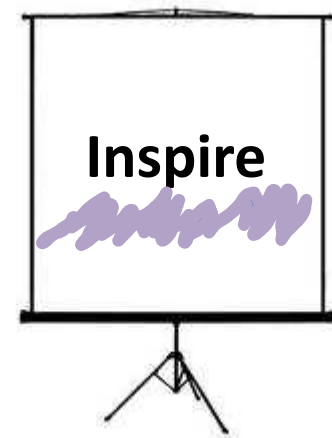
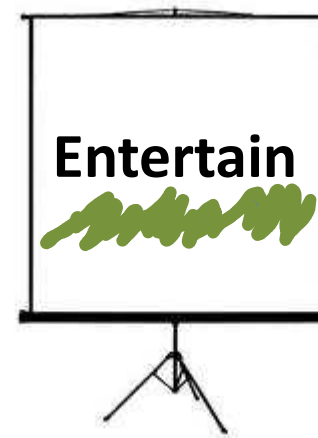
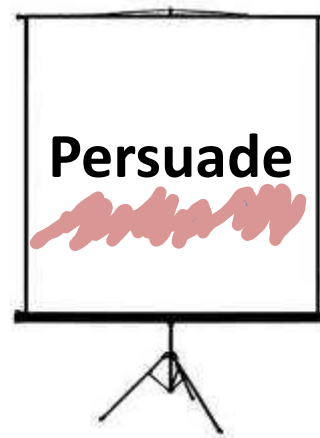
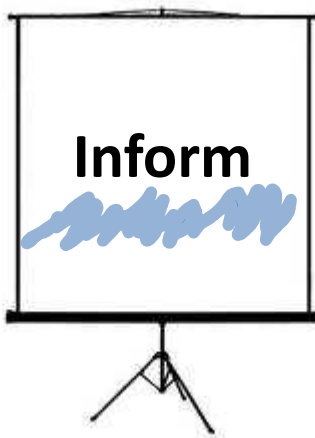




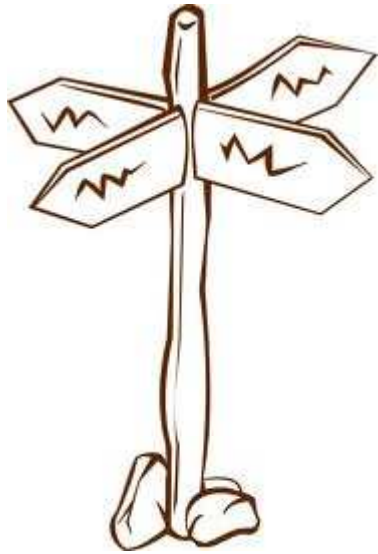
# Art of a Technical Presentation

Fernando Rosario

# What are you trying to accomplish?



# The best presentations



- ✓ ... are **summarized** in one sentence
- ✓ ... have something **real and interesting**
- ✓ ... are **well-organized**
- ✓ ... are **excuse free** presentations
- ✓ ... create a **connection** with the audience
- ✓ ... have a **roadmap**

# Common pitfalls



- 🚫 Presenting **everything** you know
- 🚫 **Overwhelming** the audience
- 🚫 **Poorly** made audiovisuals
- 🚫 **Monotonous** presentation
- 🚫 Delivering **cold and hard facts**
- 🚫 **Intimidation** by the audience
- 🚫 **Failure** to summarize

# 3 Simple rules



**Step 1**

**Tell them what you are going to tell them**



**Step 2**

**Tell them**



**Step 3**

**Tell them what you told them**

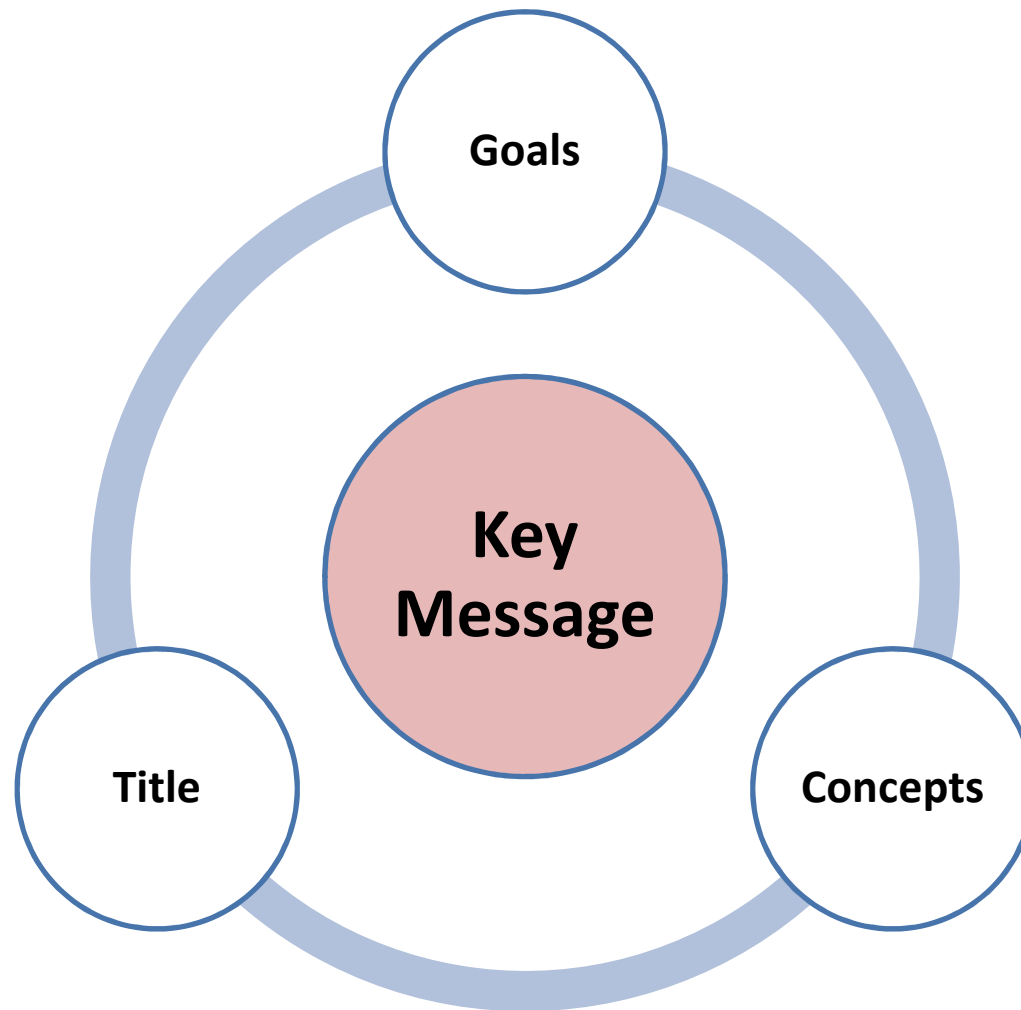
# Preparation is 80% of the work



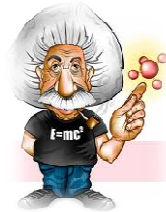
80/20

Preparation and practice is what  
makes a speaker

Imagine your audience would  
memorize only one sentence



# Speak their language (know the audience)



Knowledge



Interests



Background



Needs



Success Factors



# Don't even attempt to present without an outline



- ☐ Key points
- ☐ Concepts
- ☐ Climax
- ☐ Logical sequence

All elements must support  
the **key message**

# Your job is mostly to select content



**Non-Essential  
Elements**



**Tailored  
Content**



**Only Important  
Sentences**



**A Place For  
Everything**

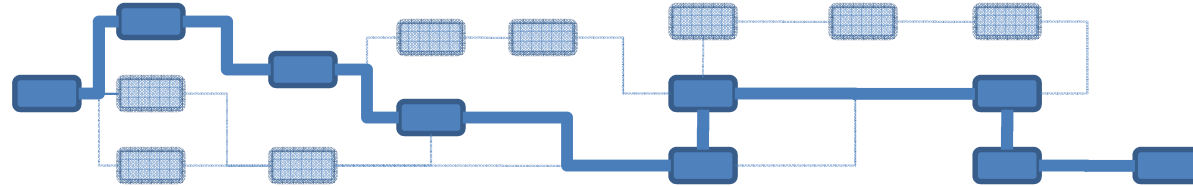


**Summarize Into  
One Sentence**

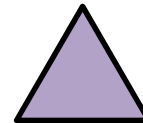
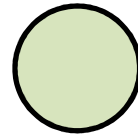
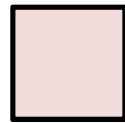
# Your slides must tell a story



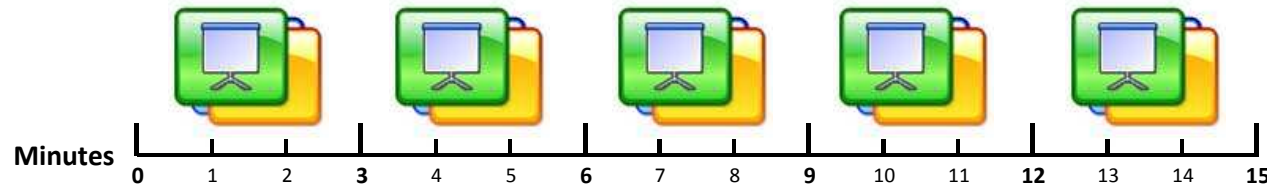
## Logical Sequence



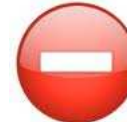
## Concepts



## Timing



## Transitions



## **Title:**

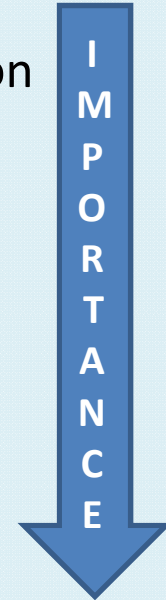
- Clear and Descriptive
- Unique

## **Visuals:**

- Simple
- Limit the number of charts, tables, and diagrams
- Enhance the spoken word

## **Text:**

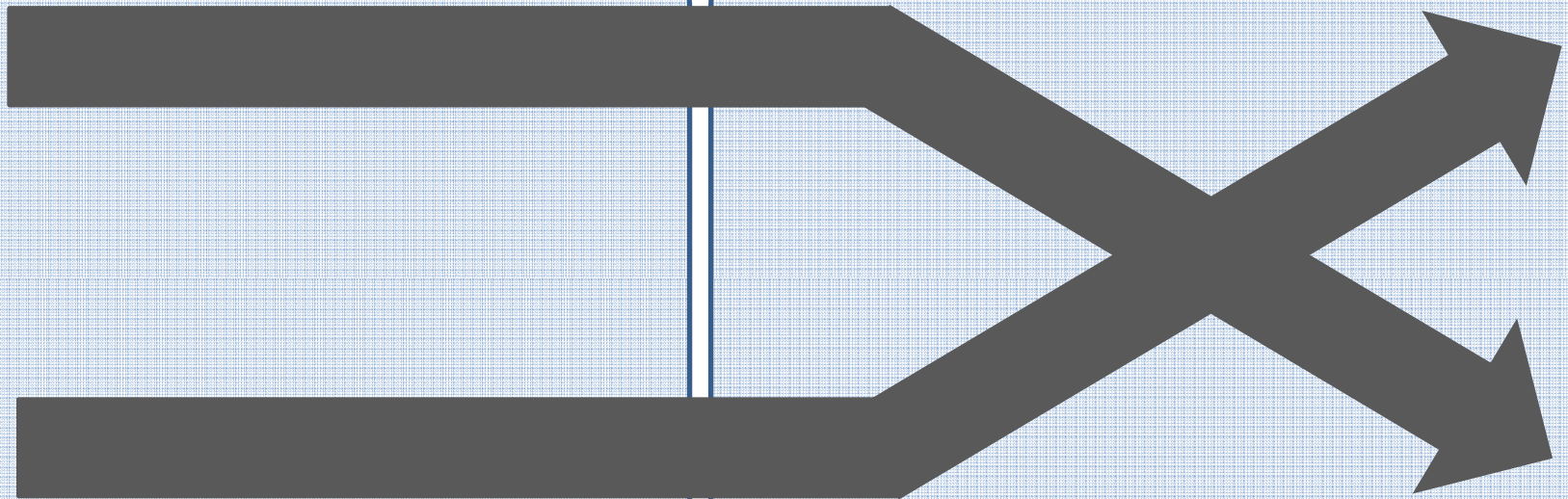
- Only necessary information
- In order of importance
- Do not mix topics



## **Legends, Footnotes, Reminders:**

- Notes / Clues
- Clarifications

**Audiences Read Left to Right**

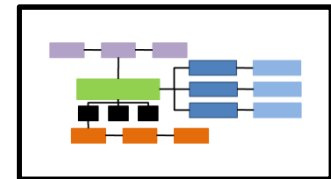
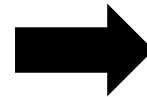
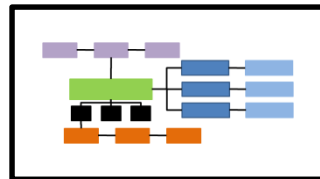


**Audiences Read Left to Right**

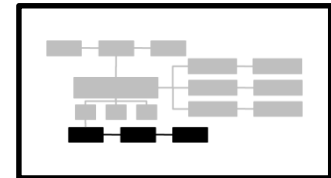
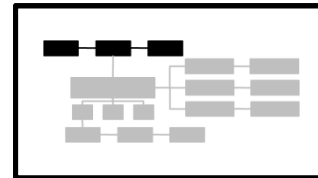
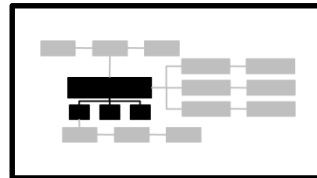
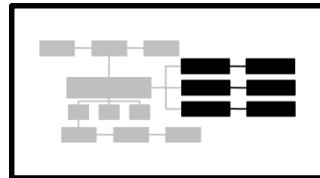
Transitions help the audience understand how successive stages are related to each other



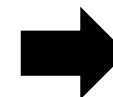
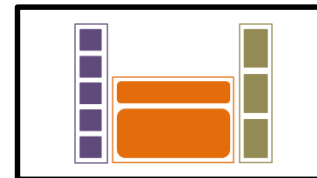
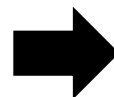
**Identical Visual  
(Start and End)**



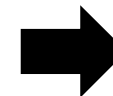
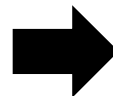
**Roadmap**



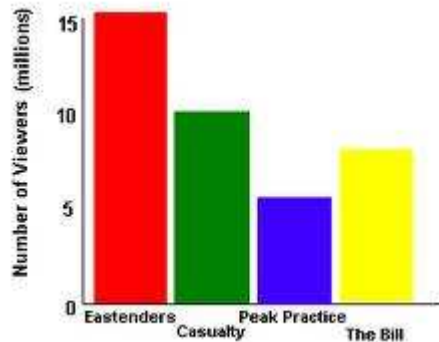
**Build Sequences**



**Progressive**



# Images and visualizations are extremely powerful



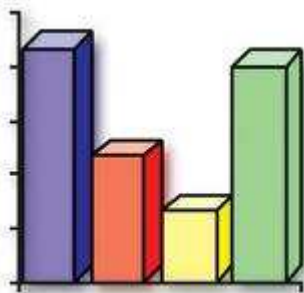
- ☐ Include **diagrams** to show how your system works
- ☐ Never include **generic images**
- ☐ **Complement** math equations with a graphical one
- ☐ Figures should **stand on their own**
- ☐ **Replace raw data** with relationships (Tables, Charts, and Graphs)

# Strive for simplicity



## Complex Equations

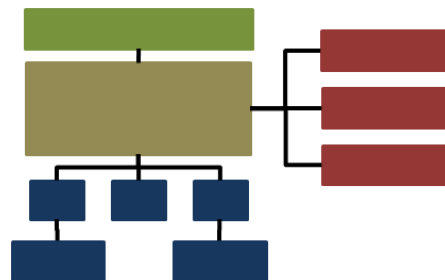
$$V_c = \int_{c_1}^{c_2} [(\omega \times \mathbf{r}) \times \mathbf{B}] d\mathbf{r}$$
$$= \frac{\mu\omega}{R_c} (\cos^2 \lambda_2 - \cos^2 \lambda_1)$$



## Charts & Graphs

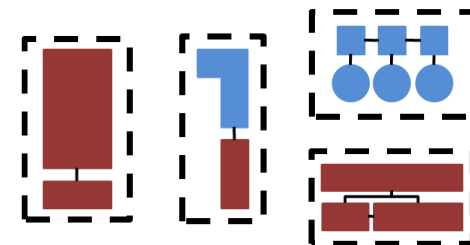
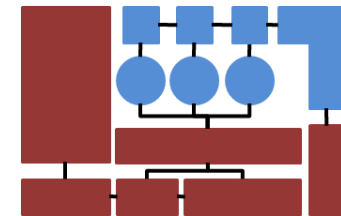
## Textual Context

- SQL Server Backend
- Enterprise Service Bus
- File Transfer Protocol
- Cust. Relationship Mgmt.
- Enterprise Res. Planning
- Active-Active Data Centers



## Visual Concepts

## Complex Systems



## Simpler Systems



# Live demo's are risky



- ☐ Know every inch of your demo
- ☐ Plan for the worst
- ☐ Practice and have a backup plan

Your mistakes should teach them, your demos should teach them; even your shortcut keys, utilities and menu layout should teach them

# Do not give a presentation that you have not run through out loud!



Read the presentation silently



Practice out loud



Videotape yourself



Rehearse with colleagues / friends

# Validation checklist



- ☐ **Title** and **headlines** are appropriate
- ☐ Major **concepts** and **goals** covered
- ☐ Each element contributes to **message**
- ☐ **Verify** content, spelling, sizes, and colors
- ☐ **Coherent story** exists
- ☐ Smooth **transitions**
- ☐ Slides **stand on their own**

# Do not create a complete script



- ☐ Create **speaking notes** in outline form
- ☐ Include **key points** and **concepts** only
- ☐ **Provide direction** during presentation
- ☐ **Organize Q&A** reference material

Well-designed presentations should  
eliminate the need for notes

# The best work is useless if not communicated effectively



**Tell a Story**



**Communicate  
Ideas Clearly**



**Use  
Repetition**



**Manage the  
Audience**

## **Opening:**

Catch the interest and  
attention of the audience

## **Closing:**

Summarize the main  
concepts you presented

# Don't speak in a monotone voice



- ☐ Use **pauses**
- ☐ Vary **pitch** and **volume**
- ☐ Speak **out loud**
- ☐ **Project** your voice
- ☐ Don't talk **too fast**, nor **too slow**
- ☐ **Breathe** slowly and deeply

# The bulk of your persuasive work is done in the body



- ☐ Make **eye contact**
- ☐ Know when to **move** and **not to move**
- ☐ **Smile**
- ☐ **Read audience** feedback
- ☐ Always **face the audience**
- ☐ **Use your hand** as a laser pointer

# Answering questions is hard



- ☐ **Wait** for the questioner to finish
- ☐ **Repeat** the question
- ☐ Be **willing to say “no”** or “I don’t know”
- ☐ **Anticipate** the questions
- ☐ **Practice** answering questions



# Things to avoid



- ☐ ... using **jargon**
- ☐ ... **reading** your slides or script
- ☐ ... **skipping** around a lot
- ☐ ... incorrect use of **humor**
- ☐ ... **memorize** content
- ☐ ... **improvisation**
- ☐ ... last minute **changes**

# The day of the presentation



- ✓ **Familiarize** yourself with surroundings
- ✓ **Visualize** the opening
- ✓ **Run through your talk** once more
- ✓ **Read** your notes
- ✓ You are **in control**, not the audience
- ✓ Be **prepared** for interruptions
- ✓ **Mingle** with the audience
- ✓ Take **deep breaths**

# In summary



- ✓ Identify the **key message**
- ✓ Create a **strong outline**
- ✓ Prepare supporting **content and visuals**
- ✓ **Practice** and **validate**
- ✓ **Deliver** an excuse-free presentation

**If this sounds like a lot of work, it is  
...but the results pay off**