

Presentation Skills 1

presenting your work
with creativity and
designing for confidence

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What do you want to learn?



Dress for success?

Three Questions To Start



1. What life skills will presenting my work teach me?
2. Where and When will I present my work?
3. Why should I present?

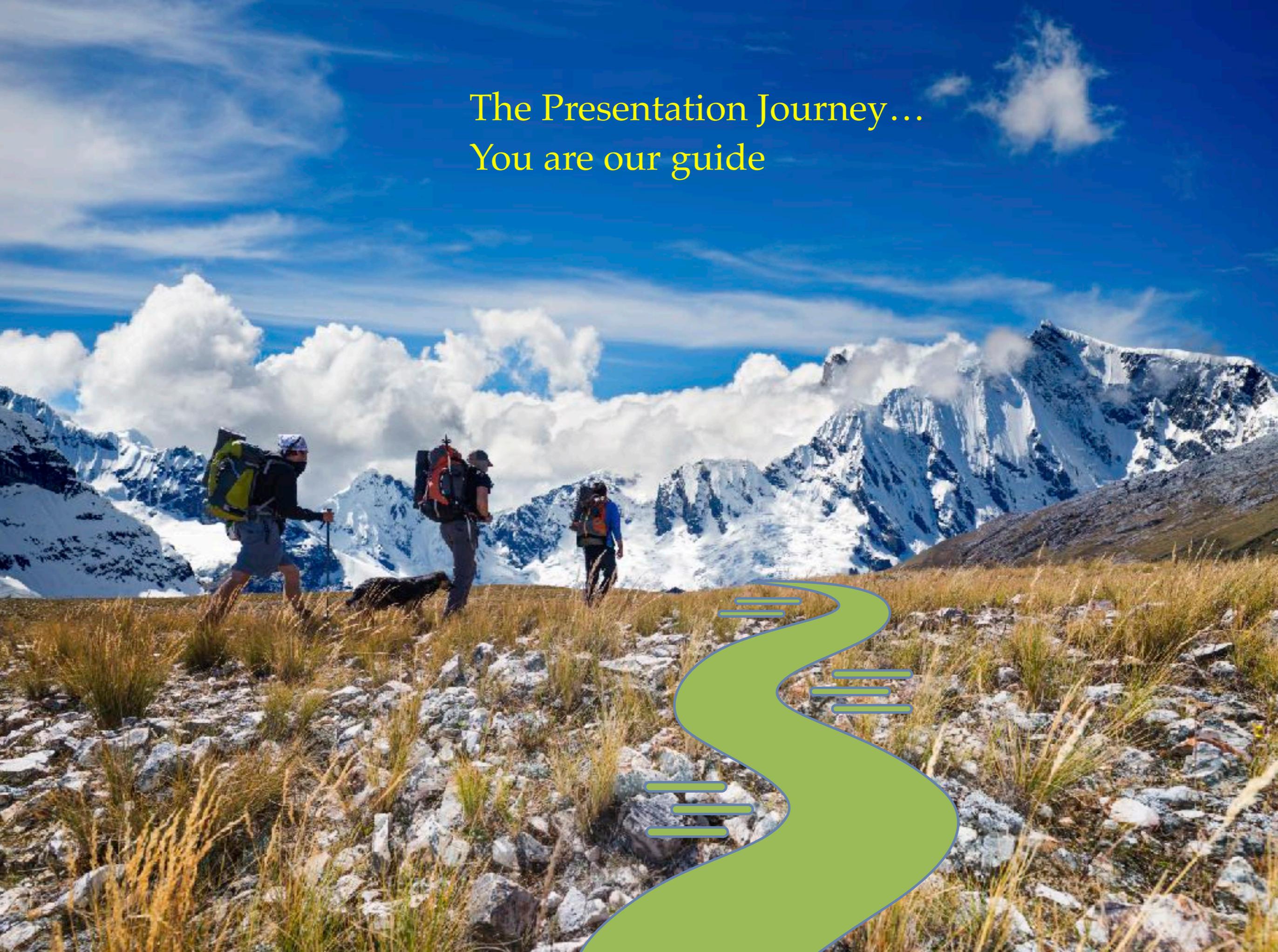


1. Preparation

2. Performance

3. Perspective

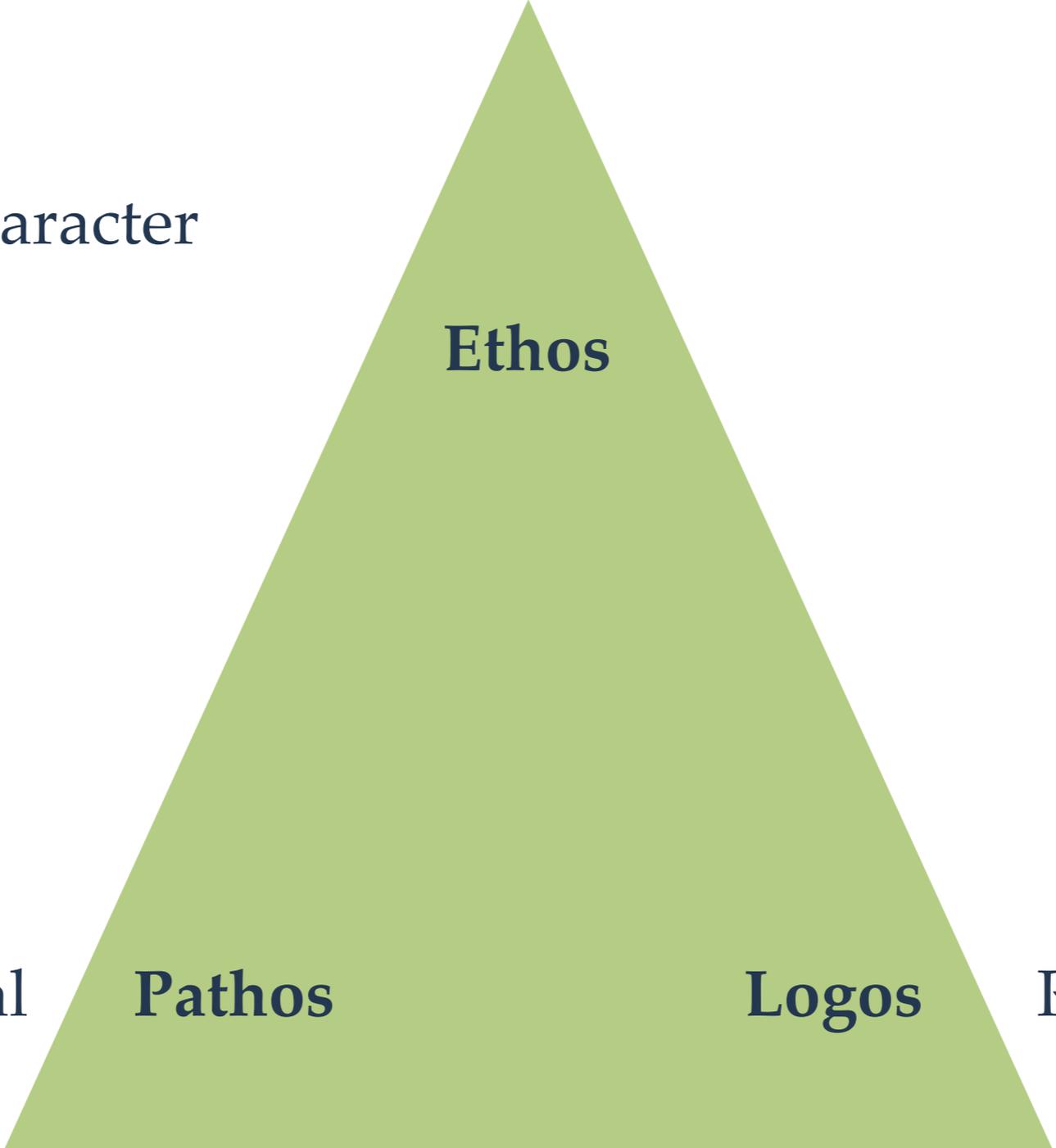
The Presentation Journey...
You are our guide



Aristotle's rules of rhetoric and persuasion... are you striking the right balance?

[Nancy Duarte: [More than just facts](#) (book: 'Resonate')]

Ethical Appeal
Respect through
credibility and character



Ethos

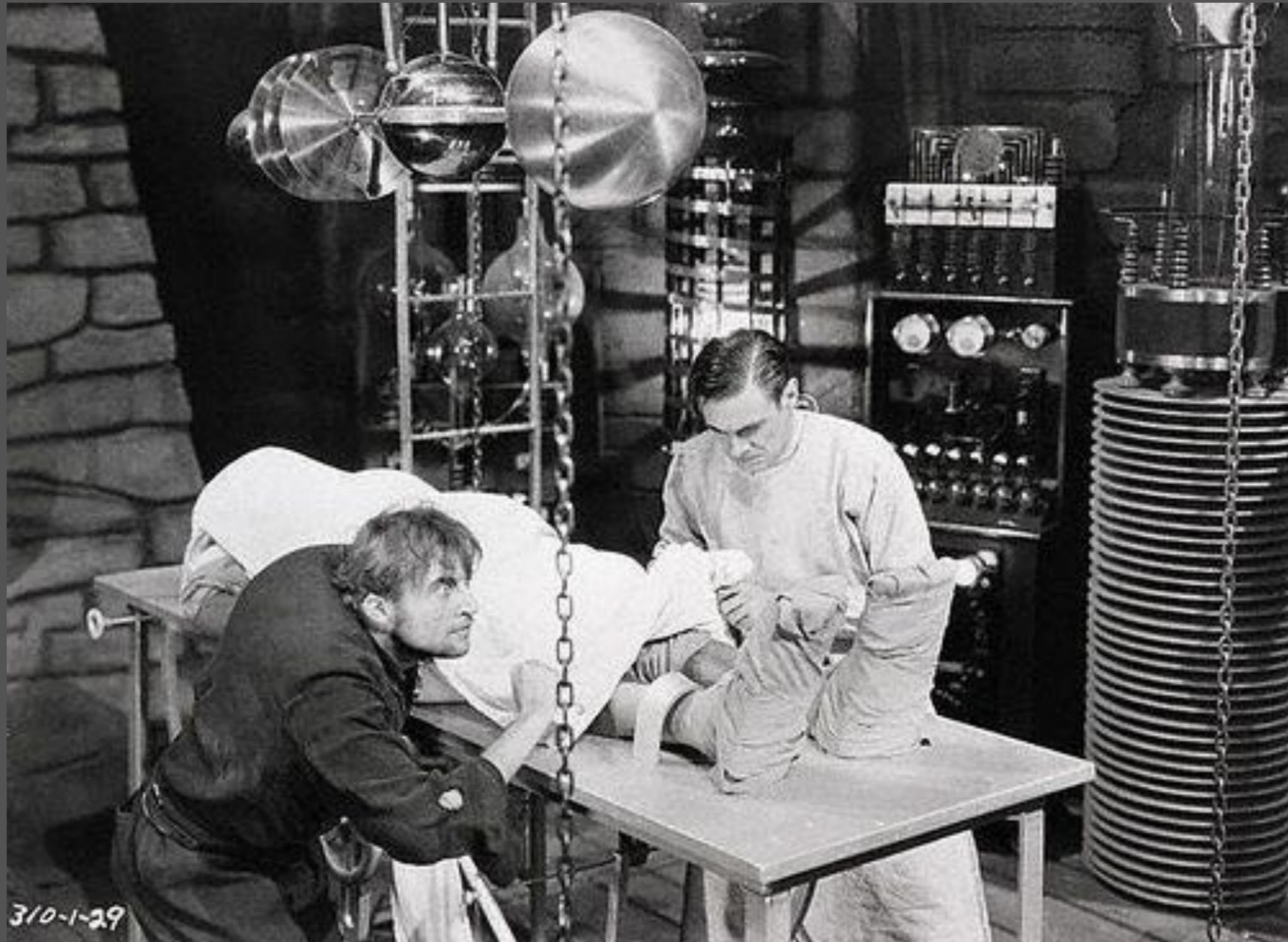
Emotional Appeal

Pathos

Logos

Rational Appeal

The Golden Rule: Keep away from Powerpoint when first preparing



Treat Preparation as a 'Creative Brief'



Design Thinking Rule of 3



Empathy for context of problem and/or end user

Creativity in generation of insights and solutions

Rationality in analysis and solutions to problem

IDEATE...SELECT...EXECUTE

What is my big theme? My 'Through Line?

Start

End

15 Words



- ❖ More choice makes us less happy
- ❖ Vulnerability is to be treasured, not hidden from
- ❖ Education is transformed if you focus on the creativity of kids
- ❖ A history of the universe shows a path from chaos to order
- ❖ Terrible city flag reveal surprising design secrets
- ❖ Understanding and committing to developing presentation literacy can change your life (my one :)

Your audience awaits...

The first step in preparing an awesome presentation

Who are your audience and what do they need?

Audience size?

Who? Status? Experience?

What attitudes and opinions?

How much do they know?

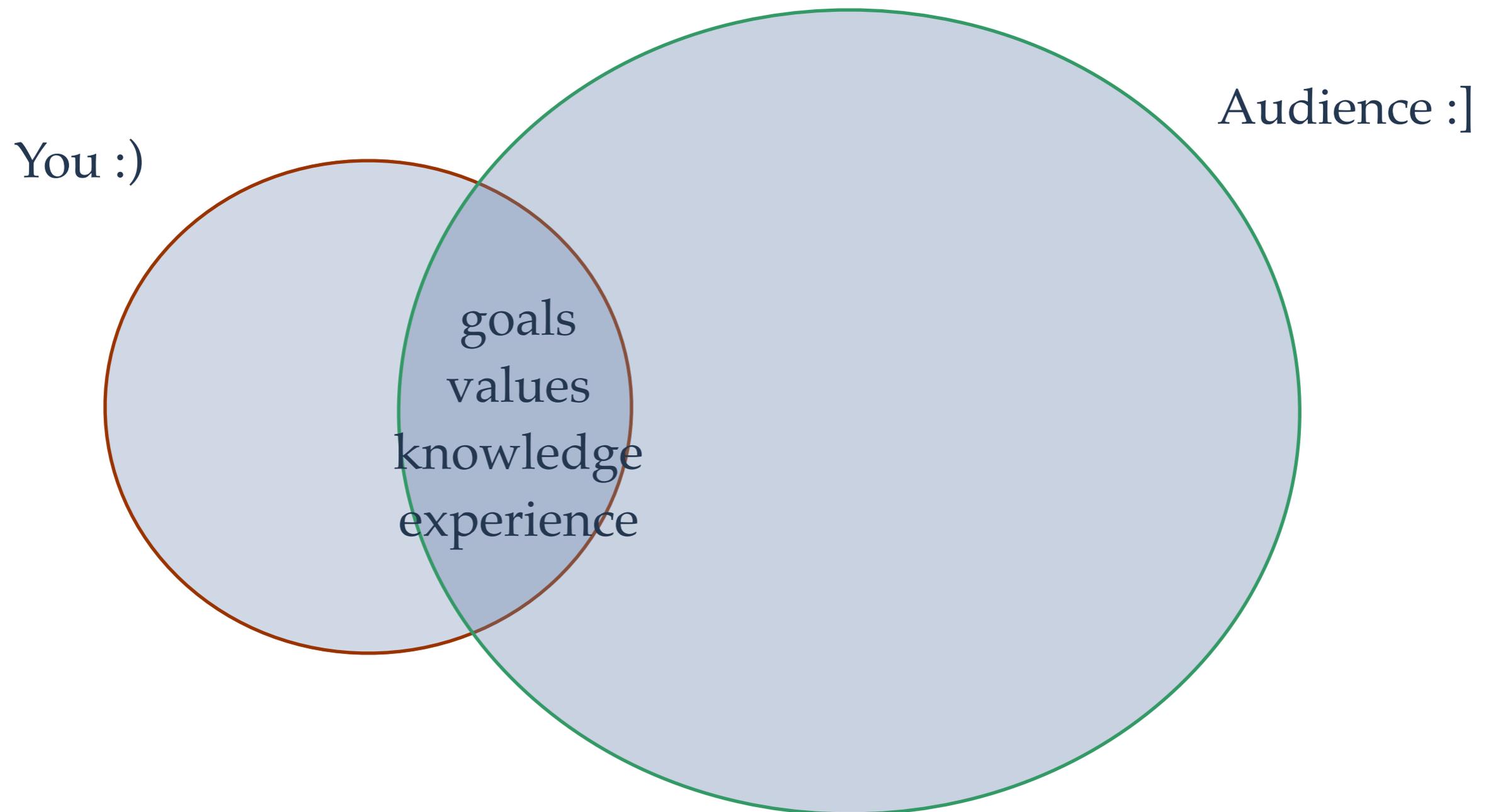
What do they expect?

Where will it take place, how long?

What goals and values do we share?



communicate from the overlap



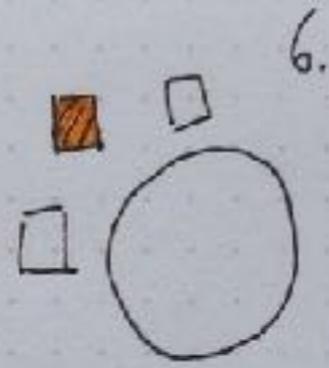
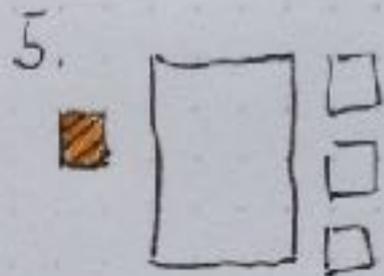
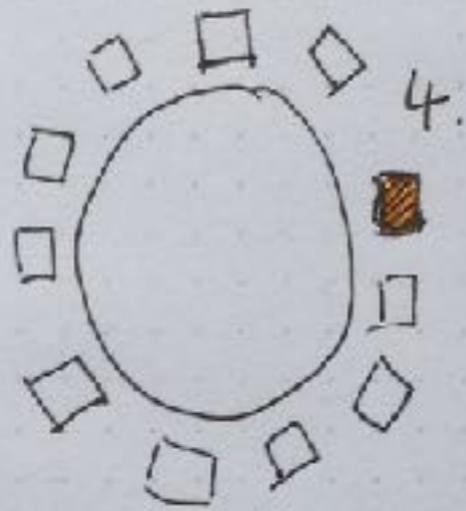
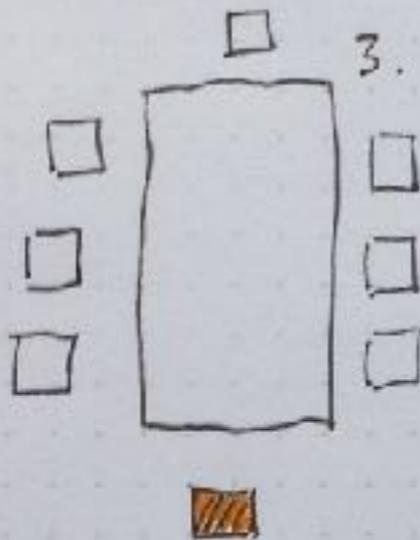
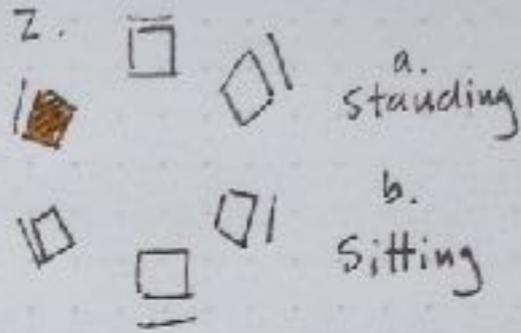
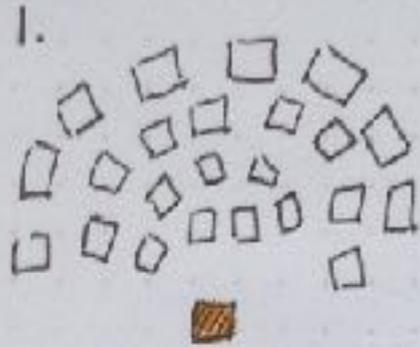


The importance
of place...

IMAGINE

**YOU ARE
HERE!**

■ = You



 Orientation?
  Density?
 Status?

Audiences?

Audiences and Spaces

Design for Time



Structure and design a play in three acts...

2

3

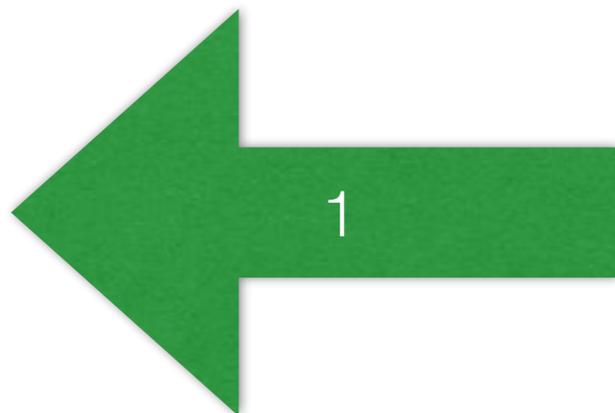


EXPLORE



CLOSE

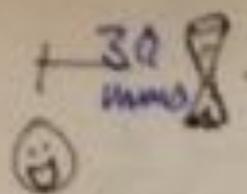
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SLIDE PREPARATION

introductions PERFORMANCE SLIDE

PERSPECTIVE SLIDE



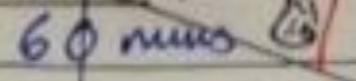
a blocked body & mind
imprint of day personality

In groups

Who are our audiences?

I always start the design process with this question

Let's watch some intros TED TALKS



Importance of Closing

"What Feedback" people remember is a gift!

Me* Courses A+B

warmers why slides

What makes a good talk

B. What makes powerful intro?

Show and Tell with Feedback

work on your closing statement! "keep enjoying!"

Filming next week Timetable Today*

1. intros ball 2. intros - start name + why or what? + to learn.

bad pres.

What is my goal with this audience? THE SUPERMARK

C. Now prepare your 2 minute intro + new opening slide.

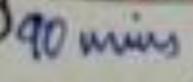
EXPLORE ISSUES (Presenting Data)

"So what have we learned 1. 2. 3. and finally." Participants

write down

Draw don't write.

What do we prepare



- 1. For our audience (goals + expectations) (structure) SLIDE
- 2. For design (time) + communication
- 3. For ourselves (for confidence)

story Qs logical

1. "What have I learned?" 2. "What will I do next week?"

Pulp Fiction



AIDA and Introductions

- ❖ **A** attention
- ❖ **I** interest
- ❖ **D** desire
- ❖ **A** action

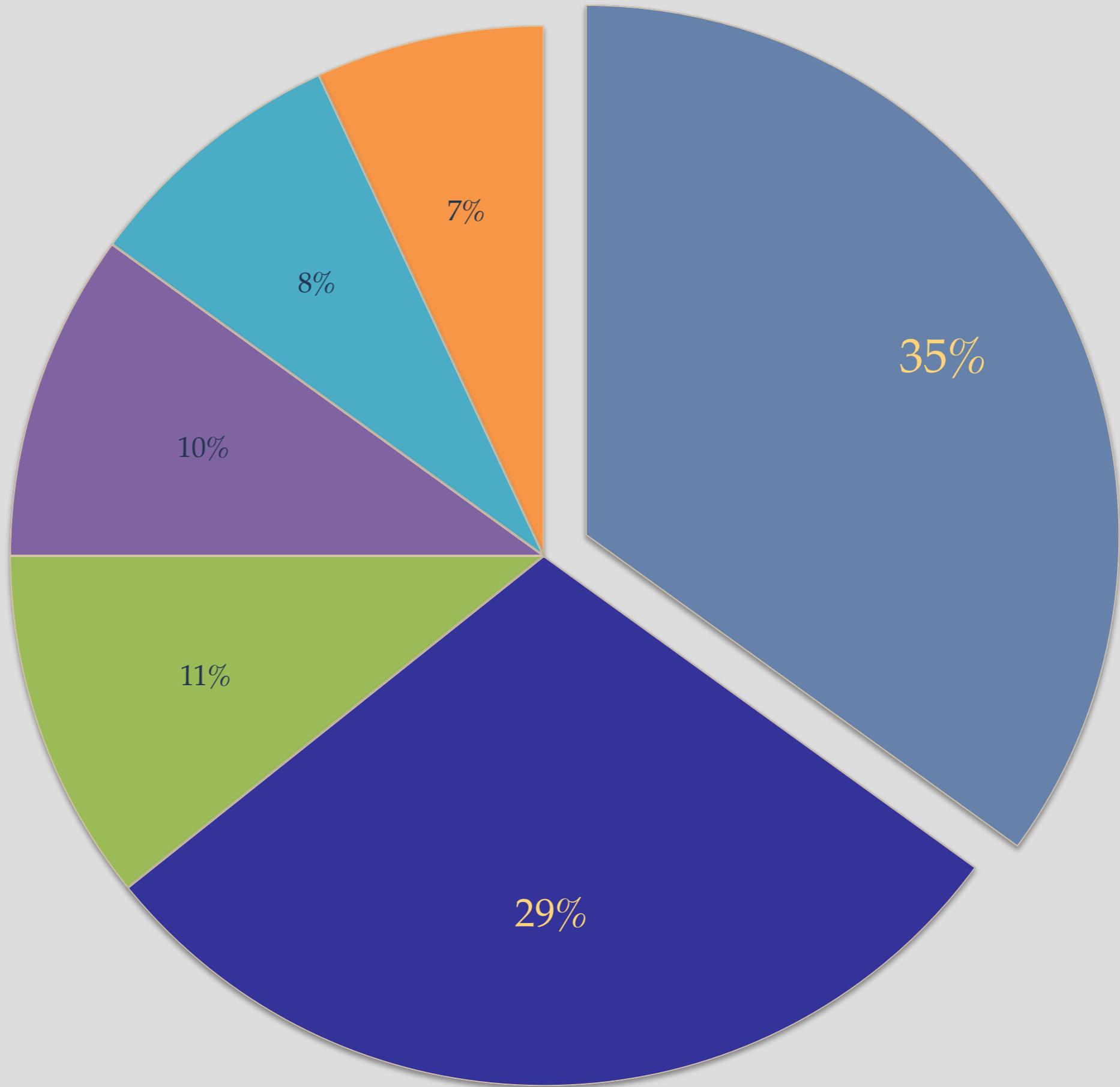


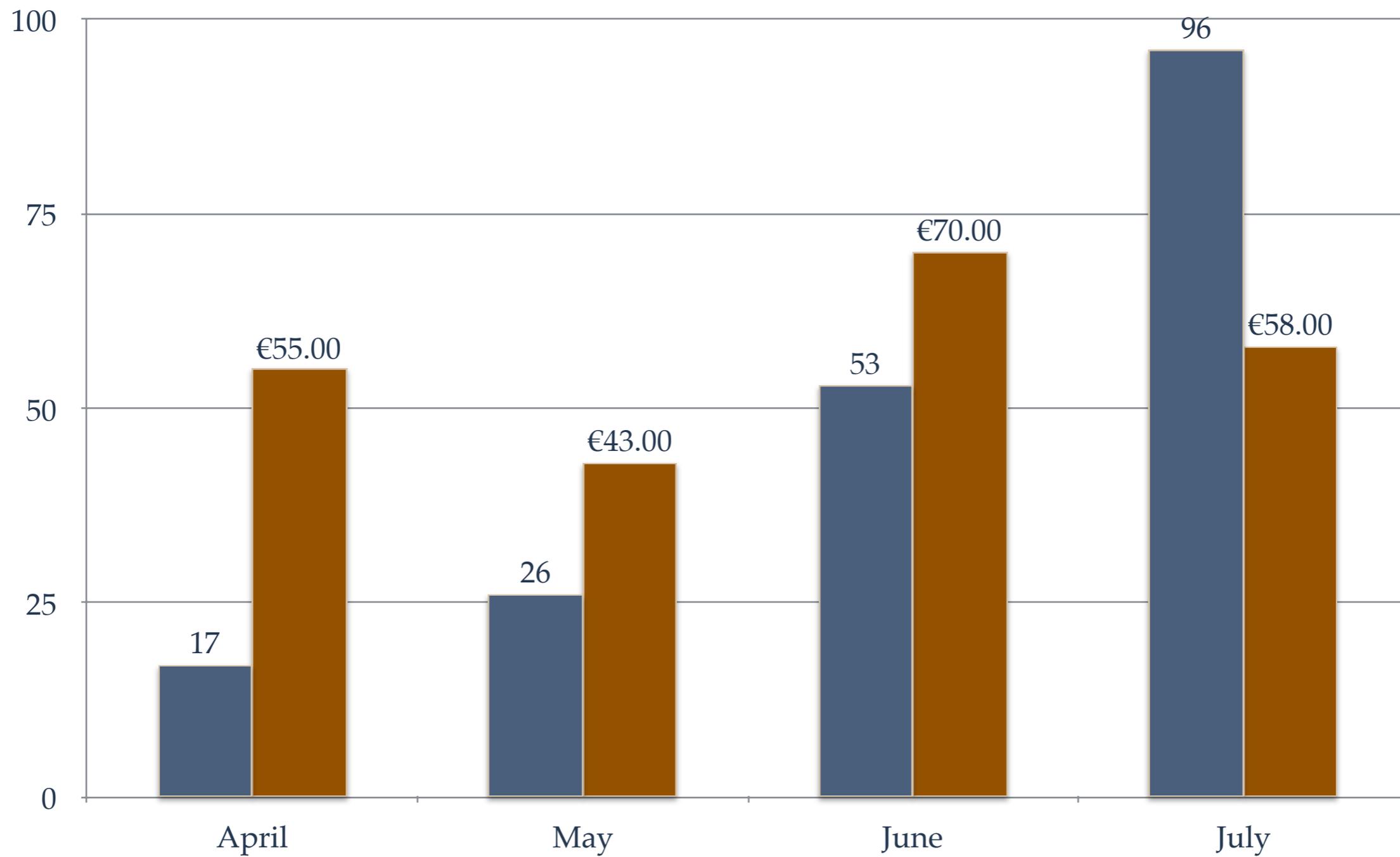
The Presentation Body

Visual Imaginings



Learning from the great masters





Story Boarding

**WHAT IS A SERVICE?
THE ARGOS EXPERIENCE...**

thinkpublic
www.thinkpublic.com

HI, MY NAME IS PALL AND I'M GOING TO USE THE ARGOS SHOPPING SERVICE TODAY. MY GIRL FRIEND WANTS A EXERCISE BALL WHICH SHE SAW AT HOME IN THE CATALOGUE...

THE SHOP WAS EASY TO FIND WITH THE BIG SIGN OUTSIDE!

THIS SIGN IS USEFUL, I KNOW HOW LONG THIS IS GOING TO TAKE

STEP 1: SELECT PRODUCT

HERE'S ALL THE SPORTS STUFF, IT SHOULD BE IN THIS SECTION...

HERE WE GO, THIS IS WHAT SHE WANTED

THIS IS REALLY USEFUL, I CAN SEE IF THERE ARE ANY IN STOCK BEFORE QUEING UP. IT LOOKS LIKE I'M IN LUCK, THERE ARE 5 IN STOCK!

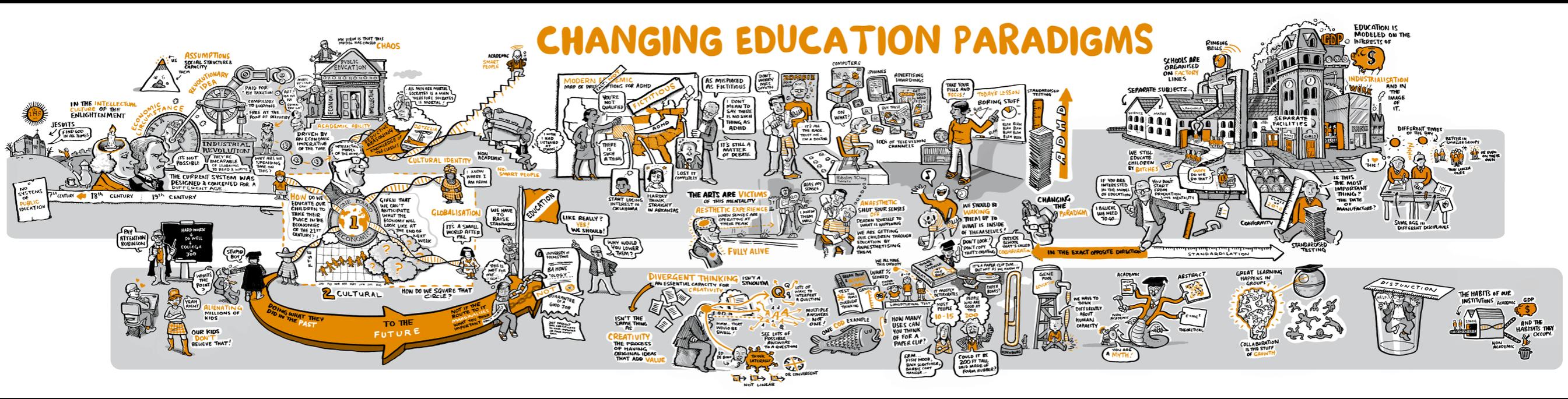
I'LL MAKE A NOTE OF THE NUMBER USING THE SLIP AND PEN PROVIDED...

AND HERE'S THE CATALOGUE NUMBER AND PRICE

**HOW DO ARGOS PROVIDE A SERVICE FOR THEIR CUSTOMERS?
ONE INTREPID REPORTER FINDS OUT...**

Ken Robinson, Changing Education Paradigms, London 16.6.08

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Title

Page

Action

Dialoge

Translation

Timing



Xtreme brand makeover has been developed by Vitae
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Quotes and other Text

This is the moment-
this is the most important
moment right now.
It's about contribution.
That's what our job is.
It's not about impressing people.
It's not about the next job.
It's about contributing something



Benjamin Zander, chief conductor, Boston Philharmonic Orchestra)



3. PERSPECTIVE(S) AND FEEDBACK



APAC



Acknowledge

Prepare

Answer

Confirm

Rule of 3

To conclude...

Key points to help build creative confidence

- ❖ *Prepare for success with design thinking: empathy, creativity, rationality*
- ❖ *Set realistic goals for content*
- ❖ *Remember 'super-task', structure and repetition: rule of 3*
- ❖ *Share your stories and problems*
- ❖ *Drive with energy and questions*
- ❖ *Keep it tight for time and creative*
- ❖ *I like cheese*
- ❖ *Actively seek constructive help and feedback from your audience*
- ❖ *This is a terrible slide- what is wrong with it?*
- ❖ *life is random*

Zen Mind Beginners Mind

Shunryu Suzuki



think
natural ...not
perfect

Where can I practise?



TEDX

x = independently organized TED event

