Week 4 business presentation & persuasion
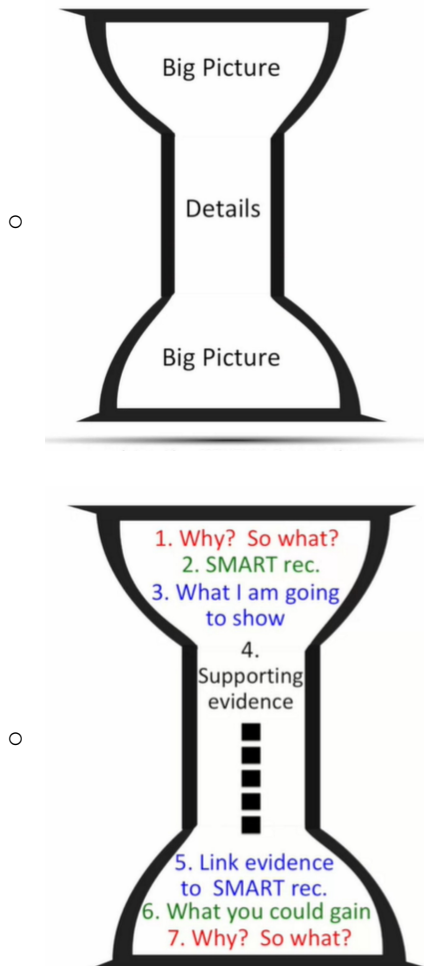
Storyboarding before making the slides

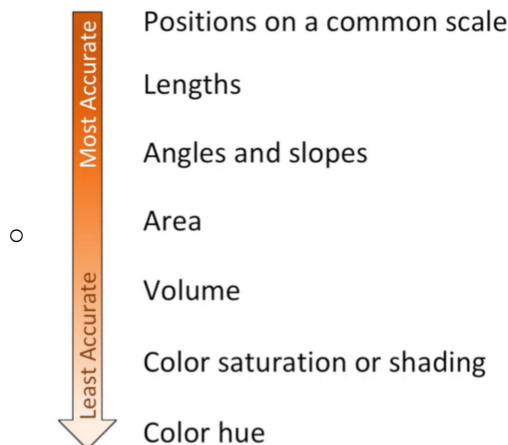- storyboarding hourglass
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    - put details in the appendix and a separate handout (give the handout after the presentation to avoid attention being diverted)
- elicit emotion
  - usually used at the beginning or end of presentation
  - bring enthusiasm in solving real business problems
  - through sensory experiences
    - characters
    - location
    - conflict
    - resolution
    - use details that can make your audience picture the person/location in their mind
      - e.g. age groups - at the beginning, talk about family (how to communicate with mom & children etc)
      - personal experience / picture / objects/ quotations/ startling facts for other types of business problems / dramatic stats etc
      - engage with the audience - qns ? polls?
    - starting in the middle of a story
    - use details
    - use positive stories rather than negative ones
    - use large, high-quality pictures - make audience feel they are actually there
- ordering

- - not controversial
    - first = most compelling
  - controversial
    - first = least controversial
  - give evidence before the story point

Visualisation

- different visualisation tools
  - bar chart: compare categories
  - line chart: showing changes over time/ordered category
  - pie charts: show percentages of 4 or fewer categories that add up to 1
  - do not use
    - scatter plot - only for technical audiences
    - 3d plot
- use different elements to convey messages
  -

  Most Accurate

  Positions on a common scale

  Lengths

  Angles and slopes

  Area

  Volume

  Color saturation or shading

  Color hue

  Least Accurate

  - colour bar
    - do not use colour to convey detailed quantitative differences in the values of continuous variables
      - there's no clear mapping from the colour differences you perceive with your eyes to the numerical differences the colours are supposed to represent.
      - if you have to, use black to white scale.
    - use colour to
      - represent general patterns
      - code for different categories
      - highlighting
        - use salience and contrast in your data graphs to show them what they should pay attention to.

Make the slides

- maximise the data-ink ratio
  - e.g. remove gridlines, borders of bar, backgrounds, logos etc
- understanding at a glance
  - labelling, use units
  - label directly on the charts instead of using legends
  - use horizontal bar chart rather than vertical ones
- fonts
  - times new roman; bedoni; garamond; helvetica, calibri, arial
  - larger than 30
- dont make your audience do visual math
- use titles of graph to convey take home messages
- visual formatting
  - consistency
  - transition slides: provide a soft break
    - rule of thirds

Put your transition headline along this line
(instead of at the middle)

You could put any type of picture related to your transition here

- ○ animations
  - ○ adding arrows & boxes
  - ○ control the flow
- ○ bold is more readable than italics and underlines
- ○ use consistent colour unless for highlighting

Make the speech

- transition sentences to grab the attention
- quick for enthusiasm, slow for emphasizing important pt
- use higher tone for enthusiasm, use lower tone to emphasize sth important
- practice small pieces then move on to next small piece