

Effective Presentations to a Non-Technical Audience

Monday, 4:15-5:45 p.m.
Tuesday, 9:45-11:15 a.m.
Beth Fitzgerald, Somil Jain, Dave Core



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Agenda

- Provide tips on presenting
- Break into groups
- Participant presentations/ feedback within group



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Presentation Tips

- **P**ut conclusion first
- **F**ocus on topic for discussion
- **S**implify information
- **U**se good visuals
- **P**rovide relevant information



3

Communication Tips

- Speak slowly & clearly
- Breathe
- Control body language
- Keep voice level even & confident
- Be polite
- Don't apologize



4

Visuals

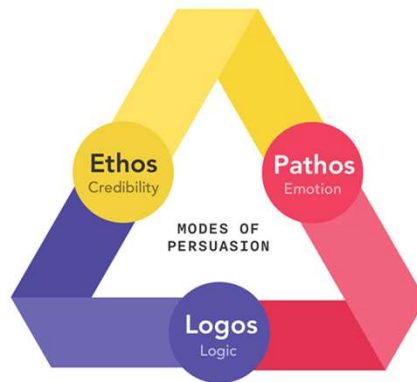
I like mountain biking

vs.



5

Persuasion



6


Motivation

What's in it for me?





7

BRAIN RULES:



He knows how these work

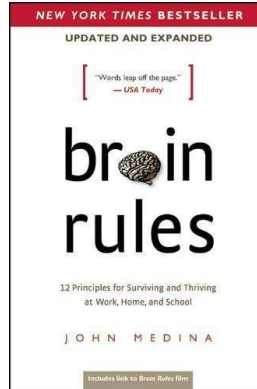
This is Dr. John Medina



<https://www.slideshare.net/garr/brain-rules-for-how-we-learn-why-we-are-happy>

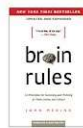
8

Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School



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Brain Rules #5, 6, 7, 10



The Brain Rules

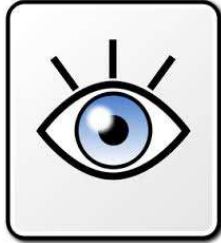
- survival**
The human brain evolved, too.
- memory**
Repeat to remember.
- exercise**
Exercise boosts brain power.
- sensory integration**
Stimulate more of the senses.
- sleep**
Sleep well, think well.
- vision**
Vision trumps all other senses.
- stress**
Stressed brains don't learn the same way.
- music**
Jazzy or loopy to boost cognition.
- wiring**
Every brain is wired differently.
- gender**
Male and female brains are different.
- attention**
We don't pay attention to boring things.
- exploration**
We are powerful and natural explorers.

- #5: Every Brain is Wired Differently
- #6: We don't pay attention to boring things
- #7: Repeat to Remember
- #10: Vision trumps all other senses



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Vision Trumps All Other Senses



Rule of thumb

Oral	—	10%	} 3x	} 6x
Visual	—	35%		
Oral & Visual	—	65%		

Source: Nagel, L.J. (1988) Principles of educational multimedia user interface design (The 80/20 Rule) by John Medina, 2008



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11

Group Exercises

Discussion



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