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### OVERVIEW

What setting is the Your most important factor. It What do you want the presentation set in? How does allows you to reduce content audience to take away from this change the manner in and focus your scope. It is your presentation? How/Why which you cater the your most precious will they remember you? information to your audience? commodity. **AUDIENCE SETTING TOPIC CONCLUSION** TIME Who are you presenting to? Based on the time constraints Is this a technical crowd or and audience, how do you organize your presentation? business crowd?

#### TIME

- Time is your most valuable commodity, recognizing this is your first priority.
  - You are only given 5 minutes to present your topic, there are no ifs, ands, or buts about it.
- Time restrictions allow you to reduce the content and focus your scope of your presentation.
- There are different types of presentations, for example:
  - The 30 Second Elevator Pitch
  - The One-to-Two Minute Walk
  - The Five Minute Demonstration
  - The 30-to-60 Minute Sales Presentation
  - The One Hour Conference Talk

### AUDIENCE

- Who are you talking to?
  - Are you targeting a technical crowd or a business crowd?
  - Are you speaking to colleagues? employees? business associates? management? students?
- A technical crowd does not want "hand-wavy" or generic content.
  - Avoid the terms: big data, state-of-the-art, and artificial intelligence.
- A business crowd does not want to hear you talk about technical details.
  - Avoid the terms: actionable, synergy, pivot, and innovative.

#### **SETTING**

- The manner in which you talk to your audience will differ depending on the setting you are in.
  - Is this a: demonstration? conference talk? elevator pitch? two-minute walk?
- Let's look at some settings:
  - The elevator pitch is time constrained, so get to the point!
  - The walking pitch is also time constrained, get to the point but either have a strong introduction or conclusion.
  - A demonstration gives you time to explain your product. Do not assume anything and do not skip details!
  - A sales presentation allows you to explain what problem your product addresses and how it solves it.
  - A conference talk gives you the ability to communicate background details, motivations, contributions, etc...

#### TOPIC

- What are you talking about?
- Given the time constraints and the audience that this presentation is directed towards, how are you decomposing your talk?
  - Will you focus on the technical or non-technical aspect of the topic?
  - Based on your time constraints, how much detail will you incorporate into each sub-topic.

# CONCLUSION

- What do you want the audience to take away from your presentation?
- Do not end your presentation with future work, "questions", "thank you", etc...
- Remind the audience of the take-home message, this is the last thing that they will see!

#### What is an Elevator Pitch?

- A 30 second speech that summarizes important points about you.
- This is a handy technique that can be used for networking, job interviews, and in an elevator with someone important!
- Give them enough information that they want to know more. Do not overwhelm them!
- What do you want them to know about you?

We are looking for an elevator pitch from you for your project!

#### An Effective Elevator Pitch

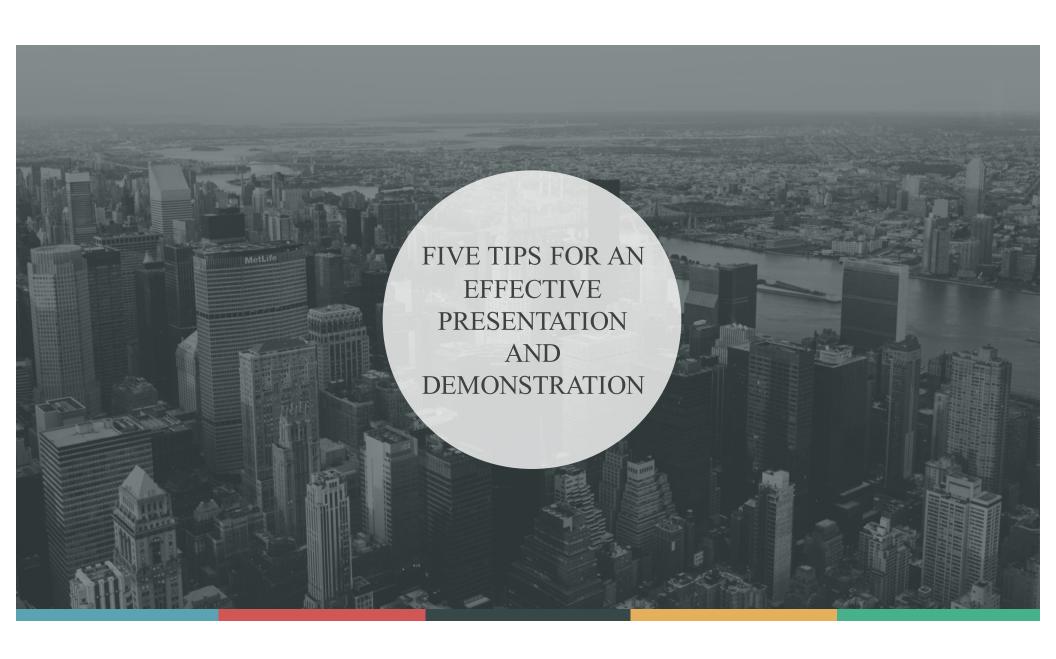
- Concise short and to the point. Be aware of the audience's attention span.
- Clear understood by everyone. No jargon and acronyms, keep it in layman's terms.
- Compelling why is this of interest to your audience?
- 4 Credible why are you of value? What experience do you have?
- 5 Conceptual high level without excessive detail.
- 6 Concrete specific and tangible.
- 7 Customized addresses a specific audience; consider the relationship.
- 8 Conversational start a dialogue.

### Communication Tips

- Body language is 90% of communication
  - Maintain Eye Contact
  - Do not put your hands in your pockets
  - Voice Projection (not to be confused with yelling/screaming)
  - Move around (when appropriate)
  - Confidence
    - If you know the topic, you will be confident.
    - If you do not, talk about what you do know!

## Communication Tips

- Practice
- You can do this with a friend, a family member, or even a stranger!
- The saying "practice makes perfect" really does apply!
- Relax



SET A THEME AND PROVIDE AN OUTLINE  DEMONSTRATE RELEVANCE OF YOUR IDEA	VISUAL SLIDES	LEAD UP TO A MEMORABLE POINT	ENGAGE YOUR AUDIENCE
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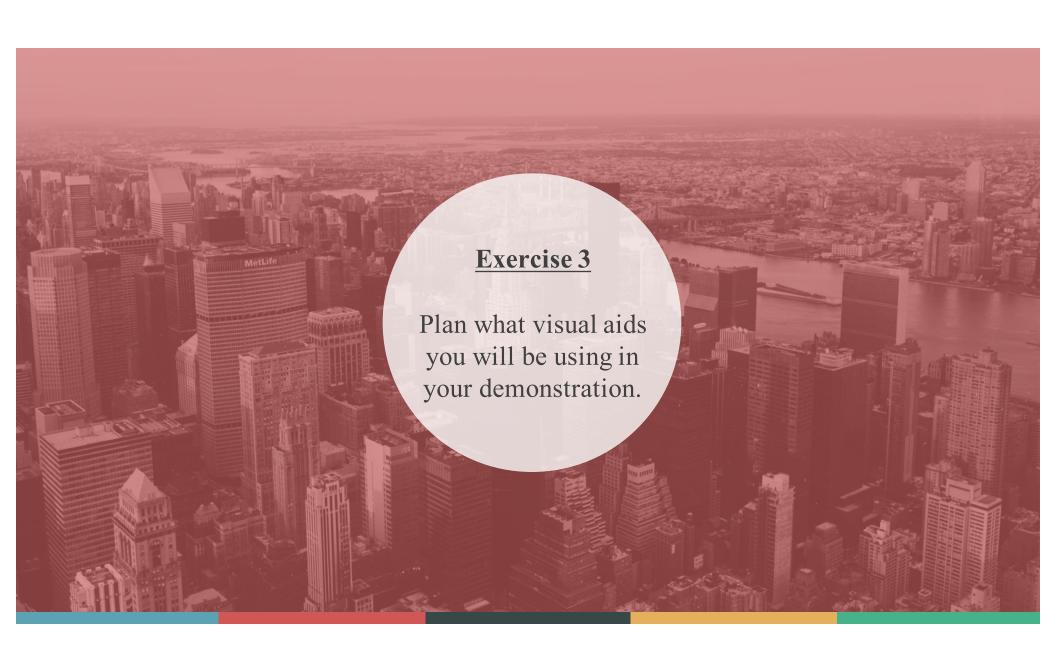




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## CONCLUSION

