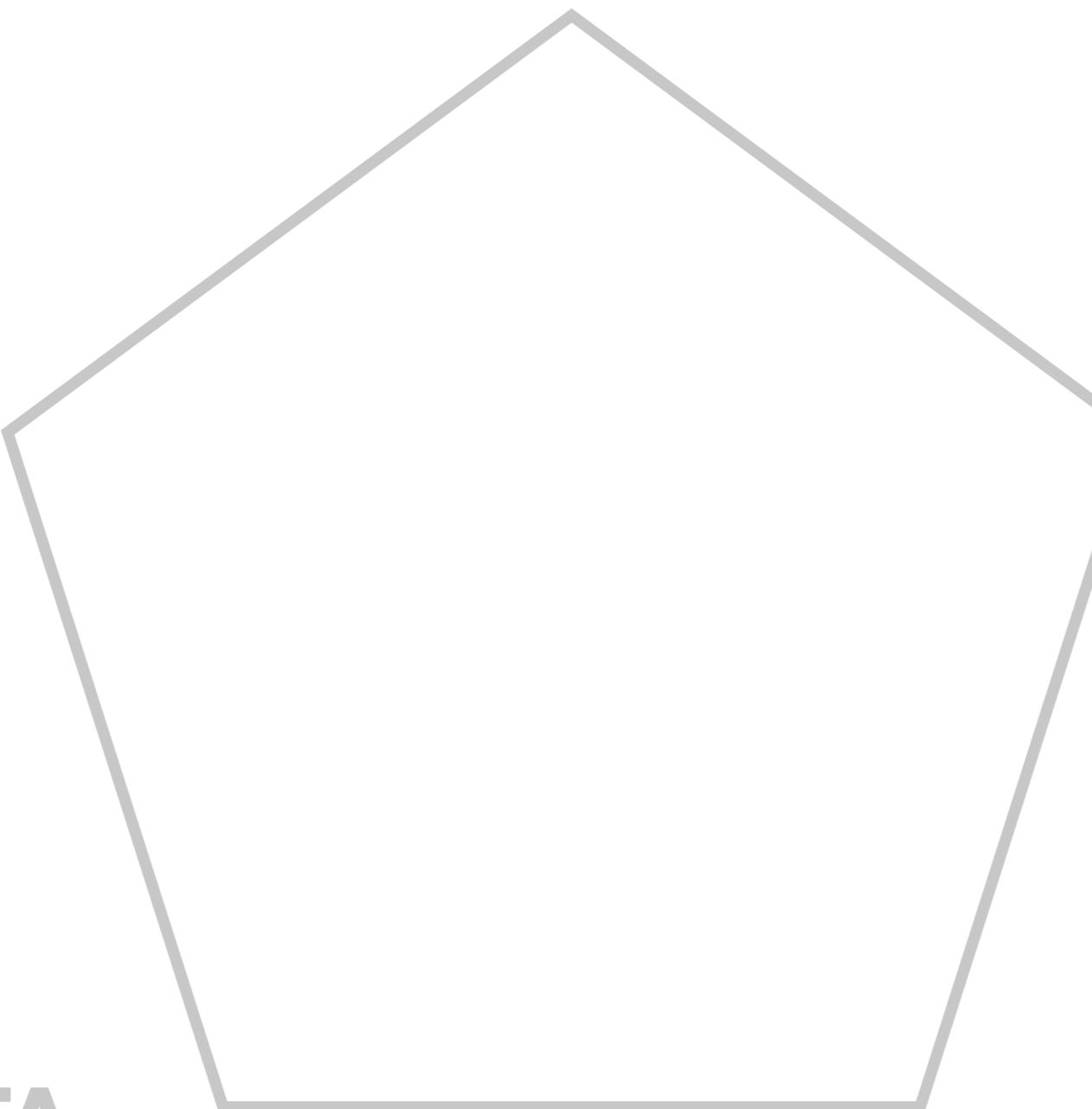
# PRINCIPIOS

PAUSAS

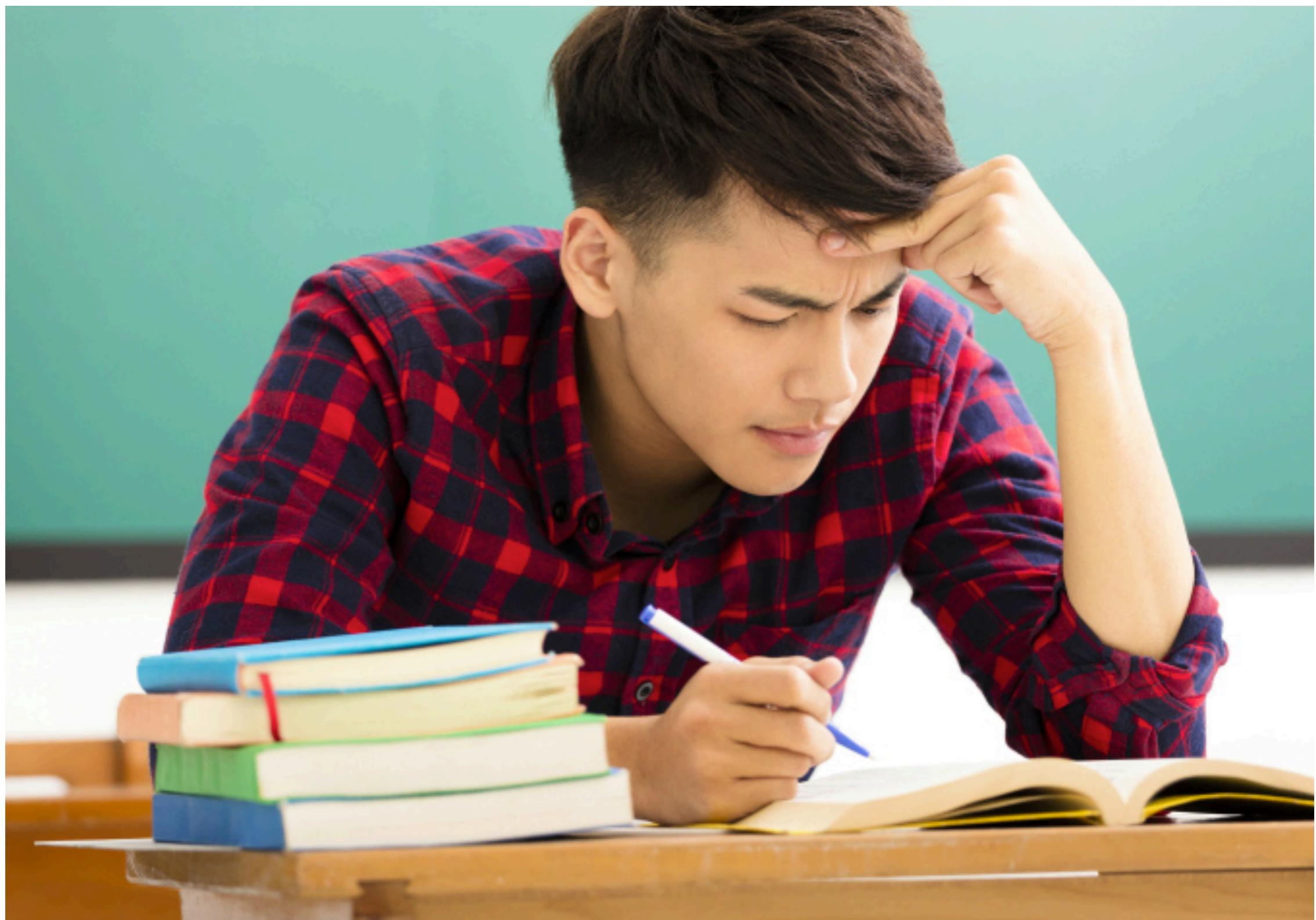
PUESTA  
EN ESCENA

PERSONAS

PREPARACIÓN



# Preparación



# Estructura





4

AK05 CMZ

$\pi$  e φ

3,141592653589793238462643383279502884197 .....

2,718281828459045235360287471352662497757 .....

1,618033988749894848204586834365638117720 .....

3

↑  
pos. 2020



**ide<sup>a</sup> idea**

idea



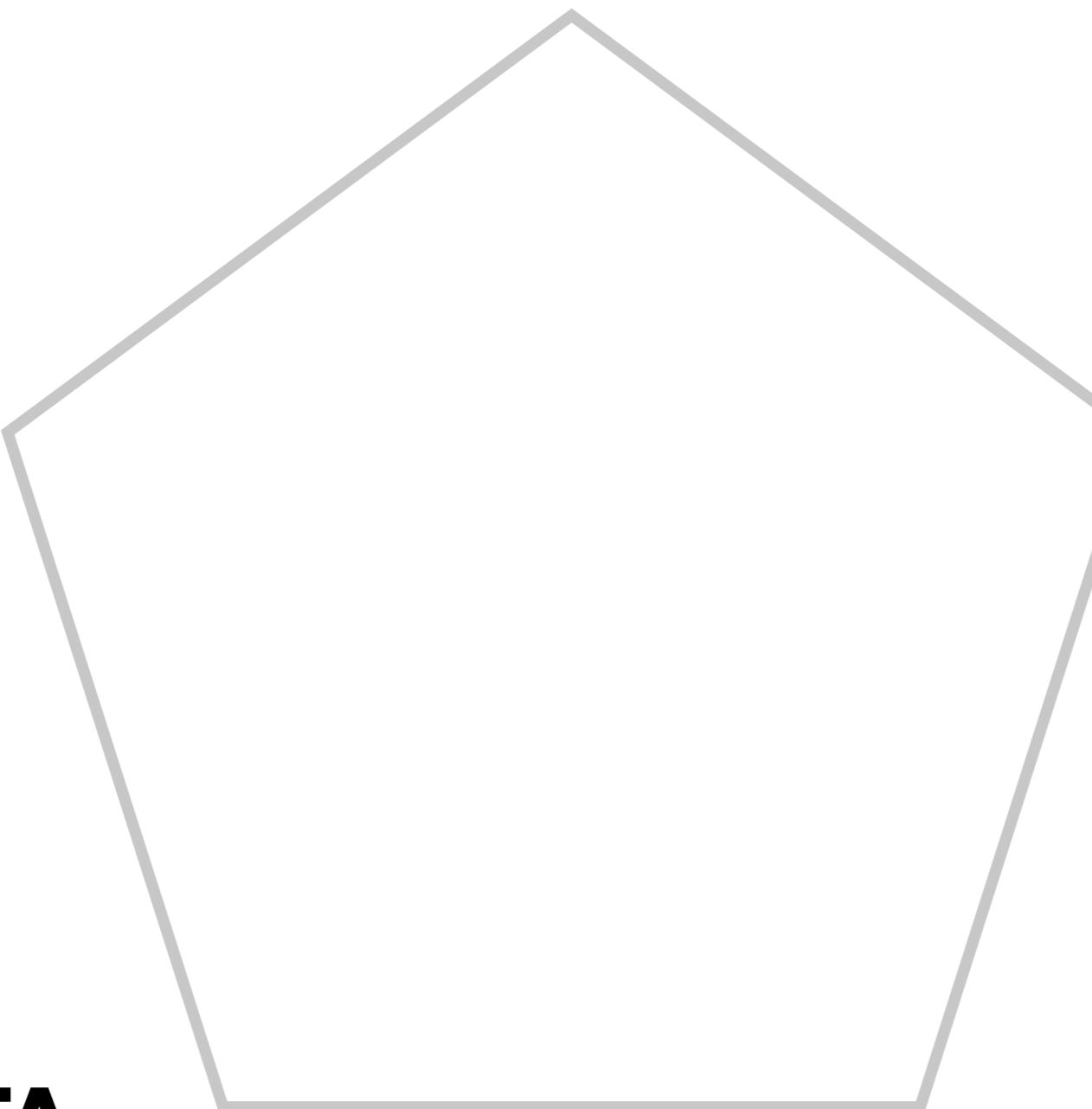
# PRINCIPIOS

PAUSAS

PUESTA  
EN ESCENA

PERSONAS

PREPARACIÓN



# Contacto visual



# Movimiento escénico





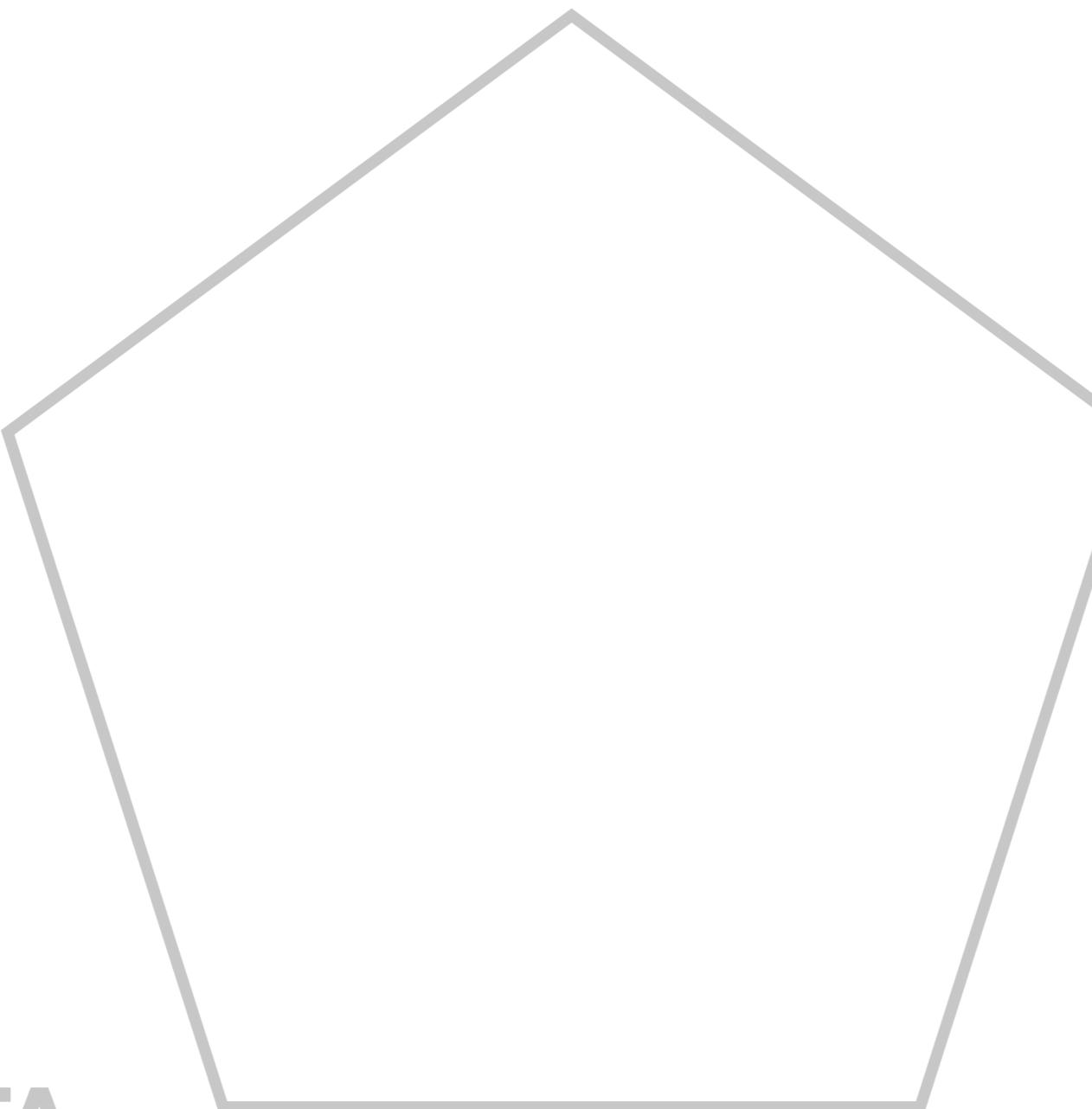
# PRINCIPIOS

## PAUSAS

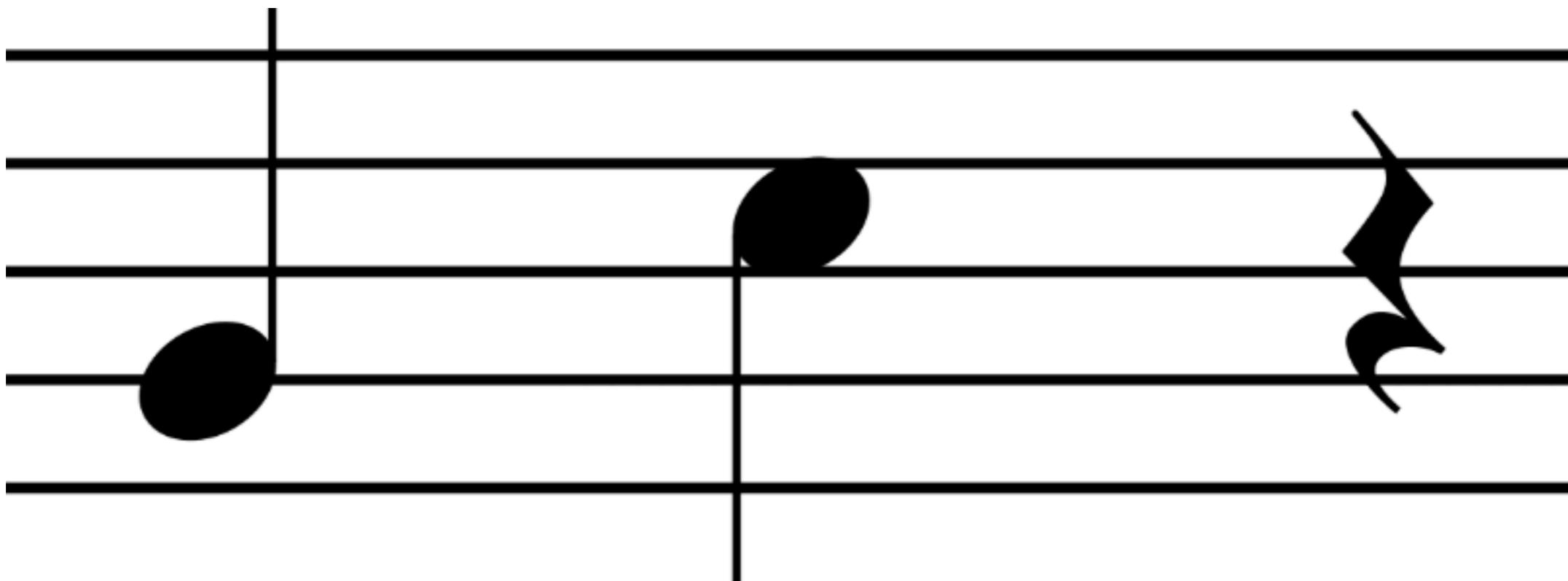
## PUESTA EN ESCENA

## PERSONAS

## PREPARACIÓN



# Pausas



# Muletillas



iGRACIAS !

