

SOFT SKILLS

Best practises in creating a presentation

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Can you answer this questions?

- ▶ What is the worst presentation you have ever seen? Why was it so bad?
- ▶ What is the best presentation you have ever seen? Why was it so good?
- ▶ What usually disturbs you during presentations? What are most common speakers' mistakes?
- ▶ What is the most difficult for you in giving presentations?

The aim of presentation

- ▶ What is the reason why you are giving your presentation?
- ▶ What is the message you want to get across?
- ▶ What do you want them to know when they leave?

Useful phrases

- ▶ What I want to say today is...
- ▶ The goal of my presentation is...
- ▶ The main conclusion is that...
- ▶ I would like to highlight that...

*Start your talk with an interesting slide and certainly avoid a text slide.

How to cope with stage fright?

- ▶ Everybody gets nervous!
- ▶ It's absolutely normal!

What happens if you're nervous?

- ▶ Increased blood pressure.
- ▶ Increased respiration.
- ▶ Increased metabolism.
- ▶ Increased tension.

What shall I do?

- ▶ Accept your nervousness.
- ▶ Try NOT to think about it.
- ▶ Turn your nervousness into creativity!

How to do that?

- ▶ Practice.
- ▶ Visualize your success.
- ▶ Think about something positive.

How to prepare?

- ▶ Read your presentation over several times to yourself silently.
- ▶ Time yourself. (220 words take about 2 minutes). 125 per 1 minute - average time.
- ▶ Revise the presentation if it sounds boring, pretentious, repetitious or unclear.
- ▶ Re-read the corrected version, make additional changes if needed.
- ▶ Listen carefully to suggestions from the listener. Revise the presentation accordingly.
- ▶ Listen to any suggestions about your speech and how it could be improved.

Structure of presentations

Part	In the other words...
1 Introduction: 10-15%	Tell what you are going present
2 Main Body: 70-80%	Focus on problem
3 Conclusions: 10-15%	Make short review, add some conclusions

Alignment

- ▶ Center alignment usually looks weak and unsophisticated. As a basic rule I suggest that you align left if in doubt.
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You in Front of the Audience

■ Tools:

- Know your laptop
- Get a remote mouse (means free talking)



■ Be reasonably dressed

■ Start:

- introduce yourself
- ***Acknowledge your co-authors!***



■ Presentation:

- Speak clearly, not too fast
- Look at the audience
- Don't put your hands in your pockets, don't cross your arms

Organization of Presentation

■ Beginning: Motivation

- Explain: *what?, why?, why important?*
- If at all possible:
 - Precise problem statement
 - Don't have a text-only first slide
- Maybe:
 - Hint/basic idea of your solution
 - Example cool result

■ After motivation: Overview slide



If you can replace text with graphics

Carnegie Mellon



Fact: Text Versus Images

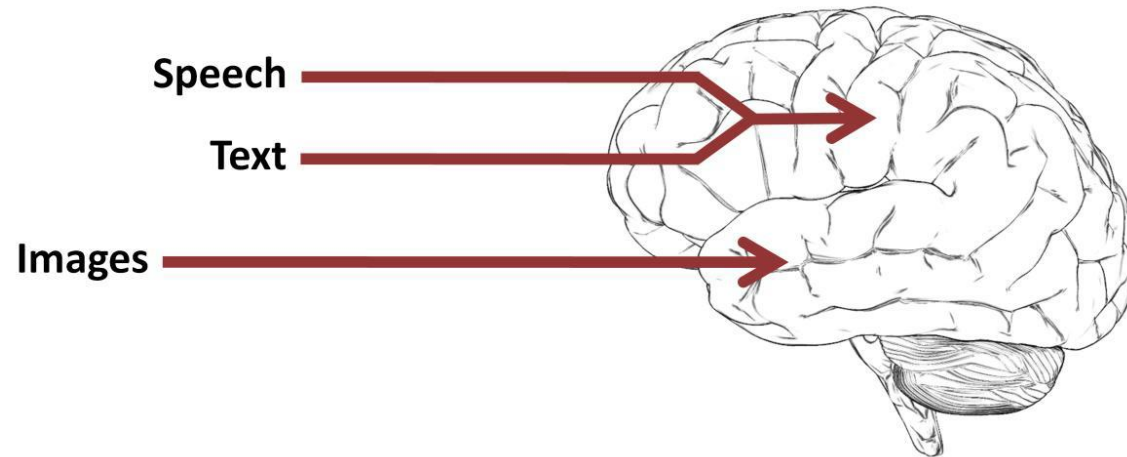


Image: <http://www.illuminati-news.com/technology.htm>

You cannot read and listen at the same time

Fonts

■ Basics:

- Serif font: ergonomic for large text blocks (books)
- Sans-serif: better readability for short text blocks

M serif

M sans serif

■ Use a sans-serif font

- *Powerpoint: use Calibri* (this talk)
- Arial is less attractive
- Arial Narrow is less attractive
- **For code Courier bold is best**
- **Don't use this font for technical talks**

■ Use only one or two fonts and be consistent

Warm Colors Dominate, Cool Colors Recede

- That's why in text *red* works better than *blue*
- But for boxes it is the other way round

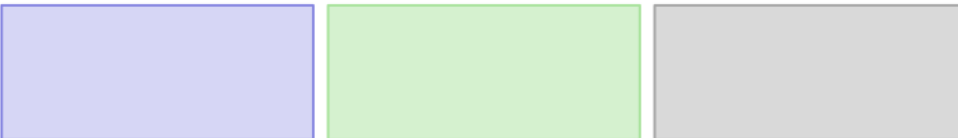


Hurts a bit, no?

- For areas/boxes: try desaturated bright (= pastel) colors



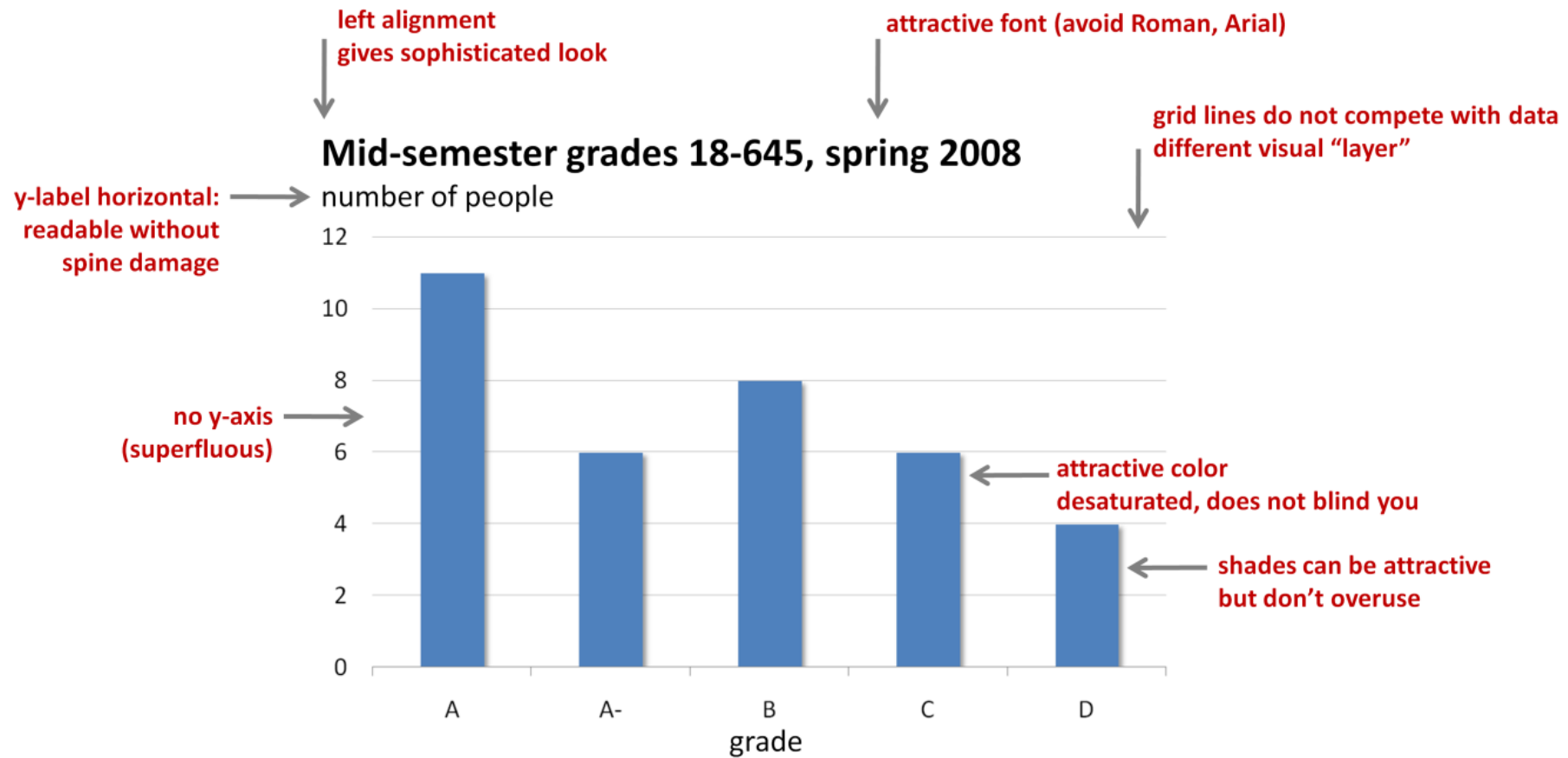
- An outline in the same color, but darker, can look good



- But also dark boxes (again, desaturated) can make sense



Example I: Good Viewgraph



Principles used: Alignment, contrast, layering

Logo - change

Before



Przed

After



Po

Summary

- ***Presenting well is very important***
 - There is only one chance to make a first impression
 - Gives you an edge over all the bad presentations out there
- **Most important:**
 - Prepare well
 - Visualize
 - Be understandable
 - Less is more
 - *Practice*
- **Over time acquire a basic understanding of good design**
 - Fonts, colors, alignment, contrast
- **Watch critically other presentations:**
 - *What is good, what isn't? Can you verbalize it?*

How much information we remember?

- ▶ 10% of what we read
- ▶ 20% of what we heard
- ▶ 30% of what we saw
- ▶ 50% of what we saw and heard
- ▶ 70% of what we said during the conversation
- ▶ 90% of what we said about what we do

Gesticulation

- ▶ Gesticulation - shows that you are involved and the presentation is ordered
 - Hands in the middle - information about present
 - Hands go to the right - information about past
 - Hands go to the left - information about future
- ▶ Don't touch your face
- ▶ Control your feet 😊

Unnatural gesticulation

Look responsibly?



The graphics must refer to the text

Canva, Photopea, BeFunky, Easy Resize,
Freepiek, Fotolia, Istock

Adobe Illustrator, Adobe Photoshop

More practice

=

better results in the future and less stress on the stage



Brain...

- ▶ Its good to you know the place where you have a speech.
- ▶ The brain is afraid of unknown things.

Albert Mehrabian says...

Elements of presentation:

55% - nonverbal communication

38% - voice sound

7% - content...

**Which color is strategic in image communication?
- clothes**

Blue, dark blue, navy

Blue - symbolizes the need for achievements, creating something original and appreciated socially. This color has a calming effect, relieves stress. It helps in making new contacts, inspires trust and respect. Extremely media color.

Navy - emphasizes responsibility. Navy is the color of professionals.



Eye tracking

- ▶ Eye tracking is a sensor technology that makes it possible for a computer or other device to know where a person is looking. An eye tracker can detect the presence, attention and focus of the user.

Eye Tracking



Eye Tracking



One of the best speaker?

- ▶ <https://www.youtube.com/watch?v=Mt6VCpTg4cM>

Unnatural gesticulation and stressed feets 😊

- ▶ <https://www.youtube.com/watch?v=VVpSTSx2sGU>

Good and bad examples

<https://www.youtube.com/watch?v=S5c1susCPAE>

What not to do in a speech

https://www.youtube.com/watch?v=1lf_s-8BA2M

Be a more confident public speaker

https://www.youtube.com/watch?v=tShavGuo0_E