

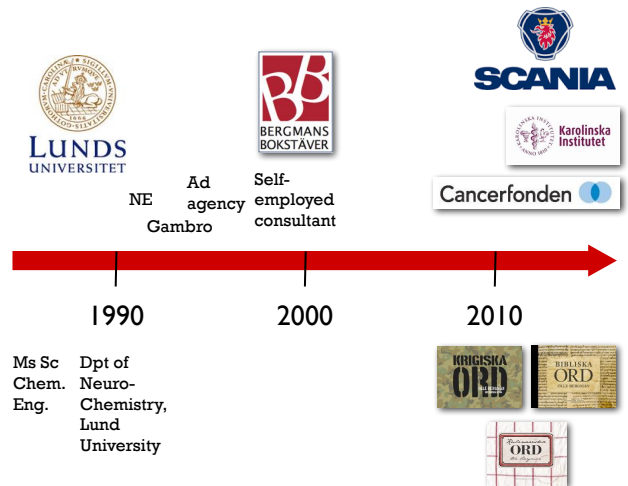
Presentation techniques & PowerPoint

Stockholm, 15 juni, 2017

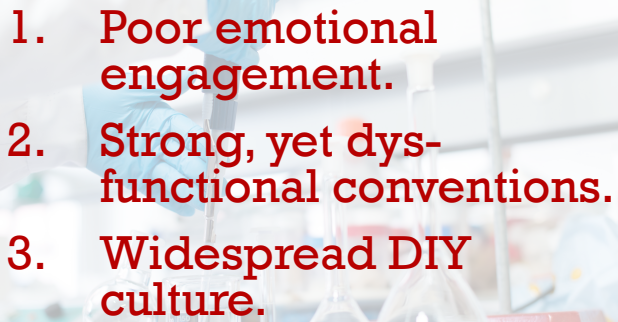
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“Communications Consultant, Public Speaker & Professional Writer with a passion for people, science, language & history.”



3 weaknesses
of scientific communication

- 
1. Poor emotional engagement.
 2. Strong, yet dysfunctional conventions.
 3. Widespread DIY culture.

Basic principles of communication

§ why rhetoric is still relevant in AD 2015

Define
your task.

Microsoft®

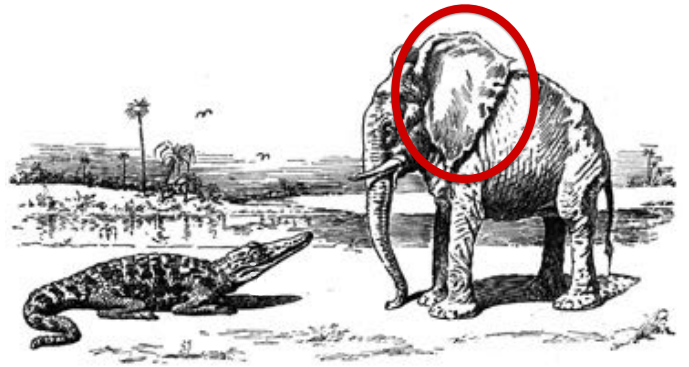
WHERE DO YOU WANT TO GO TODAY?™



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

Analyze your
target group.

2



What ...

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

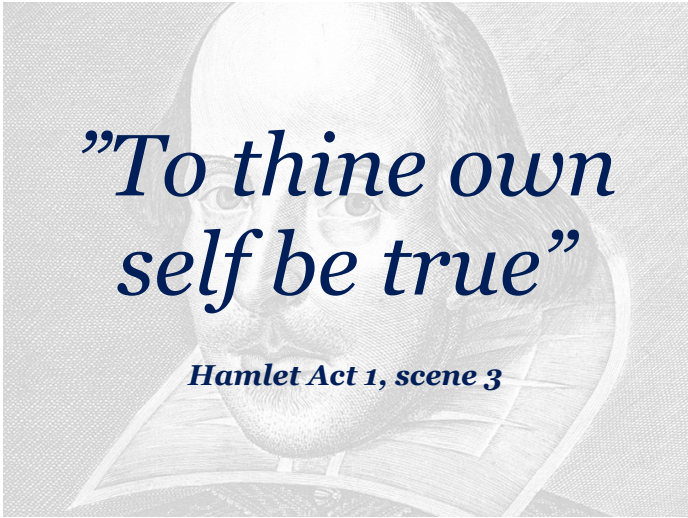


Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

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



Flyswatter



I-SWOT-er

Passion

Understand
the limitations
at hand.



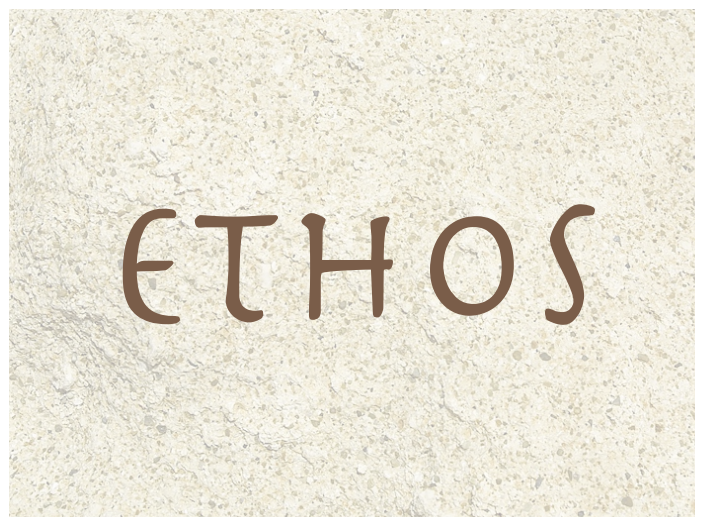
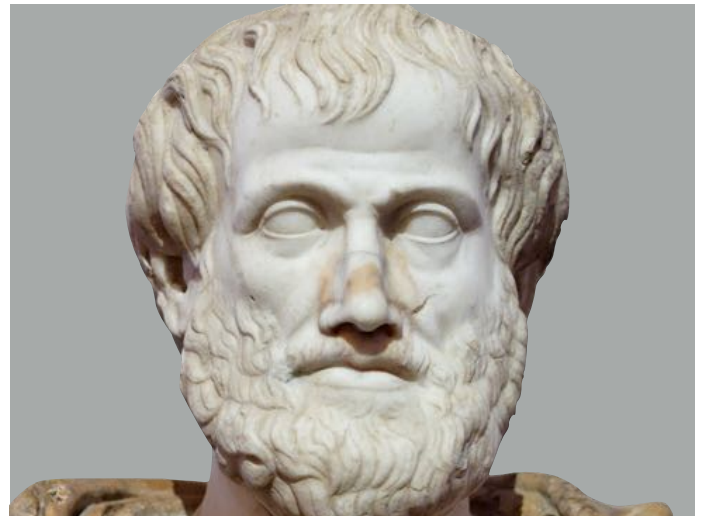
Seek inspiration
in all types of
communication.





- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutatio*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



PATHOS

LOGOS

3



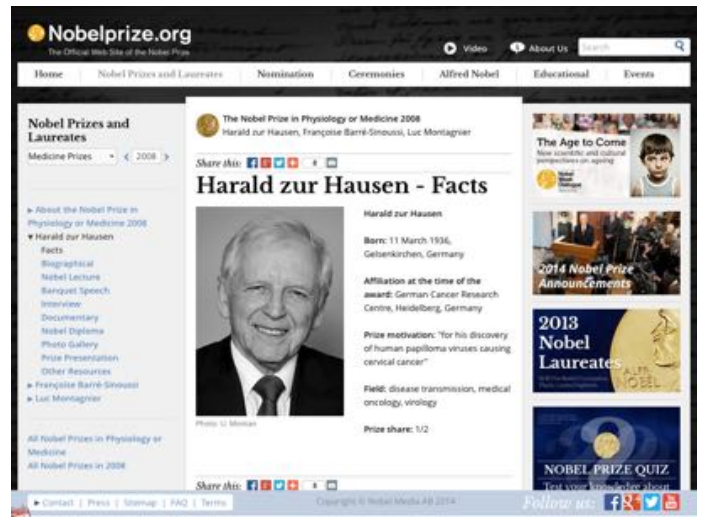
Attention

Interest

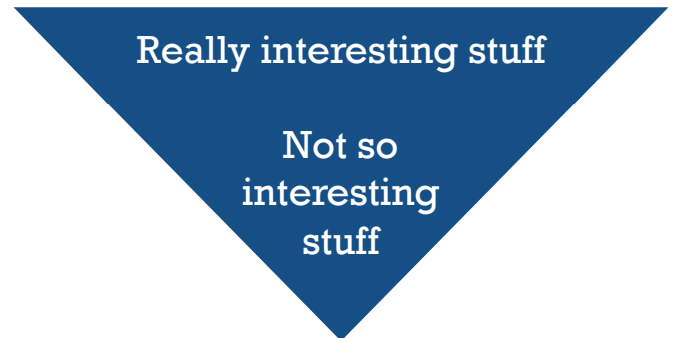
Desire

Action

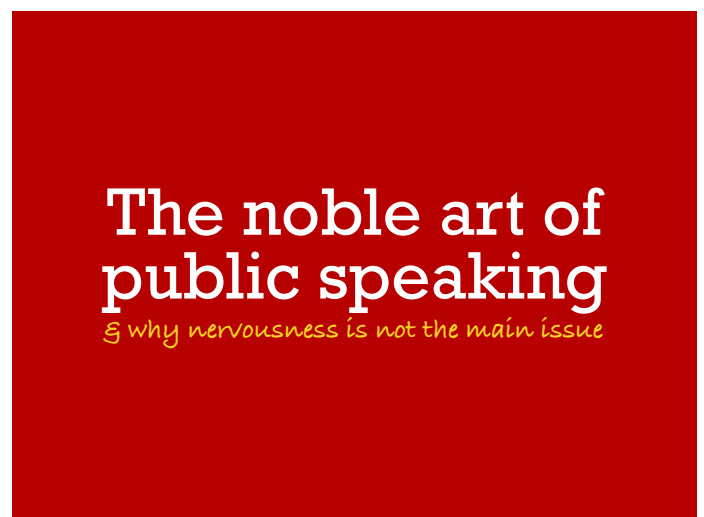


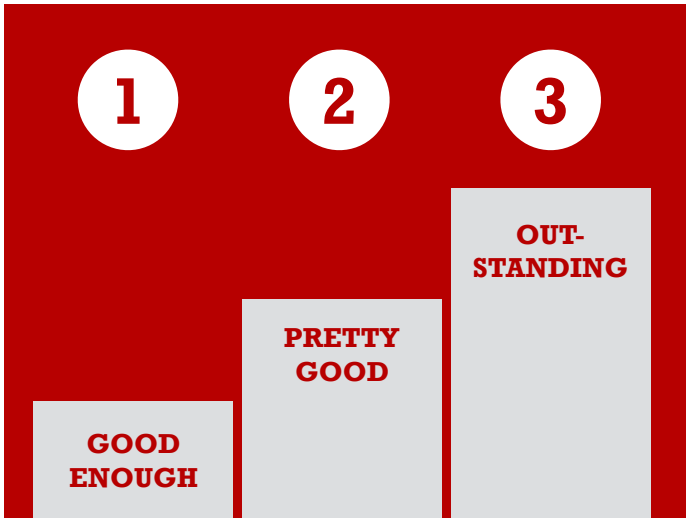


The inverted pyramid



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

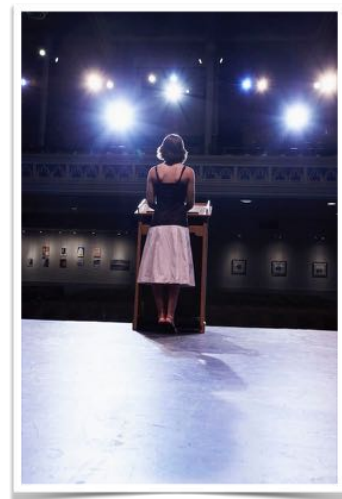


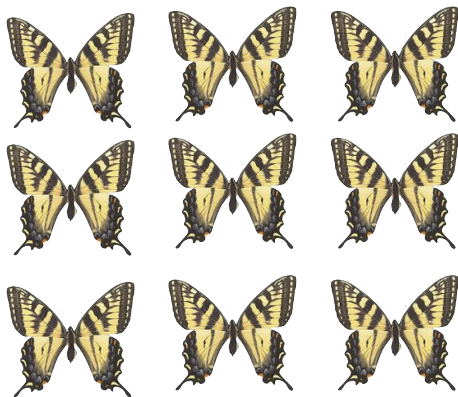


Love your stuff
– and show it!



ANXIETY





LEVEL

2

Pretty good

- Define your main messages.
- Follow a preparation protocol.
- Practice.



THE FIVE CANONS OF RHETORIC

ACTIO

MEMORIA

ELOCUTIO

DISPOSITIO

INVENTIO



Task

1. Analyze the task.
2. Define your goal.
3. Pick your messages.

Content

4. Decide a strategy.
5. Compile your material.
6. Structure & simplify.

Delivery

8. Plan the delivery.
9. Try out and practice



- 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?

LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.



TED

Project your enthusiasm towards the listeners.

Use your eyes.

Ask things.

Change
the pace &
take breaks.

Be silent.
(Use the “B” key)

Use the
space



CHECKLISTS

WHEN LEAVING YOUR OFFICE

- Slides?
- Props?
- Speaker notes?
- Handouts?
- Cables & connectors?
- Remote control?

WHEN ARRIVING AT THE VENUE

- Observe how other speakers do.
- Study light & sound systems closely.
- Say hello to the technician.

BOARDING CARD

– when you enter the stage

TO TELL YOURSELF

- I am well-prepared.
- I look confident!
- This will be fun!

TO REMEMBER

- There is a main message to deliver.
- Perfection is dull.
- There are nice people out there who are open for communication.

PS: Buy a remote control!

Making use of
PowerPoint
without boring your audience



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!!!

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.

Do the planning before the slides.
One item/slide.
Max 25% bullet point slides



- Keep it simple.
- Think in sequence
- Focus on the visual.



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

Guy Kewney

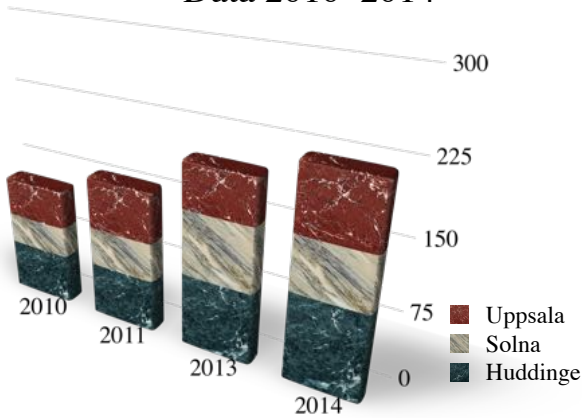


*Pizza
Powerpointo*

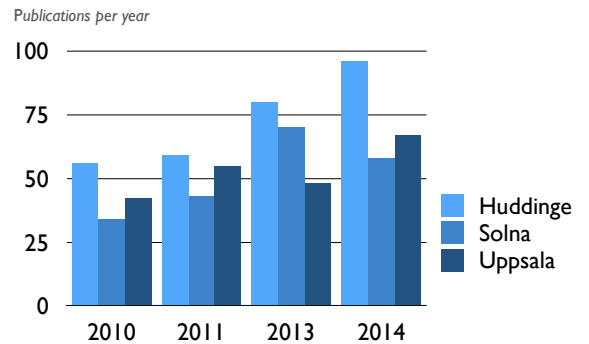
Obstacles are made to be removed.



Data 2010–2014

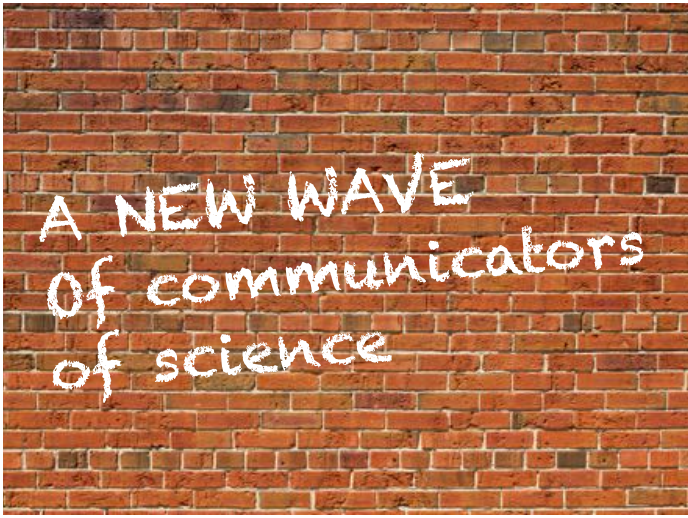


Huddinge produces most publications four years in a row



data/ink ratio

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.

A pink triangle graphic with various science-related terms written around it. The terms are: Scientists, Officials, Students, Politicians, PhD students, Healthcare, Corporations, NGOs, Entrepreneurs, and Influencers. There are also faint, semi-transparent versions of "Science" and "Science teachers" in the background.

Scientists Officials
Students Politicians
PhD students Healthcare
Corporations NGOs
Entrepreneurs Influencers
Science
Science teachers