

Presentations 2

Delivery

Discuss:

- What do we mean when we say the delivery of a presentation was good/bad?

Stress and intonation

Pair work

Decide on which words or phrases you would emphasise when you say each of the following.

- 1.To begin with, the exhibition was a huge success.
- 2.On the one hand, it's high quality. On the other hand, it's expensive.
- 3.This isn't about me. It's about you, every one of you.
- 4.So, what's the long term impact? Frankly, who knows?
- 5.It just isn't working. And there are two main reasons for this.
- 6.We're aiming to expand our product range by 25%.
- 7.We used really tiny particles in this experiment.
- 8.The whole thing was a disaster from start to finish.

Rate your partner on their stress and intonation

Too monotonous ----- Confident & Expressive ----- Too theatrical



Body language

Pair work

Decide on the gestures you would use when you say each of the following.

- 1.To begin with, the exhibition was a huge success.
- 2.On the one hand, it's high quality. On the other hand, it's expensive.
- 3.This isn't about me. It's about you, every one of you.
- 4.So, what's the long term impact? Frankly, who knows?
- 5.It just isn't working. And there are two main reasons for this.
- 6.We're aiming to expand our product range by 25%.
- 7.We used really tiny particles in this experiment.
- 8.The whole thing was a disaster from start to finish.

Rate your partner on their body language using this range.

Too Static ----- Confident & Expressive ----- Too theatrical



Watch the first two minutes of the following presentations and take notes on body language and stress and intonation

- <https://www.youtube.com/watch?v=R1vskiVDwl4>
- https://www.youtube.com/watch?v=4q1dgn_C0AU
- <https://www.youtube.com/watch?v=cmpu58yv8-g>

Visuals

Discuss with your partner

- What constitutes a good or a bad slide?

A few pointers

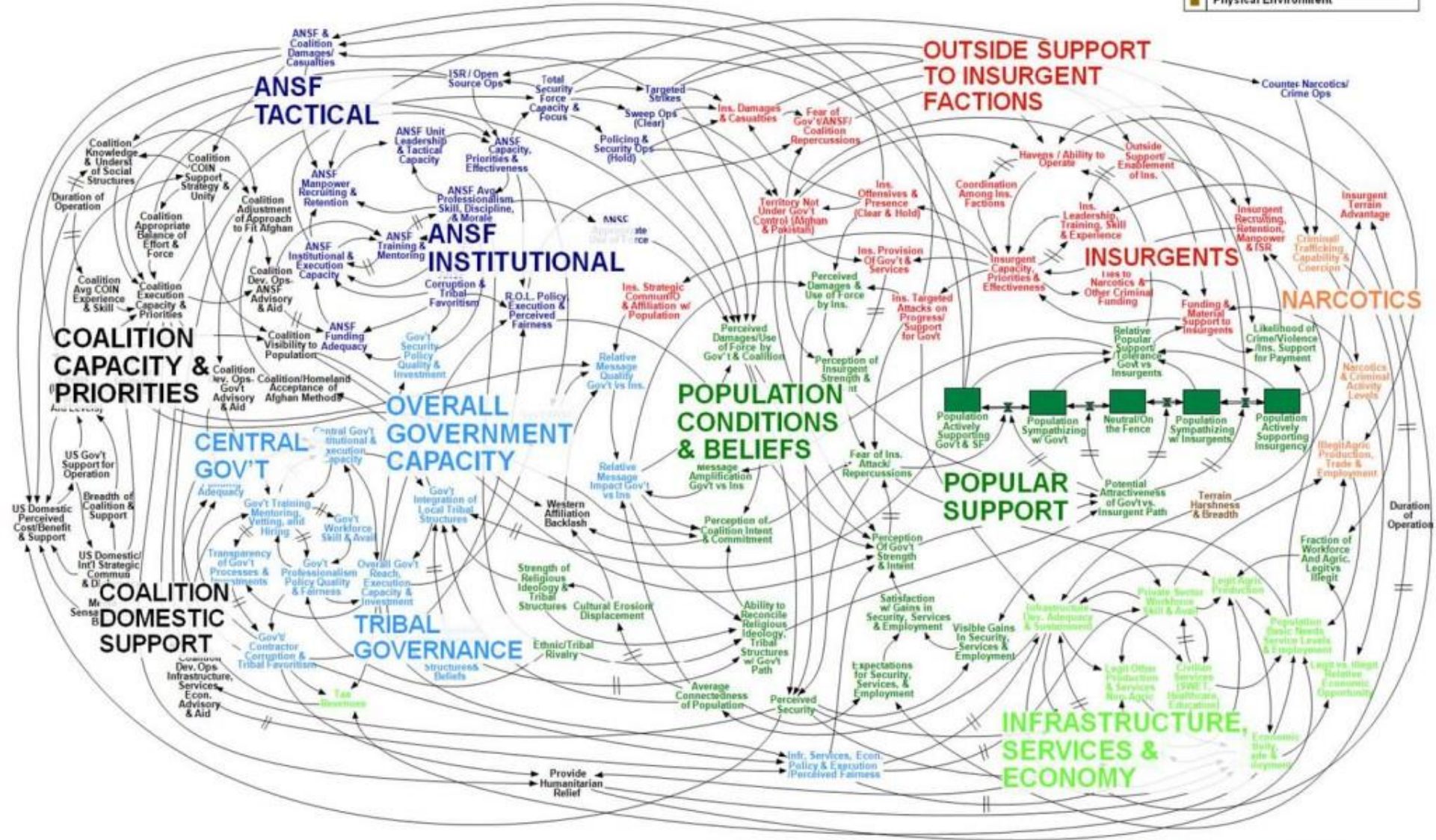
- Avoid clutter
- Avoid writing in complete sentences
- A picture speaks a thousand words
- Keep the items to six or less
- Point/ refer to the slides
- Harmonise your message: make sure you're speaking about whats on the slide

Examples of bad slides

Afghanistan Stability / COIN Dynamics

= Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

INTRODUCTION

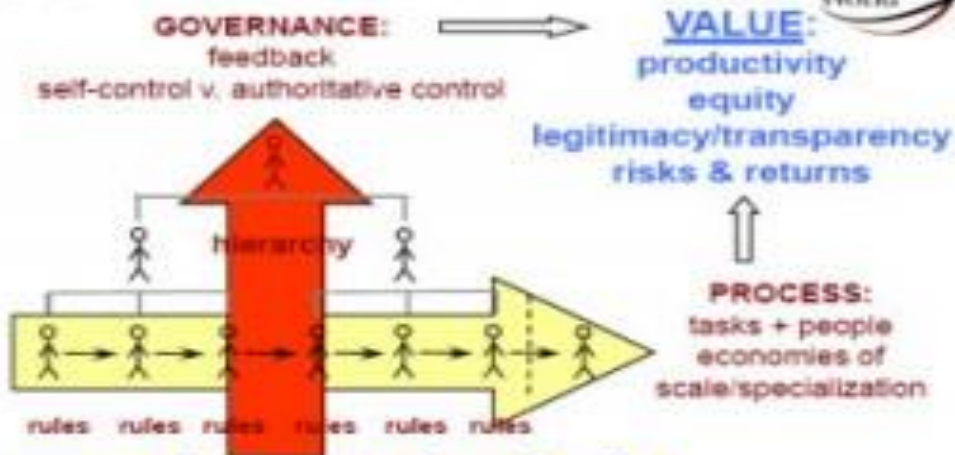
Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

Major Moves: Process...



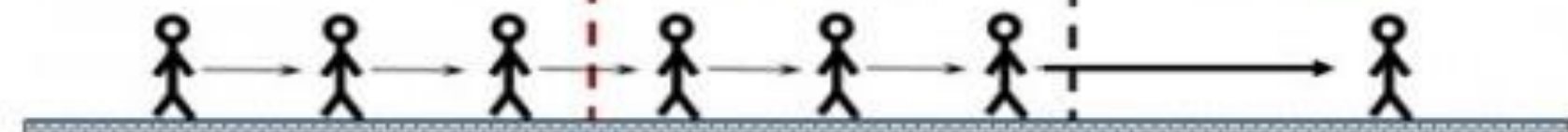
Reach broadly throughout the value chain



Boundaries: program, enterprise = areas of accepted authority

Supplier/Partner

NEW ORG (core functions only)

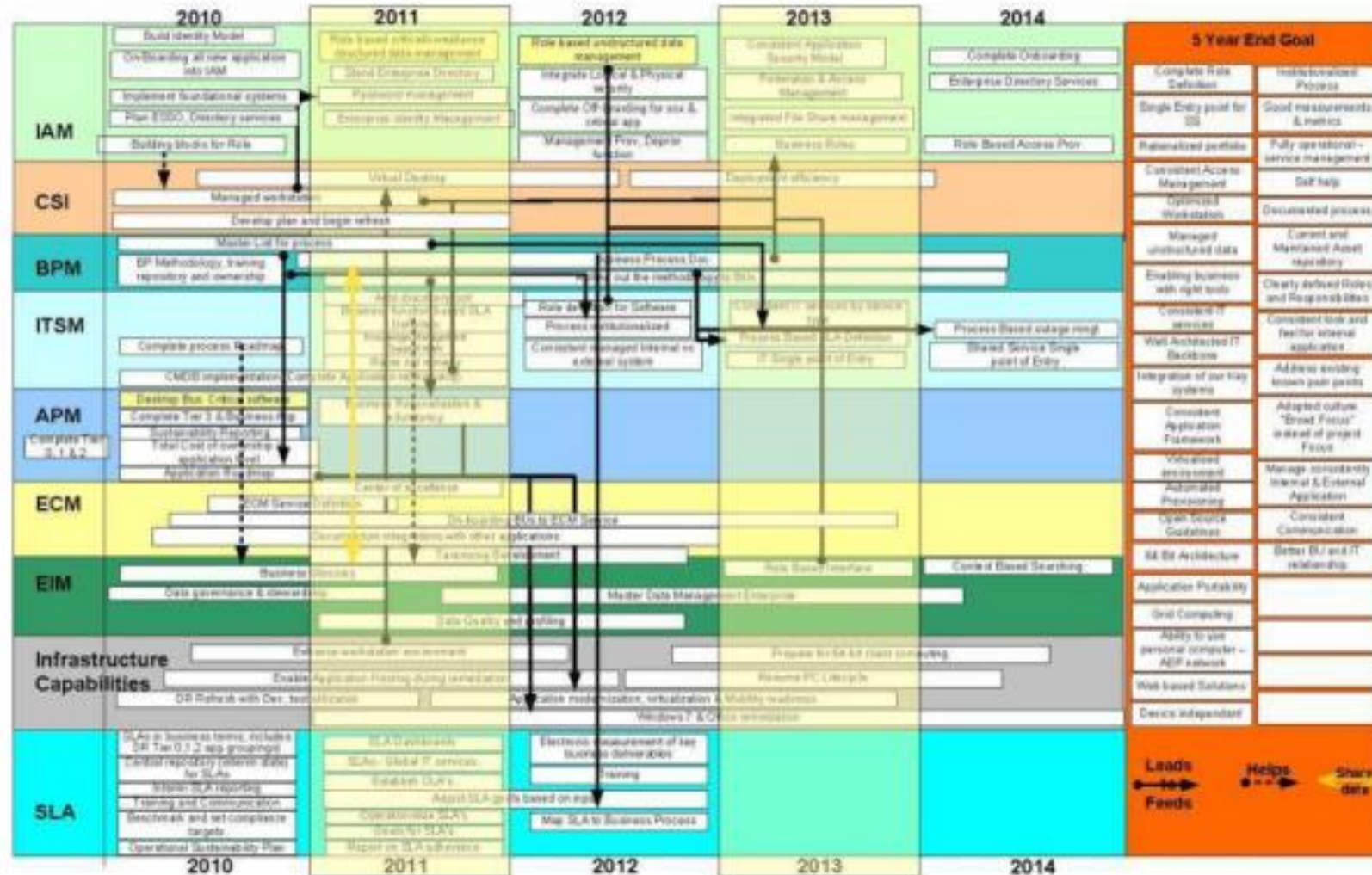


narrower

broader

1. **Delivery:** Remote service – fewer interruptions/trips
2. **Production:** Integrated, shared service – fewer handoffs/delays
3. **Industry:** Cross-boundary service – better specialization
4. **Infrastructure:** Standardization – better sharing

IT Modernization Roadmap



US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$5.4B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

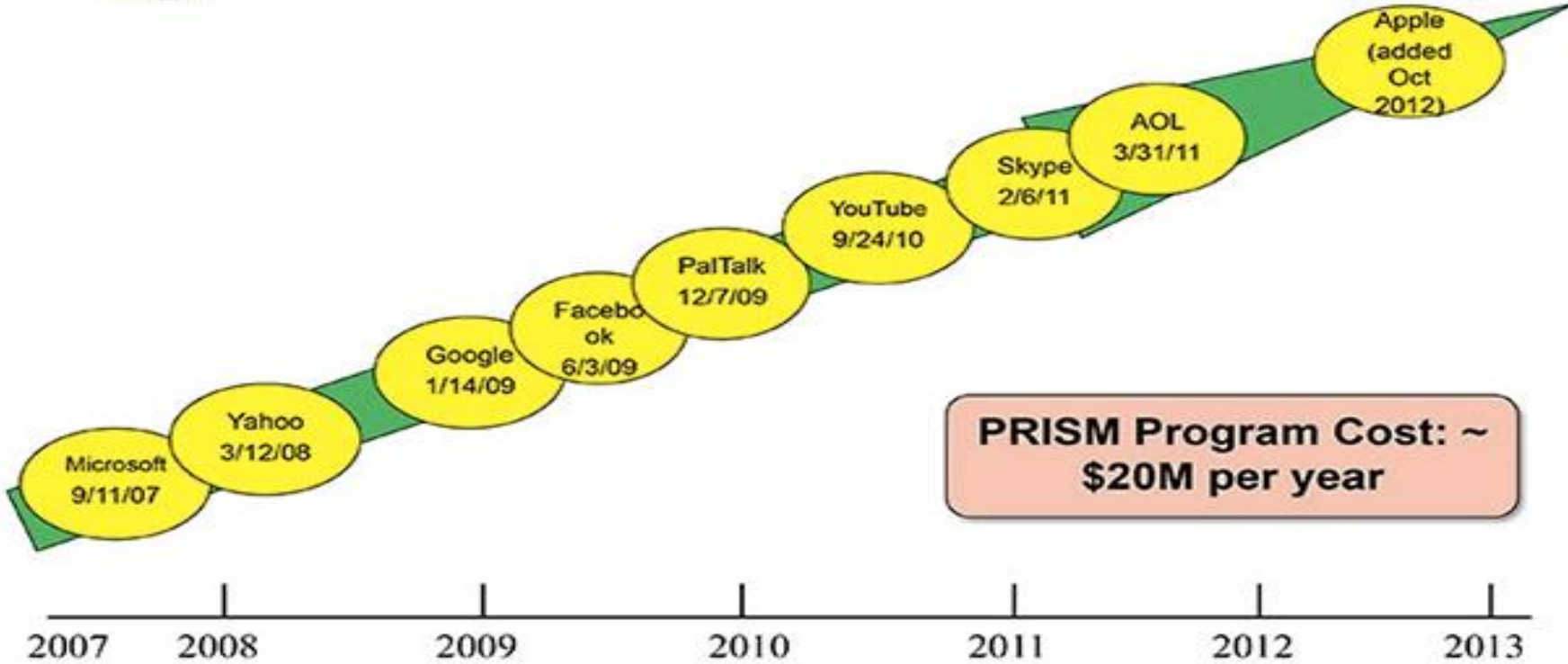
Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.





(TS//SI//NF) Dates When PRISM Collection Began For Each Provider



PRISM Program Cost: ~ \$20M per year





Design for Social Change

- Structure new business models to diversify withholdings and manage assets
- Gravitate to situation-oriented business models
- Find new eco-friendly methodologies for entertaining consumer-oriented byproducts

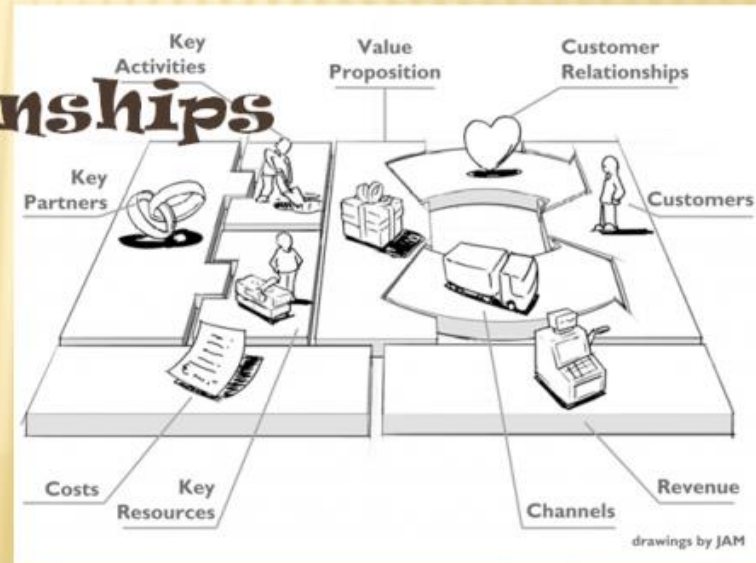
Weird Assets



BUSINESS MODEL CANVAS

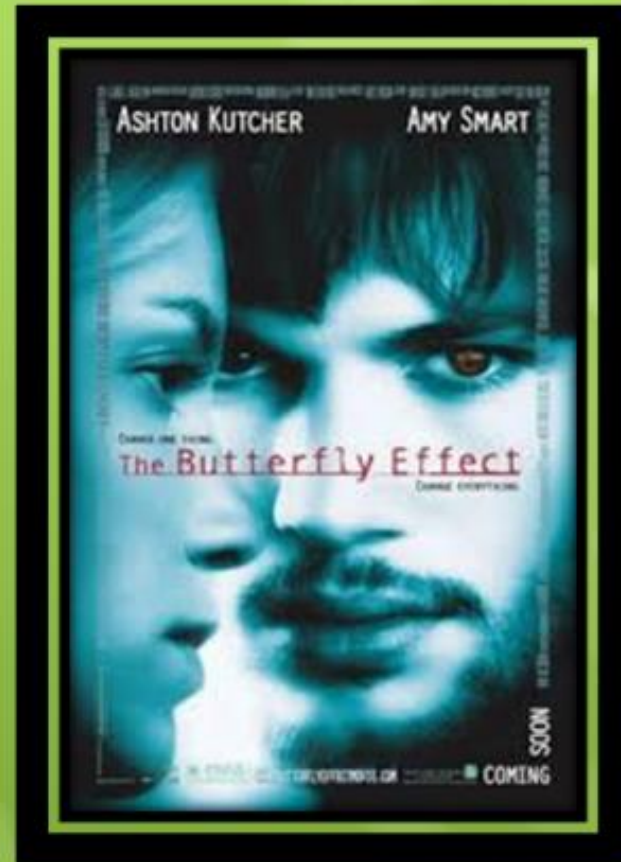
9 BUILDING BLOCKS

- × Customer Segments
- × Value Proposition
- × Channels
- × Customer Relationships
- × Revenue Streams
- × Key Resources
- × Key Activities
- × Key Partners
- × Cost Structure



The Butterfly Effect

- A 2004 Sci-fi Thriller
- A young man blocks out harmful memories of significant events of his life. As he grows up, he finds a way to remember these lost memories and a supernatural way to alter his life.
- Starring Ashton Kutcher & Amy Smart



How To Give CPR



CALL

Check the victim for unresponsiveness. If the person is not responsive and not breathing or not breathing normally. Call 911 and return to the victim. In most locations the emergency dispatcher can assist you with CPR instructions.



PUMP

If the victim is still not breathing normally, coughing or moving, begin chest compressions. Push down in the center of the chest 2 inches 30 times. Pump hard and fast at the rate of at least 100/minute, faster than once per second.



BLOW

Tilt the head back and lift the chin. Pinch nose and cover the mouth with yours and blow until you see the chest rise. Give 2 breaths. Each breath should take 1 second.

Group work (groups of 4)

- Choose one of the 'bad' slides and turn it into an effective slide

Watch the following presentation and take notes:
https://www.youtube.com/watch?v=P_6vDLq64gE

- What attention grabber was used?
- Did the presenter effectively preview the talk? How?
- Did the presentation contain appeals to logos, ethos, and pathos? How?
- Did the presenter use effective body language? How?
- Conclusion: did the conclusion end the talk in a powerful way? How?

Homework

- Work on your elevator pitch and be prepared to present a practice version on Friday or next Monday (see MyCourses for the groups).
- Submit the presentation outline to MyCourses (deadline 9 April)