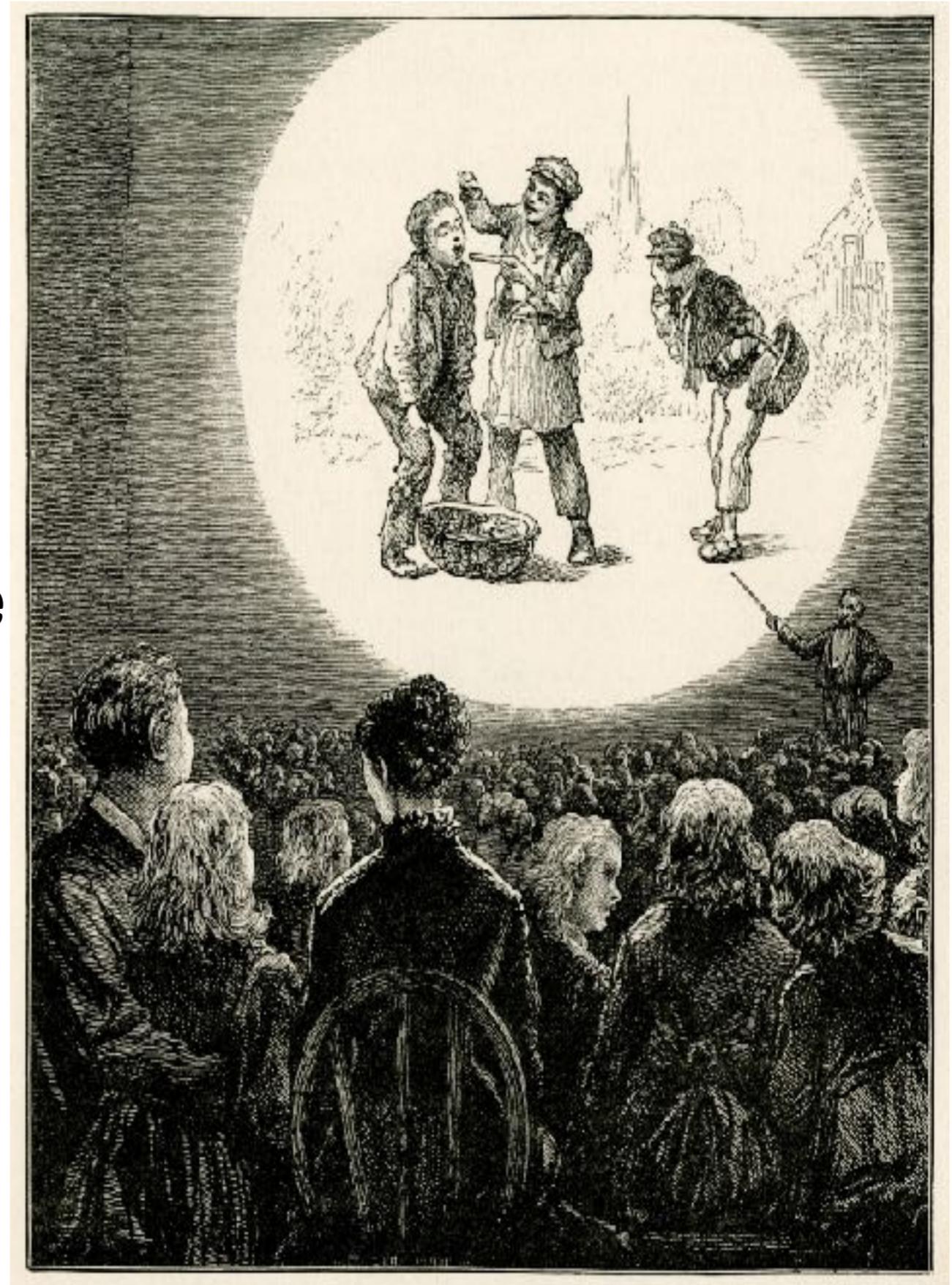


Presentation Skills 1

presenting your work
with creativity and
designing for confidence

Facilitator: Iain Davidson
iain.seeingstone@gmail.com



What do you want to learn?

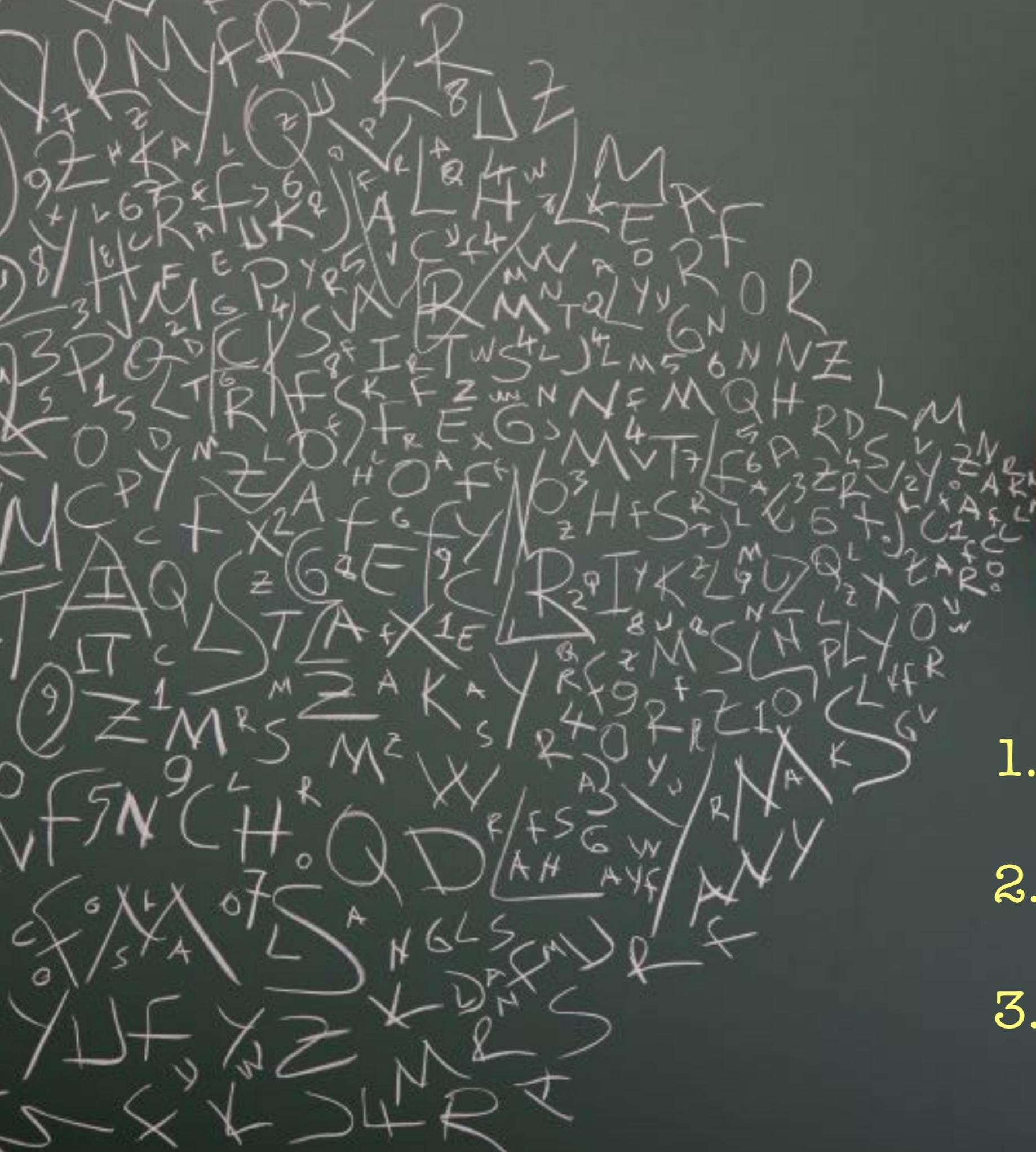


Dress for success?

Three Questions To Start



1. What life skills will presenting my work teach me?
2. Where and When will I present my work?
3. Why should I present?

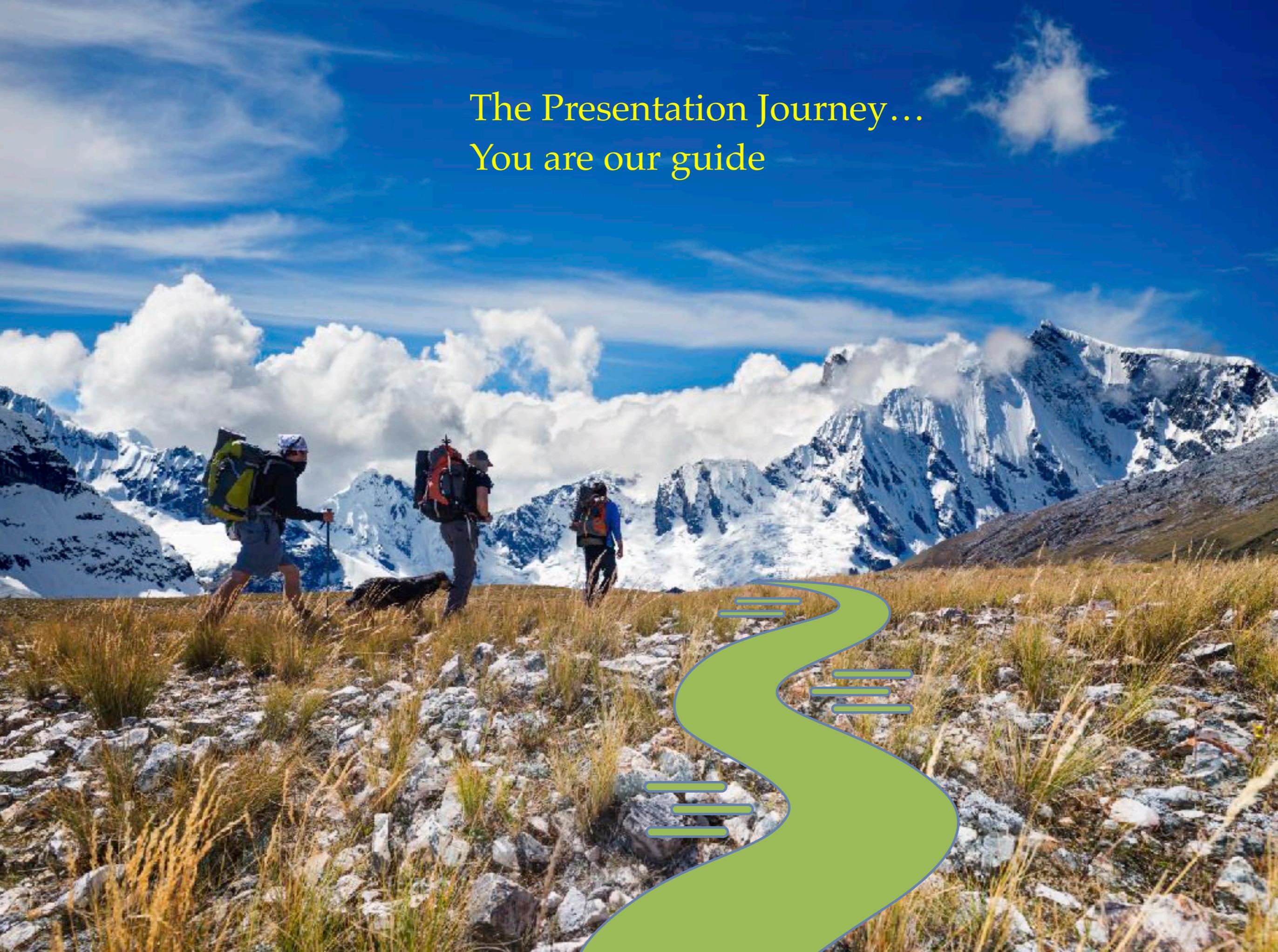


1. Preparation

2. Performance

3. Perspective

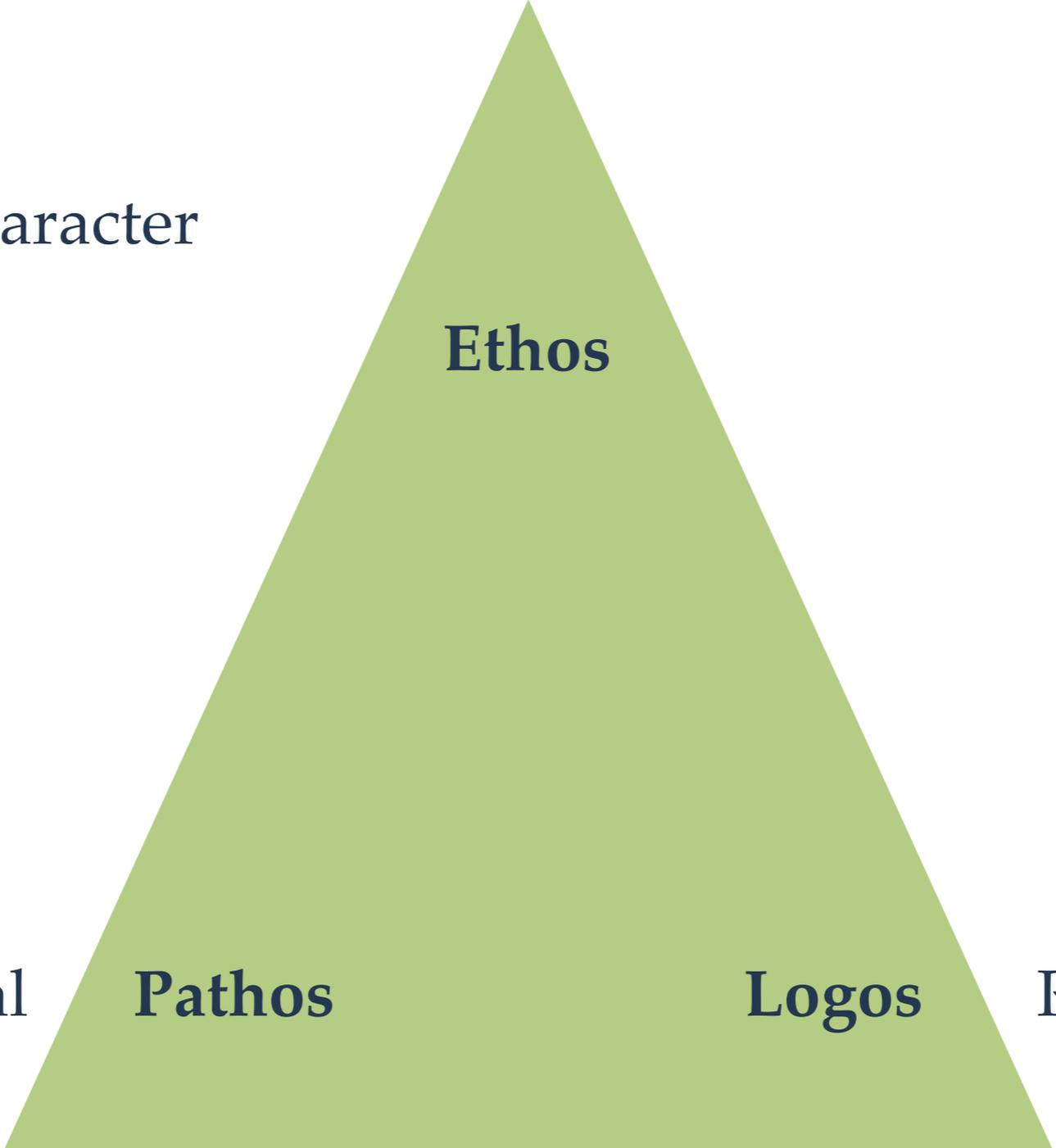
The Presentation Journey...
You are our guide



Aristotle's rules of rhetoric and persuasion... are you striking the right balance?

[Nancy Duarte: [More than just facts](#) (book: 'Resonate')]

Ethical Appeal
Respect through
credibility and character



Ethos

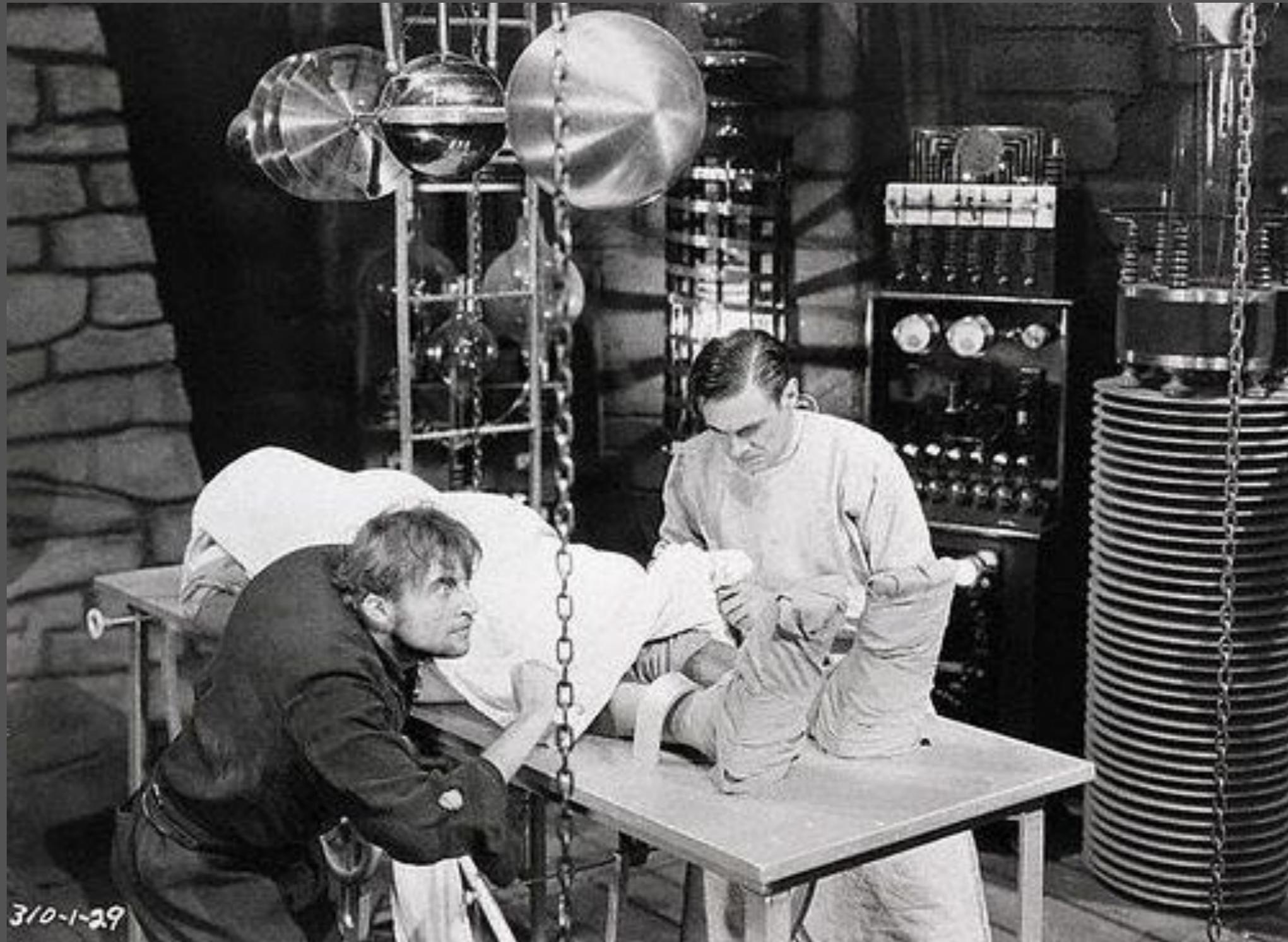
Emotional Appeal

Pathos

Logos

Rational Appeal

The Golden Rule: Keep away from Powerpoint when first preparing



Treat Preparation as a 'Creative Brief'



Design Thinking Rule of 3



Empathy for context of problem and/or end user

Creativity in generation of insights and solutions

Rationality in analysis and solutions to problem

IDEATE...SELECT...EXECUTE

What is my big theme? My 'Through Line?

Start

End

15 Words



- ❖ More choice makes us less happy
- ❖ Vulnerability is to be treasured, not hidden from
- ❖ Education is transformed if you focus on the creativity of kids
- ❖ A history of the universe shows a path from chaos to order
- ❖ Terrible city flag reveal surprising design secrets
- ❖ Understanding and committing to developing presentation literacy can change your life (my one :)

Your audience awaits...

The first step in preparing an awesome presentation

Who are your audience and what do they need?

Audience size?

Who? Status? Experience?

What attitudes and opinions?

How much do they know?

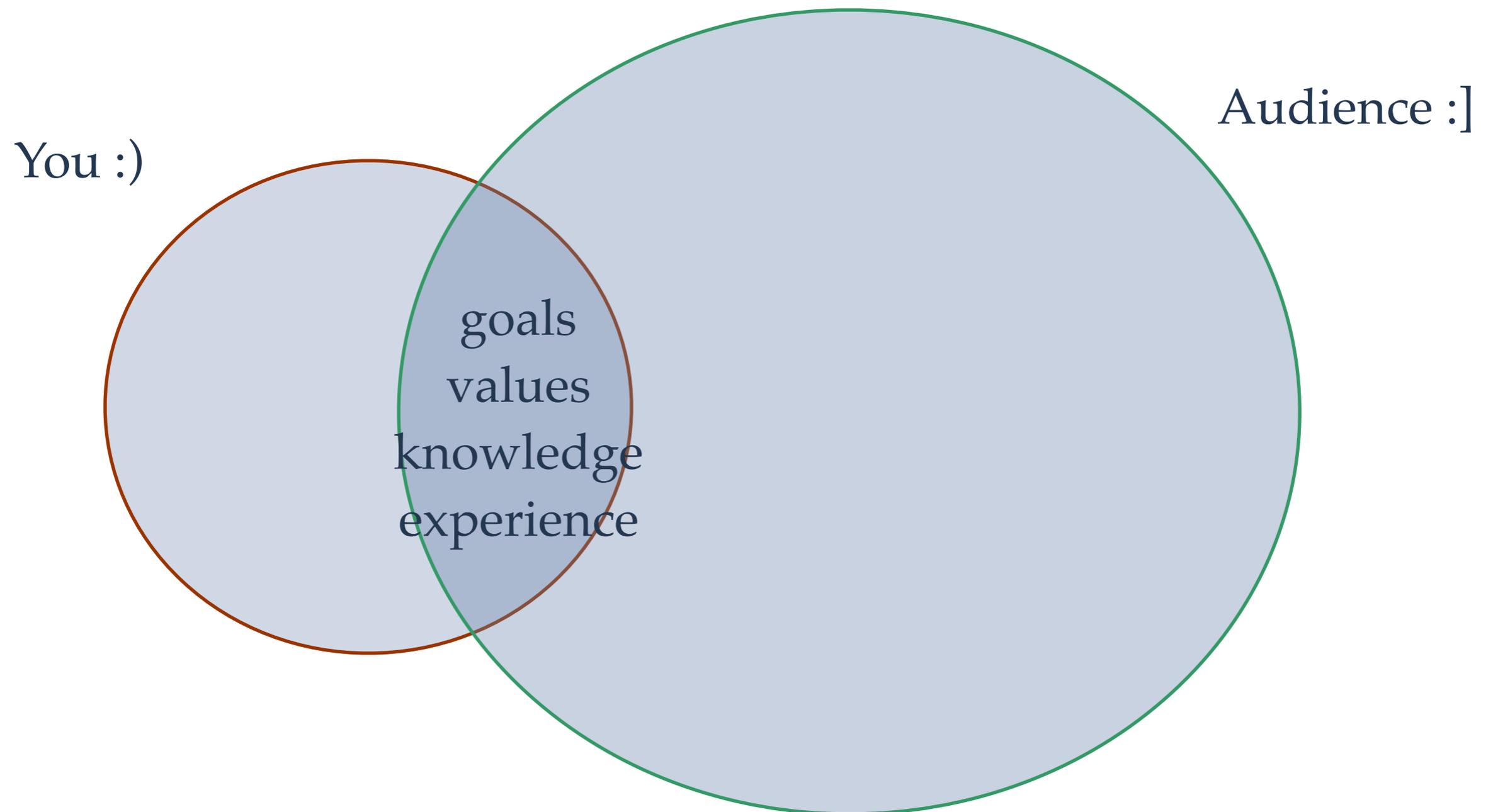
What do they expect?

Where will it take place, how long?

What goals and values do we share?



communicate from the overlap



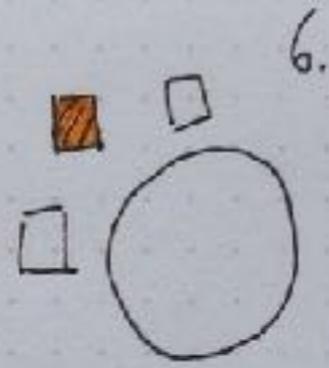
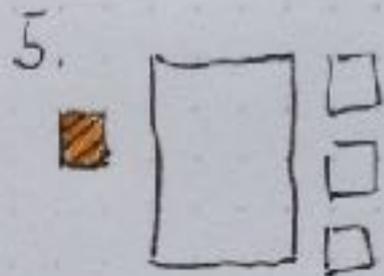
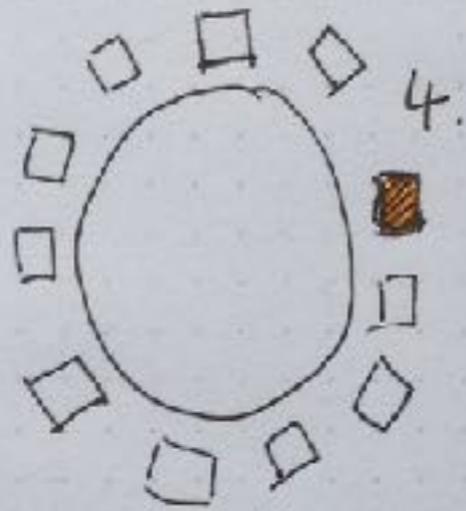
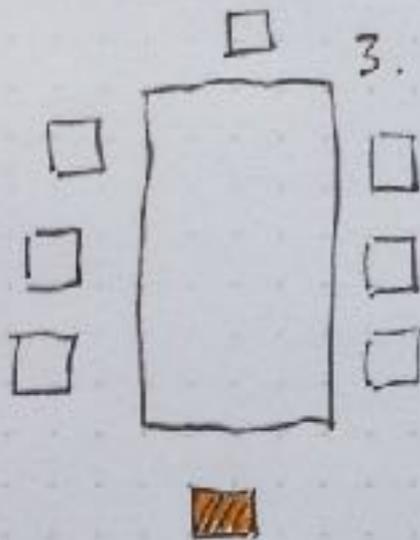
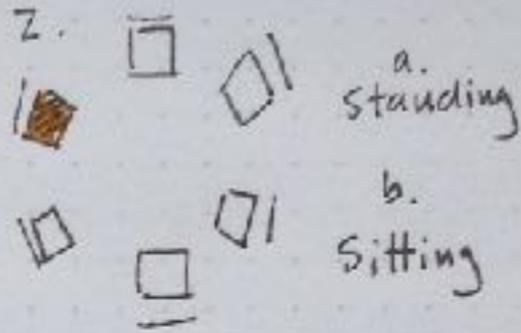
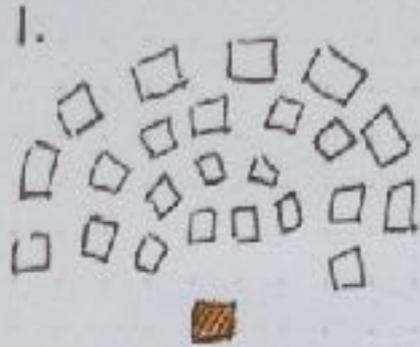


The importance
of place...

IMAGINE

**YOU ARE
HERE!**

■ = You



 Orientation?
  Density?
 Status?

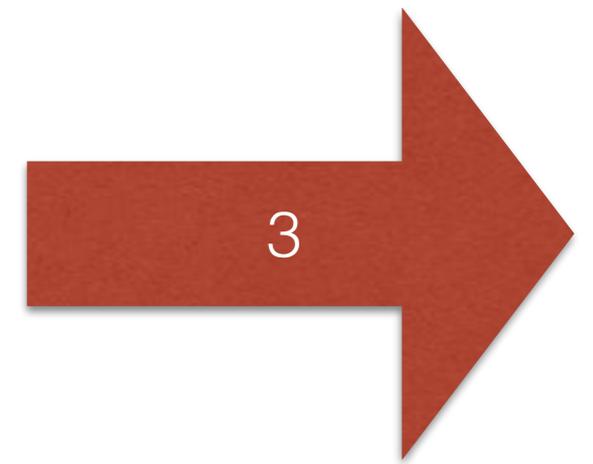
Audiences?

Audiences and Spaces

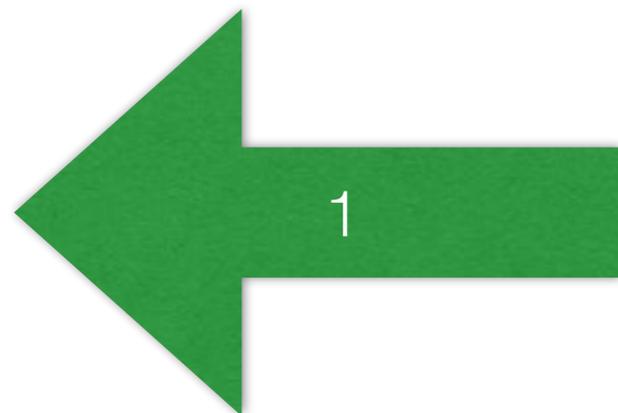
Design for Time



Structure and design a play in three acts...



EXPLORE



CLOSE

Pulp Fiction



AIDA and Introductions

- ❖ **A** attention
- ❖ **I** interest
- ❖ **D** desire
- ❖ **A** action

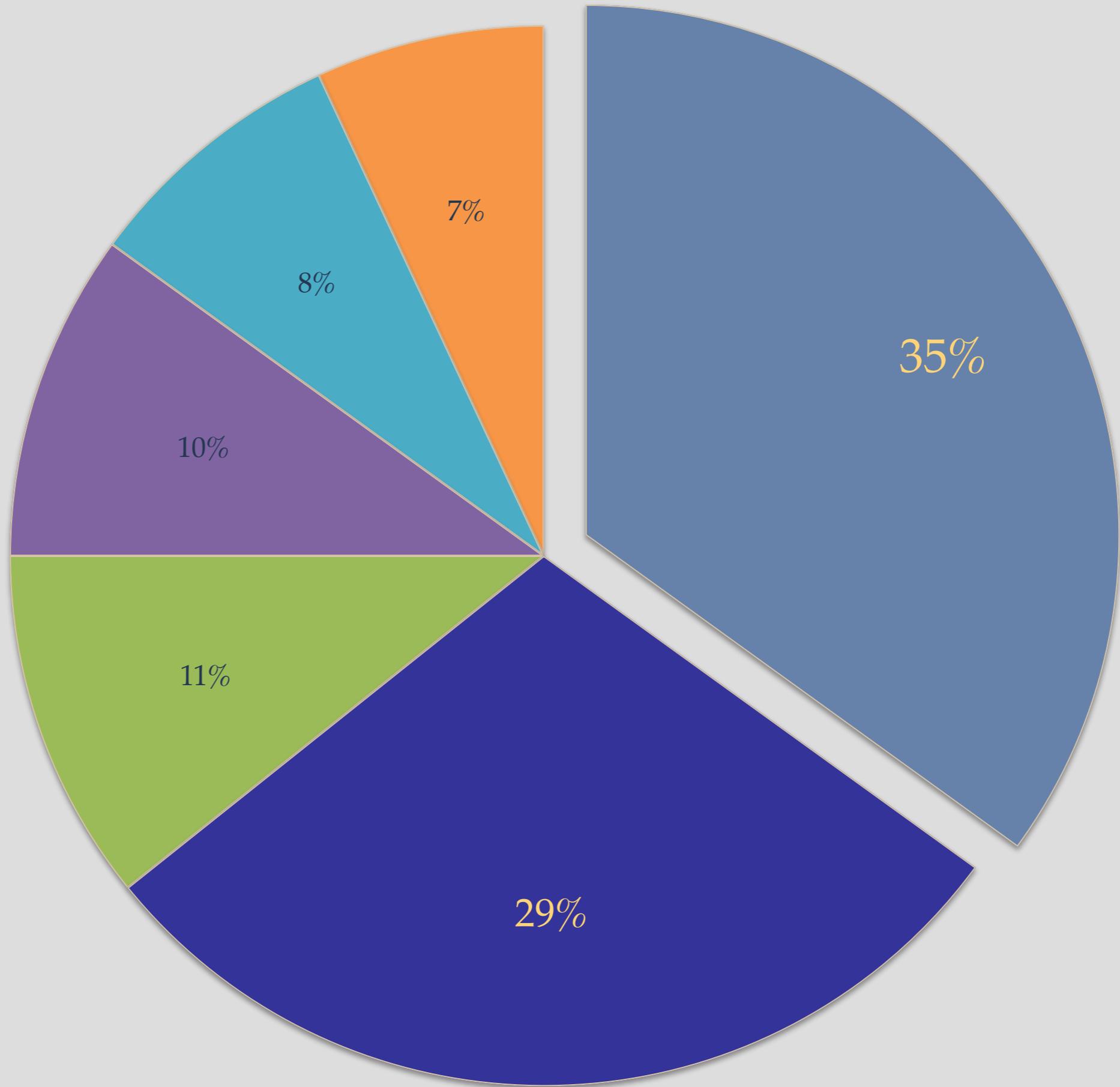


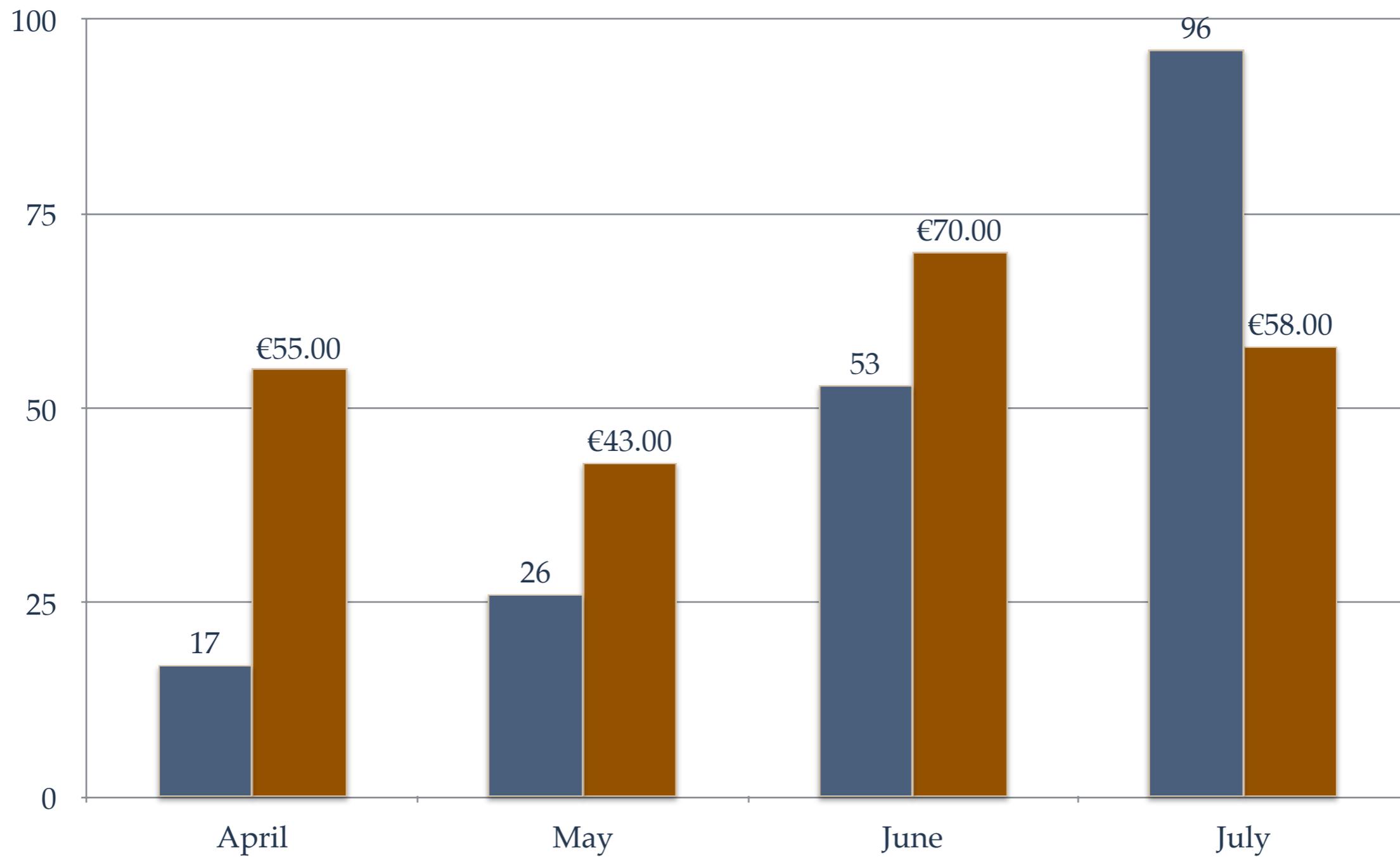
The Presentation Body

Visual Imaginings



Learning from the great masters



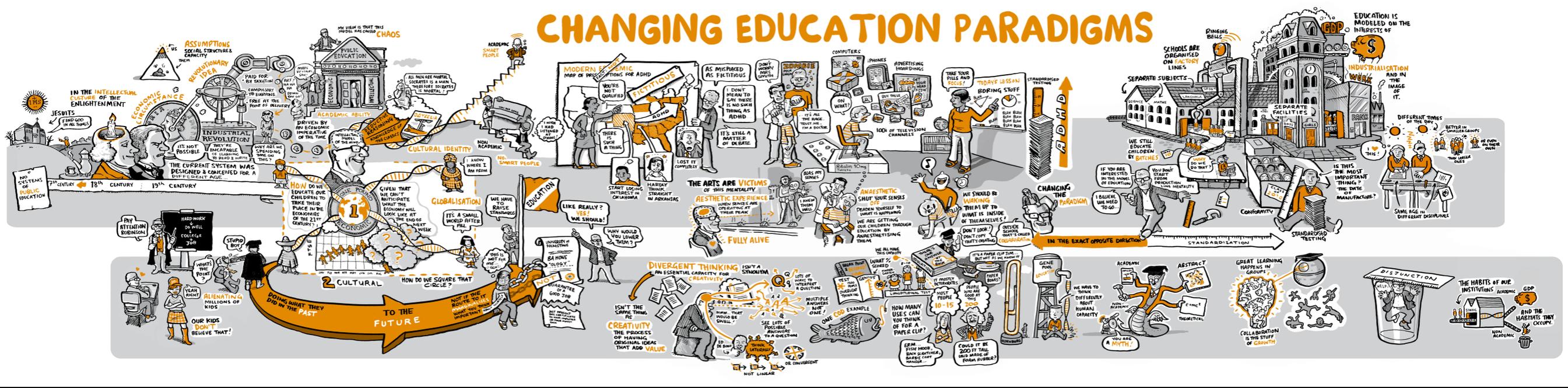


Story Boarding



Ken Robinson, Changing Education Paradigms, London 16.6.08

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Title

Page

Action

Dialoge

Translation

Timing



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Quotes and other Text

This is the moment-
this is the most important
moment right now.
It's about contribution.
That's what our job is.
It's not about impressing people.
It's not about the next job.
It's about contributing something



Benjamin Zander, chief conductor, Boston Philharmonic Orchestra)



3. PERSPECTIVE(S) AND FEEDBACK



APAC



Acknowledge

Prepare

Answer

Confirm

Rule of 3

To conclude...

Key points to help build creative confidence

- ❖ *Prepare for success with design thinking: empathy, creativity, rationality*
- ❖ *Set realistic goals for content*
- ❖ *Remember 'super-task', structure and repetition: rule of 3*
- ❖ *Share your stories and problems*
- ❖ *Drive with energy and questions*
- ❖ *Keep it tight for time and creative*
- ❖ *I like cheese*
- ❖ *Actively seek constructive help and feedback from your audience*
- ❖ *This is a terrible slide- what is wrong with it?*
- ❖ *life is random*

Zen Mind Beginners Mind

Shunryu Suzuki



think
natural ...not
perfect

Where can I practise?



TEDX

x = independently organized TED event

