

Presenting your Research – TU Delft

A Skills-Based Training Course Session 1



Contact Information

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About Me

- **Live in Amersfoort, the Netherlands**
- **Degrees**
 - **Bachelor of Fine Arts – Writer’s Workshop**
 - **Master of Science – Social Theory and Public Affairs**
 - **Master of Research – Sociology**
- **Career**
 - **Teaching (Sociology, Writing for Academic Purposes, Presenting Research)**
 - **Coaching (Business English, Storytelling Science)**
- **Hobbies**
 - **Creative Writing, Reading, TTRPGs, Kickboxing and Fitness,**

Getting to know *you*...

- Switching off in pairs, you have 50 seconds to write down as many things you have in common [except physical traits]
- Question at end:
 - Who have the most similarities?

Your Expectations

Improve Delivery

- **Convincing, Influencing**
- **Engaging**
- **Entertaining**
- **Effective**
- **Handling Questions!**

Structure Content

- **Selecting Details...**
- **Structuring 'Research Narrative'**
- **Good Visuals**
- **Efficiently Produced**
- **Handling Questions!**

Getting to know the course...

My Expectations

1. Show up to every session
2. Participate in the discussions, exercises, and games
3. Give two formal presentations
 - 10-12 minute conference-style presentation
 - Plus one...
 1. Either a poster presentation
 2. Or a 3-5 minute mini-presentation (a pitch)

Course Materials

The ELO

- Reference material
- Resources
- Exercises

The Good, The Bad, and the Ugly

1. Think of good presentations you remember seeing...
What traits did they have?
2. Think of bad presentations you remember seeing...
What traits did they have?
3. Have you ever seen a “trainwreck” of a presentation... What happened?

Exercise 1: On The Spot!

An exercise in four parts with a triple purpose!

Exercise

1. Prepare
2. Present
3. Reflect
4. Report

Purpose

1. Introduction
2. Establish Baseline
3. Inform what delivery skills we will focus on

Exercise 1, Part 1: Prepare

Everyone will have maximally 2 minutes to prepare a 1-2 minute introduction

Include

1. who you are
2. what you research, how you research it, and *why* you research it
3. why you are here today

Get your phone ready so we can record you ☐

Exercise 1, Part 2: Present

Now we take turns presenting

Before you begin pass your phone to someone to film you (me for example)

Stand up in front of the audience and give your presentation

Afterward, while the next person sets up, *quickly* note how well you feel you did on a scale of 1-10 and any initial reflections

Exercise 1, Part 3: Reflect!

Review your video!

If you have no earbuds or AirPods or whatever, feel free to leave the room and find a quiet nearby nook in the hallway.

Use the Johari Window Matrix

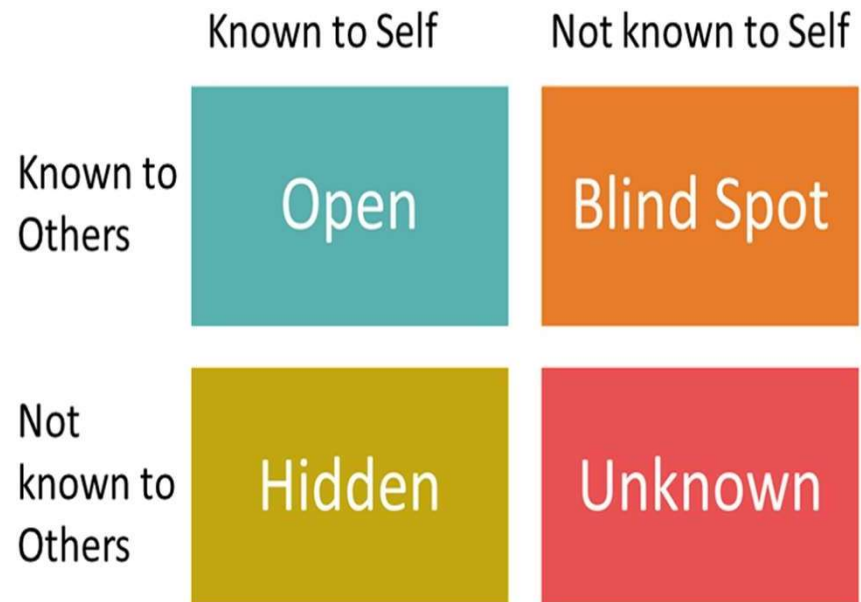
Take notes on three things:

1. Things you think you did well (or well enough)
2. Things you think you could have done better
3. Things that you did well or not so well that surprise you

Johari Window Matrix

What is it?

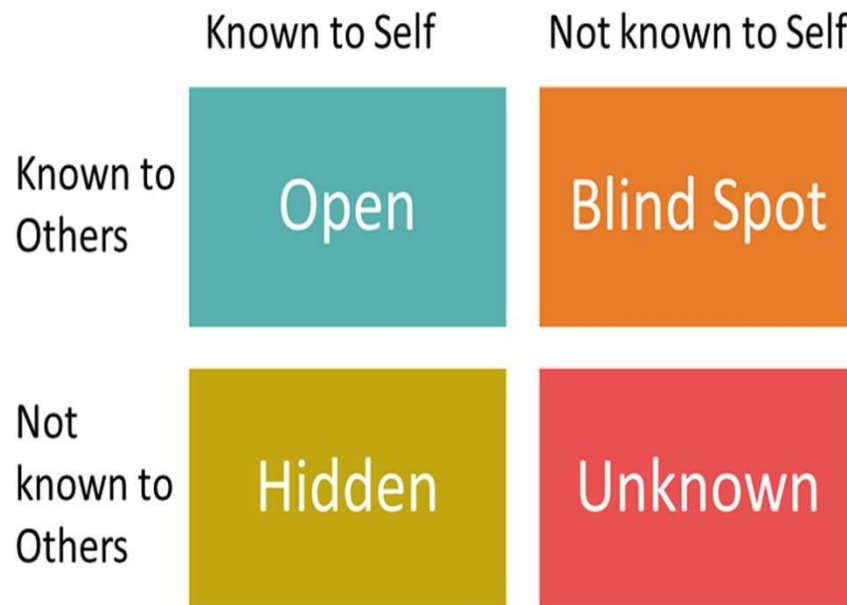
- ❖ a psychological tool to help individuals understand themselves & relationship with others
- ❖ Joseph Luft & Harrington Ingham, 1955



More information: [The Johari Window: A Simple \(And Extremely Useful\) Model \(hallettleadership.com\)](http://hallettleadership.com)

Original source: Luft, J., & Ingham, H. (1955). The Johari window: A graphic model of interpersonal awareness. Proceedings of the Western Training Laboratory in Group Development.

Activity: How we will use the Johari Window Matrix



- ❖ Open file 'Johari Window – self-reflection' in session 1
- ❖ Review your recording
- ❖ Enter as many strengths and weaknesses as you can into the four fields
- ❖ Update during course

Source: Luft, J., & Ingham, H. (1955). The Johari window: A graphic model of interpersonal awareness. Proceedings of the Western Training Laboratory in Group Development.

Exercise 1, Part 4: Report

Share with the class your strengths, weaknesses and surprises

Everyone feel free to add your own comments or feedback if it feels constructive

Presentation Guidelines

- **10-12 minutes**
- **5-6 minutes for questions**
- **15-20 minutes for feedback**

- **Your audience is the people in the class—not an imaginary audience of specialists in your field!**

- **Thus... we must plan 30-40 minutes per presentation!**

Presentation Schedule Options

Session 2	Session 3	Session 4	Session 5	Session 6

Session 3	Session 4	Session 5	Session 6

Session 4	Session 5	Session 6

Who would like to practice chairing presentations?

Being a chairperson, what does it involve?

- Introduce the presenters
- Keep time & remind presenter, if necessary
- Invite and moderate questions
- Ending the session

Read further about the role in Chapter 7 'Chairing a Session' in the course book *Presenting in English*

- Decide and if so, next week let me know which session

Preparing Your Presentation

It usually takes more than three weeks to prepare a good impromptu speech.

Mark Twain

Preparing Your Presentation

Q: What should be the very first step when preparing a presentation?

A: What do you want to achieve?

Q: What are some things you might want to achieve?

What do you want to achieve?

Low-hanging fruit:

direct effects of motivating your public:

- ❖ give feedback on your research
- ❖ fund your research - grant application
- ❖ download a document
- ❖ fill-in a survey, etc.
- ❖ say “go” instead of “no go”

High-hanging fruit:

longer-term effects resulting in further interest in your research:

- ❖ their publication
- ❖ future collaboration
- ❖ Invite to another conference
- ❖ influence on policy or practices, etc.
- ❖ Get them to test your method
- ❖ A job offer

Preparing Your Presentation

Q: What should be the second step when preparing a presentation?

A: Analyze your prospective audience and figure out what they want!

Q: When you choose to sit in on a conference presentation, what do you hope for?

Preparing Your Presentation

- **What presenters tend to want**

- explain methodology
- show the results
- lay out the conclusions
- handle questions with dignity
- relax after the presentation is finally done

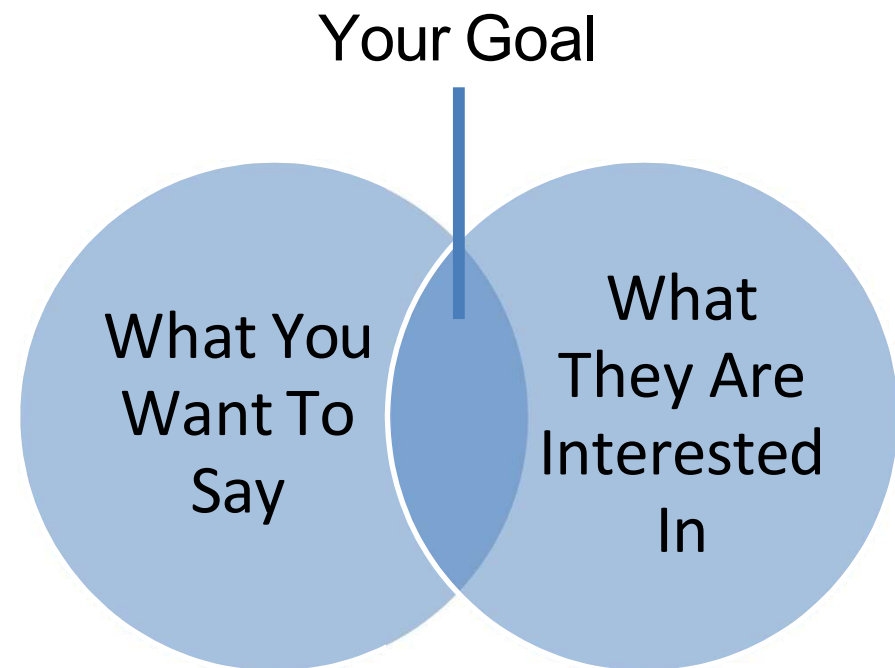
- **What audiences tend to want**

- ideas for starting own projects
- new methods and materials to improve their research and publish more papers
- ideas to improve efficiency so they can spend more time with friends
- entertainment because they are sitting through a day full of presentations that do not deliver them what they want

What does your public want?

3 key questions

1. Who are your public?
2. What do they already know?
3. What do they care about?



What does your public want?

What does this table look like for a March Meeting?

	Teachers	Researchers	Engineers	
What do they already know?				
What do they care about?				

What does your public want?

What does this table look like for our classroom?

What do they already know?				
What do they care about?				

Preparing Your Presentation

Q: What should the third step be when preparing a presentation?

A: Define your **key message**

Why one key message?

Sustained attention on one key focus is worth more than split focus on many 'important points'...

'It is estimated that an audience will forget more than 75% of what they hear within 24 hours.'

From: Roger Ailes - You Are the Message

What is your key message?

How do we define our key message?

1. Succinctly state your topic
2. Concisely define your problem
3. Distill in one sentence the main thing you want the audience to take away

What is your key message?

Topic: Research into the purification of coloured wastewater

Problem: Some companies have a problem with strongly coloured wastewater that they are unable to discharge. Researchers are trying to find new purification technologies to solve this problem.

KEY MESSAGE: New techniques make it possible for bacteria to de-colour the water more efficiently.

Preparing a Presentation

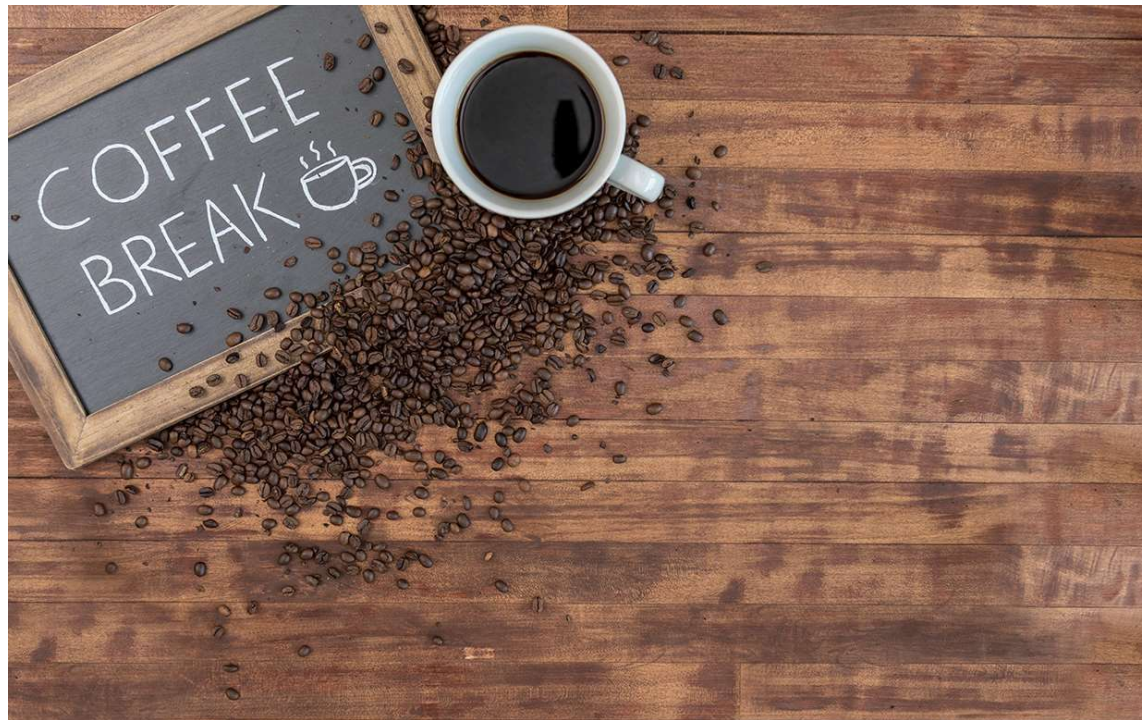
1. Determine your goal
2. Determine what the audience wants
3. Define your key message

Exercise 2: Begin Preparing

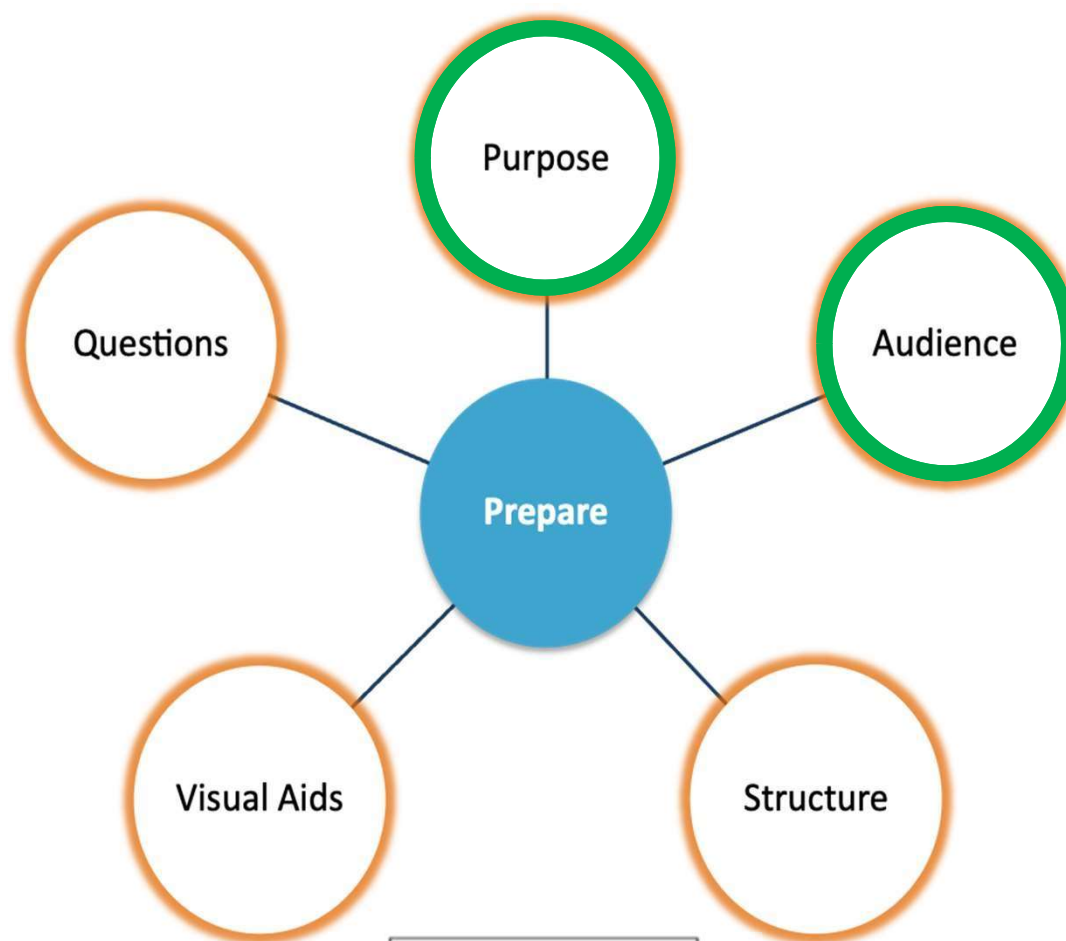
Either individually, in pairs, or in small groups, work or work together to try and define the elements of impact for your research...

1. What do you want to achieve with your presentation?
2. What does your public want from your presentation?
3. What is your key message?

Let's take a break!



Preparing a Presentation



Structuring a Presentation

Tripartite structure:

1. Introduction (opening) = 10%
2. Body (middle part) = 70%
3. Conclusion (ending) = 20%

Q: What are the most important parts?

Q: What's the first step in structuring your presentation?

Structuring a Presentation

Step 1: Develop your “Elevator Pitch”

- Aim for **one minute which gives**
 - Clear statement of the problem or question
 - Succinct statement of the solution or answer you propose
 - Unambiguous statement of how the solution or answer will benefit x, y, or z

Structuring a Presentation

Elevator Pitch = **Problem** + **Solution** + **Benefit**

Many industrial companies have a problem disposing of strongly coloured wastewater. We will de-colour and purify the water using a revolutionary technique. This technique is faster and cheaper than current solutions, and many different companies are interested in it. As a result, our rivers will be a lot cleaner.

Exercise 3: Clarify *Your* Core

Either individually, in pairs, or in groups, on developing your elevator pitch!

1. Problem:
2. Solution:
3. Benefits:

Structuring a Presentation

Tripartite structure:

1. Introduction (opening) = 10%
2. Body (middle part) = 70%
3. Conclusion (ending) = 20%

Q: What's the second step in structuring your presentation?

A: Determine the **three main points** of your presentation...

Structuring a Presentation

Step 2: Define your three main points

Q: Why three?

A: Our brains can deal with about three elements at a time...

Q: How do we pick the right three things?

Structuring a Presentation

Step 2: Define your three main points

Q: How do we pick the right three things?

A: Present your elevator pitch to people... what questions do people ask?

The three most important questions your public will probably ask should be the three main points of your presentation!

Q: What if I get no questions... ?

Structuring a Presentation

Problem: Many industrial companies have a problem disposing of strongly coloured wastewater.

Solution: We will de-colour and purify the water using a revolutionary technique.

Benefits: This technique is faster and cheaper than current solutions, and many different companies are interested in it. As a result, our rivers will be a lot cleaner.

Q: The Most Important Questions The Public Will Probably Ask Are?

Structuring a Presentation

The Most Important Questions The Public Will Probably Ask Are:

1. What is this revolutionary technique? How does it work?
2. Why will the new technique make rivers cleaner when existing techniques won't?
3. Will the technique ever be applied in practice?
4. What makes the new technology cheaper?
5. What companies are interested in it?

Structuring a Presentation

The Three Main Points For The Presentation Are Therefore:

1. How does the new technique work?
2. Why do we want cleaner rivers? OR How cost-effective is the new technique? (depends on the
3. Will companies use the new technique?

This is the outline of your presentation's body!

You will maybe have more than three questions... This is why knowing your target public is crucial! Your questions, and thus your main points, are keyed to your public!

Exercise 3: Present Your Pitches

Everyone should now take a turn presenting their pitch to the class.

The class will respond at the end with questions.

PS – Yes. You will record yourself again ☐

Structuring a Presentation

Q: What's the third step in structuring your presentation?

A: Outline the body!

Outline Options

1. Follow the Elevator Pitch

- Problem (Context, More Detail)
- Solution (Method and Results, How you solved or will solve) \
- Benefits (Discussion, What does this teach us, what are next steps, how can we apply it?)

Outline Options

2. Give More Attention To The Context

- Background – sketch the relevant literature or context
- How do you fit, what have you added?
- Results – what have you discovered

Outline Options

3. Give More Attention To The Results

- Conclusion 1: Give first conclusion and explain how you arrived at it (including methods and results)
- Conclusion 2: same
- Conclusion 3: same

4. If You Absolutely Insist (IMRAD)

- Methods, Results, Conclusions....
- This is usually less effective because...

Outline Options

Option 1: Elevator Pitch

- Problem
- Solution
- Benefit

Option 2: Emphasize Context (Like Intro To Paper)

- Background (Relevant Info)
- How You Fit (The You Add)
- Results (What You Discovered)

Option 3: Emphasize Results (Like a Results Section)

- Conclusion 1 (explanation how it was arrived at, including methods and results)
- Conclusion 2 ...
- Conclusion 3 ...

Option 4: IMRaD (Like a Research Paper)

- Methods
- Results
- Discussion

Exercise 4: Your Three Elements

Work Your Body...

In pairs, or groups of three, work out a basic outline of your three elements...

The Bigger Picture

- **Start**
 1. Attention Grabber
 2. **Problem-solution-benefit**
 3. **Key message**
 4. Introduce yourself
- **Middle**
 1. *First*
 2. *Second*
 3. *Third*
- **End**
 1. Summary-conclusion
 2. Key message

Self-study for session 2

- ❖ Review PPTs and watch video links
- ❖ Review recommended chapters(s) in course book *Presenting in English*
 - Read Chapter 7 on 'Chairing a Session'
- ❖ Review documents and websites on ELO
- ❖ Use feedback form to help plan your presentations