

# Reading the Audience and Presenting

# Acting or Presenting?

When we present, we should not present as if there is no one else in the room.

Our relationship with the audience will dictate in part how much our work is trusted.

# How to get comfortable presenting



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## Tips from Glassdoor

### 1. Practice!

- Get feedback from people who see you practice!

# How to get comfortable presenting

2. Plan, but never write out your whole presentation
  - Know what you are talking about, but improvise on the delivery
  - This is easy when you have spent enough time learning the material

# How to get comfortable presenting

3. Think about your audience, not yourself.

- What do you want them to know?
- Describe how you learned the information you are sharing

# How to get comfortable presenting

4. Present one point at a time, slowly.
  - You will go too fast when you are nervous

# How to get comfortable presenting

5. Trust yourself. Have a mantra to boost your confidence:
  - "I'm beautiful; someone loves me; I have a secret."



# Tips from my experience

## 6. Make it personal

- Be human, not a robot presenter, and your audience will absorb more of what you want to tell them

# Tips from my experience

7. Accept that you will make mistakes

# Tips from my experience

## 8. Don't take it personally

- People will ask questions
- This is GOOD, and does NOT mean that you are failing!
- Remember, you want your audience involved!

**The best way to improve your presenting is to do it, and learn from your own mistakes**

**As Audience to a Presentation**

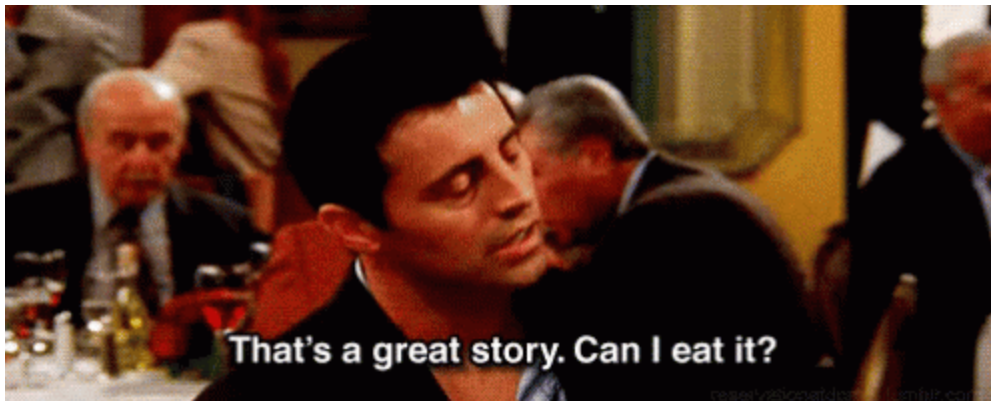
# Our goals as presenters

- Engage with and relate to our audience
- Convey the most important points
- Be prepared to answer questions
- Bring data!

# Reversing the roles

We learned what we need to do to effectively communicate information **to an audience**. Now, let's talk about absorbing information **as the audience**

# How do you consume a presentation?





# How do you consume a presentation?

## - For real this time

What is the right way to participate as audience to a presentation?

# Roles reversed

- Find ways to relate to the presenter, and to engage with the material
  - Look for the key points in the presentation
  - Think of questions to ask
  - Look for the supporting evidence (or lack) for arguments presented

# Relating to presenters

Some make it easy, others make it hard!

- What about the topic interests you?
- How can you apply the material to problems that you are trying to solve?
- Do you have information that would help the presenter as he/she moves forward? (Share it after the presentation!)

# What are the key points?

Write them down somewhere! Look for how those points are meant to help you make better decisions.

- I just learned how to do this with football YESTERDAY!

# What questions do I have?

You should have questions! Ask them! (as permitted by the presentation format)

- Why do you use that data source?
- Why do you use that form of analysis?
- Are there other possible conclusions based on the results?
- So many other questions!

# Find the supporting evidence

Look for the presenter's evidence for their arguments. Be skeptical, and keep asking questions until you know whether or not to believe what is being presented!

- **It is okay to disagree** if you do not find the evidence compelling!

# Remember

Every presentation has two sides! You should excel at each!