

# Presenting your Research – TU Delft

## A Skills-Based Training Course Session 1



# Contact Information

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# Who am I?

- **Born in Turkey and moved to the Netherlands 13 years ago**
- **Education**
  - **BA– English Language and Literature**
  - **MA– English Cultural Studies**
  - **MA– Teaching English as a Foreign Language (USIS and Fullbright Commission Scholarship)**
- **Career**
  - **Teaching and Coaching (English For Academic Purposes, Scientific Writing, Business English)**
- **Hobbies**
  - **Reading, Cooking, Rowing outdoors, Travelling, Yoga**

# Session 1

- ❖ Introductions (Who are you?)
- ❖ Course Outline & Materials & Goals
- ❖ Presenting: Do's and Don'ts
- ❖ Activity: Johari Window Matrix
- ❖ Preparing your Presentation
- ❖ Key Message & Defining your Impact
- ❖ Structure of a presentation
- ❖ Practice Mini-Presentations (unprepared)

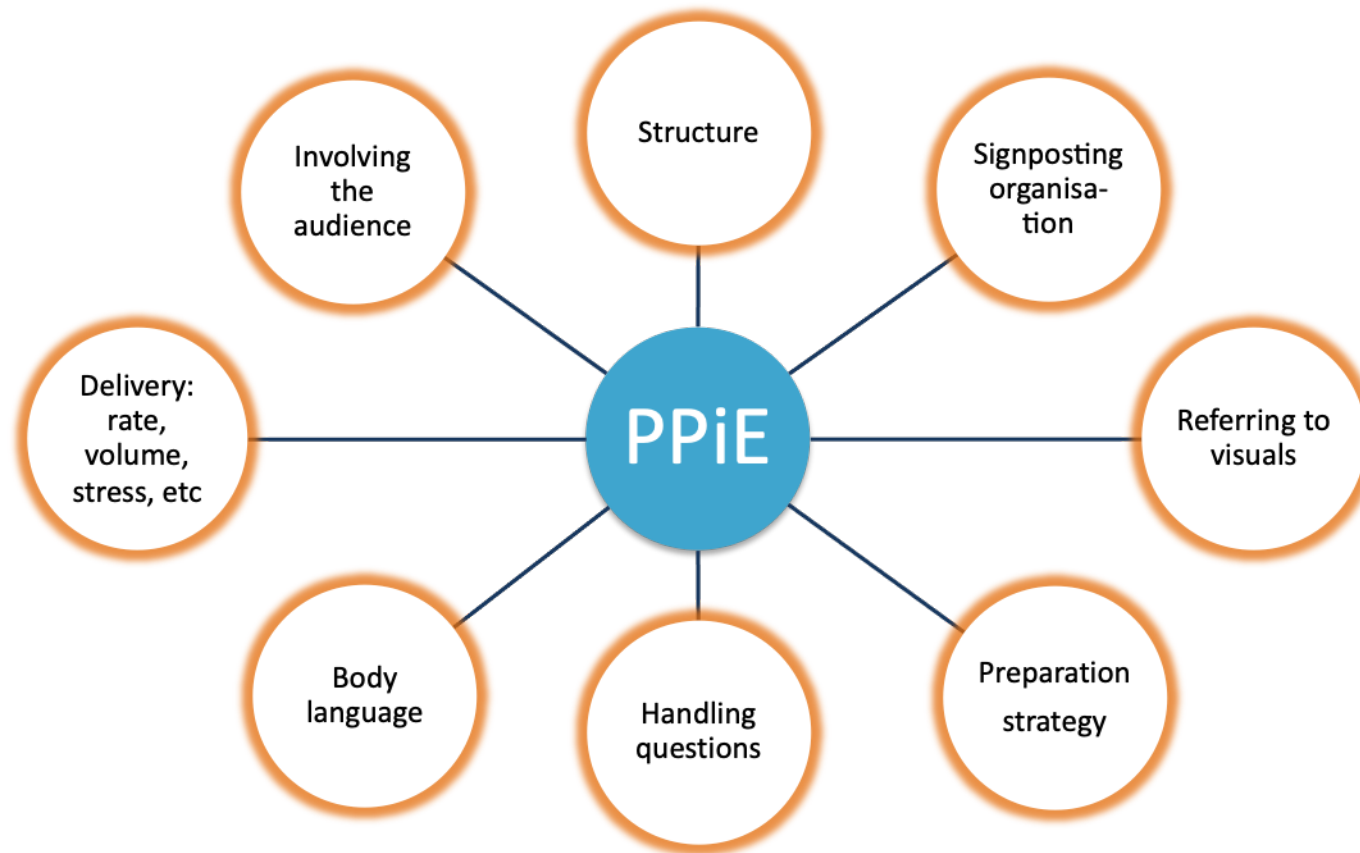
# Introductions: What's in a name?

**Share something interesting about your (first or last) name with the group and Introduce yourself briefly:**

- What faculty/field is your research?
- What is the topic of your PhD research? [*in a few sentences...*]
- How far are you in your research/dissertation?
- What are your expectations from this course?



# Course Outline



# Requirements

- **Attendance**
  - Attend all sessions to receive a certificate from Graduate school
  - You can miss up **maximum two sessions**
  - Recorded online sessions will be sent to absentees
- **Presentations**
  - One 10 minute presentation (starting from Session 2)
  - One poster presentation (Session 6?)
  - One “elevator pitch” (Session 6?)
- **Feedback and Chairing the Presentations**

# Presentation Schedule Options

Session 2 9 November	Session 3 16 November	Session 4 23 November	Session 5 30 November	Session 6 7 December
<b>Jeroen</b>	<b>Alejandro?</b>	<b>Feyza</b>	<b>Anna</b>	<b>Deniz</b>
<b>Jorge</b>	<b>Vicky?</b>	<b>Nirav</b>	<b>Sandra</b>	<b>Benoit?</b>



# Who would like to practice chairing presentations?

## Being a chairperson, what does it involve?

- Briefly introducing the presenter
- Keeping time & reminding presenter, if necessary
- Inviting and moderating questions and feedback
- Ending the presenting/feedback session

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

- **Tip:** get email address from presenters, ask for brief biography

# Course Materials

- Course book (Presenting in English)
- Peer feedback forms
- Exercises (ELO)
- PPTs
- Internet links

# Your previous experiences?

- What do you want to improve? Why? Give some examples from presentations you have given.
- What do you do well? Why? Give some examples from presentations you have given.
- What feedback on your presentations have you received? Does this feedback match your own thoughts about your presentation skills?

# Your Goals for This Course

- ❖ Present with confidence
- ❖ Grab audience attention
- ❖ Effectively present research and results
- ❖ Present clearly and engage the audience
- ❖ Improve structure of presentation
- ❖ Leave a lasting impression
- ❖ Use visuals efficiently

# What Do You Think?

1. Can you recall any presentations that left a strong impression on you and were very effective? If so, what were the reasons for their effectiveness?
2. Can you think of any presentations you remember seeing that you considered ineffective? If so, what were the reasons for their lack of effectiveness?
3. Do you need to be a born presenter?
4. What makes someone a good presenter and sound enthusiastic?

# Do's: What Makes a Good Presenter? -1

- ❖ Leave nothing to chance
- ❖ Know your audience
- ❖ Know exactly how to start
- ❖ Get straight to the point
- ❖ Give a clear structure of presentation
- ❖ Use signposting language
- ❖ Use simple, clear language
- ❖ Use deliberate pauses
- ❖ Be concise
- ❖ Talk *to* your audience
- ❖ Treat your audience as equals

Which of these do you  
find most difficult?

Source: M. Powell. (1996) *Presenting in English*



# Do's: What Makes a Good Presenter? -2

- ❖ Speak naturally
- ❖ Use voice (intonation/stress) effectively
- ❖ Make use of rhetorical devices
- ❖ Take your time
- ❖ Use visuals effectively
- ❖ Develop your own style of presenting
- ❖ Sound dynamic and enthusiastic
- ❖ Welcome questions
- ❖ Practise pronunciation of key words
- ❖ Finish strongly: slow down, lower your voice, look at the audience, smile and thank them

And these?

Which are the most challenging for you?

Source: M. Powell. (1996) *Presenting in English*

# Dont's: What Should You Avoid Doing? -1

- ❖ Read out your presentation, or from notes or slides
- ❖ Talk to screen / the computer / your notes
- ❖ Learn everything by heart
- ❖ Rush through everything
- ❖ Fidget
- ❖ Focus on one or two people in the audience only or on one spot on the back wall



# Dont's: What Should You Avoid Doing? -2

- ❖ Compete with your visuals (they support you; not the focus)
- ❖ Stand with crossed arms
- ❖ Speak too quickly / softly
- ❖ Apologize for bad presentation skills and language
- ❖ Give too much information
- ❖ Use non-English terms without translation
- ❖ Signal the conclusion and continue talking

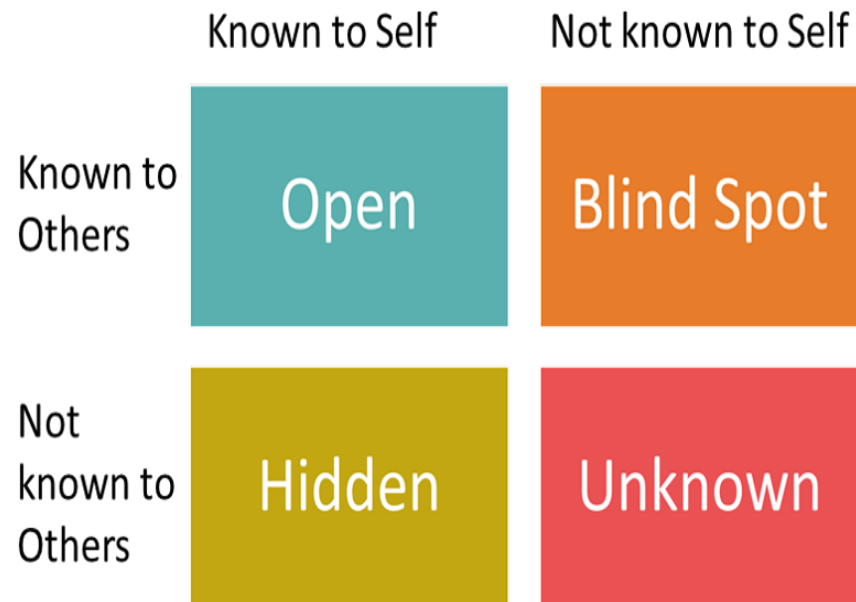
# Online Presentations

- Now consider the online presentations you've participated in. What should you avoid doing during an online presentation?

# Johari Window Matrix

## What is it?

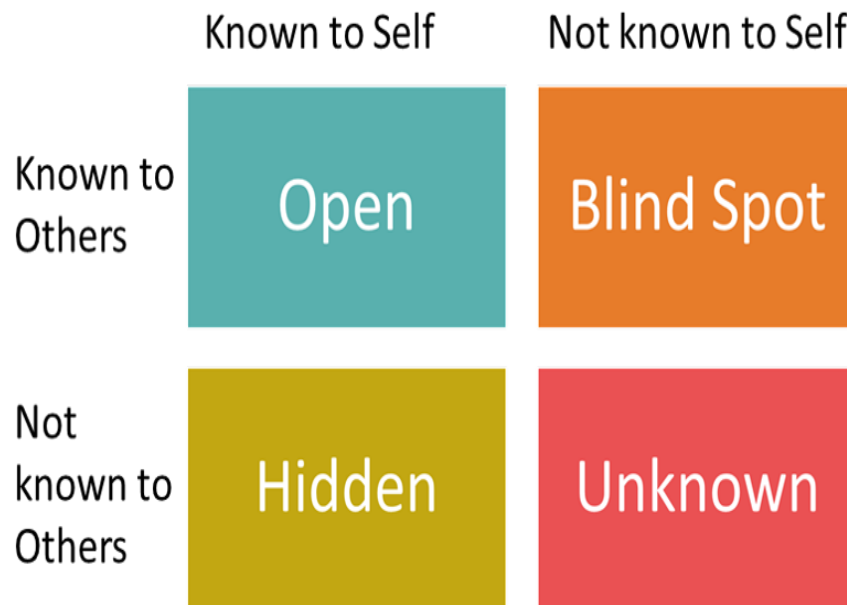
- ❖ a psychological tool to help individuals understand themselves & relationship with others
- ❖ Joseph Luft & Harrington Ingham, 1955



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



- ❖ Self-Reflection as a researcher and a presenter
- ❖ Open file 'Johari Window – self-reflection' in session 1
- ❖ Read and fill in what you can in the boxes
- ❖ Update during course

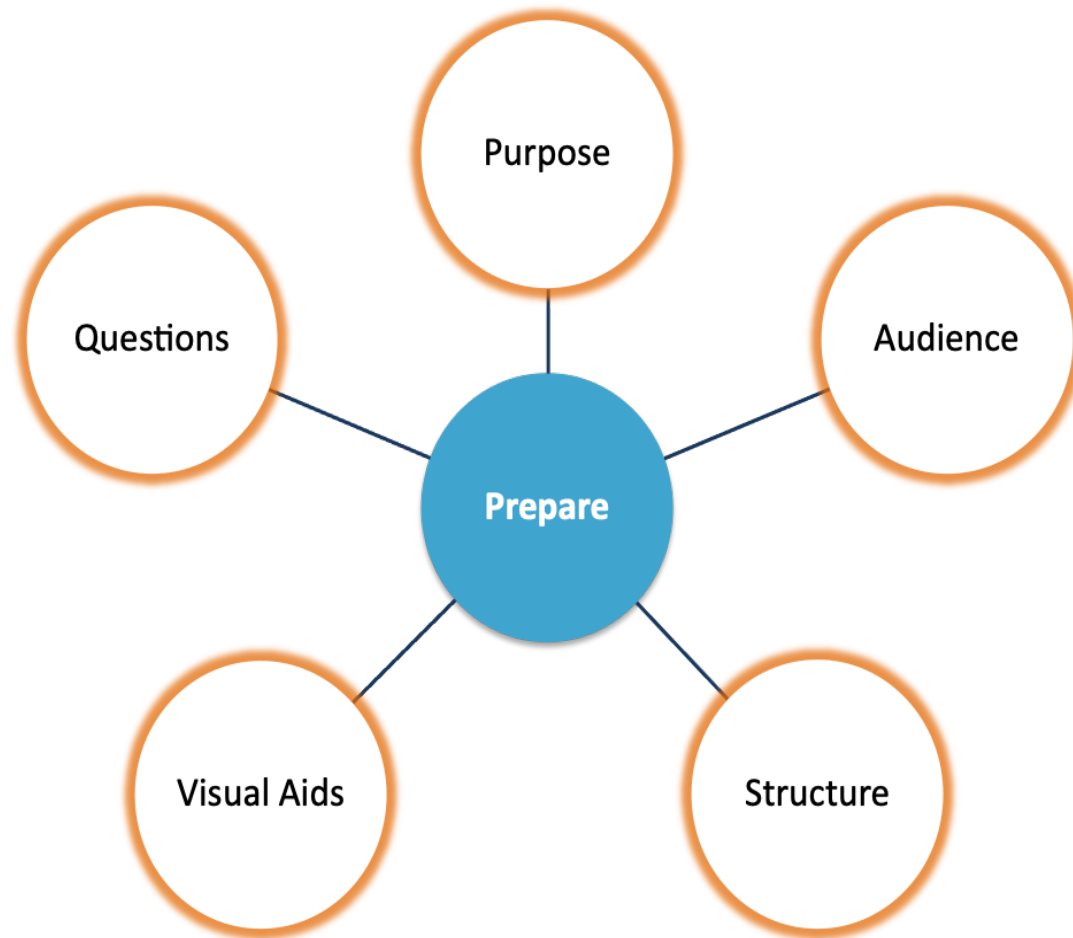
Source: Luft, J., & Ingham, H. (1955). The Johari window: A graphic model of interpersonal awareness. Proceedings of the Western Training Laboratory in Group Development.

# Preparing Your Presentation

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

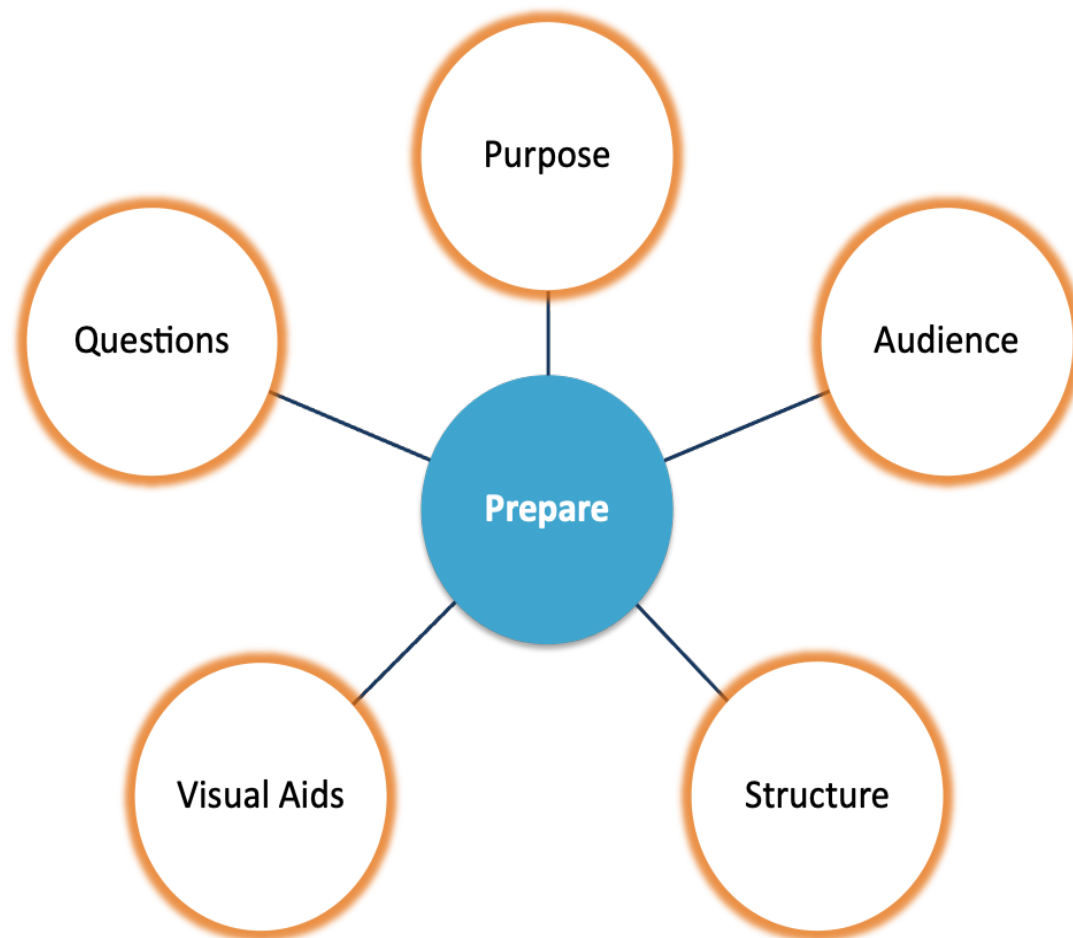
Mark Twain

# Preparing a Presentation -1



Why are these points important in preparing a presentation?

# Preparing a Presentation -2



Have you ever used an AI tool for a presentation preparation?

If so, how?

# What do you want to achieve?

## Low-hanging fruit:

direct effects of motivating your public or asking them to do something:

- ❖ 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
- ❖ a conference presentation
- ❖ influence on policy or practices, etc.



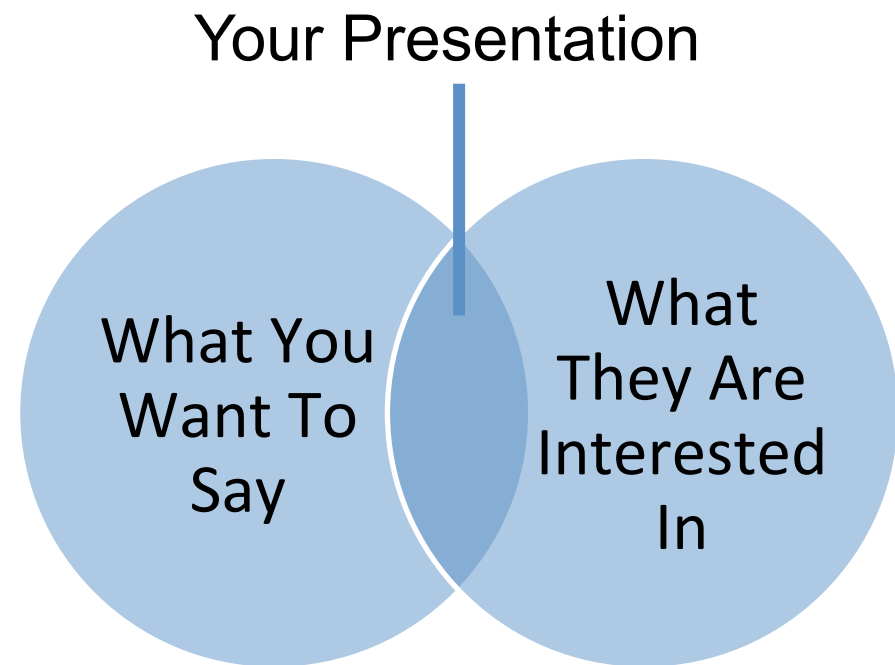
# Preparing a Presentation

1. Impact - Why are you giving the presentation?
  - What do you want to achieve?
  - What does your public want?
  - What is your key message?
2. Structure
3. Storytelling
4. Clarity

# 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 is your 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

# Example: 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 purify the water more efficiently.

# Exercise: Define Your Impact

Either individually, in pairs, or in small groups, 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?*

# Structuring a Presentation

## **Tripartite structure:**

1. Introduction (opening)

2. Body (middle part)

3. Conclusion (ending)

- How much time should be spent on these parts?
- What would you normally include in these parts?

# Structuring a Presentation

## First: Clarify The Core

### “The Elevator Pitch”

- Maximally one minute
  - Crystal 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 (x = the public, y = a stakeholder, z = science!)

# Structuring a Presentation

## First: Clarify The Core

*Elevator Pitch = Problem + Solution & Benefit*

**Topic:** Research into the purification of coloured wastewater

Numerous industrial firms have problems when it comes to managing highly coloured wastewater. Our solution is an innovative method to both de-color and purify this water. This ground-breaking technique is faster and cost efficient than the existing alternatives, and many companies are interested in it. The end result will be a significant improvement in the cleanliness of our rivers.



# Exercise: Clarify *Your* Core

Either individually, in pairs, or in groups, work or work together on clarifying the core of your research...

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

# Structuring a Presentation

*“People can effectively manage about three to four pieces of information simultaneously”*

- After hearing your elevator pitch, what are **the three most** important questions your public will probably ask?

**Keep in mind:** Those will be the three main points of your presentation!

# Structuring a Presentation

**Problem:** Numerous industrial firms have problems when it comes to managing highly coloured wastewater.

**Solution:** Our solution is an innovative method to both de-color and purify this water.

**Benefits:** This ground-breaking technique is faster and cost-efficient than the existing alternatives, and many companies are interested in it.

**The Most Important Questions The Public Will Probably Ask Are: 1)?      2) ?      3)?**

# 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?
  3. Will companies use the new technique?
- **This is the outline of your presentation's body!**
  - **This is why knowing your target public is so crucial! Your questions, and thus your main points, are keyed to your public!**

# 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

# Exercise: Your Three Elements

## **Work Your Body...**

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



# 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...

# The Bigger Picture

- **Introduction**

1. Welcome the audience
2. Introduce yourself (the chairperson's job)
3. Attention Grabber
4. **Problem-solution-benefit**
5. **Key message**

- **Body**

1. **First**
2. **Second**
3. **Third**

- **End**

1. Summary-conclusion
2. Repeat the key message

# Standard Structure: Opening (~10%)

- ❖ **Welcome the audience**
- ❖ **Introduce yourself (the chairperson's job)**
- ❖ **Attention grabber:** humour, quote, anecdote, rhetorical questions, staggering statistics or facts, visualization, etc.
- ❖ **Key message**
- ❖ **Motivation: what's in it for the audience?**
- ❖ **Outline of presentation**
- ❖ **Instructions about questions (the chairperson's job)**
- Useful presentation on achieving a good opening:  
<http://www.youtube.com/watch?v=NyE1Kz0e--0&feature=related>

# Standard Structure: Body (~70%)

- ❖ Main part: present your main points
- ❖ Support / evidence / illustration, etc.
- ❖ Present information in a clear and logical order
- ❖ Use signposting language:
  - *Let's begin by...*
  - *This brings me to my next point*
  - *Let's now turn to...*
  - *Let me digress for a moment.*
  - *To illustrate this, ...*
  - *What's very important here ...*
  - *Put simply, ...*



# Signposting – more examples

- ❖ Open online the course book:  
*Presenting in English*
  - ❖ in the first tab – scroll to bottom

- Go to page 13, section 2.1  
Signposting: useful phrases  
and sentences
- Pages 11 to 16



# Standard Structure: Conclusion (~20%)

**End with confidence & signal conclusion clearly**

Ingredients:

- ❖ Restate aim
- ❖ Brief summary
- ❖ Draw conclusion
- ❖ Remind the audience of the importance of your research
- ❖ Refer to future research
- ❖ Powerful closing statement (take-home message)
- ❖ Thank your audience
- ❖ Invite questions

# In a Nutshell ...

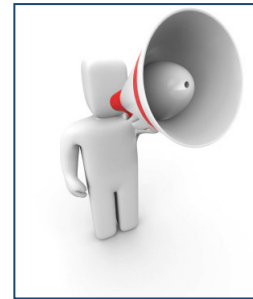
*Say what you are going to say,*

*say it,*

*say what you have just said.*

# Effective Presentation: Summary

Gets message across



Involves audience



Well organised





# Prepare & Practice: Mini Presentations

**Prepare a 1.5- to 2-minute presentation on a topic of your choice and include the following elements: [\[Just opening of your presentation\]](#)**

- ❖ Welcome the audience
- ❖ Attention grabber: quote, question, example, staggering statistic, etc.
- ❖ Problem-solution- benefit
- ❖ Key message
- ❖ Outline of the presentation

# Schedule 10-minute presentations

Two presenters per session:

- ❖ Who can present in session #2? **Jeroen, Jorge**
- ❖ in session #3? **Alejandro?, Vicky?**
- ❖ in session #4? **Feyza, Nirav**
- ❖ in session #5? **Anna, Sandra**
- ❖ in session #6? **Deniz, Benoit?**

# 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