

Recap of elevator pitches
Presentation structure
Instructions for final
presentation

Discuss in groups of four or five

- Which elevator pitches can you remember most vividly?
- What was it that made the most impact?
- Can you still remember the main message

Discuss in groups of four or five

- How do you feel about your own elevator pitch?
- What do you feel you need to work on in future?
- What would you have done differently

Final presentation on 13 April

5 min individual presentation - content:

- **Proposal & plan:** What did you set out to do and in what order? You can use slides from your mid-project presentation.
 - **Documentation of your tests & exploration in the workshops:** What did you try? How did it work? Did you make changes, why?
 - **Documentation of execution and iteration on the finished work:** How did you create the final prototype? Use your documentation here: images, text & video.
 - **Conclusions and reflection:** What did you learn? What would you do different? How would you proceed?
-
- 5 minutes presentation
 - 6 minutes to examine the prototype
 - 6 minutes questions and feedback

5 min individual presentation - form:

- **Clear, catchy intro**
- **Main body**
- **Effective conclusion**

Effective presentations

For 10 mins:

Group 1, write down your thoughts about what makes an effective presentation.

Group 2, write down your thoughts about what makes a **poor** presentation.

At the signal, exchange notes with the other group and & review what they wrote.

(10 mins)

Add your own your ideas too or indicate with a + if you agree with any of the points.

Switch back to your original notes.

Were any new insights added by the other group?

Take turns in summarizing the main points for all of us! **(10 mins)**

DO's and DON'Ts of presentations

IN PAIRS

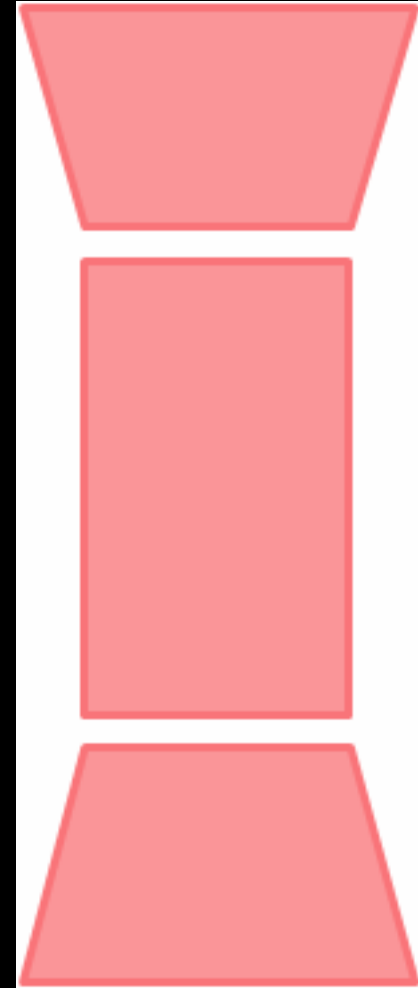
Think of your personal experience(s) of both seeing and giving academic presentations

What are your expectations?

Introduction – Body – Conclusion

Discuss:

**Why is the introduction important?
What do you think the introduction
should include?**



Discuss

- What can you remember from the online module in week 2 about attention grabbers?
- Think of at least three different types
- Which one would best suit your final presentation?

Capture attention

- Why should your audience care?
- How could you hook their attention: rhetorical question(s), startling assertion, humor, suspense, poll, a story?

Establish credibility

- Who are you?
- Why should the audience believe you?

State purpose

- To persuade?
- To inform?
- To entertain?

Preview talk

- Keep short , concise and clear
- Mention the main points of the talk

Discuss:

Is it important?

Why is it important?

What should it include?



[Gerd Altmann](#)

[Pixabay](#)

Signal

- Alert the audience that your talk is coming to an end by using a transitional phrase!
- Don't introduce new ideas!

Summarize

- Paraphrase your main points!

Restate

- Restate your topic and purpose!

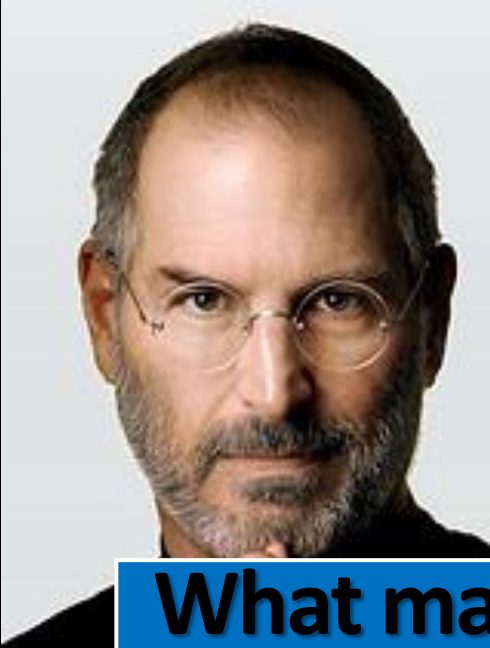
Return to your attention grabber

- “Do you remember what we saw/ asked/ did in the beginning” ...?

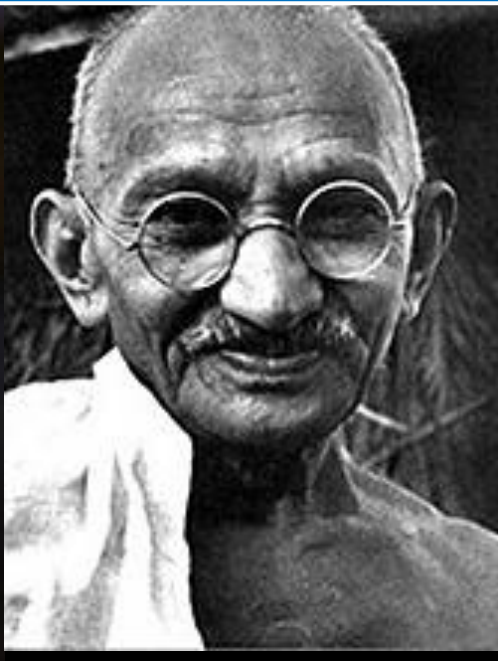
Invite questions & provide sources

- “I now welcome any questions you may have!
- If anyone is interested in finding out more about this, we recommend the following sources”...

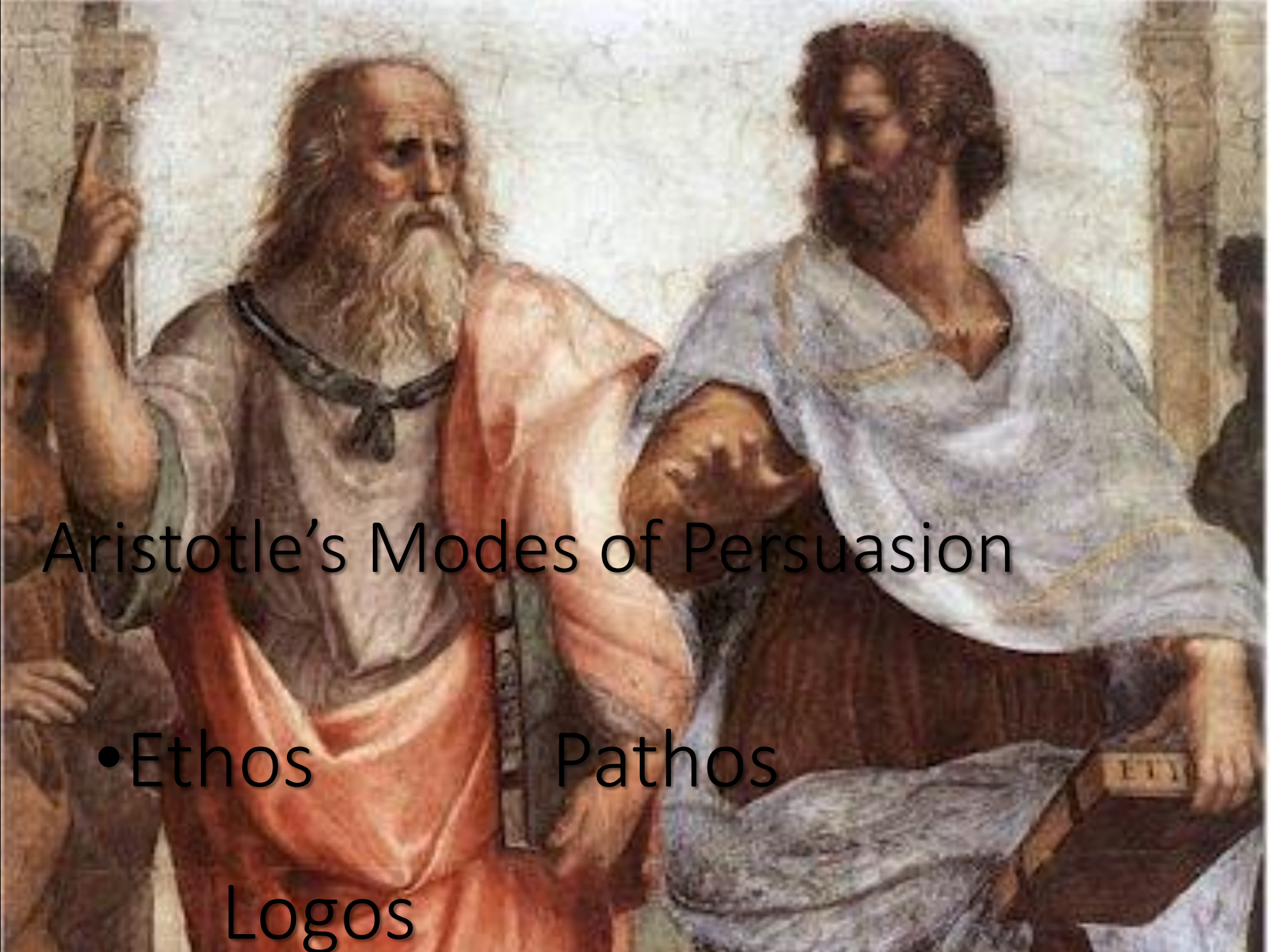
Logos, ethos, pathos



What makes a speech or presentation persuasive?



”



Aristotle's Modes of Persuasion

- Ethos

Pathos

Logos

Logos = logic & evidence

- Convince the audience by appealing to their sense of reason:
 - Logical arguments supported by reliable facts and figures
- Example: “According to the Gun Violence Archive, in 2020 handguns accounted for approximately 20 000 deaths in the US alone. Therefore, restricting the sale of these weapons could have a significant positive impact on society”



Persuade the audience by convincing them you are an authority on the subject

- Character and reputation
- Trustworthiness
- Expertise on the subject
- Example:
 - “As a member of the UN’s special commission on climate change
 - and as a scientist working in the field of climatology for over 30 years,
 - I can tell you that urgent action is needed to save the planet”



- Pathos = emotion

Convince the audience by eliciting a strong emotional response:



- Inspiration or motivation
- Sympathy, Humour, Sorrow, Shock,
- Guilt, Pride...
- Narrative tools:
 - anecdotes / personal examples, stories, jokes
- Language tools:
 - Metaphors (e.g. “life is a journey”)
 - Inspiring vocabulary (e.g. action verbs!)
- Example:
 - “This is Amoo, he lives on a beautiful atoll in the Pacific Ocean. However, if the climate continues to warm, his island paradise may soon sink beneath the waves.”

**The most effective presentations
combine logos, ethos and
pathos**

Delivery

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 body language using this range.

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?
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Visuals

Discuss with your partner

- What constitutes a good or a bad slide?

A few pointers

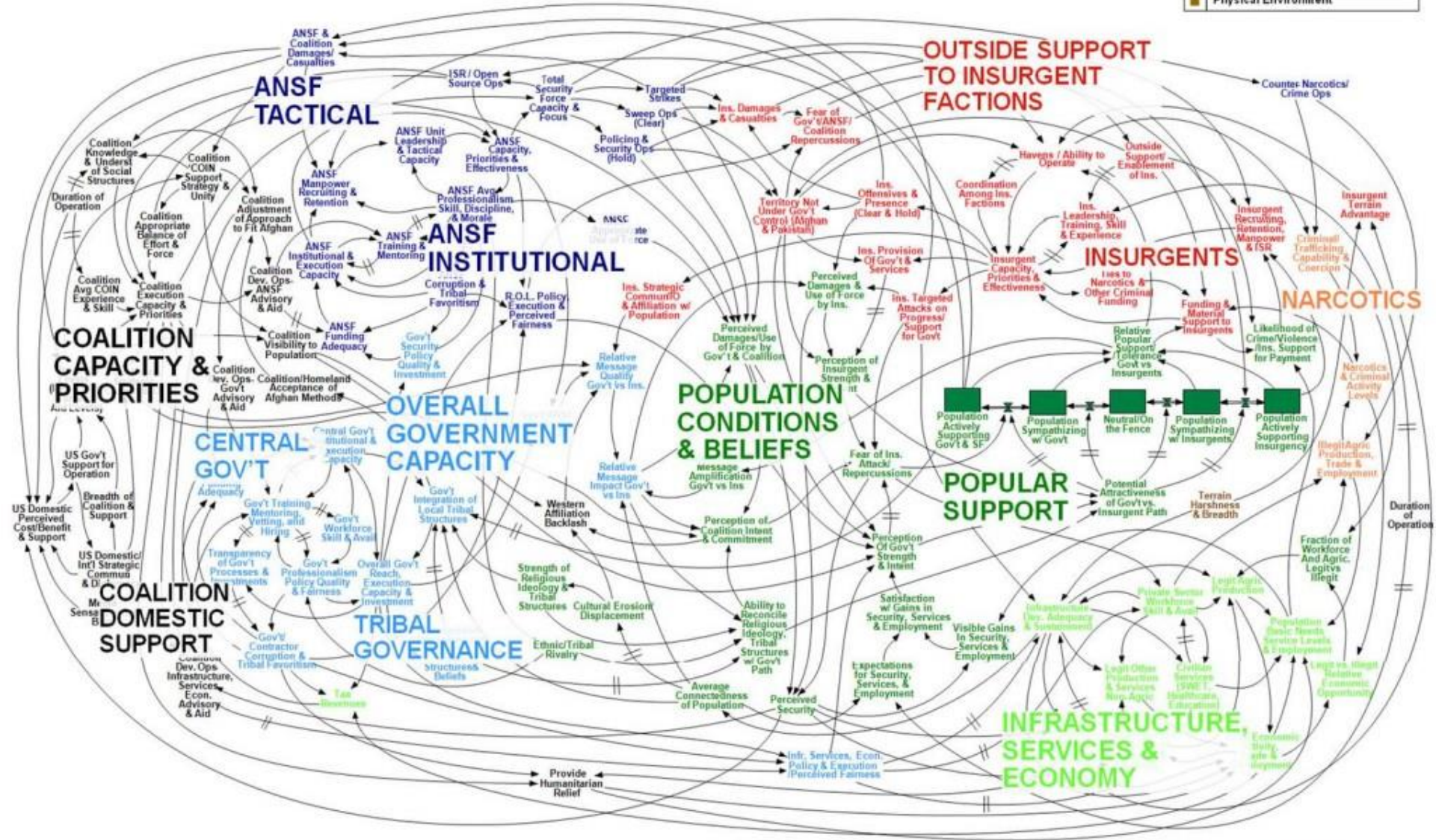
- Avoid clutter
- Avoid writing in complete sentences
- A picture speaks a thousand words
- Keep the items to six or less
- Point/ refer to the slides
- Harmonise your message: make sure you're speaking about whats on the slide

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

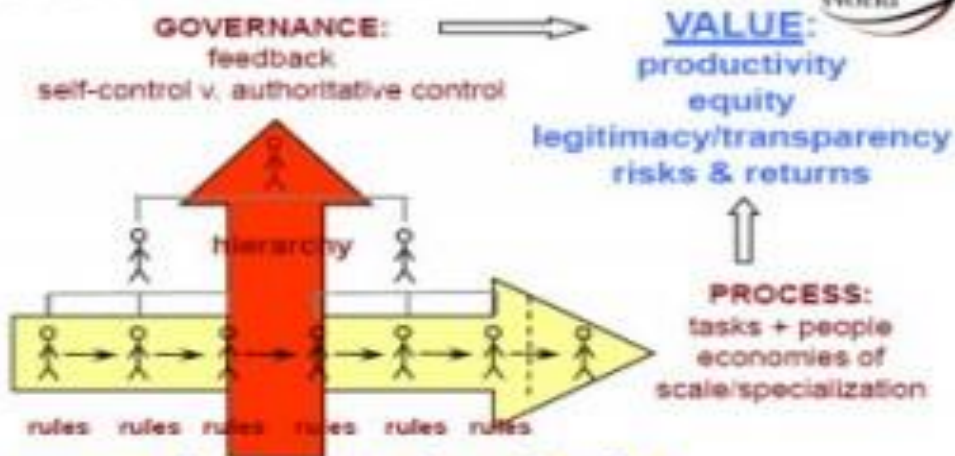
Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

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...



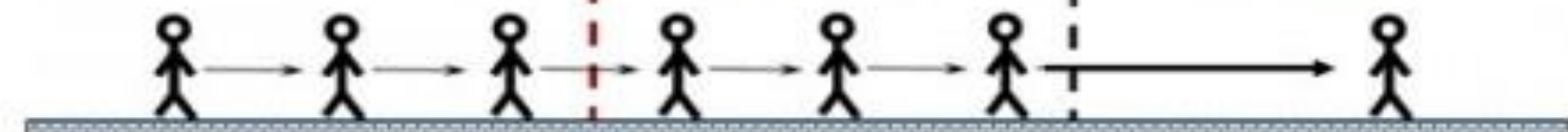
Reach broadly throughout the value chain



Boundaries: program, enterprise = areas of accepted authority

Supplier/Partner

NEW ORG (core functions only)



narrower

1. **Delivery:** Remote service – fewer interruptions/trips

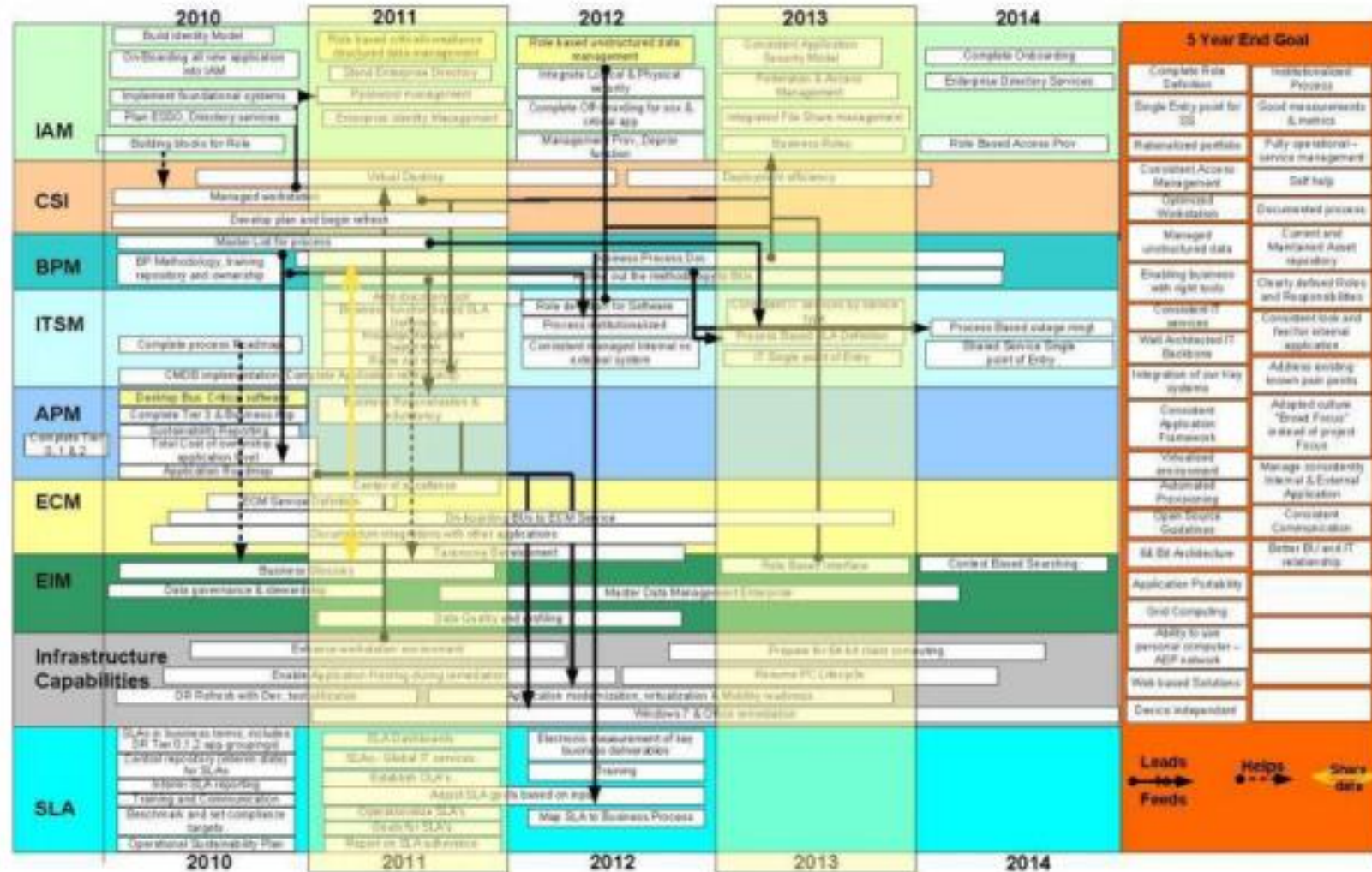
2. **Production:** Integrated, shared service – fewer handoffs/delays

3. **Industry:** Cross-boundary service – better specialization

4. **Infrastructure:** Standardization – better sharing

broader

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.

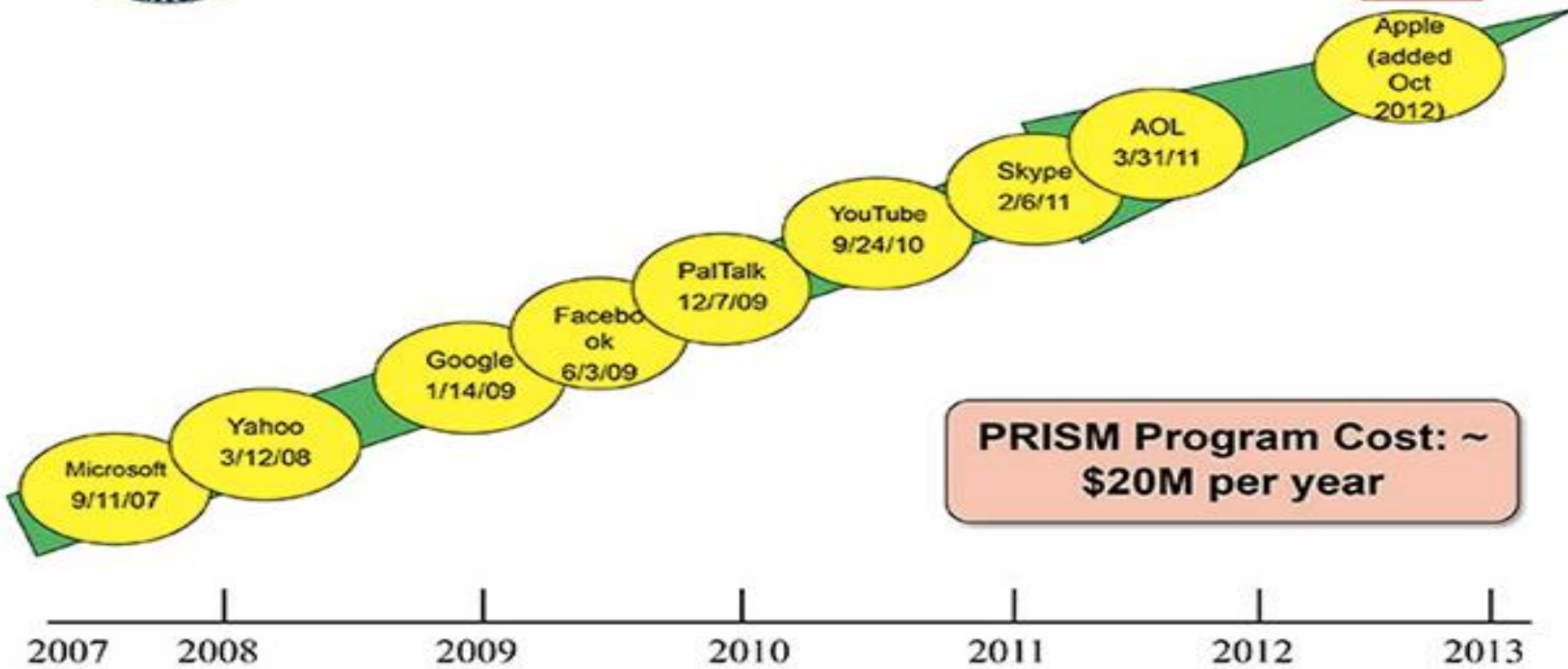
Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a 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

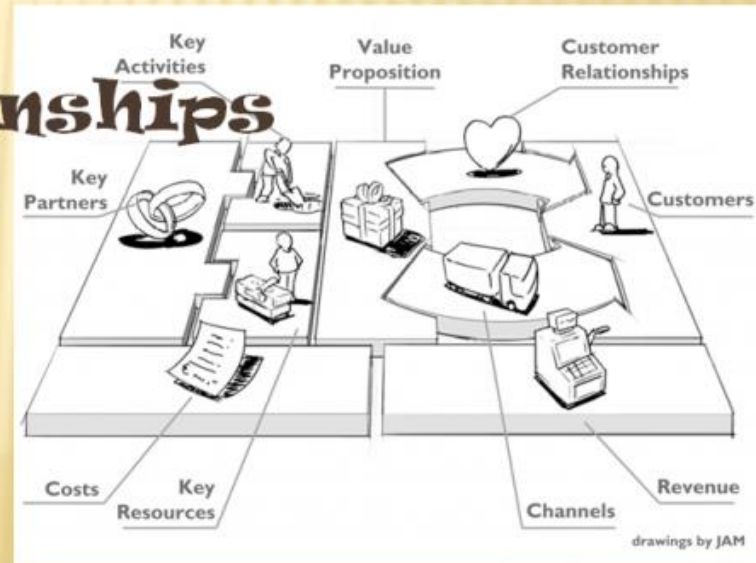
Weird Assets



BUSINESS MODEL CANVAS

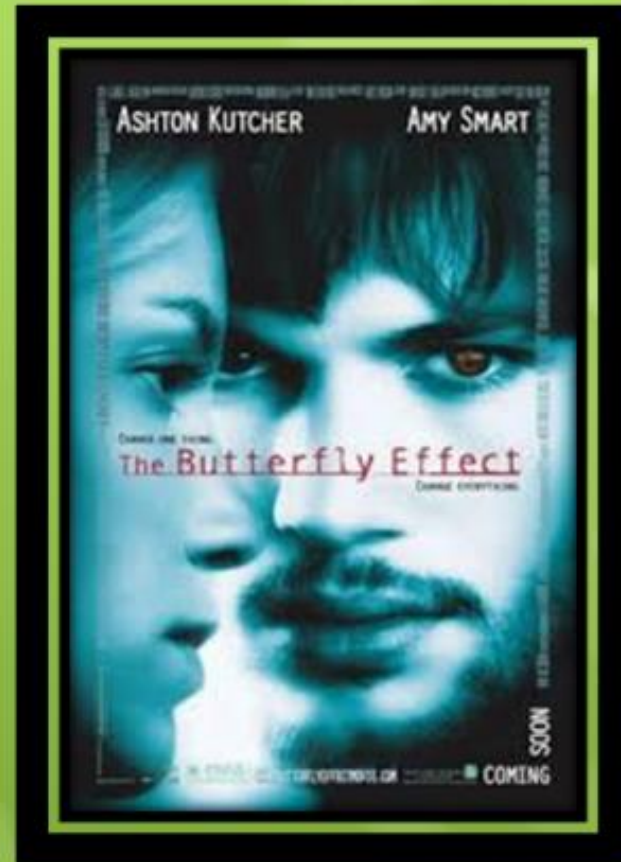
9 BUILDING BLOCKS

- × 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.

Homework

- To help you plan your presentation, complete the presentation outline in MyCourses and submit it by Thursday.
- Work on your presentation and be prepared to present a practice version on the following Tuesday or Thursday.