

How to Present

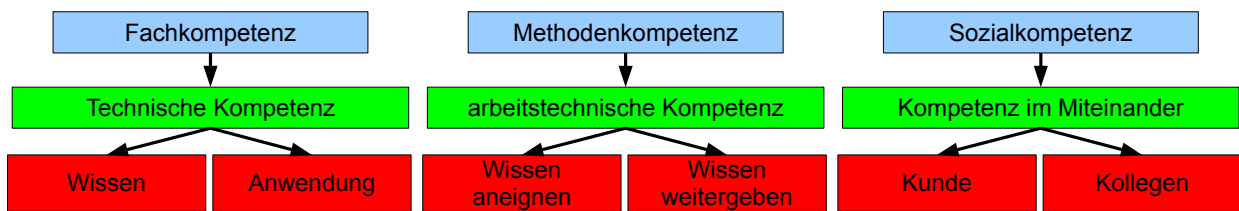
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- IHK – Evaluation for the Graduation
- Cited Literature
 - A. Florack, M. Scarabis, E. Primosch (2012): Psychologie der Markenführung. München: Vahlen. S. 325
 - <https://blog.slideshare.net/2014/11/05/what-presenters-can-learn-from-steve-jobs/>

Ganzheitliche Handlungskompetenz

- Die ganzheitliche Handlungskompetenz ist das Ziel der IT-Ausbildung.
 - Sie bildet den Kern der Berufsbilder im IT-Bereich.
- Was heißt "ganzheitlich"? – Ganzheitlich soll das Bestreben beschreiben, in
 - der Kooperationsfähigkeit,
 - der Berücksichtigung gesellschaftlicher Entwicklungen und
 - der Anpassung der Technik an den Menschen.
- Was heißt "Handlungskompetenz"? Wie setzt sie sich zusammen?



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- Handlungskompetenzen: Die Aufgaben der IHK-Prüfungen werden auch in Handlungsschritte unterteilt.
- Die Sozialkompetenz beschreibt also "die erforderlichen Kompetenzen, um miteinander zu arbeiten".

How to gather Information to learn a new Thing?

- Collected personal experience or experience of third persons.
- Internet (Pro: simple to search; Contra: results depend on the search engine)
 - WebSites and blogs (Pro: bloggers often beyond average; Contra: could go offline)
 - Webcasts (Pro: often combined with valuable demonstrations)
 - Podcasts (Pro: audial media can be consumed during other activities; Contra: difficult to navigate)
 - Formulate questions in user groups. (Contra: no immediate answer)
- Texts
 - Books (tutorials, references, theses), esp. e-books (they can be searched)
 - Magazines
- TV and radio. – Just for completeness.

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- Podcasts/Webcasts: iTunesU, MSDN Channel 9, edX.org
- Familiarize yourself with this fact: you have to learn during your whole life.
- Studies show that one year of learning raises your salary for 5%.
- Albert Einstein said something like "You didn't really understand a thing, until you are able to explain it to your grandmother."
- If possible, collect gained knowledge in a presentation directly! – No matter, whether this presentation will be held or not.

Handling Sources/Cited Literature

- Always take the timeliness of the sources into consideration!
- Always take the level of bias into consideration!
 - E.g. sources from a vendor or dedicated author.
- We should at least use two independent sources to get different views.
- All sources need to be declared in our materials!

What is a Presentation?

- A presentation
 - is a demonstration of
 - a fact,
 - a product or service,
 - an enterprise,
 - a person or group,
 - a result of a project
 - done by individuals or a team for an audience,
 - with or without media.
- A presentation has the aim
 - to inform about a situation or fact,
 - to enable the audience to forming an opinion (e.g. before decisions are met),
 - to self-present a group, department, etc.

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- Consider the presenter also itself being a part of the audience!

Aim of the Presentation

- Before the presentation can be held, some considerations must be done.
 - Leading to the most important steps for the preparation.
- Depending on the purpose of the presentation, we have to clarify:
 - What's the topic that we're going to presented?
 - About what or whom do we want to inform?
 - What level of detail needs to be presented?
 - Who's the audience?
 - What do we want to achieve? What is the purpose of the presentation?
 - Why do we want to inform the audience?
 - How much time is in avail?
 - How are we going to present?
- => Without a clear route there is no clear target!
 - Let's introduce an example of such a "presentation route"...

Route: Outline of a Presentation of a technical Topic

- Presentation outline of a technical topic after Scott Hanselman
- History?
 - What? Where used?
- <Basic Example>
- Who?
 - Who uses it most?
 - Why should you (the audience) care?
- <Introduce Tool>
- <More complex Idiomatic Example>
- Benefits
 - Any reason not use it?
 - Any other things that go with it?
 - What can I do today to use it?

Route of a Presentation: 20k Miles Perspective – Part I

- Invitation: give a precise TOC to the audience, so they can decide to participate or not.
- The greeting of the audience.
 - Esp. if we have no (precise) TOC, we do some expectation management.
 - Factually or personally, it depends on the audience.
 - We should give information about us and/or the team of presenters.
 - This can also be done after a provocative introduction.
- Purpose, topic and aim of the presentation.
- Declare the presentation's route:
 - Before the presentation starts, clarify, whether interposed questions are desired.
 - Declare if the presentation will be captured or recorded.
 - Give an outline of the presentation.
 - This includes the planned course and breaks.
- If appropriate share out the handouts.
 - It has benefits and downsides to do this before the presentation starts...

Route of a Presentation: 20k Miles Perspective – Part II

- Introduce the audience to the topic:
 - Ask questions.
 - Introduction and definition of the core topic.
 - Show our or the audience's concernment.
 - Show personal benefits.
 - Provoke the audience.
- The main part:
 - Systematic introduction of the topic.
 - Have a leitmotif and stick to this as central topic.
 - Clear arrangement of main and sub parts.
 - Consider the available time and receptiveness of the audience.
 - (Sometimes less is more.)
 - Tell a story! – "Come with us, we're going to show you interesting stuff!"
 - The presentation needs to be transparent in each "location" of the presentation.

Route of a Presentation: 20k Miles Perspective – Part III

- The closing part:
 - This is a very important point of the presentation!
 - Summarize the presentation's contents in a few points (three to five).
 - Give a perspective.
 - Have some closing words prepared.
 - Finally declare if the slide deck, a handout or the recording is available.

Influencing Factors of a successful Presentation

- Organization
- Presentation techniques
- (Presentation material)
- Professional competence
- Personal impression
- Being over prepared!
 - Professional presenters need up to 16h to prepare one hour of presentation.

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- Presentation material is set in parentheses, because you could even perform presentations without "solid" material.

Presentation Techniques: Media for Visualization

- PC and projector
 - And/or overhead projector and a slide deck.
- Blackboard and whiteboard
- Flip chart
- Bulletin board
- (Presenting a movie)
- We should use more than one medium in the presentation!
 - The idea is to address many senses/channels.

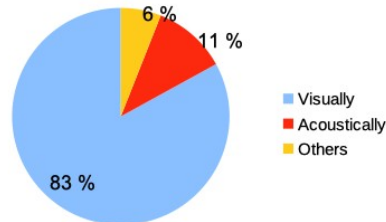
Presentation Material: What is Visualization?

- Visualization is the pictorial presentation of information with
 - symbols, shapes, colours, etc.
- The function of visualization is
 - to transport a message,
 - to select and stress key points,
 - to show relationships,
 - to show lack of clarity or ambiguity,
 - to structure a discussion,
 - to enumerate and record results.
- Own visualization is often to be recommended.
 - The usage of 3rd party material needs to be declared, if usage is allowed at all!
 - We've highest control over own material! – Avoid screenshots, demos are much better!
 - Sure, demos involve a certain technical risk...

Presentation Material – Perception and Visualization

- Independent of the media, the visual and acoustic channels are most important.

- Human perception of information:



A. Florack, M. Scarabis, E. Primosch (2012): Psychologie der Markenführung, München: Vahlen, S. 325

- Some situations or facts can only be presented visually.
- Visualisation amends the spoken word, but doesn't replace it.
- In sum, presenters have to use visualization and the spoken word wisely.

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- The english phrase "I see", which means "I understand", does clearly underscore how important visualization is!

Presentation Material: Visualization – Text

- Use a large font, at least 20pt.
- For slides strive to using a 4:3 format, as projections screens often also follow 4:3.
- Format the text in a standardized manner!
- Try to use max. seven bullet points on one slide.
- Construct blocks of bullet points in order to show a structure.
- Use catchwords instead of long sentences to get an overview.
- German presenters should double-check the used typographic quotation marks!
 - Recommendation: don't use typographic quotation marks at all if appropriate.

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- Seven items can be remembered very good (the seven wonders of the ancient world, the seven dwarfs), but less is even better!

Presentation Material: Visualization – Key Points

- If we use presentation software, we should strive to know it inside out!
- Give each picture a well formulated headline.
- Don't put too much information on a single slide.
 - Stress important points.
 - Avoid abbreviations.
- Visualize important items and relationships equally.
- We should use colours, animation, sounds and effects sparingly.
- Important: We have to make a check of the visualization!

Presentation Material: Check it!

- "At-home-check":
 - Simulate the presentation at the "home base"
 - to think about formulations and phrases and
 - to get an estimation of the required time (questions may of course lead to delays).
 - Check the slides for contrast, e.g. in black-and-white mode.
 - Offline check: Check the presentation without network connection.
 - Deactivate the presentation-PC's hibernation mode!
 - Alternatively, hardware devices like "Mouse Jigglers" can be used.
- Review the presentation: Did we declare all our sources (texts and graphics)?
- Be utterly careful, when short-term modifications on the presentation were done!
- Review the handouts.

Organization: Preparation in the Location – Part I

- How much time do we have for the preparation?
- Prepare and check the presentation equipment:
 - Check the technical functionality of presentation devices (if we can).
 - E.g. resolution of the projector with all the application we're going to use (often 1280 x 800).
 - We need to be acquainted to the specific devices at our disposal!
 - (Check the technical functionality (capacity/memory/batteries/adapters) of presenting, capturing and recording devices.)
- Check the presentation location:
 - Get information about the location ahead!
 - Mind to reserve the location in time.
 - Is the capacity of the room appropriate for the audience? Is there a restriction on the count of people in the room for safety reasons?
 - What about fire safety and escape routes?
 - (Extra media (whiteboard, flip chart etc. present), network available? ...)
 - Check the technical functionality of presentation devices. Also if it is ours!
 - Comfort: temperature, beverages etc.
- If a demo is planned, check it once again!
- Are you prepared? – If required visit the restroom and consider using a deodorant after all the preparation work!

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- Other examples of thinkable problems:
 - You don't have a keyboard at disposal, which matches the input language of your presentation computer.
- See "The mother of all demos", the first real demo of PC technologies. "The Mother of All Demos is a name given retrospectively to Douglas Engelbart's December 9, 1968 demonstration of experimental computer technologies that are now commonplace." (Wikipedia)

Organization: Prepare in the Location – Part II

- If it is planned to take photos of the audience, this should be clarified in advance!
 - Usually, photos should only be taken, if the audience allows this!
 - Just inform the audience, which seats/rows will be part of the photos. – Then people can decide, where they take a seat.
 - Additionally, you can place message cards on the seats in question, which declare them as belonging to the "photo zone".

Personal Impression: Behaviour during the Presentation

- Mental attitude:
 - We are the experts on the topic, let the audience notice this in a convincing way.
 - The audience awaits technical clarity and correctness.
 - Be over-prepared! Mentally and technically.
 - Use humour and entertain! Humour is a means to keep complex stuff in mind.
 - Spicing: Inject experiences and/or anecdotes.
 - Present with dedication! – Show our enthusiasm in the presentation.
 - We present the topic and ourselves!
- Respect our audience, they are no idiots!
 - Don't use provocation like loud clicking or disapproving speech.
 - Motivation of the audience:
 - Fulfil expectations, show benefits, use a personal addressing style. (Say "you" instead of "one". And "we" or "I" instead of "one".)
 - Arguments need to address the target audience.
 - Integrate the audience!
 - To ensure people's attention it can be appropriate to ask "Is this understandable to people?". – Notice, this might provoke nodding or questions.
 - (If possible remember the names of individuals. (Requires experience!))

Personal Impression: You! – The Presenter – Part I

- Body language:
 - Show the audience your front side!
 - Have your legs about a shoulder's width apart.
 - Work with facial expression and gestures.
 - Don't gaze at a single person, let your eyes sway among the faces of the audience.
 - Only use laser pointers, if your hands don't tremble.
- The speech:
 - Free speech only!
 - Minimize dialect! – That is also a matter of experience.
 - Use a pictorial language.
 - Use effective concluding sentences.
 - => Each information needs to be seizable immediately!
 - Use technical terms only if commonly known or explained in the speech.
 - Esp. if you don't present in your native language and have bloopers: Never mind!
 - => Have a glass of water at your disposal. No sparkling or too cold beverages!

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- Think about potentially inappropriate wording or jokes depending on the audience, esp. in "foreign" countries.
- Professional newscasters gargle with, e.g., olive oil to "lubricate" their voices.
- Demosthenes, one of the most important ancient Greek speakers, formulated and practiced some tips concerning the volume of the voice. Mind, that in ancient Greece people had no microphones, instead they built theaters with very efficient auditory features and/or they had to speak loudly
 - To develop a strong voice speak longer texts with pebbles in your mouth.
 - To have a good mental attitude while speaking assume, you were speaking against the sea or against the wind.

Personal Impression: You! – The Presenter – Part II

- Reachability
 - During the presentation turn cell phones etc. generally off!
 - Messengers running on the presenter-PC should be deactivated (presenter mode/do-not-disturb mode).
- However, if you really need to be reachable during the presentation:
 - Check, whether you have cell phone reception before hand.
 - If not, check the availability of phones.
 - Most unobtrusive solution: agree with potential callers to be only reachable during official breaks of the presentation.

Personal Impression: You! – The Presenter – Part III

- Dealing with questions:
 - Before the presentation starts, clarify, whether interposed questions are desired.
 - Dealing with "uncomfortable" questions is a matter of experience.
 - (Defer questions if possible.)
 - If there are important/urgent interposed questions, avoid "chain reactions".
 - Questions you can't answer, answer with a clear "I don't know!".
 - Dealing with interruptions, i.e. technical problems, during the presentation.
 - Don't panic! – It's a matter of experience...
 - Dealing with a personal blockade/uncertainty during your presentation.
 - Have a score of topics, which you know inside out, in order to throw them in to fill the gap and regain certainty.
 - This technique is called "stones in the river" after Vera F. Birkenbiehl "jump on a stone, if you fell into the river (uncertainty)".
 - Organizational:
 - Respect the planned timing, esp. breaks: common intervals 5, 15, 30 or 45 min.
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- Learn from well known presenters, watch their presentations!

- Sometimes it is wise to use a clock or stopwatch to keep the elapsed time in view. It is often better to use an extra big clock than using the time display of the presentation software, because it is often simply too small!

The other End of Communication: Being a good Audience

- Be polite and respectful.
 - Enter and get out of the room silently.
 - Minimize whispering.
 - Avoid to peek permanently on your cellphone. Please don't put your cellphone on the table. → It signals lack of interest.
 - Don't make the presenter look like a fool!
 - Avoid question-following-question chain reactions.
- Be prepared to take notes! Mind to write down topic, presenter's name and date!

After the Presentation

- If the presentation (meeting) was good, people will talk about your next presentation (meeting).

A List of good Presenters

- Scott Hanselman
- Vera F. Birkenbihl
- Steve Jobs

Steve Job's Presentations

- (1) Speak to the audience as if you speak to each individual person, so each feels personally addressed.
 - Steve did this by, e.g. asking questions like "How many heard about... ?"
- (2) Try to have a (maybe increasing) suspense in your presentation.
 - The audience should actually long for the next item or topic to see.
 - Save the "best" for the very ending. Steve often had the "... one last thing ..." topic.
- (3) Tell the audience how important your topic at hand is!
 - Transport your passion about the topic to the listeners.
 - "I'll tell you how much this one changed my life ..."

IHK – Evaluation for the Graduation

- Presentation/technical discussion will be evaluated after following scheme ...

Thank you!