

Presentation and Communication Skills

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Program for this afternoon

- ▶ How to give a (good) talk – a crash course
- ▶ How to structure content: Science
- ▶ How to present: Presentation skills

- ▶ Please ask questions in between, as I will do as well ...

The start ...

Are you nervous when
giving a talk ?

Well, that is great, keeps you sharp,
but don't be too nervous ...
and not for too long ...

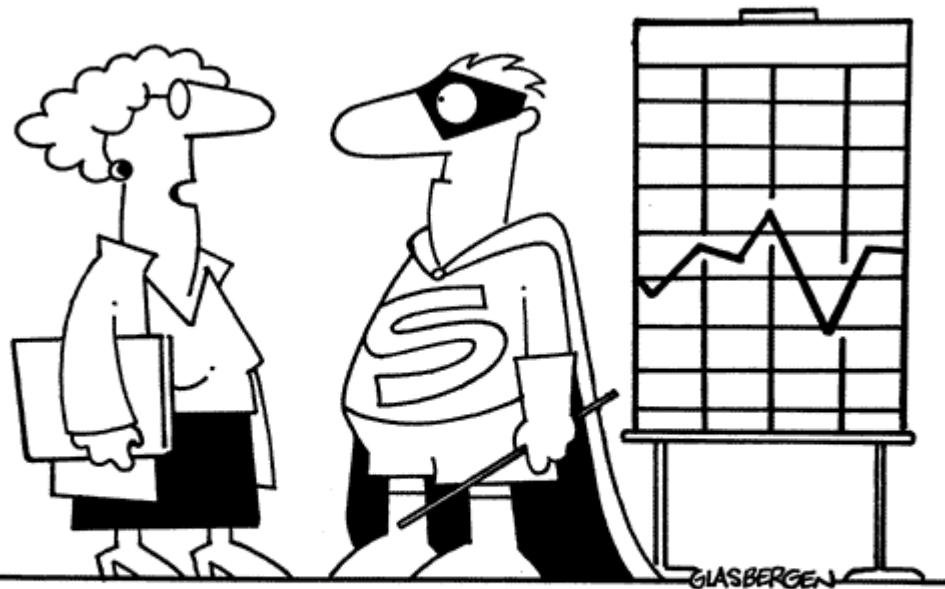
The start ...

Why are you nervous ?

- ▶ You don't like to be in the center of attention.
- ▶ You are afraid that your presentation will not be good.
- ▶ You are expecting questions you may not be able to answer.
- ▶ Other people give so much better talks.
- ▶ This talk could be the instantaneous end of your (scientific) career ...

The start ...

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**"Fear of public speaking is quite common.
If dressing up as Speaker Man makes you
feel more confident, then so be it."**

Content or Style ?

Both are (equally)
important → hard !

- ▶ A nice talk without content only will convince people who have no clue where you are talking about (unlikely in Science).
- ▶ An interesting talk will not attract any attention when presented poorly (a missed chance in Science).

Content: 2 questions first

Who is listening ?
What do I want to achieve
with my talk ?

- ▶ Catch the right level.
- ▶ Don't talk for yourself, talk for your audience.
- ▶ Go for a 'one-liner' as take home message.

Content: pitfall

You know where you are
speaking about,
the audience does not

- ▶ Give them structure !
- ▶ Give them time to think !
- ▶ Just imagine that you would be hearing your talk for the first time.

Content: the S-model

S

Content: the S-model

Take your time



INTRODUCTION:

What is the goal of this talk ?

What do you need to know to understand the rest ?

EVERYBODY should understand where you are talking about, specialists and non-specialists.

Content: the S-model

Take your time

First acceleration

Specialists have to start thinking. / Non-specialists are going to learn s.th.,



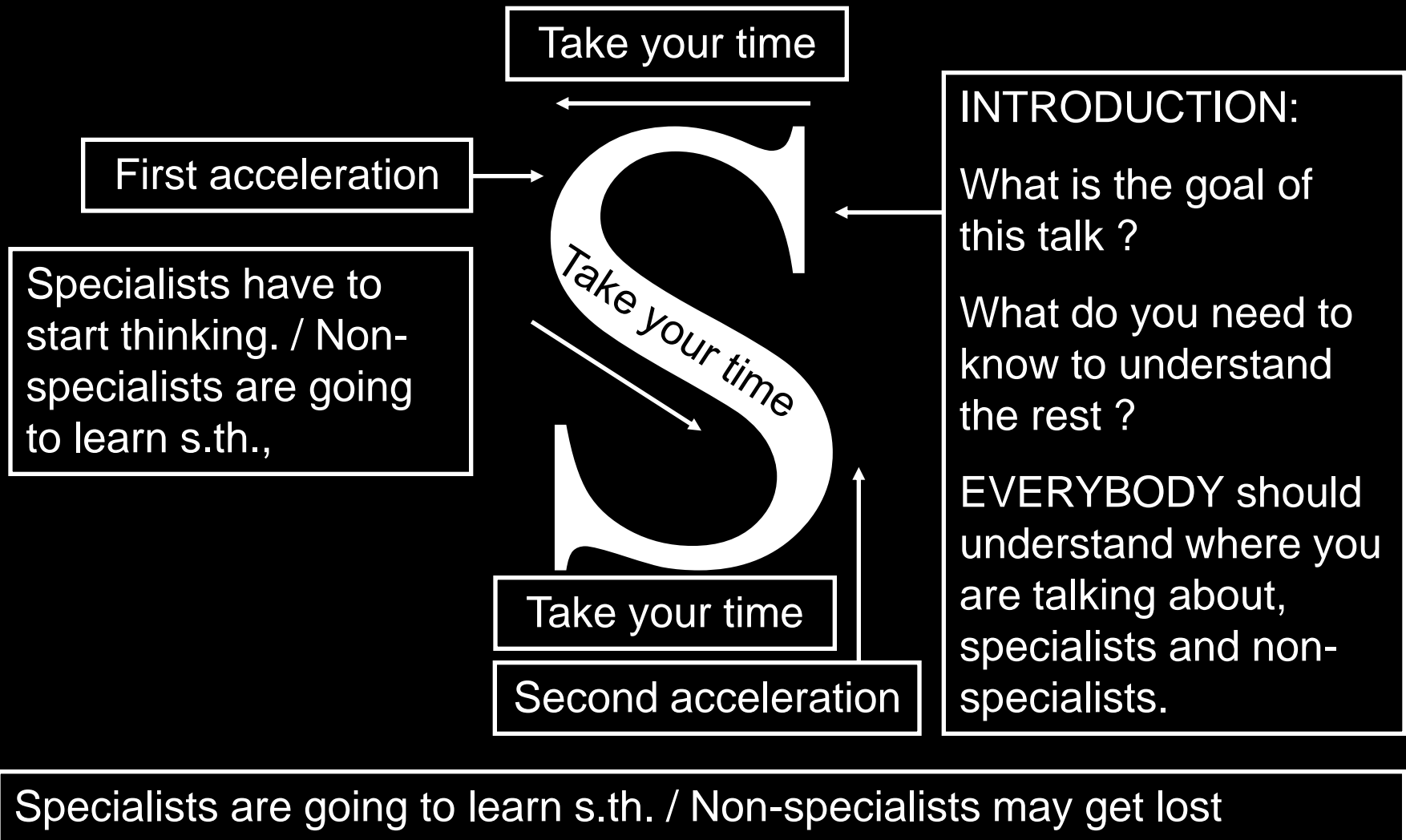
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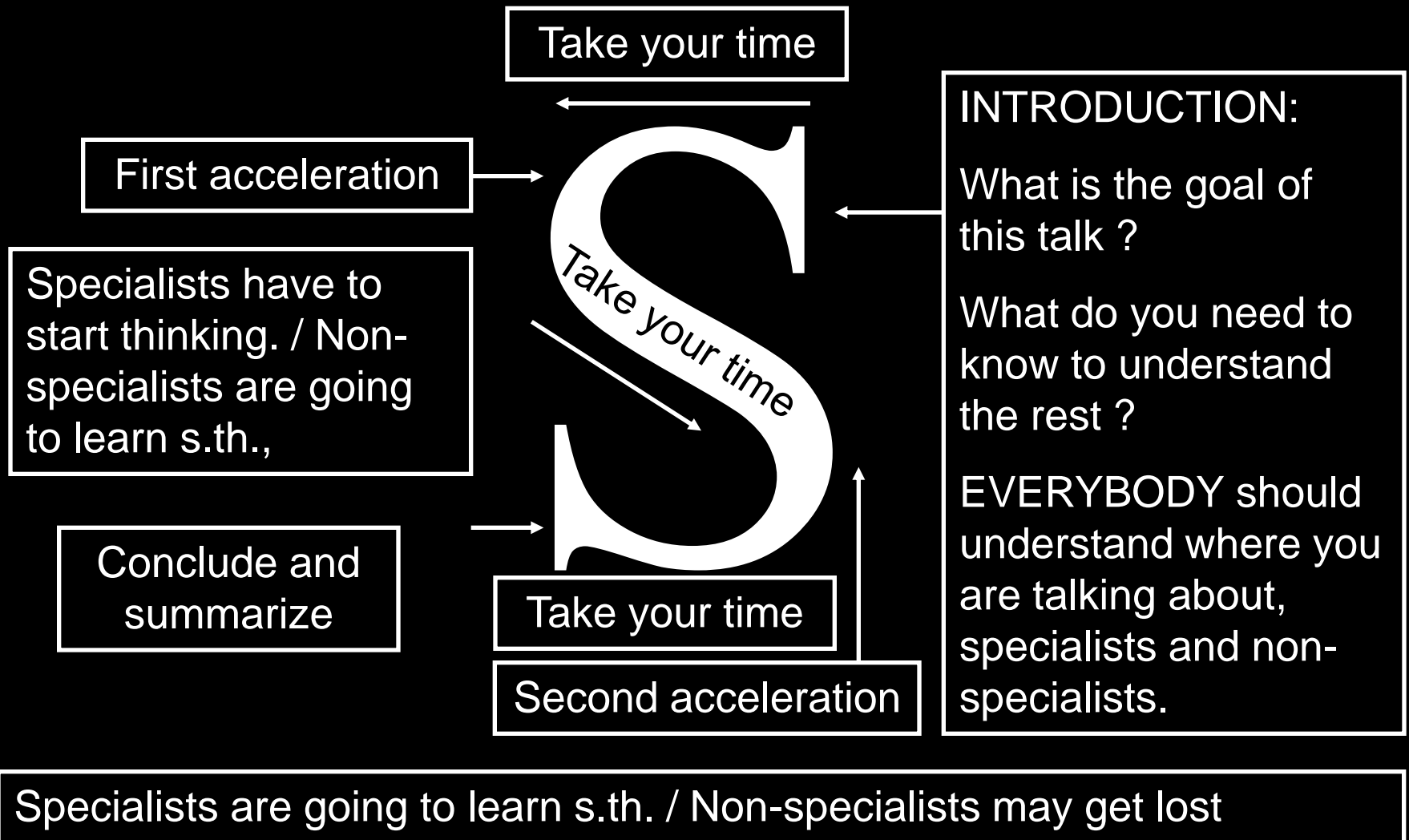
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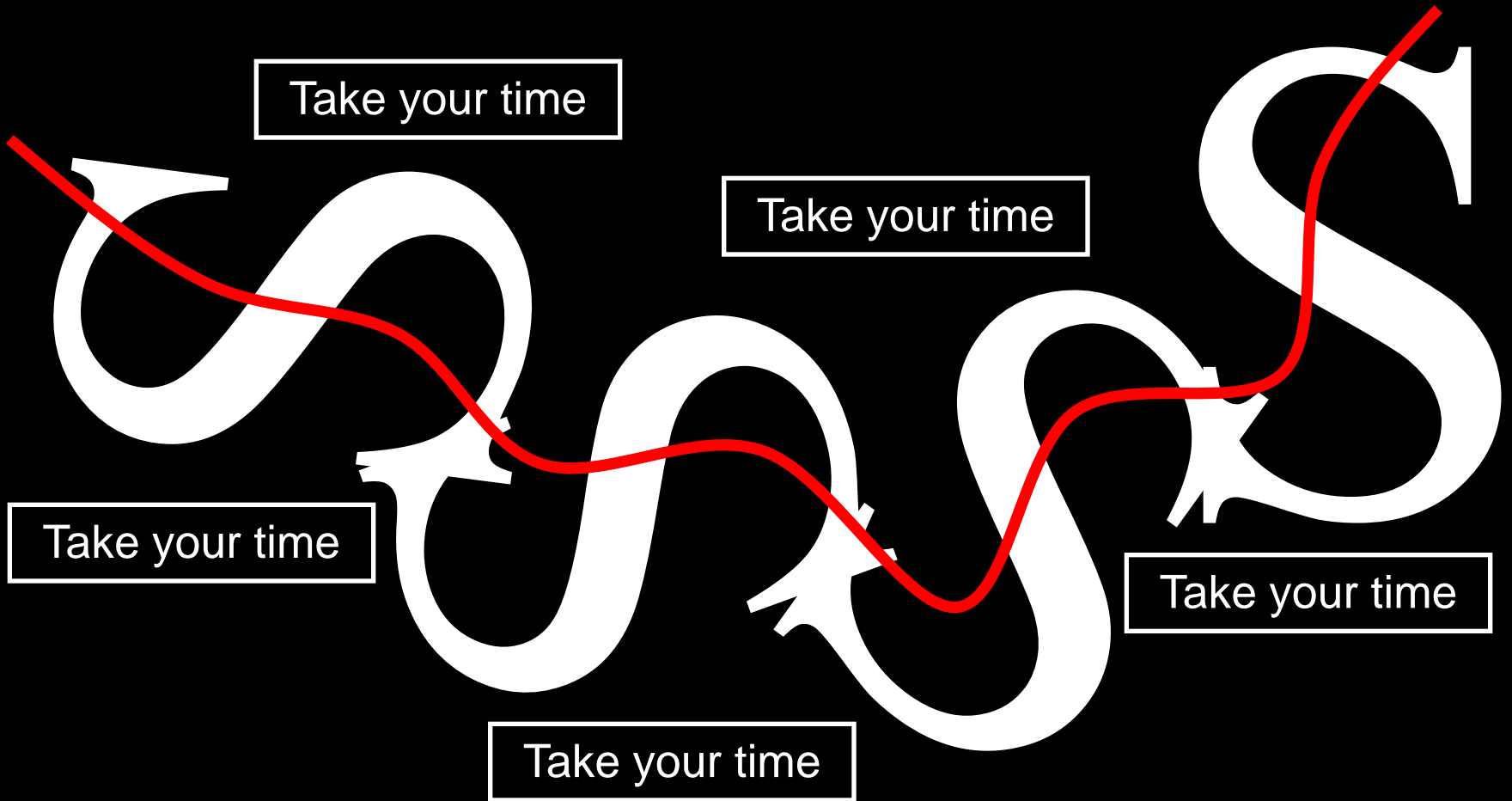
Content: the S-model



Content: the S-model



Content: the S-model

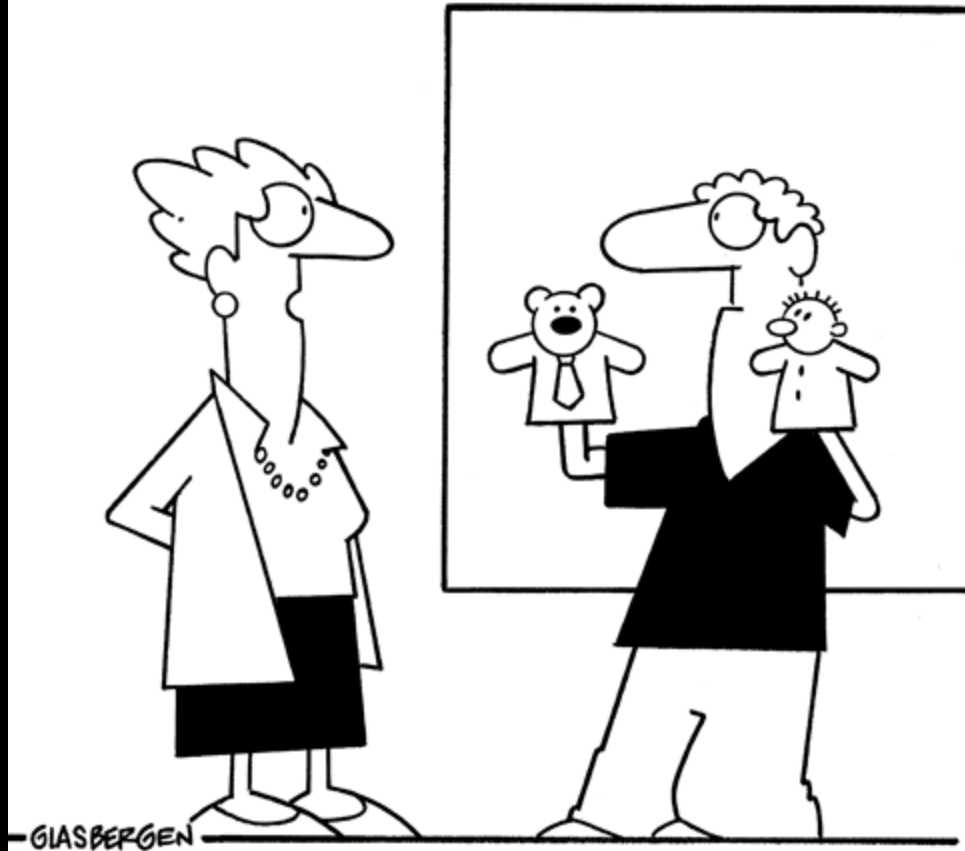


Style: a matter of taste ?

Two aspects

- ▶ Your person: be yourself.
- ▶ Your presentation: yes, a matter of taste, but within boundary conditions.

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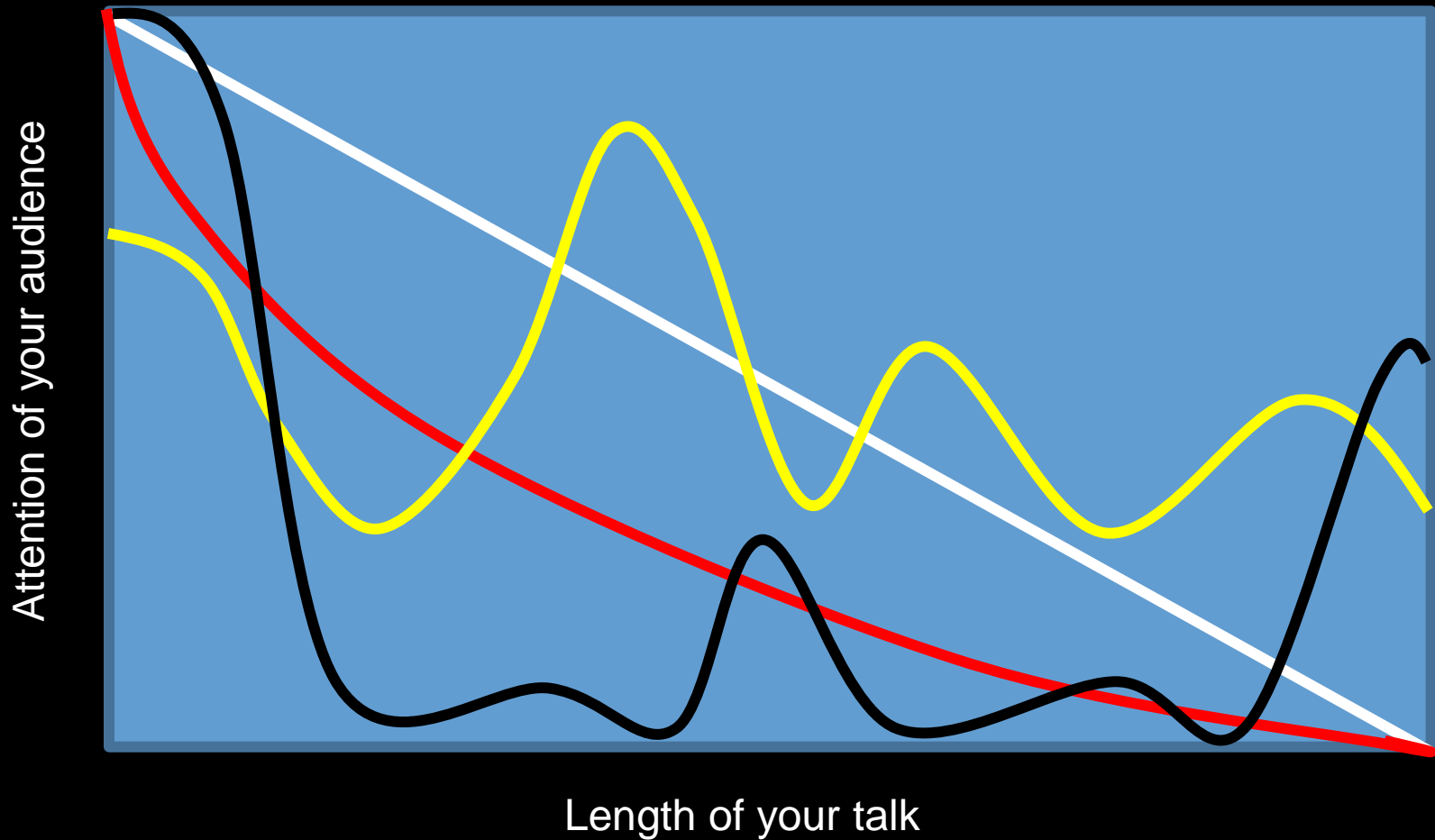
**“Any chance you could learn PowerPoint
before your next presentation, Jim?”**

Style: presenting yourself

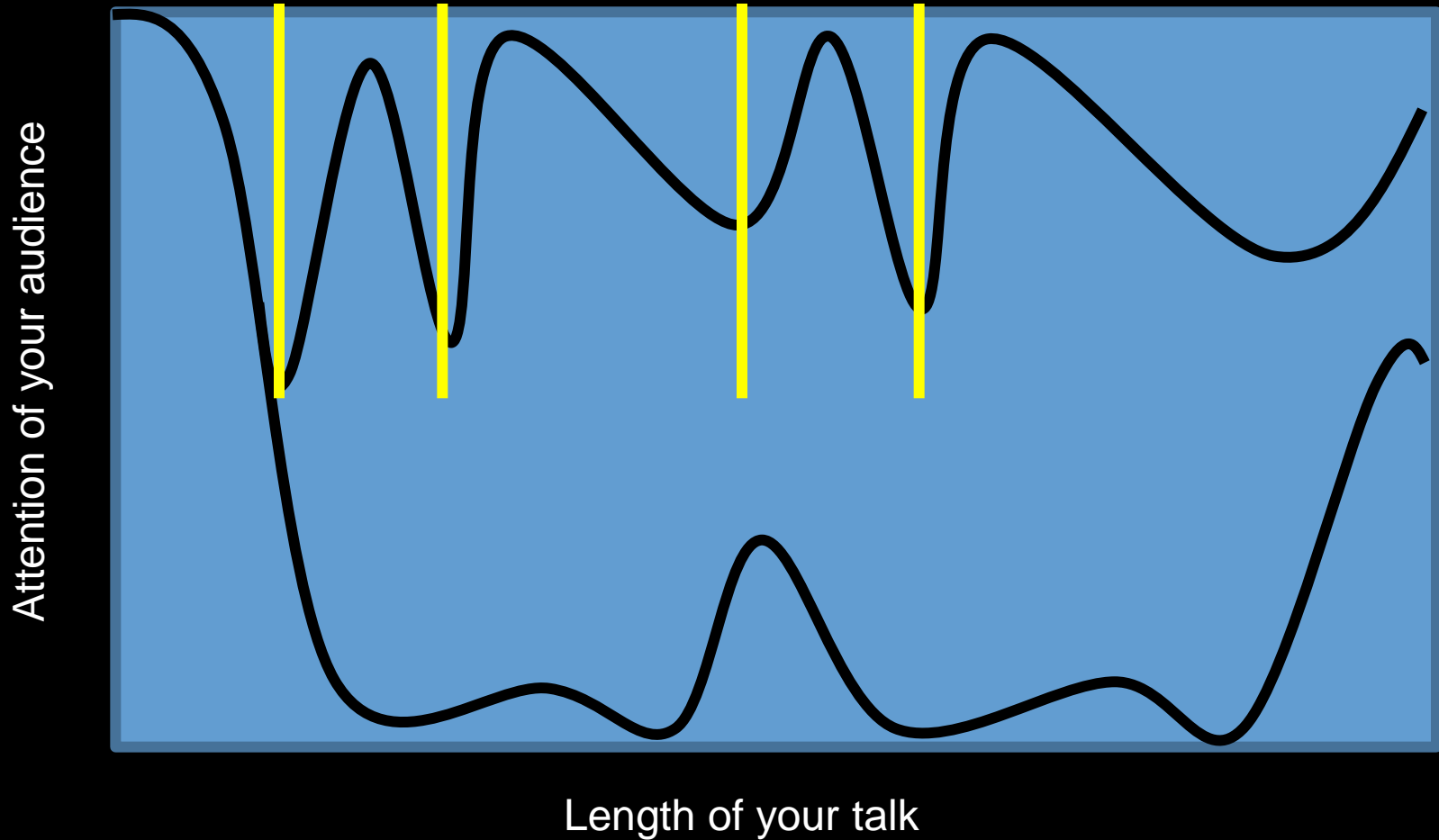
do's and don't's:

- ▶ Know what you want to say (content / English).
- ▶ No ... uhhh, uhhh, uhhh.
- ▶ Present spontaneous:
 - Do not memorize your talk.
 - Do not read from a piece of paper
- ▶ Speak loud and not too fast.
- ▶ Breath ... breath ... breath.
- ▶ Look to the audience, point to your presentation.
- ▶ Interact with the audience (be aware of ...).

Style: presenting yourself



Style: presenting yourself



Style: presenting yourself

do's and don't's:

- ▶ Know where your hands are.
- ▶ Do not freeze – move.
- ▶ Do not point with your hands.
- ▶ Do not point to the laptop.
- ▶ Use a stick or laser pointer.
- ▶ Do not use the stick as a weapon.
- ▶ Interact with the audience (be aware of ...).

Style: presenting yourself

do's and don't's:

- ▶ GIVE A TEST TALK FOR A CRITICAL TEST AUDIENCE
- ▶ ASK FOR FEEDBACK [H T D W FB ?]
- ▶ RESPECT THE TIME YOU HAVE.

Style: your presentation

do's and don't's:

- ▶ Use a regular font with at least 22 pt.
- ▶ Use contrasting colours (e.g. white/black).
- ▶ Apply special effects only when useful.
- ▶ Use bullet points.
- ▶ Add info on slides with a graph, figure, diagram.
- ▶ Less is more: do not provide too much information on one slide.

Special: rules of etiquette

do's and don't's:

- ▶ Acknowledge and give the correct credits.
- ▶ If applicable: provide references.
- ▶ Stay polite (also when you do not agree with a question/comment, particularly when that question is phrased in an impolite way)

Most people take into account that ... but you ...

I was surprised about your conclusion ...

I was confused by your statement ...

Special: presentation killers

do's and dont's:

- ▶ Do not apologize for things you should not apologize for.

Special: presentation killers

do's and dont's:

- ▶ Do not apologize for things you should not apologize for.
- ▶ Be careful with jokes.



**“Your computer skills are lacking.
On the other hand, it would be great to
hire someone who can’t make a PowerPoint!”**

Special: presentation killers

do's and dont's:

- ▶ Do not apologize for things you should not apologize.

- ▶ Be careful with jokes.

- ▶ Answer questions as good as you can, but always remain fair; never fake an answer.

→ do not be afraid to say you do not know, and motivate why.

Special: presentation killers

do's and dont's:

- ▶ Do not apologize for things you should not apologize.

- ▶ Be careful with jokes.

- ▶ Answer questions as good as you can, but always remain fair; never fake an answer.

→ do not be afraid to say you do not know, but motivate why.

- ▶ Never explain stuff you do not understand yourself.

Special: presentation killers

do's and dont's:

- ▶ Stay in time: not too long (irritating and unacceptable), not too short (not effective).
- ▶ Have a clear end (don't stop in the air).

Present a conclusion

A take home message

And give courtesy to the persons who deserve
[could be at the very beginning as well]

Thank you for your attention !