The Tasks....

Structure -> Delivery -> Content
Unmask your Audience

- Race
- Gender
- Generation
- Affiliation
- Size
- Attitude
- Education
- Economic status
Structure the Presentation

- **Beginning**
  - State the Issue
  - Tell us why it is interesting

- **Middle**
  - Choose a framework
  - Analyze the parts of the issue
  - Show how the parts fit with the whole

- **End**
  - Recap/Synthesis/Next Steps
Begin with the End

- What is the Purpose of the Presentation?
- What Problem are you working on?
- Roadmap – what structure do you use?
Middle -- Choose a Framework

- Cause/Effect
- Problem/Solution
- Categories or elements of the problem
- Questions/Answers
- Chronological – historical background
End With Your Message

- Highlight Major Points
- Summarize Recommendations
- Synthesize in light of problem/purpose
- Outline next steps!
Non Linear Structure -- Hub and Spoke Model

Image courtesy of the US Department of Transportation <http://ostpxweb.dot.gov>
Content is Key!!

Image removed due to copyright restrictions.
Content is Key….

- Know your project
- Collect *more* information than you will use
- Focus on graphs and charts
- Anticipate problem areas
Content and Visual Aids

- Keep them simple
  - Average attention span per slide is 8 seconds

- Use examples and metaphor

The stretching of vorticity is a difficult physical concept, but comparing it to a skater's conservation of momentum helps to clarify what we mean.
Visual Arguments Need Evidence

- Present evidence
- Teach with evidence
- Convince with evidence
What does the Audience Expect?

t (time) = 15', T (temperature) = 32°; t = 0', T = 25°; t = 6', T = 29°; t = 3', T = 27°; t = 12', T = 32°; t = 9', T = 31°
### What does the Audience Expect?

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<th>Time (min)</th>
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<td>12</td>
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### What does the Audience Expect?

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<td>12</td>
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<tr>
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What about Context?

Nearly all the important questions are left unanswered by this display:

Connecticut traffic deaths, Before (1955) and after (1956) stricter enforcement by the police against cars exceeding speed limit.

Graphics Must not Quote Data Out of Context
What about Context?

A few more data points add immensely to the account:

Connecticut Traffic Deaths, 1951-1959
What about Context?

Traffic Deaths per 100,000 Person in Connecticut, Massachusetts, Rhode Island, and New York, 1951-1959

Figure by MIT OCW.
Does Image Quality Matter?

- Consider size
- Choose colors with care
- Make data accessible
What about Size?

Abbanat/ -- Effective Oral Presentations

Image courtesy of the CIA <http://www.cia.gov>
What about Colors?

Abbanat/ -- Effective Oral Presentations  

Figure by MIT OCW.
What about Colors?
What about Colors?

- Dark Green: 45%
- Dark Red: 13%
- Bright Red: 11%
- Slate: 7%
- Brilliant Green: 3%
- Yale Blue: 3%
- Maroon: 3%
- Brilliant Red: 3%
- Auto Gray: 2%
- Light Green: 2%
- White: 2%
- Natural: 2%
- 30 Others (<2% each): 30%
### Make Data Accessible

#### Table

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#### Diagram

Figure by MIT OCW.
Focus on the Overall Composition

- What is the eye drawn to?
- Where does the reader want to focus?
- “Less is More”
- Avoiding chart junk
What is the eye drawn to?

Image removed due to copyright restrictions.
Where Does the Reader want to Focus?

Image removed due to copyright restrictions.
What are Credible Visual Arguments?

- The integrity of the graphic is key
- Include careful comparisons
- Document everything
Lack of Graphical Integrity

Image removed due to copyright restrictions.
Faulty Comparisons

Image removed due to copyright restrictions.
What are Emotional Arguments?

- Have a single message
- Appeal to our hearts
- Stir us inside
- Move us to action
- Include evidence and examples
What can you do to help a child in China stay in school?
Image removed due to copyright restrictions.
Prepare the Delivery

- Focus and center yourself
- Be excited about your subject
- Be yourself—don’t imitate others’ styles
Did you rehearse?

- Practice and time briefing at least 6 times
- Get feedback
  - Is your content clear?
  - Do you rock, squirm, gesture too much?
  - Is there room for improvements/adjustments?
- What 3 questions will your audience ask you?
Rehearse non-verbal communication

Non-verbal communication speaks loudly

Figure by MIT OCW.
How do you connect with the audience?

- Use the terms that your audience knows
- Use examples to explain new ideas
- Engage the audience
  - Establish eye contact; look at *people* not the screen
  - Use friendly hand gestures
  - Speak to specific individuals if you know them
How do you connect with your audience?

- **A presentation is two-way communication**
  - Pay attention to audience reaction
  - Modify your talk as needed (are they listening or reading email?)
  - Look for nods, smiles and strange looks to determine if your message is being received.
The Presentation Doesn’t Live on the Screen

- Say more than you show
- Hand-out more than you say
- Leave paper trail
The Presentation Flows Through You

- Weave a story
- Why is this interesting?
- Include stories, examples, evidence?
Did you prepare for questions?

- Listen actively (nod, make eye contact)
- Answer the question and move on
- Say you don’t know, if you don’t know
- State that you will supply answers later, if necessary
Can you finish strong?

- **Structure** – pick one
- **Content is key!** -- What was your primary message?
- **Delivery** -- Rehearse, rehearse, rehearse
The Tasks....

- Structure
- Content
- Delivery
Sources

- **Purpose, Movement, Color: A Strategy for Effective Presentations**

- **The Quick and Easy Way to Effective Speaking**

- **The Visual Display of Quantitative Information**