

Presenting your Research – TU Delft

A Skills-Based Training Course Session 1



Session 1

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

Contact Information

- **Trainer:**
 - Pelin Gümüş Sarıot
 - pelingumus@gmail.com
- **Taalcentrum-VU:**
 - tel.: +31 (0)20 - 244 34 00
 - email: info@taalcentrum-vu.nl

About me

- **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, Presentation Skills, Business English)**
- **Hobbies**
 - **Reading, Cooking, Rowing outdoors, Travelling, Yoga**

Activity: About you

Short Introductions

In 3 minutes, everyone will prepare 1-2 minute short introduction including the following:

- Who are you? What is your background?
- What are you researching?
- How are you researching it?
- What is your motivation?
- How far are you in your research?
- What are your expectations from this course?

**You will present your short introductions in front of the group.
Make your phones ready to record your introductions!**

Activity: About you

Short Introductions

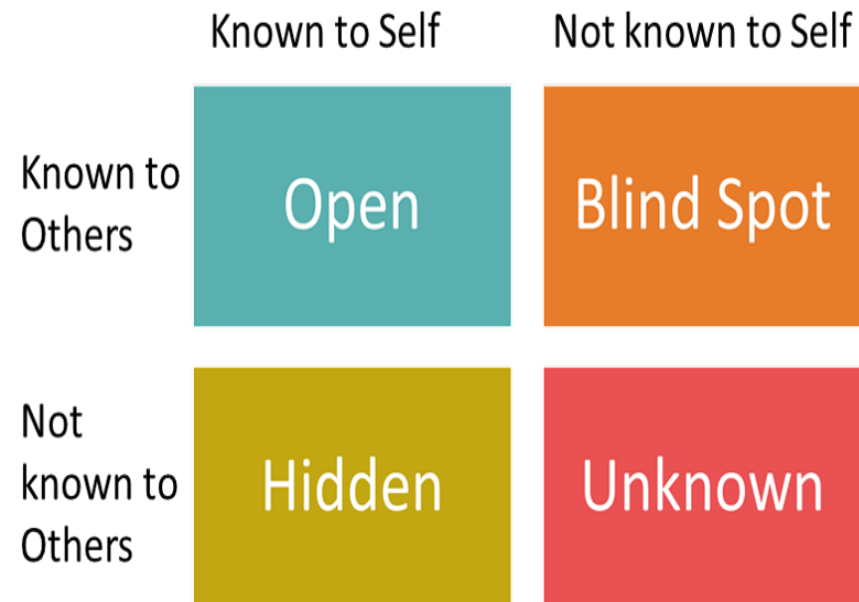
Time to self-reflect!

- Listen to your recording and jot down the answers of the following questions using the '*Johari Window Matrix*' file:
 - *What went well?*
 - *What went wrong or could have been better?*
 - *Anything unexpected or surprising?*

Johari Window Matrix

What is it?

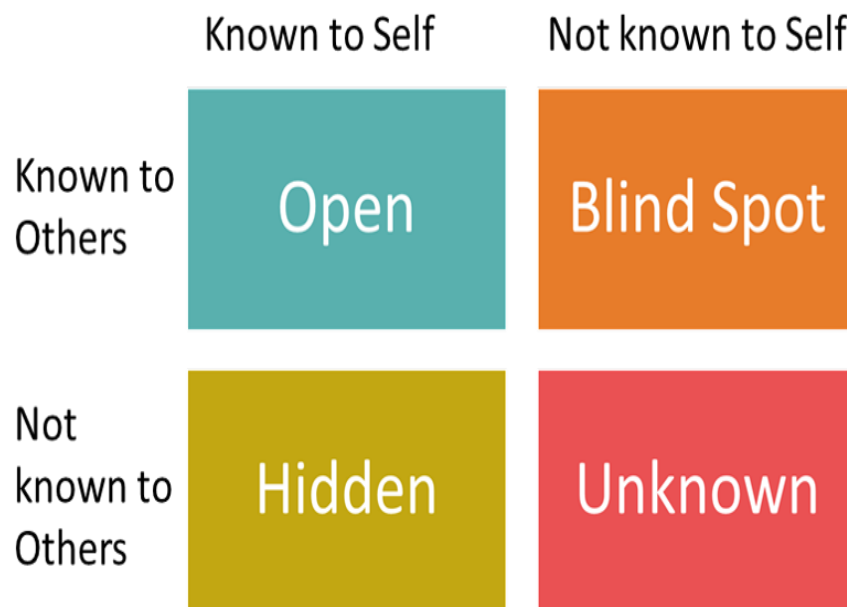
- ❖ a psychological tool to help individuals understand themselves & relationship with others
- ❖ Joseph Luft & Harrington Ingham, 1955



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
- ❖ Consider your recording & (future) presentations
- ❖ Read and fill in what you can in the boxes
- ❖ Update the file 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.

Activity: About you

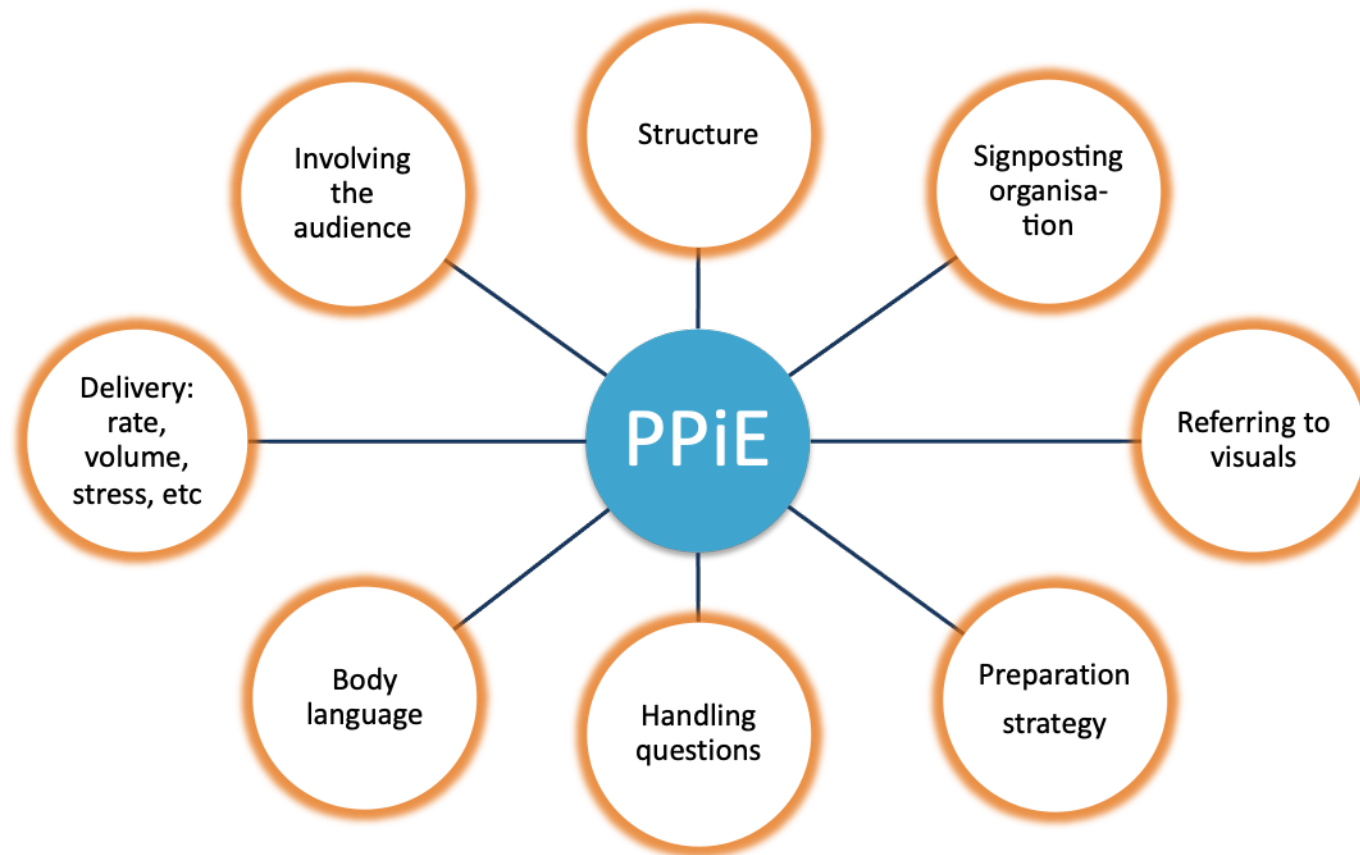
Short Introductions

- Now share your self-reflection with the rest of the group: your strengths, weaknesses and surprises
- You can also give constructive feedback to your mates
- Don't delete your recording. We'll come back to that again in the following sessions.

Your Expectations from this course

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

Course Outline



Course expectations

- **Attendance**
 - You should try to attend every session, but if you are sick or need to miss a session:
 - You can attend a parallel group with advanced notice
 - Or if necessary: do some make-up tasks
 - The recording of the session will also be sent
- **Presentations**
 - One mini-introduction-presentation (required session 1)
 - One 10 to 12-minute presentation (required sessions 2-6)
 - *One 3-minute/slides mini-presentation (optional sessions 2-6)*
 - One “elevator pitch” (required session 5; optional session 6)
 - *One poster presentation (optional session 6)*
- **Giving Constructive Feedback and Chairing the Presentations**

Presentation Guidelines

- 10-12 minutes presentation
- 5-6 minutes for questions
- 15-20 minutes for feedback
- In total 30-40 minutes per presentation

Presentation Schedule

Session 2 11 March Chair:	Session 3 18 March Chair:	Session 4 25 March Chair:	Session 5 8 April Chair:	Session 6 15 April Chair:
Speaker:	Speaker:	Speaker:	Speaker:	Speaker:
Speaker:	Speaker:	Speaker:	Speaker:	Speaker:
Speaker:	Speaker:	Speaker:	Speaker:	Speaker:

Who would like to practice chairing presentations?

Being a chairperson, what does it involve?

- Briefly introduce the presenter
- Keep time & remind presenter, if necessary
- Invite and moderate questions and feedback
- End 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

In the ELO (digitaaltraining.nl)

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

What Do You Think?

1. Think of presentations that left a strong impression on you and were very effective? If so, what made them effective?
2. Think of presentations you remember seeing that were ineffective? If so, what made them less effective?
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?

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

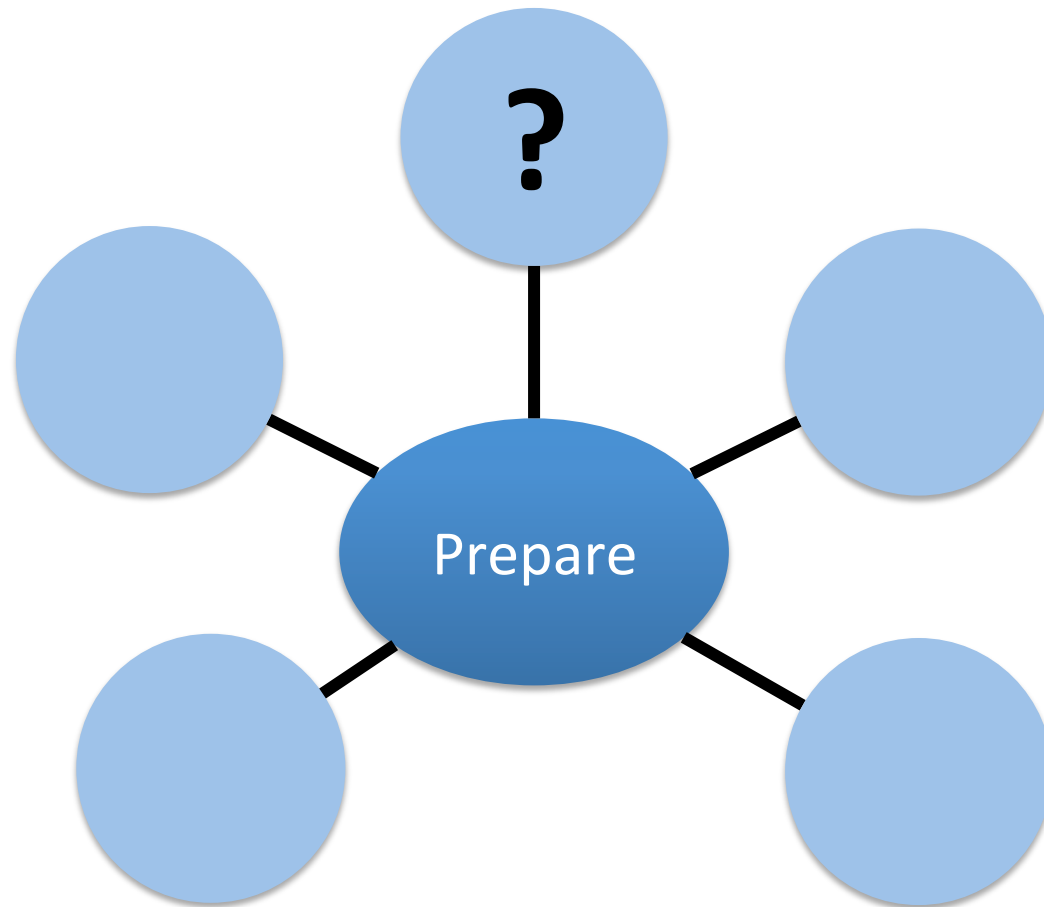
- Now consider the online presentations you've participated in. What should you avoid doing during an online presentation?

Preparing Your Presentation

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

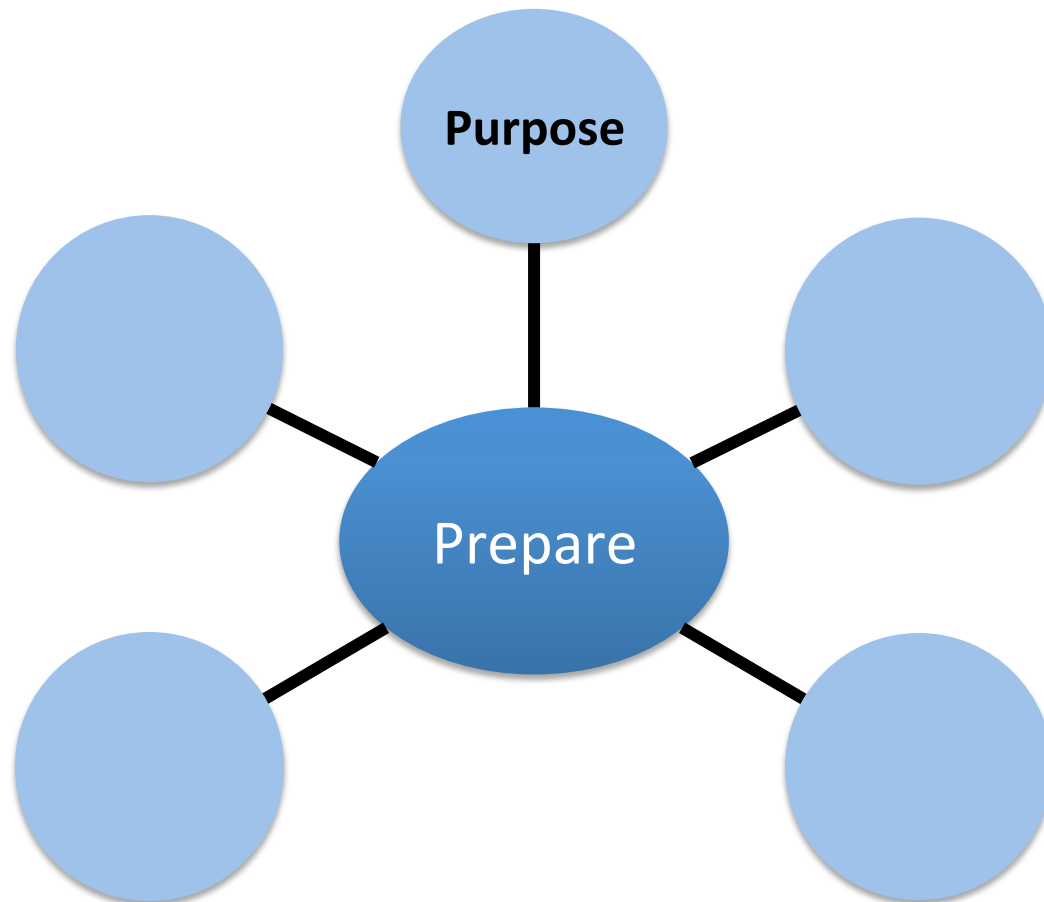
Mark Twain

Preparing Your Presentation



What is the first step in preparing a presentation?

Preparing Your Presentation



STEP 1:

- Know your purpose!
- What do you want to achieve with your presentation?

What do you want to achieve with your presentation?

Low-hanging fruit:

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

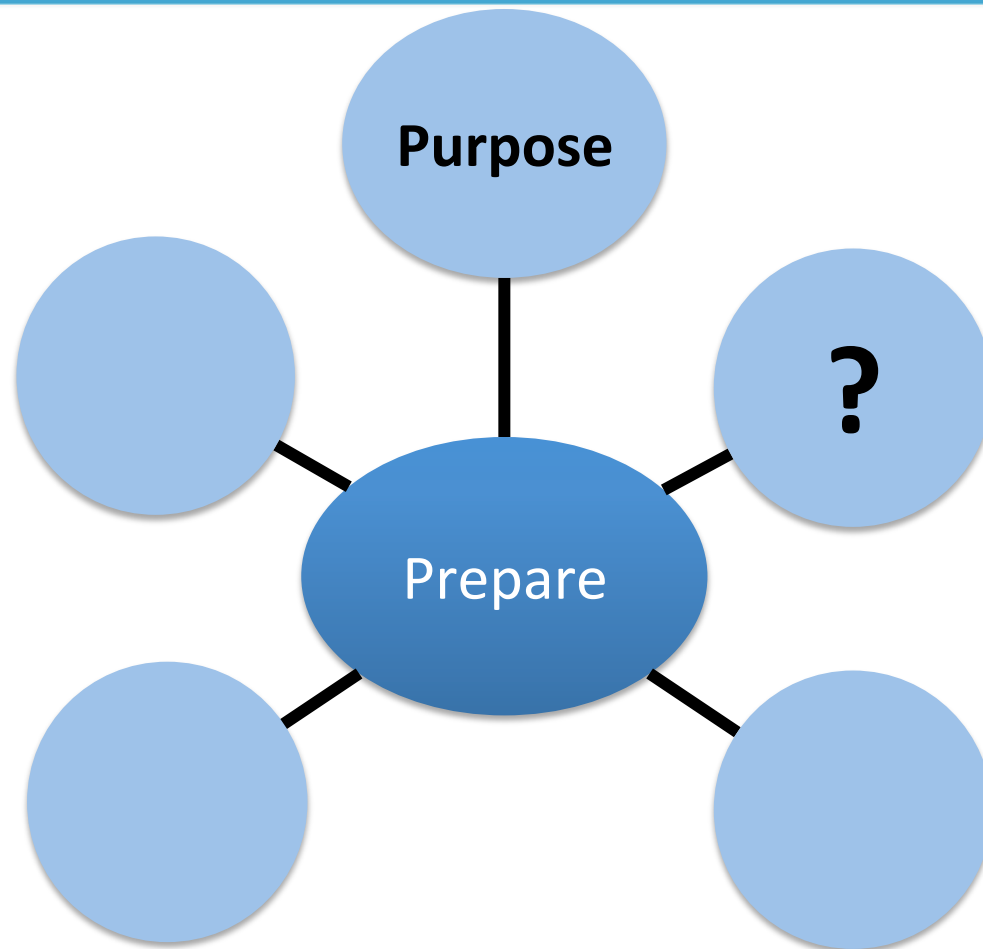
- ❖ give feedback on your research
- ❖ fund your research - grant application
- ❖ download a document
- ❖ fill-in a survey, etc.
- ❖ Say “go” instead of “no go”

High-hanging fruit:

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

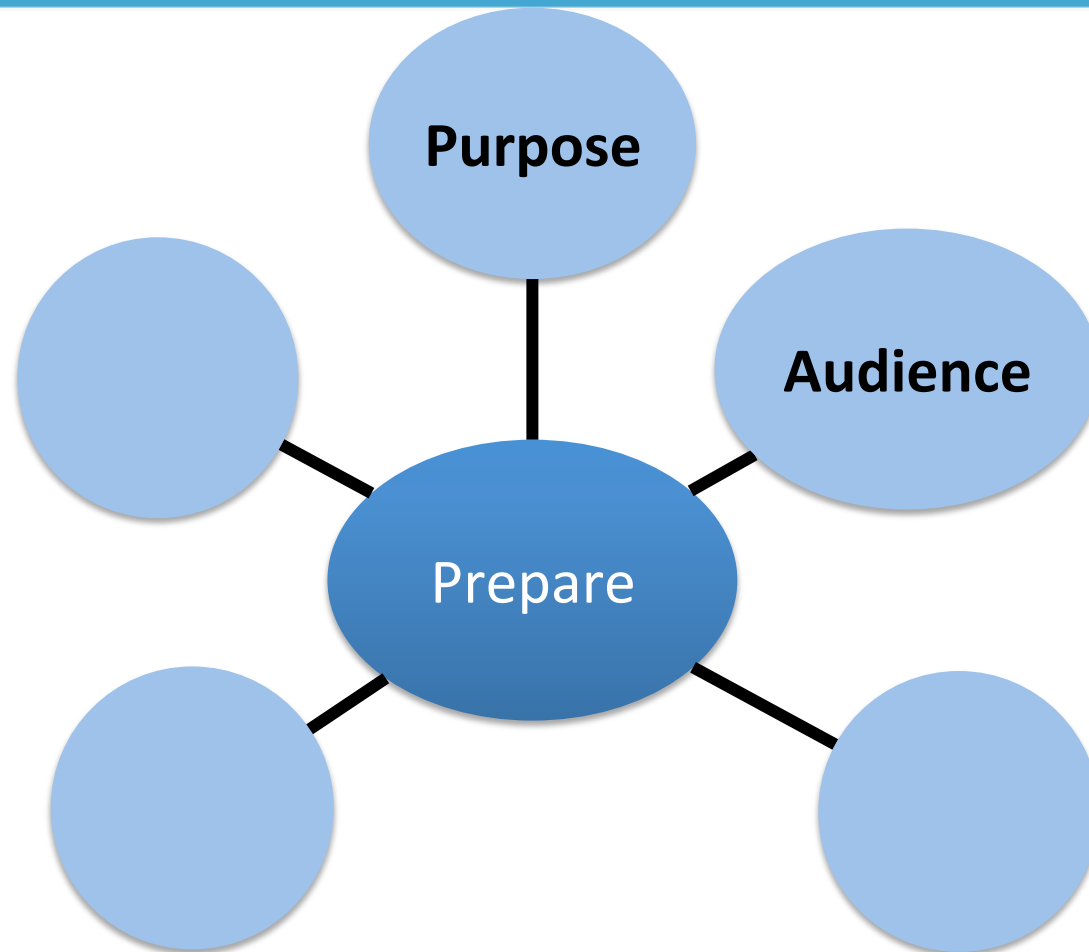
- ❖ their publication
- ❖ future collaboration & consultation
- ❖ a conference presentation
- ❖ influence on policy or practices, etc.
- ❖ a job offer

Preparing Your Presentation



What is the second step in preparing a presentation?

Preparing Your Presentation



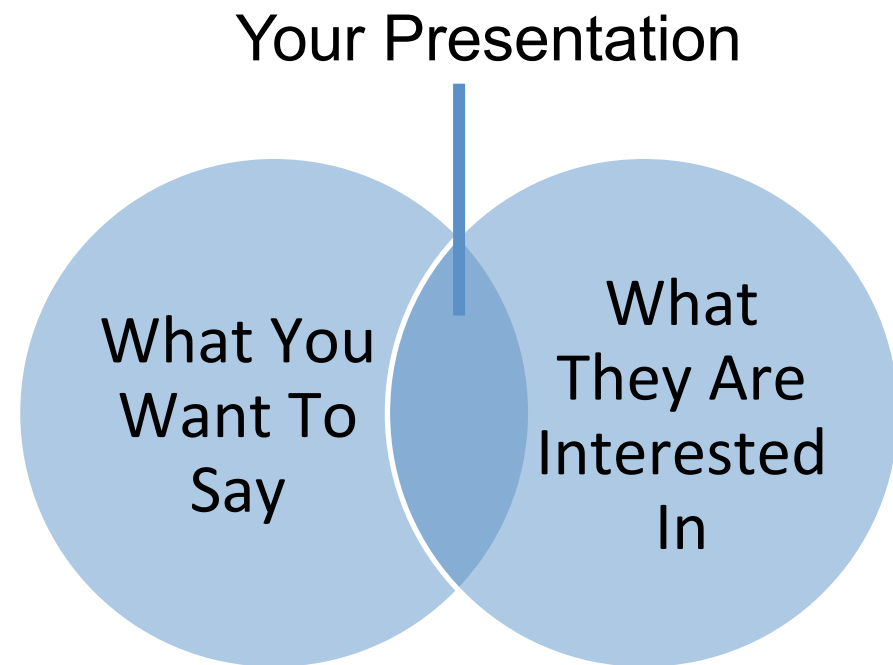
STEP 2:

- Know your audience!
- What does your public want?
- What do they expect from you?

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?

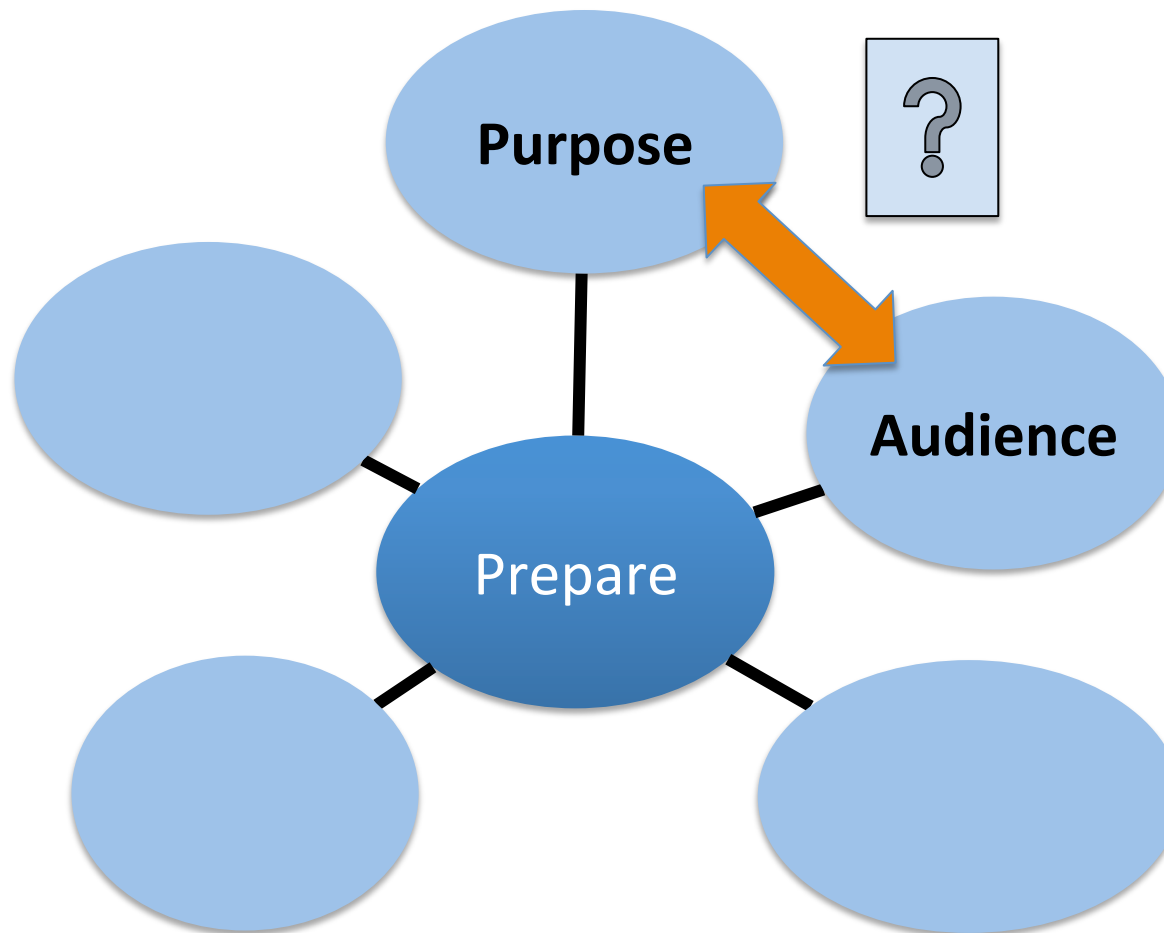
- What do you do if you have a mixed public?
- Can you make everyone happy at the end of your presentation?
- What is the possible solution?

What do you do if you have a mixed public?

- Search for the common ground
- Find a story about your theme that has something for everyone

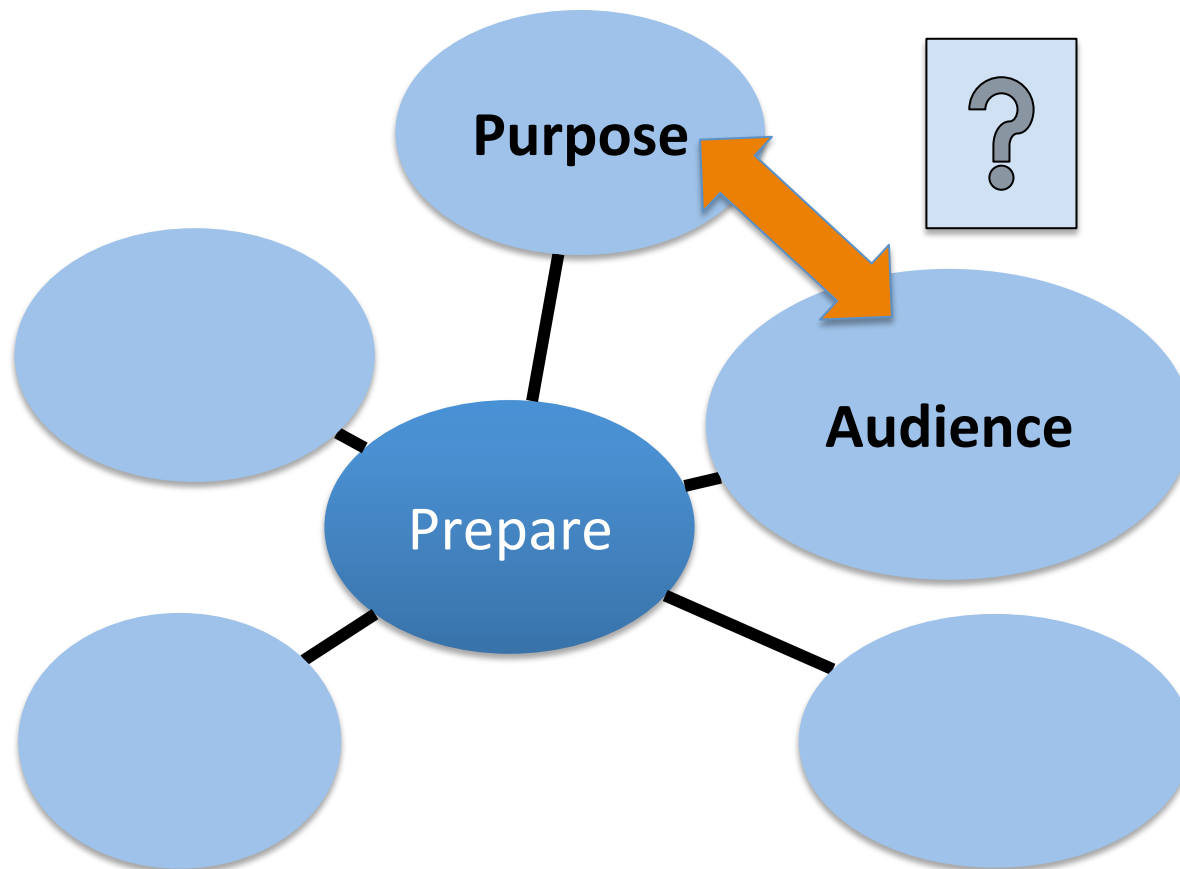
	Teachers	Researchers	Experts	Non-experts
What do they already know?				
What do they care about?				

Preparing your Presentation



What is the third step in preparing a presentation?

Preparing your Presentation



STEP 3:

- Formulate your **key message** you want to focus on during your presentation

Why having 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

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.*

Preparing your Presentation

STEP 1:

- Determine your purpose

STEP 2:

- Determine what the audience wants

STEP 3:

- Formulate your key message

Preparing a Presentation

1. Impact - Why are you giving the presentation?

- Step 1: What do you want to achieve?
- Step 2: What does your public want?
- Step 3: What is your key message?

2. Structure

3. Storytelling

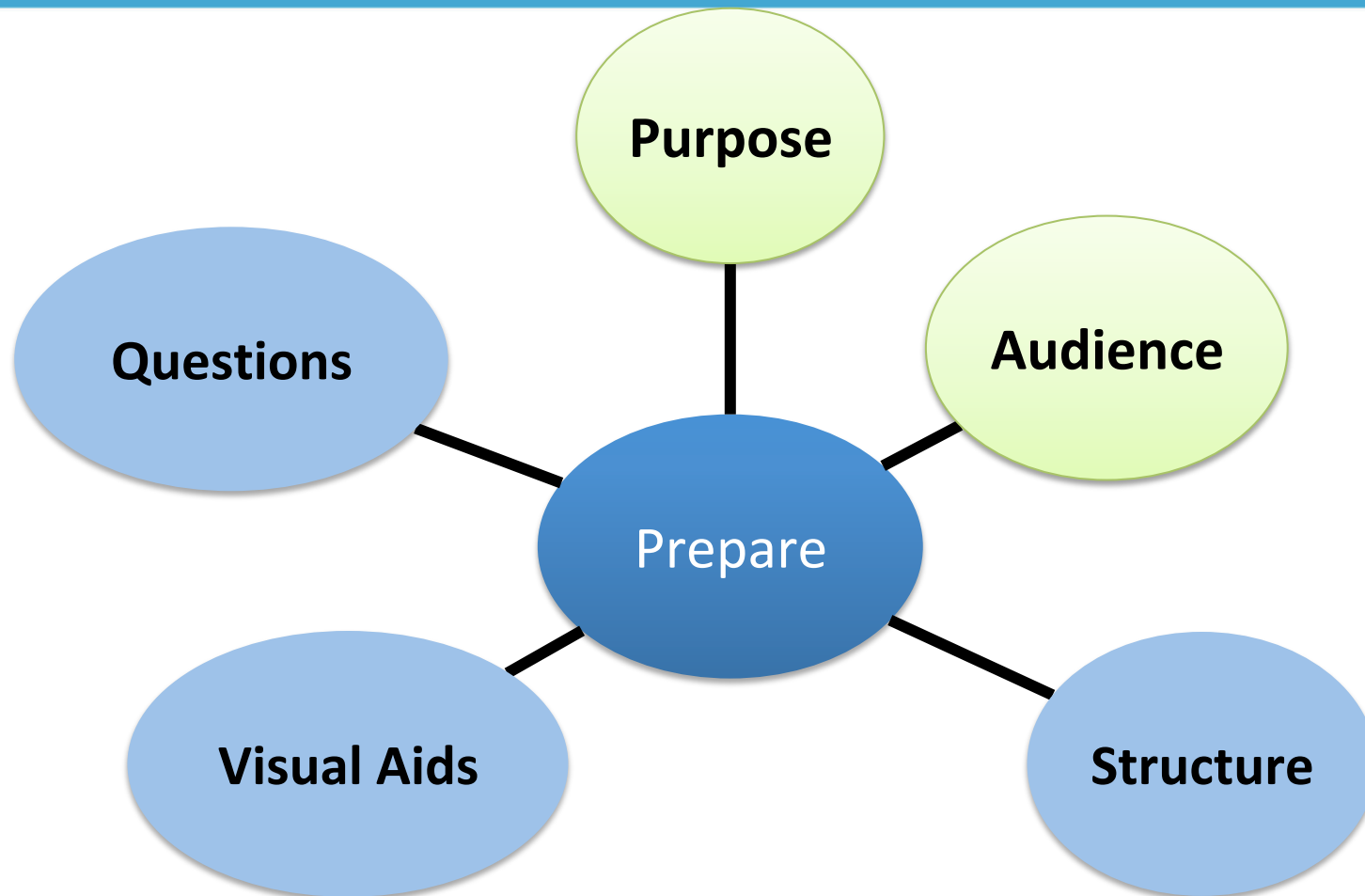
4. Clarity

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?*

Preparing the Presentation



Structuring a Presentation

Tripartite structure:

1. Introduction (opening)

2. Body (middle part)

3. Conclusion (ending)

- How much time should be spent on these parts?

Structuring a Presentation

Tripartite structure:

1. Introduction (opening) = 10%

2. Body (middle part) = 70 %

3. Conclusion (ending) = 20%

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

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.*

***BUT how can I keep my public's attention till
the end?***

Structuring a Presentation

Tripartite structure:

1. Introduction (opening)

2. Body (middle part)

3. Conclusion (ending)

Structuring a Presentation

Step 1: 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

Structuring a Presentation

Step 1: 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

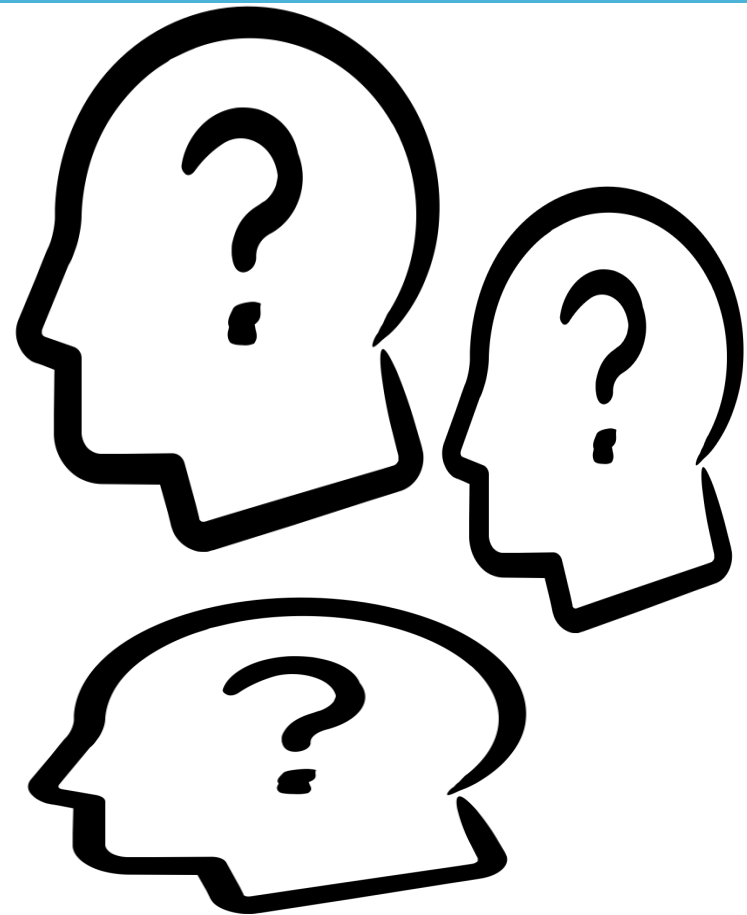
Either individually, in pairs, or in groups, work or work together on clarifying the core of your research and develop your ‘elevator pitch’:

1. Problem:
2. Solution:
3. Benefit(s):

Structuring a Presentation

Tripartite structure:

1. Introduction (opening)
- 2. Body (middle part)**
3. Conclusion (ending)



Structuring a Presentation

Step 2: Define your three main points

“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?

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!**

Structuring a Presentation

The Bigger Picture

- **Introduction**
 1. Attention Grabber
 2. **Problem-solution-benefit**
 3. **Key message**
 4. Introduce yourself (title slide)
- **Body**
 1. **First point**
 2. **Second point**
 3. **Third point**
- **End**
 1. Summary-conclusion
 2. Repeat the key message

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 (Context, More details)**
- **Solution (Method and Results, how you solved or will solve)**
- **Benefit (Discussion, what does this teaches us? Next steps and application?)**

Option 2: Emphasize Context (Create a Research Space: CARS model)

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

Option 3: Emphasize Results

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

Option 4: IMRaD

- **Methods**
- **Results**
- **Discussion**

Exercise: Defining Your Three Main Points

Work Your Body...

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

The Bigger Picture

- **Introduction**

1. Attention Grabber
2. **Problem-solution-benefit**
3. **Key message**
4. Introduce yourself (title slide)

- **Body**

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

- **End**

1. Summary-conclusion
2. Repeat the key message

Schedule 10-12 minute presentations

Two presenters per session:

- ❖ Who can present in session #2?
- ❖ in session #3?
- ❖ in session #4?
- ❖ in session #5?
- ❖ in session #6?

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