# planning



- **YOU**: who are you, and what do you desire? how do you want to be seen in the long run? what outcome do you want from this pitch?
- **YOUR AUDIENCE**: who is in your audience? what groups are represented, and what do they want? what do they already think about you, your team, or your department?
- **FRAMING**: what is the framing? what problem/opportunity are you addressing? how real or big is this problem, and do you have a plan to solve it? how do you convince your audience that your insights on the opportunity are valid and novel?
- **THE FUTURE**: how can we measure progress/effect of your project? what "gist" must your audience walk away with? what are your immediate next steps?

# structure

- **INTRODUCTION**: introduce yourself and your team, and your audience to each other (if multiple groups). give people "handles" for communicating with each other and you.
- **MOTIVATION**: why should anyone care about what you're doing? make them care by tying in their identification and personal experiences (use pain points & empathy)
- **EVIDENCE**: show what you did (it builds belief that your findings are real). show what you didn't expect! show how you got there.
- **DRAMATIC ARCS**: divide the pitch into sections (dramatic arcs). slowly build & release tension: this is not a chronological story and it's not a full history of your actions! use foreshadowing.

# content

- **STORIES, SCENARIOS, & USE CASES**: reveal design through *stories*. people connect and understand via narratives. use the artifacts that you have created to tell your story! tell a story that ends positively.
- **SLIDES AS SIGNPOSTS**: slides are "support", not scripts. they help the audience reconnect when distracted. treating your slides this way allows you to be flexible when presenting, adding detail or taking it out to meet your audience's reaction.
- **USE IMAGES**: full-slide images! try not to put more than 7 words on a slide. avoid bullet points.
- **DEMOS/VIDEOS**: don't let them run too long by themselves; they're uncomfortable to stand next to.

# presenting

- **TECHNOLOGY**: you are seen as technology experts, don't struggle with your tech! bring a video adapter, turn off screensavers, test speakers/projector, and have a backup plan.
- **TIMING**: practice, *practice*, **practice**! don't present as though seeing your slides for the first time.
- **SILENCE**: start with silence: it builds tension! wait for audience attention to begin. use silence between chapters to allow thinking and build anticipation.



  - **HUMOR**: great for defusing tension at the beginning. make fun of yourself, not your institution (unless at home). keep humor in your speech, not on-screen. maintain control, be aware of cultural differences.
  - **STAY IN CONTROL**: don't panic, and don't derail! acknowledge what's happening around you, no elephants in the room. control is related to intent: are you the host, or a guest?
  - **DIRECT AUDIENCE FOCUS**: plan and rehearse blocking. throw the focus on the speaker, and motivate speaker changes. don't look at your slides! try to never have more than 2 people present.
  - **AVOID MELODRAMA**: be remembered for the right reasons. melodrama in performance, but not in story.
- **DRAMATIC ARCS & THE BIG FINISH**: end on a high note! do not end with "questions?"; the audience should *feel* when you are done. build to the long-term outcome of life after repeated use of your product.

# answering questions

- **BE POLITE**: acknowledge the asker, and thank them! do not say "no" or argue with your audience. if someone is rude, acknowledge and remain in control. predict hostility and defuse it.
- **CHOOSE YOUR QUESTIONS**: don't answer questions you cannot answer. decide how important a given question is, you can take it offline if necessary.



# some resources

- http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are -- TED talks
- http://www.presentationzen.com/ -- presentation zen