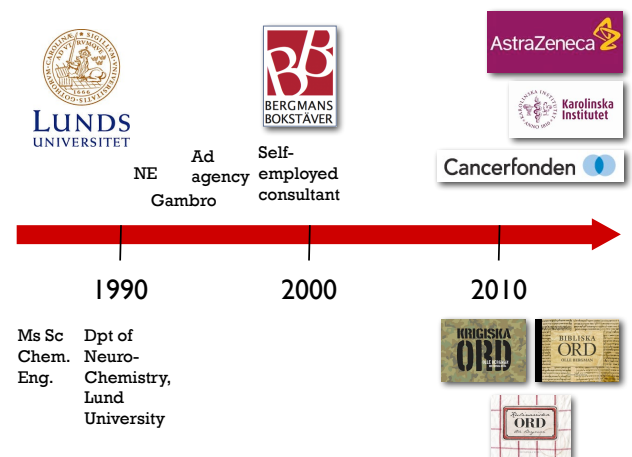


“If you talk to the press,
people might offer you
gold mines”



Communication
in general

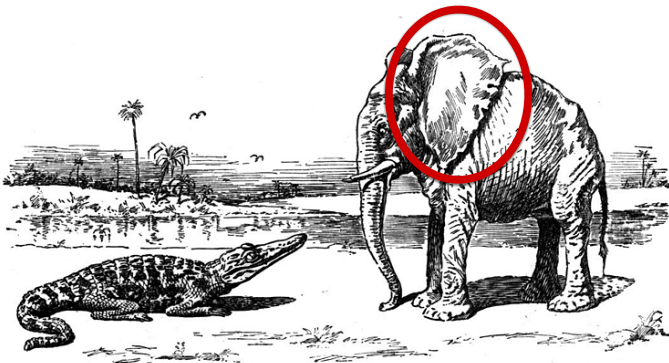
Define
your task.



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

- 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?

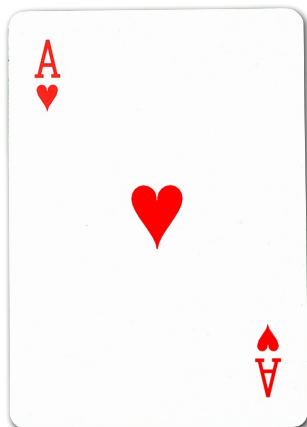


Australopithecus afarensis

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.

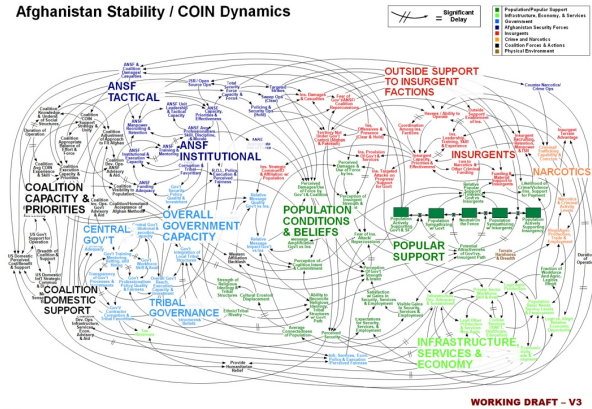
4

INFO

TIME UNIT



Afghanistan Stability / COIN Dynamics



Seek inspiration
in all types of
communication.

RHETORIC

ETHOS
PATHOS
LOGOS

ETHOS

PATHOS

LOGOS

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

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

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

Marketing

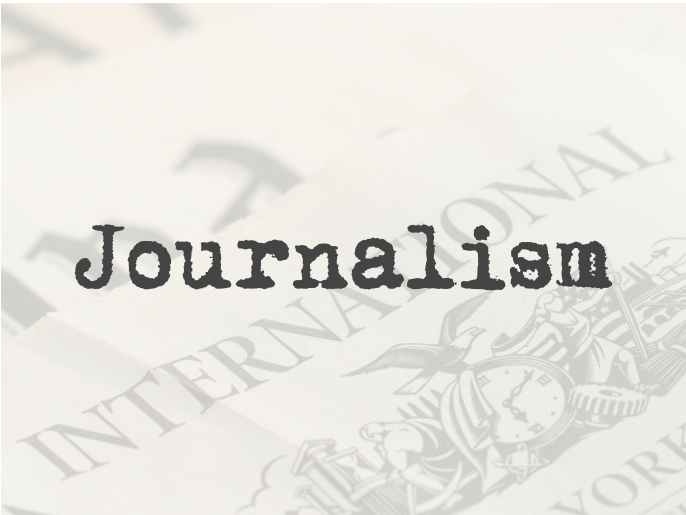
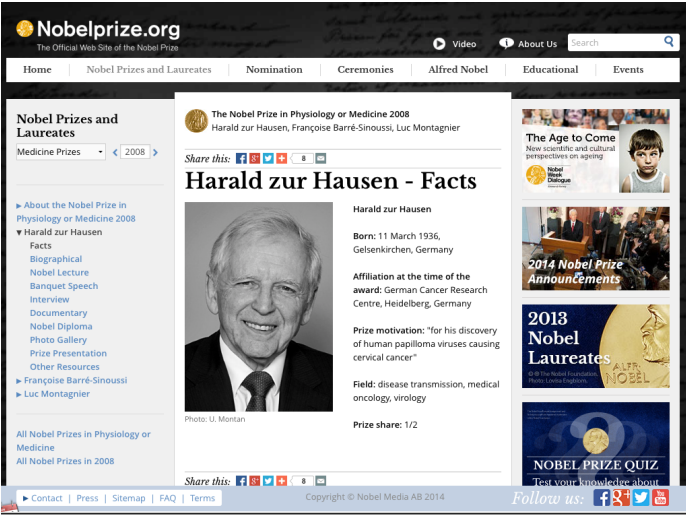
Attention

Interest

Desire

Action





PowerPoint



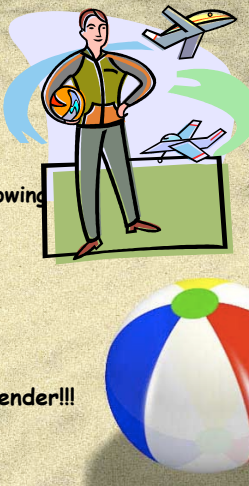
Winston
Churchill
1874–1965



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.

Perception
& motivation is
not limitless.

Simplicity
is bliss.

Describe
things in
sequence.

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.

Design principles

1. Appeal
2. Comprehension
3. Retention

ACR

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

Guy Kewney



Lägg till rubrik

Klicka här för att lägga till underrubrik



Pizza Margherita

- dough
- tomatoes
- basil
- mozzarella



Pizza Powerpointo

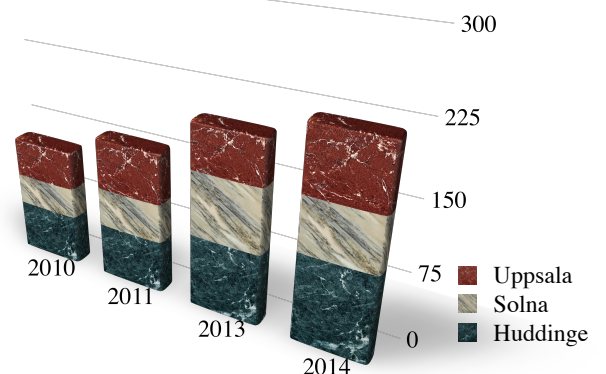
- two fonts
- three colors
- white background
- stock photos



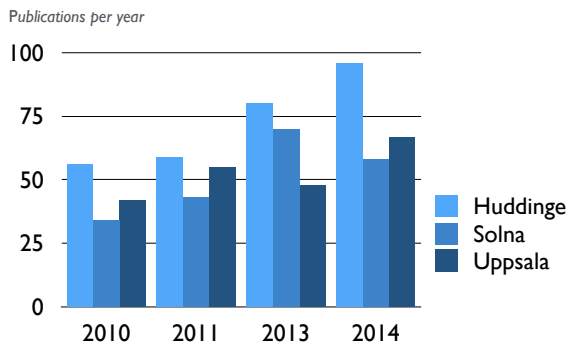
Obstacles are made
to be removed.



Data 2010–2014



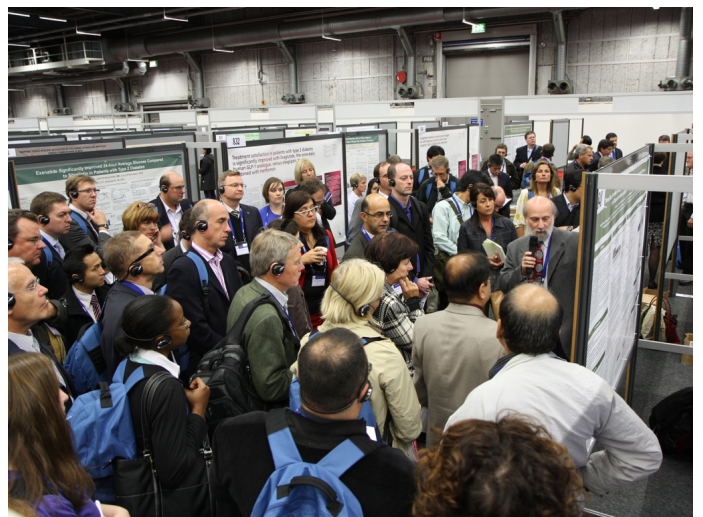
Huddinge produces most publications four years in a row



Research posters

Why attend a scientific meeting?

- ▶ Educate yourself.
- ▶ Set your benchmarks.
- ▶ Get new ideas.
- ▶ Get feedback on preliminary results.
- ▶ Market your research and your group.
- ▶ Network.



Basics

View it as
an illustrated
abstract.

Two main elements:

- data displays
- supporting text.

Think
BIG!

Simplicity
is bliss.

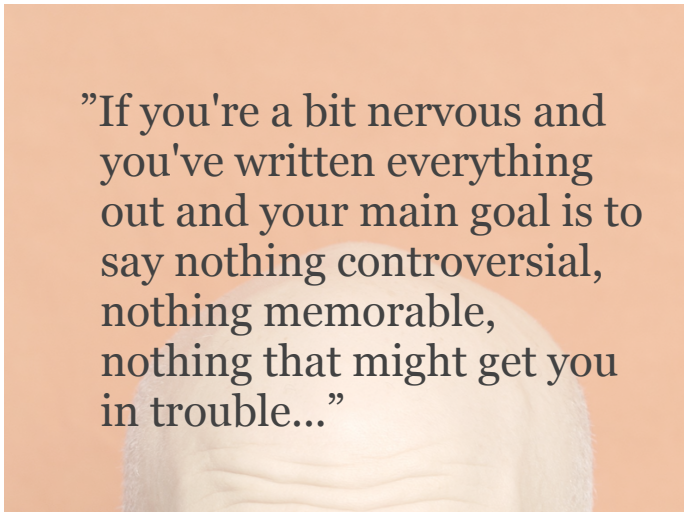
Don't be
too creative.

Prepare your verbal explanations.

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



Olle Bergman

M.Sc. Chemical Engineering

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

Preparing a scientific presentation

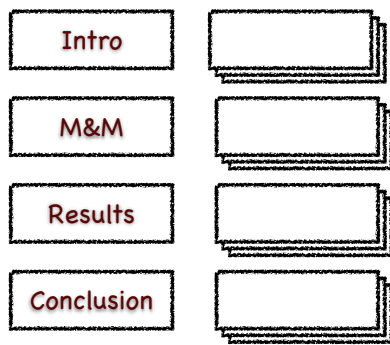
1

Define your
take-home
messages.

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

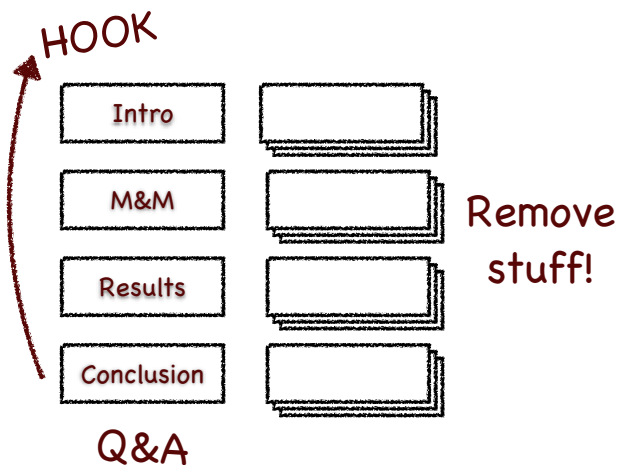
Add a hook.



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

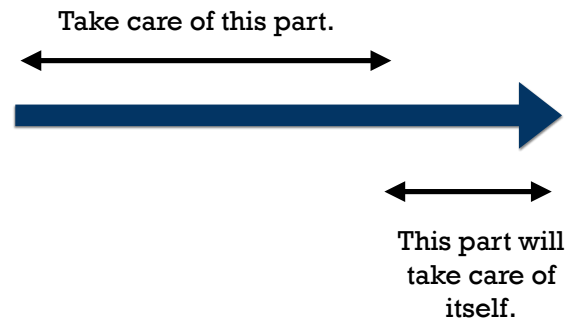
5

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? 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 TELL YOURSELF <ul style="list-style-type: none">• I am well-prepared.• I look confident!• This will be fun! 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.

