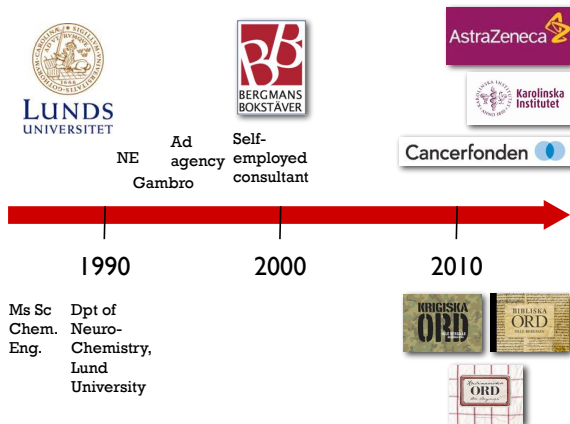


Presentation techniques & PowerPoint

Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant, Public Speaker & Professional Writer devoted to people, science, language & history”



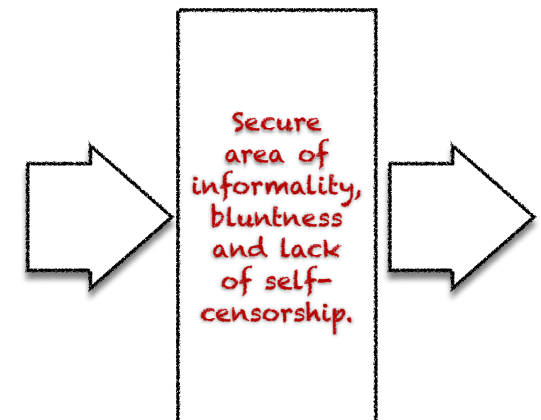
Preparing a scientific presentation

1

Define your take-home messages.

“Journal editors [...] say, “*Don’t try to deal with more than one idea in a paper, and always make sure that you make the point, and make it clearly.*” They always talk about getting loads of papers that try to do too much, leaving the reader wondering what the point was, or which of the many points they are supposed to take most seriously.”

Prof. Pat Thomson, University of Nottingham
patthomson.wordpress.com

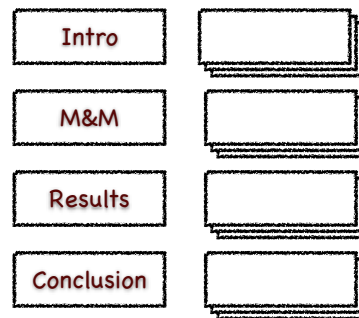


2

Plan an outline
according to
the IMRAD
scheme.



- ▶ Work in sequence (1 item/slide).
- ▶ Remove the slide junk.
- ▶ Make the text, charts & images BIG.
- ▶ Reduce the number of bullet lists (< 25%).



3

Prepare the
Q&A part.

4

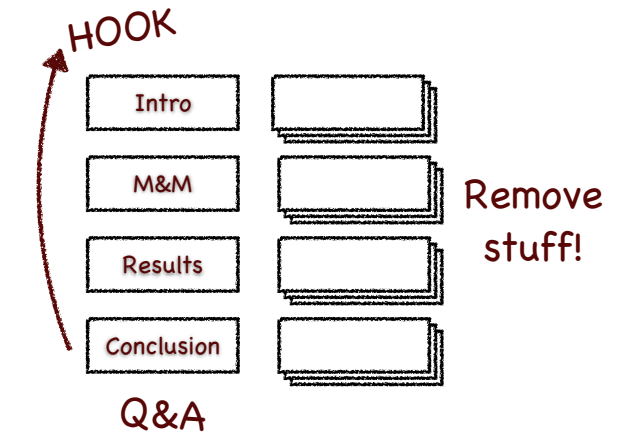
Add a hook.



- ▶ Humanitarian importance?
- ▶ Innovation potential?
- ▶ Economic impact?
- ▶ Association to well-known subject/person/context?
- ▶ Contradiction/Mystery?
- ▶ Demonstration?

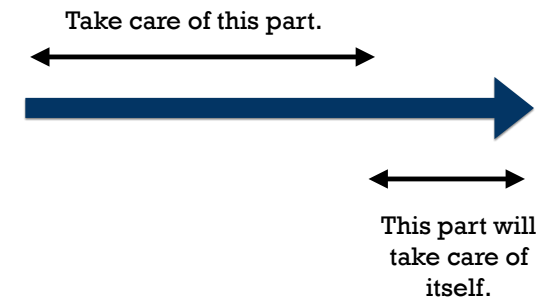
5

Consolidate your material.



6

Plan your delivery.



7

Try out & practice

8

Restructure & simplify

- Less text.
- No “nice to know” data.
- Simpler graphs.

9

Get ready.

CHECKLISTS	BOARDING CARD – when you enter the stage
WHEN LEAVING YOUR OFFICE <ul style="list-style-type: none">• Slides?• Props?• Speaker notes?• Handouts?• Cables & connectors?• Remote control?	TO TELL YOURSELF <ul style="list-style-type: none">• I am well-prepared.• I look confident!• This will be fun!
WHEN ARRIVING AT THE VENUE <ul style="list-style-type: none">• Observe how other speakers do.• Study light & sound systems closely.• Say hello to the technician.	TO REMEMBER <ul style="list-style-type: none">• There is a main message to deliver.• Perfection is dull.• There are nice people out there who are open for communication.

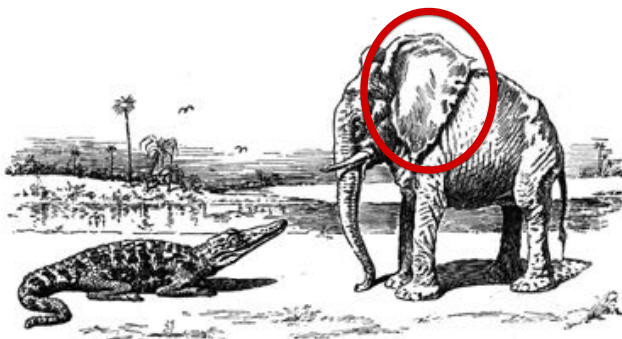
Speaker Checklist
www.speakersite.com

Speaker Checklist
www.speakersite.com



Communication in general

- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ **CHANGE THE WORLD!!**



Define your task.

- Goal?
- Main message?
- Target group?
 - a). How create confidence?
 - b). How inspire them?
 - c). Facts, feelings or trust?
- Type of presentation?
- Content?
 - a). What to include?
 - b). How to structure it?
 - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?



Analyze your target group.

What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?

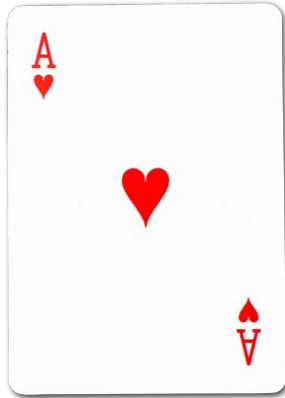


Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?



Know yourself.
3

*"To thine own
self be true"*

Hamlet Act 1, scene 3



Passion

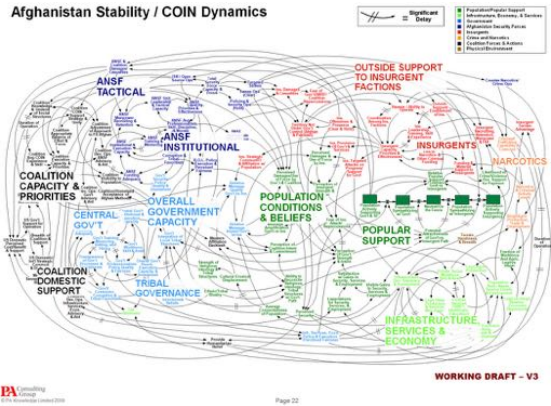
Understand
the limitations
at hand.

4

INFO
TIME UNIT



Afghanistan Stability / COIN Dynamics



Seek inspiration
in all types of
communication.

5



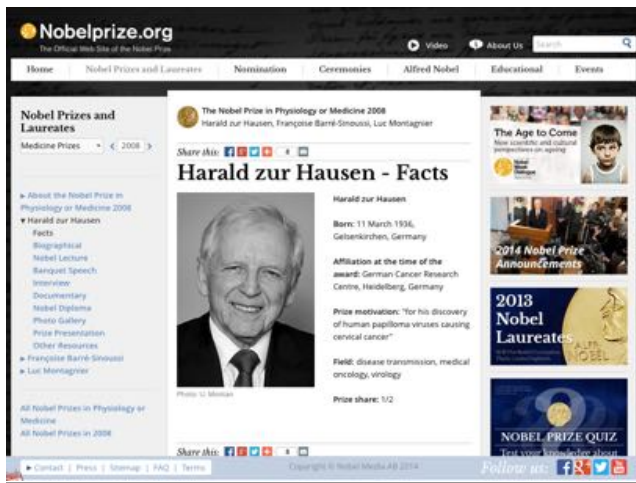
Attention

Interest

Desire

Action





- ▶ Who? ▶ When?
- ▶ What? ▶ How?
- ▶ Where? ▶ Why?

Delivering
your stuff

1. Have a clear goal.
2. Use very simple slides.
3. Let structure be the foundation of improvisation.
4. Interact with your listeners.
5. Have fun & enjoy the moment.

Use your eyes.

Ask things.

Be silent.
(Use the "B" key)

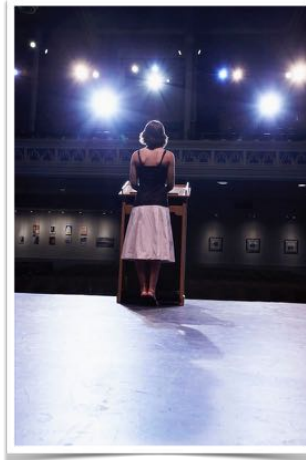
Project your
enthusiasm
towards the
listeners.

Change
the pace &
take breaks.

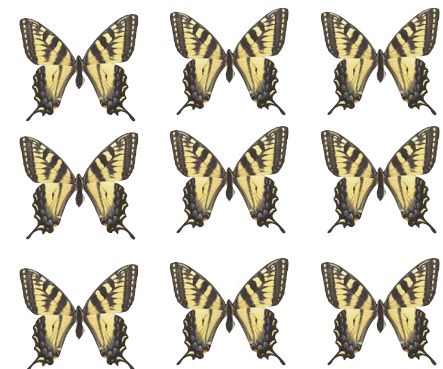
ANXIETY

“Life. It's not so bad
as long as you can
keep the fear from
your mind.”

Special Agent Cooper
(Twin Peaks 1990)



This is a PowerPoint
slide which I show to
remind you that it is
very boring when the
speaker turns his head
away from the
audience and just
reads from the slides.





PowerPoint



Winston Churchill
1874-1965



We shall fight ...

- in France
- on the seas and oceans
- with growing confidence and growing strength in the air
- on the beaches
- on the landing grounds
- in fields and in the streets
- in the hills.

Bottom line: We shall never surrender!!!



Fundamentals

PowerPoint
is not
compulsory.



People and things are more interesting than slides.

Describe things in sequence.

1. Appeal
2. Comprehension
3. Retention

Perception & motivation is not limitless.

1. Use stickies for planning.
2. Incubate your presentation.
3. Minimize the data/ink ratio.
4. Standardize the layout & typography. Use photos and think BIG.
5. Tell your story in sequences, structure them with title slides.

ACR

Simplicity is bliss.



Design principles

”If you want your audience’s attention, don’t distract them!”

Guy Kewney



Pizza Margherita

- dough
- tomatoes
- basil
- mozzarella

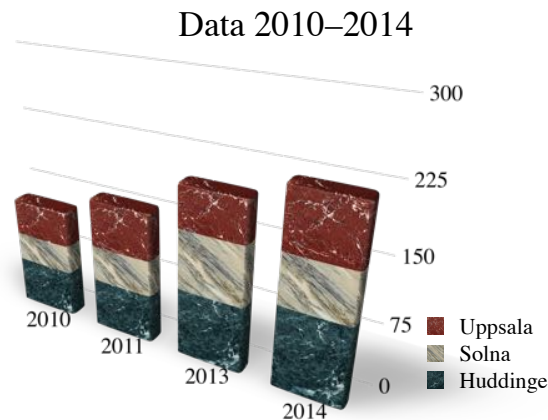


Pizza Powerpointo

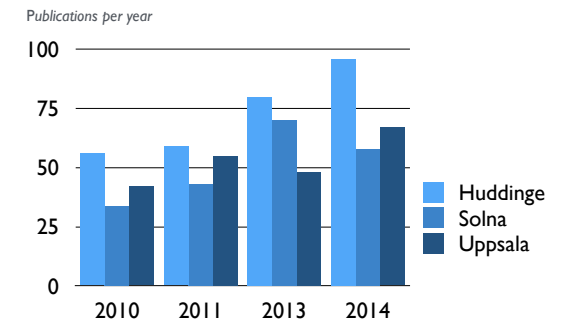
- two fonts
- three colors
- white background
- stock photos



Obstacles are made to be removed.



Huddinge produces most publications four years in a row



Seth Godin, entrepreneur & speaker

"If you're a bit nervous and you've written everything out and your main goal is to say nothing controversial, nothing memorable, nothing that might get you in trouble..."

"...well, why say it?"

"The Only Reason to Give a Speech Is to Change the World"

Nick Morgan, communication coach



crastina.se

**THE
CRASTINA
DOCTRINA**
(a beta version)

Be more
passionate and
creative in your
communication.

Learn the
formal rules.
Know when to
break them.

Get engagement by
being passionate.
Grab attention by
being creative.

Study the world
around you
and learn from
other domains.
Observe, observe,
observe!

Use social media
and digital tools
in a strategic way.

Dare, experiment
and get feedback.

Be curious and
explore new ways of
communication but
also cultivate your
judgement: is this
right for me and the
current context?

Believe in yourself
&
Love your subject.

Enjoy your success
- you've earned it!

Love your subject
&
show it.

Crastina needs your comments:
<http://crastina.se>

I appreciate your emails:
olle@bergman.com

See you in July & August!

*PS Feel free to
connect on LinkedIn!*