

Presenting

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Roadmap

- First, I will tell you what I am going to tell you
- Then, I will tell you why it is important
- Then, I will tell it to you
- Then, I will tell you what I told you
- And then, I will conclude

Intention

- I used to be extremely afraid of speaking in public
- In fact, I was so afraid that I would tremble and could hardly speak
- But, because I had to speak, I spent a bit of time thinking about it
- Today, I will share with you some of my reflections about:
 - The talk
 - The story
 - The delivery
 - The slides

This slide is intended to be read with the back to the audience.

One common wisdom is that there should be a roadmap at the beginning. That is many times a good thing, only we should design the roadmap to be meaningful.

This slide is intended to be read with the back to the audience.

The talk

- People gathered in a room to hear you presenting
- If they wanted to read, they would take a book
- So, do not put all your words in your slides

This slide is intended to be read with the back to the audience.

:)

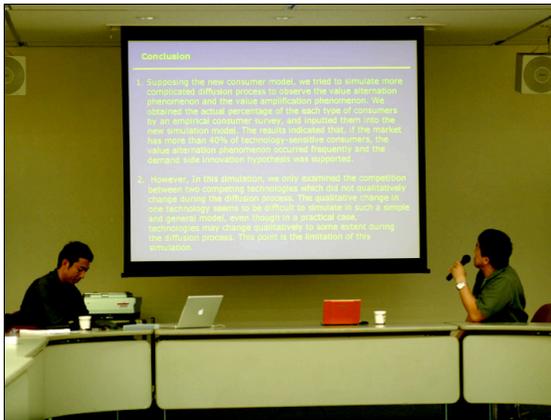
The talk (cont'd)

- Also, do not talk to the slide or with your laptop screen
- Talk to the audience

This slide is intended to be read with the back to the audience.



Ok, that would have been one way of doing this presentation.



Although this is a common way of presenting, I am here to talk you a different way.

http://www.presentationzen.com/presentationzen/2006/09/your_moment_of_.html



So, let's see what are the other options.



The talk is **not** your **slides**



<http://www.tudorgirba.com/blog/2007-01-20-story>



Let me tell you a story about how I went to Paris ...



and I wanted to see how other people see Paris.



I was surprised to see that some don't even look at Paris.



And when they do look, they do it in a strange way.



At night, we finally got to Louvre.



And we set our minds to go see Mona Lisa.



So, the second day, we took the metro.



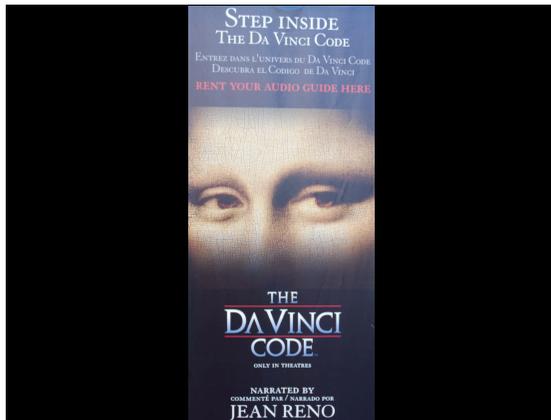
And we got to Louvre.



And just near the information sign ...



We found Mona Lisa.



Actually it was not really Mona Lisa, but just a guide about The Da Vinci Code. We did not want the guide, and we started to search Mona Lisa by ourselves.



Along the way we stumbled across a naked lady without the arms.



And we finally got to the room of Mona Lisa.



Because we were not allowed to take pictures inside the room, I took a picture from outside of it.



But, no one else took the sign seriously. My take is that they did not regard themselves taking pictures, they regarded themselves as just looking at Mona Lisa.



Even though some not even looked.

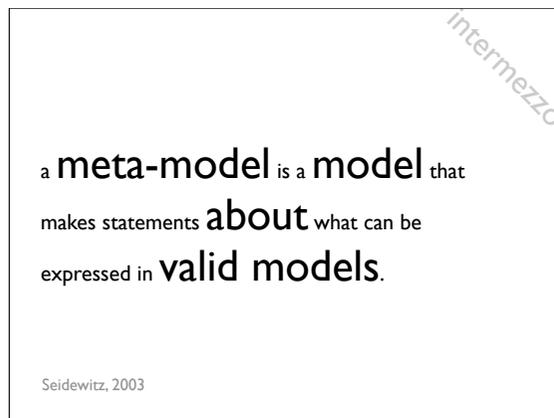


If you want to tell a story, you have to know your audience.



<http://www.tudorgirba.com/blog/2007-01-31-audience>

And you have to know how they see the world.



Ed Seidewitz. What models mean. IEEE Software, 20:26–32, September 2003.

intermezzo

A **model** is a **simplification**
of the subject, and its purpose is to **answer**
some particular **questions** aimed
towards the subject.

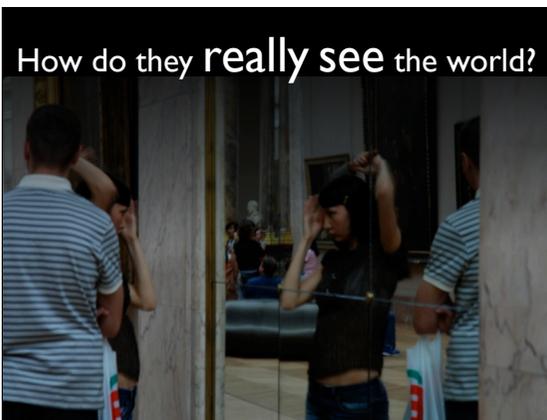
Bezivin, Gerbe, 2001

Jean Bezivin and Olivier Gerbe. Towards a precise definition of the OMG/MDA framework. In Proceedings of Automated Software Engineering (ASE 2001), pages 273–282. IEEE Computer Society, 2001.



<http://www.tudorgirba.com/blog/2007-01-31-audience>

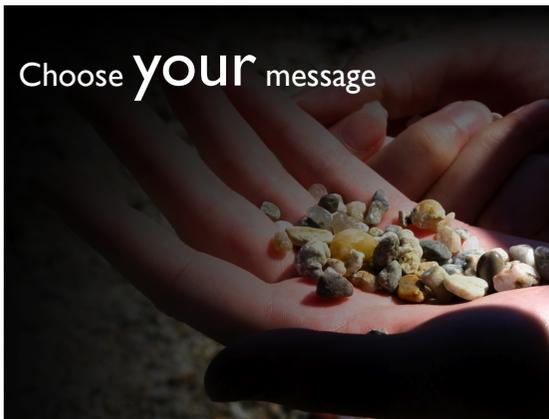
And you have to know how they see the world.



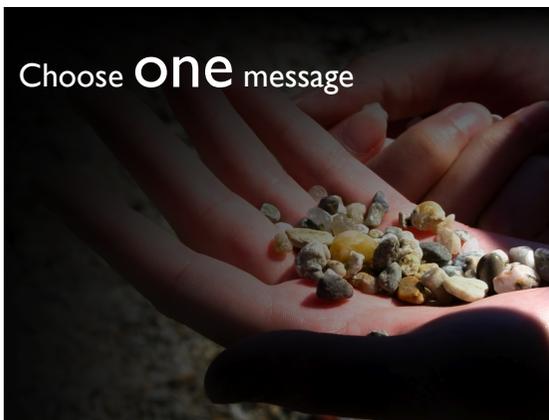
And if you think you know your audience and how it sees the world, think again. Your audience will never be the same and it will never cease to surprise you.

intermezzo

We **see** the world
according to **our meta-model**.



After you think you know your audience, choose your message.

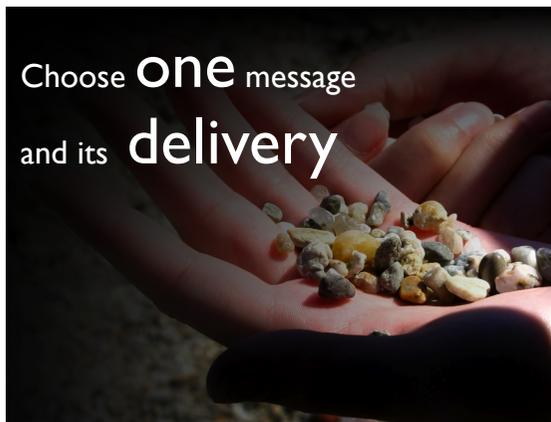


Strive to choose just one message.

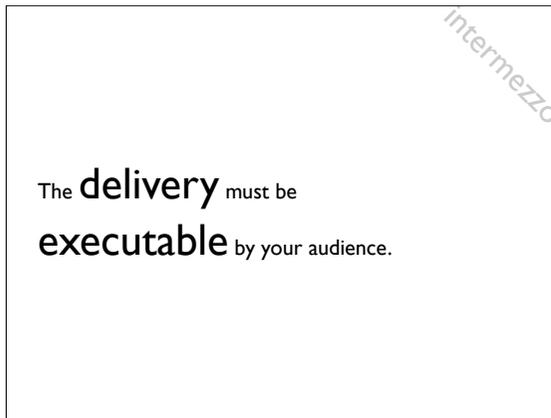
A 30 secs advertisement is about just one focused message that compresses all the features of the product.

After 4 years of research, a PhD is compressed into just one sentence that forms the thesis.

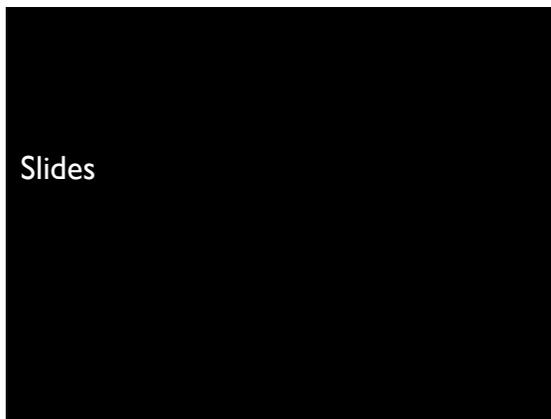
Your talk should also carry just one message.



It's not enough to choose the right message, you also have to choose a matching delivery means that matches your audience.



These days, it is a must for a talk to be accompanied with slides.



Slides are visual aids

Slides used to be called visual aids. The difference between the two terms is that “slides” describes the technology, while “visual aids” describes the goal.

Slides are **visual** aids

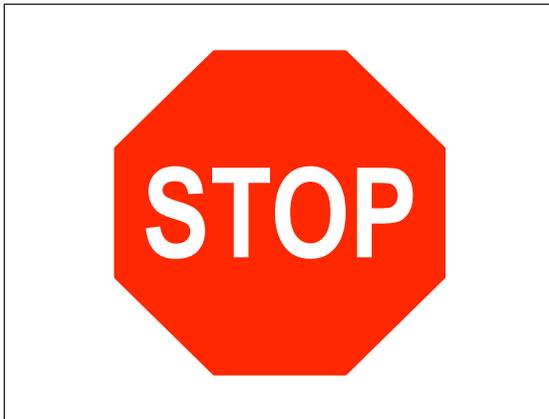
First, slides are visual.

Important sign

- At this sign, stop, look around and proceed if no other car is coming your way.
- Important!!! The cars coming from the other directions will not have to stop.
- This sign was put here by the authorities in charge.
- This sign concerns vehicles only. Pedestrians should look at the signs dedicated to them.
- This sign should not be touched or hindered in any way. Any violation is punishable according to the law.

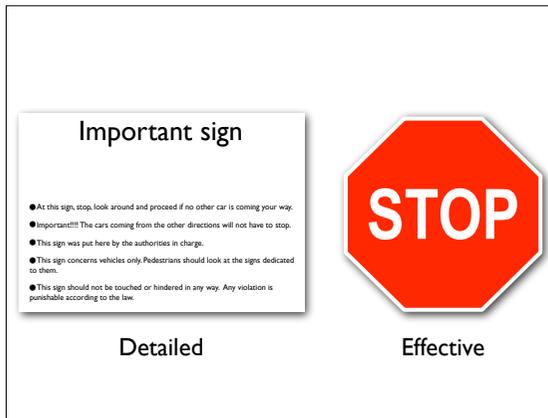
Let's take an example.

What would you do if you would see this sign on the road?



The stop sign is effective because:

- it is big so that we notice it
- it is red so that we pay attention, and
- it is simple so that we do not get confused.

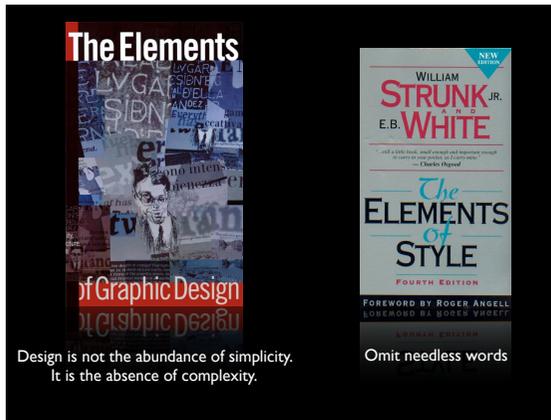


The difference between the two signs is that one is detailed but only the other one is actually effective in traffic.



If they would be important, they would not be details.

This is not just about the screen, it is also about the speech.



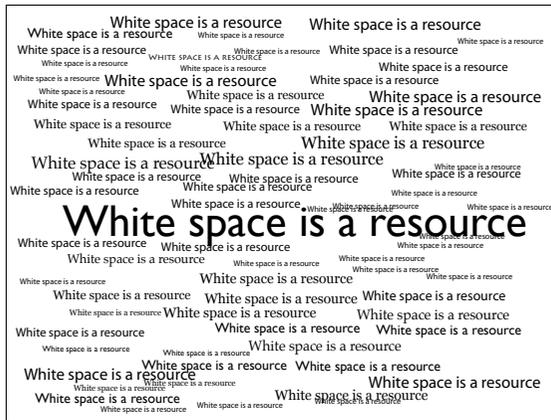
These two books are a gem of hints.

White space is a resource. Fill it for a reason.
White space is a resource. Fill it for a reason.
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One particular graphic design resource that is most often forgotten is whitespace.

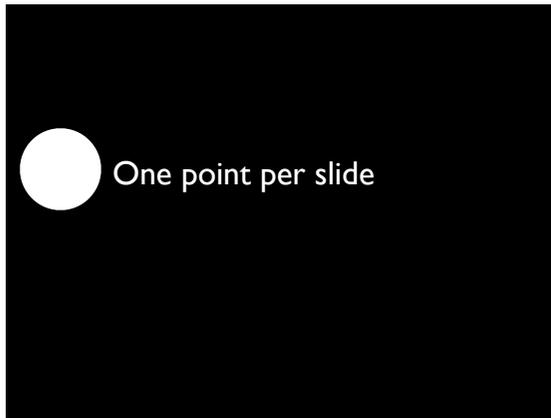
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White space is a resource. Fill it for a reason.

When equally distant, all lines are equal.

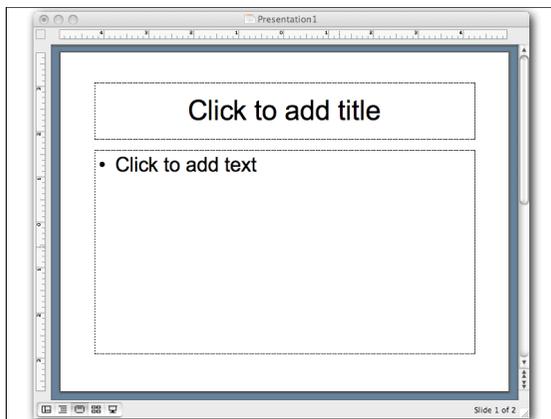


<http://www.youtube.com/watch?v=aeXAcwriid0>

<http://www.tudorgirba.com/blog/2007-01-28-empty>

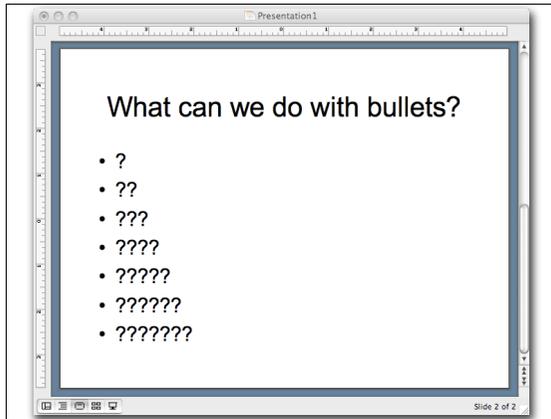


<http://www.tudorgirba.com/blog/2007-01-28-empty>



It is difficult to not put too many things on a slide, because the default look of PowerPoint urges you to add text. Most templates just go along these lines.

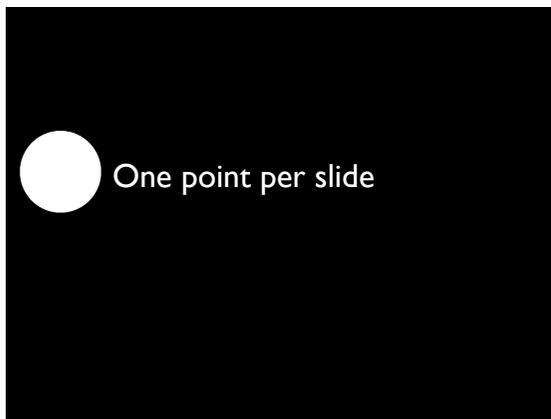
<http://www.tudorgirba.com/blog/2007-01-28-empty>



Bullet points are not evil. They are just not the answer to everything.



In written text, we invented bullets to enumerate things. For delimiting ideas, we have paragraphs.
On slides, we do not have paragraphs. But, we have slides.



<http://www.tudorgirba.com/blog/2007-01-28-empty>

A slide should encapsulate one concept.

If you must write,
use **large fonts**

First, large fonts can be seen from far away.

Second, if you use large fonts you cannot fit too much text on the slide.

The more text there is on a slide, the more I will tend to speak it as I read it. But, you can read a text much faster than I can speak it. In such situations, my speech becomes noise as you rather prefer to just go ahead and read it by yourself. That is the reason why slides should not have text that competes with my speech, but rather be as visual as possible to complement it. I guess you are already reading this line while I am still somewhere in the middle of the text.

<http://www.iwm-kmrc.de/workshops/visualization/sweller.pdf>

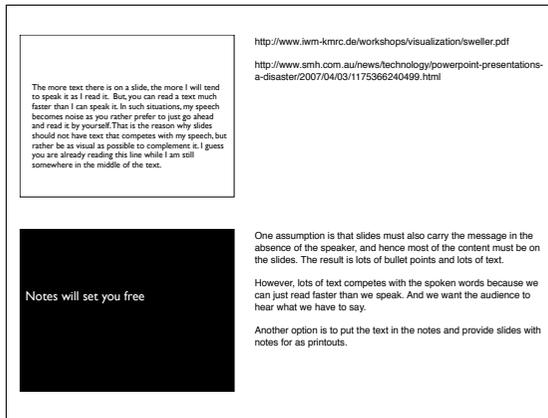
<http://www.smh.com.au/news/technology/powerpoint-presentations-a-disaster/2007/04/03/1175366240499.html>

Notes will set you free

One assumption is that slides must also carry the message in the absence of the speaker, and hence most of the content must be on the slides. The result is lots of bullet points and lots of text.

However, lots of text competes with the spoken words because we can just read faster than we speak. And we want the audience to hear what we have to say.

Another option is to put the text in the notes and provide slides with notes for as printouts.

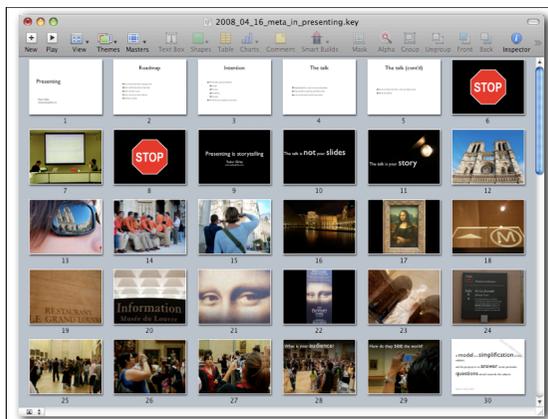


This is how the previous two slides look like when they are printed with notes.



When points are encapsulated in a slide, transition is what brings cohesion to the story.

<http://www.tudorgirba.com/blog/2007-31-07-rehearse>



Use the slides overview to design your story.

One rule of thumb is that if you cannot see what a slide is about in the overview, you probably have too much on it.



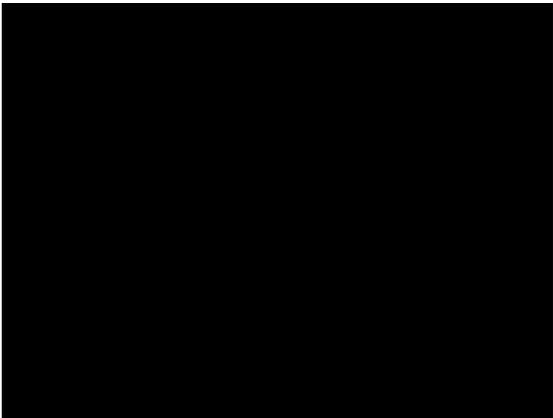
Slides are **visual** aids

As we said, slides are visual aids.

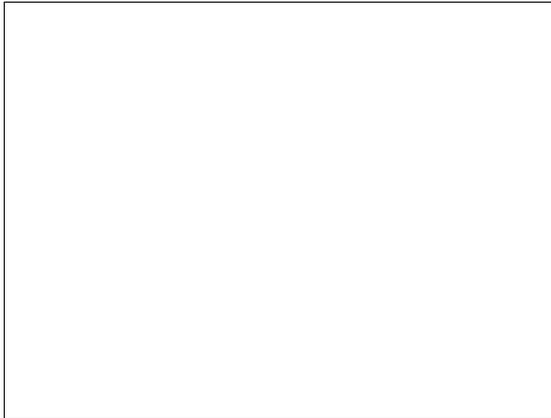


Slides are visual **aids**

Still, slides are just aids and they should only complement the talk, not replace it.

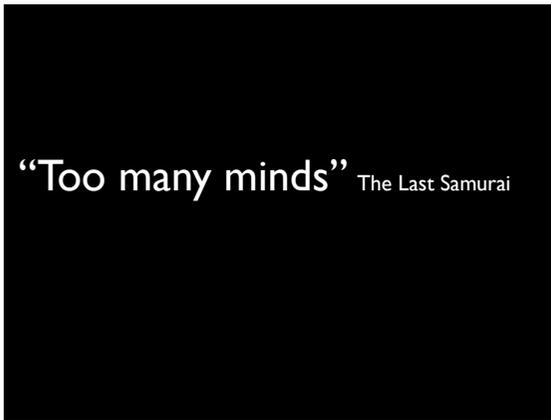


This is how a blank slide looks like.



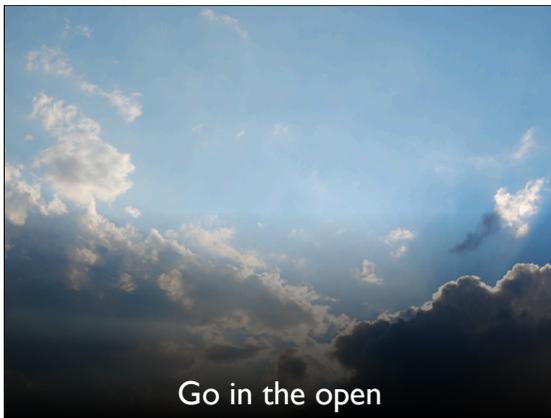
And this is how it looks on a white.

You should be able to deliver your message without slides.

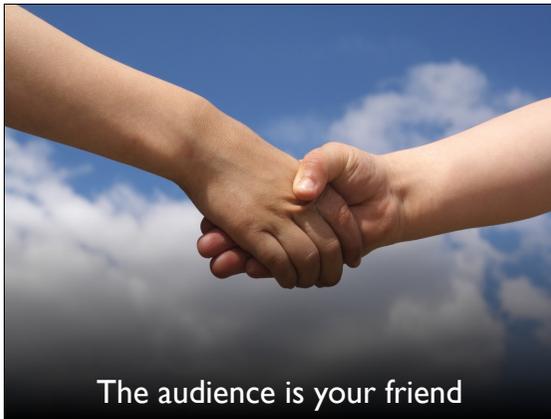


<http://www.tudorgirba.com/blog/2007-05-31-too-many-minds>

Slides tend to be used as walls of defense. Let's stop that.

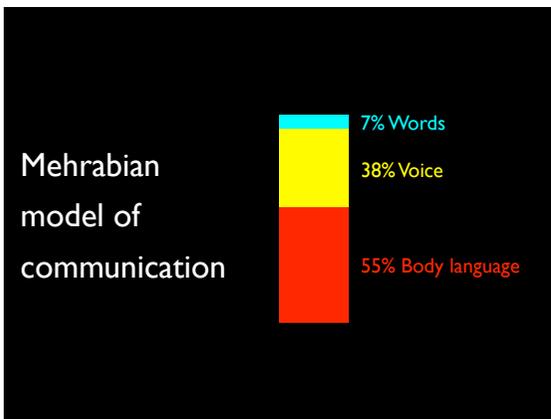


Do not talk to the screen.
Do not read your speech.
Do not hide behind slides.



The audience is your friend and it wants you to succeed because if you would not succeed they would lose time. And who wants to lose time these days?

<http://www.tudorgirba.com/blog/2007-04-30-audience>

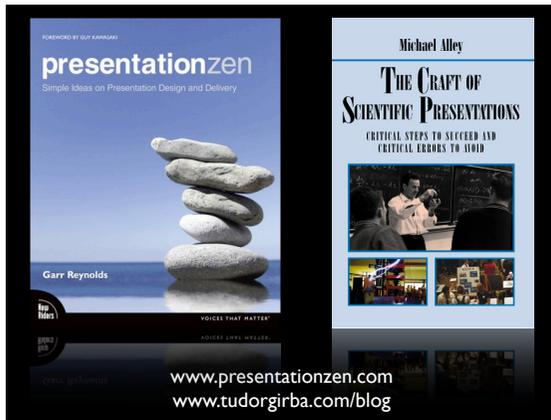


Mehrabian model of communication: http://en.wikipedia.org/wiki/Albert_Mehrabian

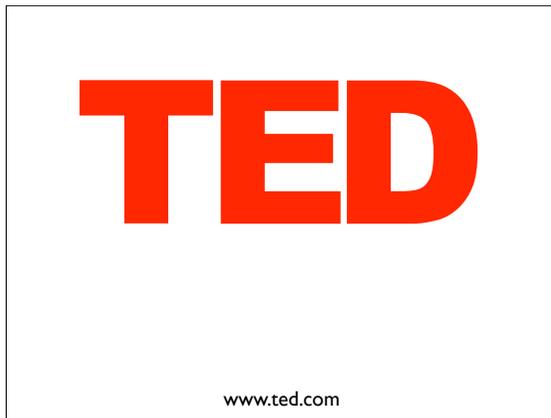
7% of meaning is in words

38% of meaning is paralinguistic - how you use your voice tone

55% of meaning is in body language (e.g., facial expression)



Some resources I recommend.



To see great talks, I recommend you to keep an eye on TED.com.



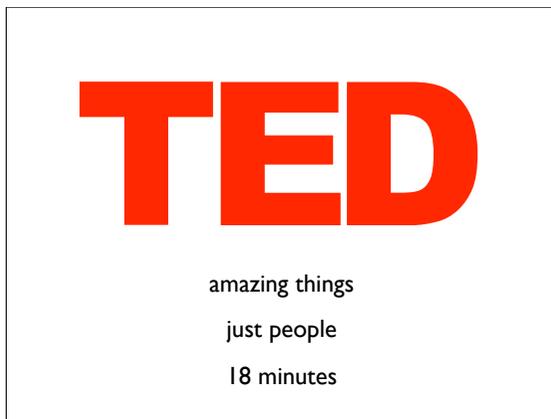
Hans Rosling:
<http://www.ted.com/index.php/talks/view/id/92>



Sir Ken Robinson:
<http://www.ted.com/index.php/talks/view/id/66>



Jill Bolte Taylor:
<http://www.ted.com/index.php/talks/view/id/229>



<http://www.tudorgirba.com/blog/2008-03-17-ted>

Here is what I learn with almost every time I watch a TED talk:

- Even the most amazing things are accomplished by regular people.
- No matter how trivial a thing is, there is at least one point of view that makes it become amazing.
- No matter how great or extensive the work is, it can be presented in 18 minutes for mere mortals.
- Great talk = great content + enthusiasm + preparation.



<http://www.ntlf.com/html/pi/9601/article1.htm>

Embrace your **nervousness**

Do not be nervous about being nervous. Embrace it. The adrenalin will make you more prepared.

rehearse
rehearse

There is no replacement for rehearsal.

<http://www.tudorgirba.com/blog/2007-31-07-rehearse>

Control the environment

Be early in the room.
Set the laptop screen in front of you so that you can see what comes next.
Make sure the cables are not in your way.
Make sure the laptop works with the beamer.
Make sure the audience faces you but can also see the slides.
Have a remote control to freely move around.

Do not forget to breathe

Regular breathing ensures a regular pace of speaking.

Pause

Pause is the whitespace of speech. Pause puts the words in value.

A pause can be used for transitioning to another idea. In fact, a major transition should be marked with a pause.

Furthermore, when you feel like stumbling, just pause, breathe, and take another route.

Drink water

You will be thirsty during a talk. If you have water with you, you will tend to drink it and when you drink water you have to pause :).

Presenting is storytelling

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