

1 Good morning, good afternoon, and good evening. James Robles here. Thank you for joining us! Today we will be learning about the art of presenting. We will discuss how to prepare, design, and present effective presentations. These methods will enable us to ensure that we communicate our ideas clearly and succinctly.

2 Today will be somewhat interactive and we will be utilizing Slido. So, if you could, please log in. You can access Slido through your mobile device by scanning the QR code or going to slido.com and entering the six-digit code you see on the screen.

3 Presentations need to clearly and visually tell a story.

4 “Humans are predisposed to remembering experiences in the narrative form; we learn best with a narrative structure.”

5 We have been doing so for over 40,000 years.

6 We have been sharing stories and knowledge through images and spoken word

7 since we figured out how to paint cave walls.

8 According to Myers’ multimedia learning theory, people learn deeply through images and words.

9 We transfer thoughts and ideas by using our visual and auditory channels to absorb information,

10 then hold it in our working memory where our brain sifts and filters the data to store what is important to us.

11 So since we know, and is evidenced by our past and current research, that words and images provide deep understanding when it comes to sharing information,

12 how did we get here? (Bad slides)

13 Presentations need to clearly and visually tell a story. Whether that tale is about your trek through the wilderness

14 or the Q4 results of your department, you should be presenting this information in a clean and polished picture book.

15 There are many ideas and arguments as to how we got to this point, where text-heavy PowerPoints are the norm, but in the spirit of our de-escalation techniques sessions, today we are going to lead with what we can/or should do rather than what we can’t or shouldn’t.

(click) Today we are going to discuss **(click)** Presentation Prep, **(click)** Presentation Design, **(click)** and Presentation Delivery.

16 Let’s take a quick self-assessment and inventory of our skills, which area do you think you are proficient at?

Alright, let’s dig.

17 Prep

I used to work with a student named Abby and she was having trouble keeping up with her peers in reading. It was affecting her interpersonal skills, she was having a really hard time making friends. When working with her, I found that she had a good foundation of phoneme recognition (sound units) and blending, but she needed more practice because she would just mumble through the letters she didn't know. I had to brainstorm a plan of attack for her academics because she was falling behind. Without Abby and my knowledge about her skills and background, there would be no lesson. This holds for all lessons and presentations.

18 Without an audience there is no presentation.

19 In a presentation setting,

20 we are engaging in a dialogue with the audience, and we want it to be meaningful and an efficient use of their time. When preparing material, good presenters try to put themselves in the shoes of their audience members.

21 We should aim to find common ground with our audience members while we do our initial research on them.

22 Finding these links will enable us to build a relationship with them and keep their interests top of mind.

23 "Many of us spend too much time fidgeting with and worrying about bullets and images on slides during the preparation stage instead of thinking about how to craft a story that is the most effective, memorable, and appropriate for our audience."

24 When we start to plan for our presentations, we need to ask ourselves questions, like,

25 How much time do I have,

26 What is the venue like, what time of day will I be speaking, who is the audience,

27 What is their background, what do they expect of me, what does this group need and want to know,

28 Is attendance voluntary or mandatory,

29 what do I want them to do, which visual medium is most appropriate for this situation and audience,

30 what is the big picture here,

31 and most importantly,

32 what is my point

33 and why does it matter? These last two questions are what the audience wants us to tell them, why should they care?

34 It is important, early on in our planning to identify the "what's in it for me" regarding the audience. We need to craft our message to fit into an elevator pitch.

35 A good way of doing this is to ask yourself—if there is one thing, I want the audience to take away, it is *blank*. This will focus our mind and give us the pathway of how to communicate the information effectively.

36 Garr Reynolds and Nancy Duarte, are highly respected experts in the presentation space,

37 they tell us that when drafting our presentation, we need to go analog.

38 They are very avid users of whiteboards and Post-it notes.

We should start by **(click)** brainstorming, here there are no bad ideas. Any ideas on the topic, how to present the information, or what to include? Here **(click)** crazy ideas are encouraged because the offbeat ideas may lead to more practical, yet still compelling, supporting ideas later on. Then **(click)**, we want to group and identify core themes, so here they look to identify one key idea that is central (and memorable) from the point of view of the audience. What is the “it” that I want them to get?” Here, we chunk similar ideas and look for a unifying theme. After that, we want to storyboard. **(click)** Here is where we start to organize our content and choose images that will best exemplify our main point.

39 To review -- Remember as you work through laying out your presentation and creating content that **(click)** simplicity is the essence of clear communication. The moral of the story is: **(click)** Always keep the audience in mind. We need to always show restraint and bring everything back to the core message **(click)** —identify the ‘what’s in it for me?’ and then **(click)** our job is to brainstorm offline and identify the elements of our content that can be organized in a way that **(click)** tells a memorable story.

Alright, well we have just examined practices of prepping for our presentations, next we will look at the design, and then we will end with delivery. These activities will help us become better communicators and excellent Presenters.

40 Design

Back to Abby. After some brainstorming, I had a plan. We moved away from her grade-level text because it was harming her motivation to learn, and we pivoted to easy readers and phonics-type books. Each page of these books had 3–8-word sentences accompanied by a detailed picture. You see, here we utilized the theory we discussed earlier. We used pictures and words, presented in a clean way, to hopefully improve her comprehension and reading ability. We took out the distractions. The same goes for complex ideas when we are presenting. We need to keep our presentation design simple and effective. This makes it more efficient and ensures that our message is heard.

First, we will review some design tips for our content, and then we will discuss ways to further engage our audience.