



HUDAYA ...

PERFORM
~~CREATE~~ PRESENTATIONS
THAT INSPIRE ACTION.

one thing to get out of today

ALL PRESENTATIONS
ARE PERFORMANCES.

STYLE.
SHOWMANSHIP

background

JUMP ASSOCIATES
New York. SAN MATEO
teach graphical/presentations
at Stanford.

PREP — CONTENT — DELIVERY.

powerpoint is not a
substitute for you.

PREP.

You should prep for every
presentation/lecture.



presentations you give
you what the audience
does. Take action
at end of a meeting.

- IDENTIFY ACTUAL PRESENTER.
- DEFINING THE GOAL ACTION.
WHAT ACTION TO TAKE.
eg. Head nod or JUST NOT SAY NO.
or more active control.
WHAT PROVOKED RESPONSE.
- FILTER
only add things people need to
know to take the action.
how do they (audience) differs
from your PERSPECTIVE



CONTENT

- YOU CAN USE TEMPLATES
- 3 PEICES .OF INFORMATION THEY NEED TO KNOW.
- INTRO.
 - preview talk.
 - tell them what you are going to tell them.
- GO THROUGH POINT 1, POINT 2, POINT 3.
- TIE POINTS BACK TO ACTIONS WE NEED AUDIENCE TO TAKE.
- CLEAR CALL TO ACTION / GOAL.
- BE VISUAL
 - STRONG IMAGES.

* STORY ARC.



we will talk about
1 mmm
2 mmm
3 mmm



DELIVERY

• become a better everyday speaker.
to make great public speaker.

- You inunciate
- FACE YOURSELF cut out parts if you have less time
- VOLUME / CONTROL YOUR VOLUME.

- LOUDNESS PEOPLE CAN HEAR
- PITCH - modulator tones.

• natural voice & tone.

• Tell great stories to your friends over meals.



PLAN B

when your losing people

- JUST KEEP GOING
- IT'S OKAY TO ASK A QUESTION OF THE AUDIENCE.
- POSSIBLE ISSUES
 - TRACKING
 - INTEREST.
- FINISH YOUR POINT GET TO AN END OF POINT.
- SWITCH TO QUESTION ANSWER

The night before
the night before

GETTING
EUTHENTIZ.
SHOW YOU
CARE

FIRST TWO MINUTES

• THANK PEOPLE ATTEND.

- PRACTICE. PRACTICE. PRACTICE.
- EYE CONTACT. *keep eyes on horizon.*
- EVERYONE GETS NERVOUS BEFORE A TALK. ITS A SIGN OF RESPECT.
- TRANSITION BATON PASSING...
- BIG SMILE.

- OPENING... SAY IT A FEW TIMES & WRITEDOWN WHAT YOU SAID. NOTES & IDEAS.
- MEMORIZE TRANSITIONS. VOCAL TRANSITIONS...
- INTERNAL SUMMARY IN MIDDLE...
- ISOLATE WHAT IS MAKING YOU SO NERVOUS // HOW TO GET INTO THE ZONE.

* FBS: make them laugh.

- FIND A GREAT PRESENTATION BUT GET A MODEL TO SPEAK.
- TAKE A BIG BREATH. AT START & IN MIDDLE...

tone
gestures

LIVE EXCHANGE

DMBA conference design conversation.

- have some difficult conversation
- 2 of them by next residency.

TYPES

- WHAT • FEELINGS • IDENTITY.

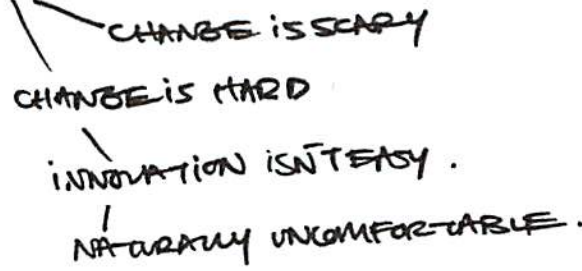
- WE CANNOT CHANGE EMOTIONALITY.
- COMPLEXITY.

- we need to communicate clearly we break an agreement.

roleplay difficult conversation.

personally understanding what place the other person is coming from.

WHAT IS RELEVANCE FOR A DESIGN STRATEGIST?



You want to take a chance on me!

5 INSIGHTS FROM DIFFICULT CONVERSATION.

- PUSH WHY YOU ARE THE BEST YOURSELF & SKILLS.
 perm/show - key skills.
- POINTS TO ADDRESS IN INTERVIEW.
 clearly show value.
 explicit value
- EXPERIENCE + CONFIDENCE.
 PROCESS / VARIED EXPERIENCE
 confidence in ability
- IDENTITY CONVERSATION.
 PERSONAL. UNDERSTAND THEIR CONCERNS.
 stay sense of identity
- PRODUCT & SERVICE.
 ADDRESS product avatars ecosystem.
 how producer of ecosystem combine.

