Slides and talking:
Presenting your work and yourself to the greatest effect

Shifting from models to meaning

Models to meaning

- Each mode of communicating a data project is different

Reports / write-ups

- Deep understanding of project motivation, execution, outcomes, and interpretation

- Usually the greatest level of detail

- Best practice: include executive summary anyway

Models to meaning

- Each mode of communicating a data project has different outcome goals

Blog posts

- Broader audience

- Greater emphasis on story, relatively less detail

Models to meaning

- Each mode of communicating a data project has different outcome goals

Tutorials

- Peer audience

- Procedural detail more important than details of results

- Best tutorials still have a voice and a story arc

Models to meaning

- Each mode of communicating a data project has different outcome goals

Presentation

- Frequently an unknown audience

- In presentations, story trumps all

- Goal is the perfect amount of detail in process and outcome

Plan
Simplify
Motivate
Illustrate
Execute

Plan

Plan

- Construct the story of your project most suited for presentation.

- Consider your audience to the extent you are able.

- Be flexible and creative -- there's no such thing as a failed project!

Plan

Preparing your narrative, imagine the audience asking you:

- Who are you?

- Why are you talking to me?

- What did you set out to do?

- How did you do it?

- What happened?

- What does it mean?

Plan

- "Zooming out" from your own perspective is crucial.

- What context does your audience need?

- What is obvious to you (now) might not be to them.

Plan

- Briefly summarize your premise, your central question, and your outcome.

- Write out 3 key takeaways you want your audience to remember.

Simplify

Simplify

- Think of all the work you've done over the last two weeks

- Prepare to throw out 99% of it

- Nearly everything you've done as part of the Luther project is

- (objectively)

just. not. interesting.

Simplify

- There are many story lines to pick from for any project.

- Choose one, and stick to it.

Simplify

- Avoid the beginners mistake of drowning us in details that are new to you

- Include only that which is critical to your story

Simplify

- Exercise: Imagine a small child returning from a trip to the zoo.

Simplify

- Exercise: Imagine a small child returning from his first trip to the zoo.

- How would he describe what happened?

- Don't do that.

Motivate

Motivate

- Now that you've outlined your story, consider your delivery.

Motivate

- Delivering a talk to a bored audience is like pushing information up a hill.

- Motivating your audience to **want** to see what comes next makes your job tremendously easier.

Motivate

- Human attention is naturally attracted to story

Motivate

- Define and use the classical elements of story:

  - Who are the characters?

  - What is the central conflict? How is it resolved?

  - Act I / Act II / Act III

Motivate

- Question --> Answer structuring cultivates anticipation

Illustrate

Illustrate

- Slides are visual aids.

- YOU are the focus!

- Good slides support, bad slides distract.

Illustrate

- Slide themes: when in doubt, go simple

- Projectors can annihilate your lovingly-crafted color scheme

- Detailed themes are especially dangerous when presenting data

Illustrate

- Fonts must be large and legible

- This includes figure text!

- IF small text has to be on a slide, read or describe it.

- Leave no mysteries

Illustrate

- As with the story overall, less is more on slides

- Summaries of your talking points

- Highlight key points, leave important details up for reference

Execute

Execute

- Just like poor slides, poor execution can wreck a great presentation

Execute

- Presence: physicality and confidence

    - Energy

    - Posture

    - Kinetics

Execute

- Clarity: tone and content

  - Vocal volume and enunciation

  - Clear, tight sentences where details are important

  - Cueing key points with vocal highlighting

How do you get to Carnegie Hall?

practice!
practice!
practice!

Execute: Special considerations for data presentations

- Properly orient your audience to any graph or figure

  - Point out the axes

  - Demonstrate trends

  - Single out anecdotal data points

  - Make note of or explain any outliers or weirdnesses

  - Mysteries are distractions

Execute: Special considerations for data presentations

- The "tuckaway slides" trick

  - Describe technical process to your pre-decided level of detail

  - Include hidden back-up slides after the "thank you" in case you anticipate getting grilled on something or other

Execute: Special considerations for data presentations

- Be honest

- But not *too* honest...

- There's no such thing as a failed data project!