

# **IDBM CHALLENGE 2020**

Your ideas, on stage (Pitching Workshop)

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# TODAY'S AGENDA

1. **HOW TO BECOME A PUBLIC SPEAKER**

**BREAK**

2. **STORY TELLING**

**BREAK**

3. **GROUP EXERCISE + YOUR PRESENTATIONS**

# ABOUT ME

## Education



**Tampere University**

Doctor of Philosophy (Ph.D.) · User Experience

2016 – 2020



**Aalto University**

Master's Degree · Industrial and Strategic Design

2013 – 2015

Master of Art



**University of Lapland**

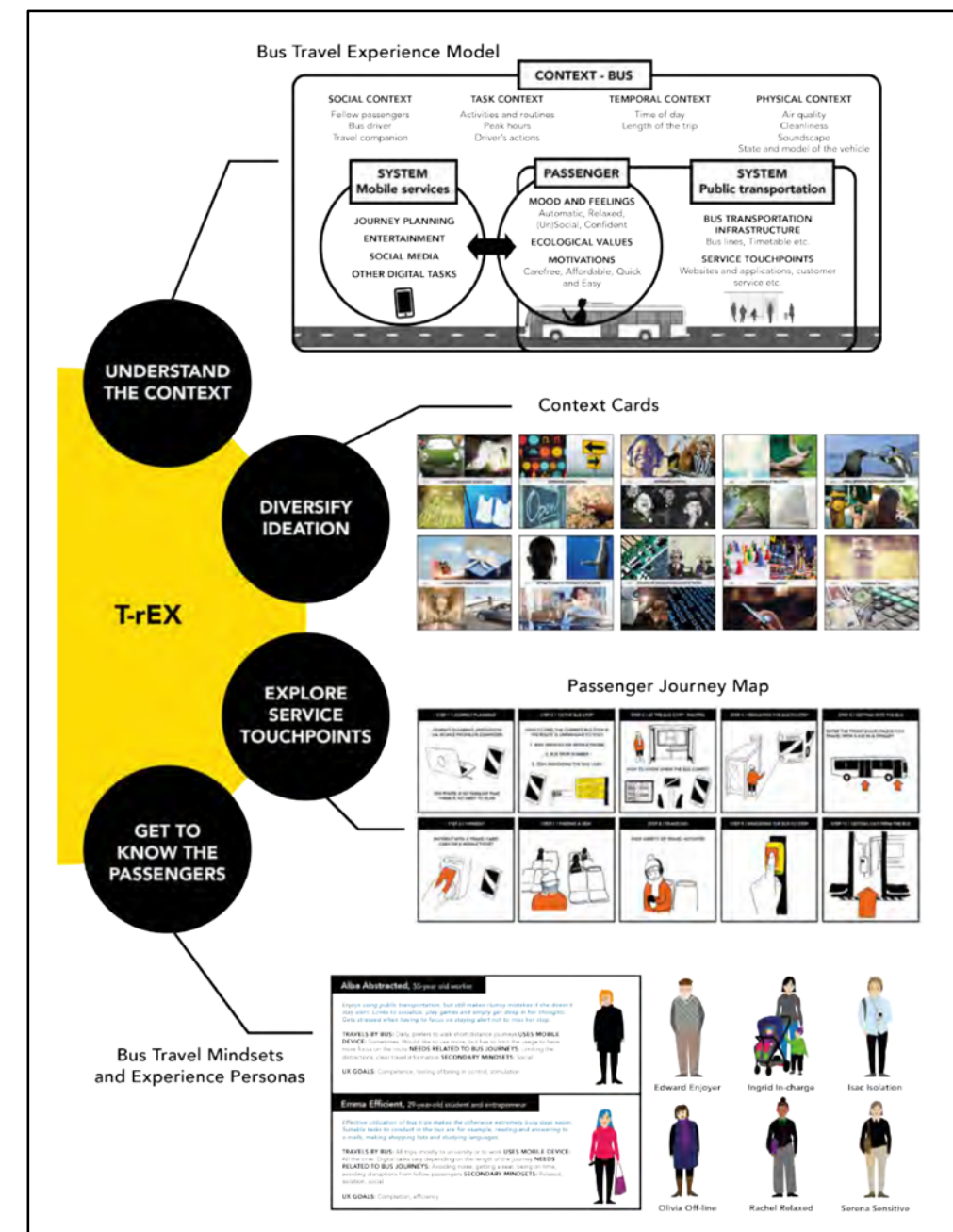
Bachelor's Degree · Industrial Design

2009 – 2013

Bachelor of Art

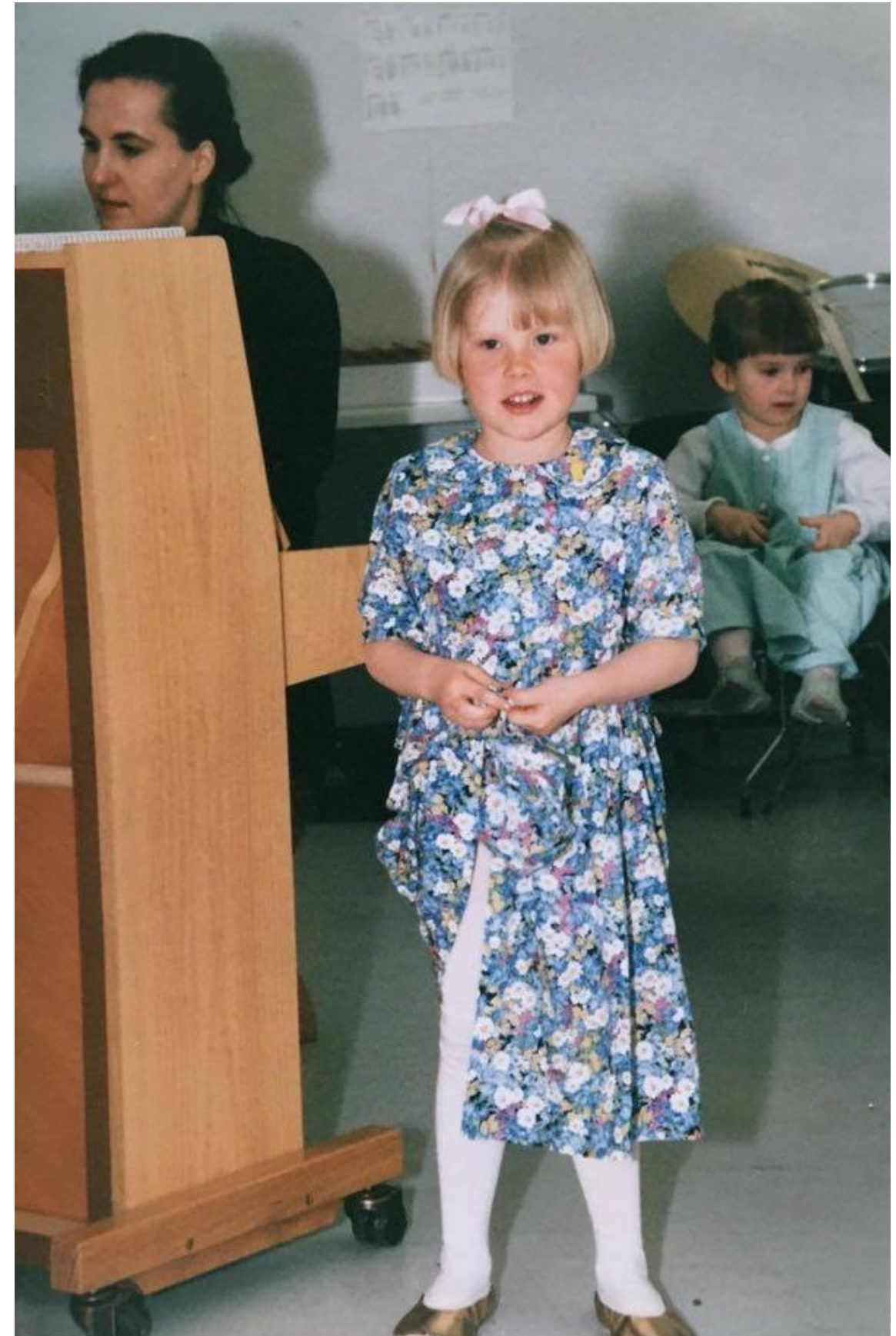
## Studies on Travel Experience of Intra-city Buses

*Supporting Service Design with Travel Experience Toolkit*



# ALSO ABOUT ME

A shy 5-year old, forced to sing  
"Itsy Bitsy Spider" against her will in  
front of an audience.



# ALSO ABOUT ME

A normal child who enjoys climbing trees and jumbing on trampoline. Loves to draw and do artsy stuff. Has a lot of friends.



# **MY STORY**

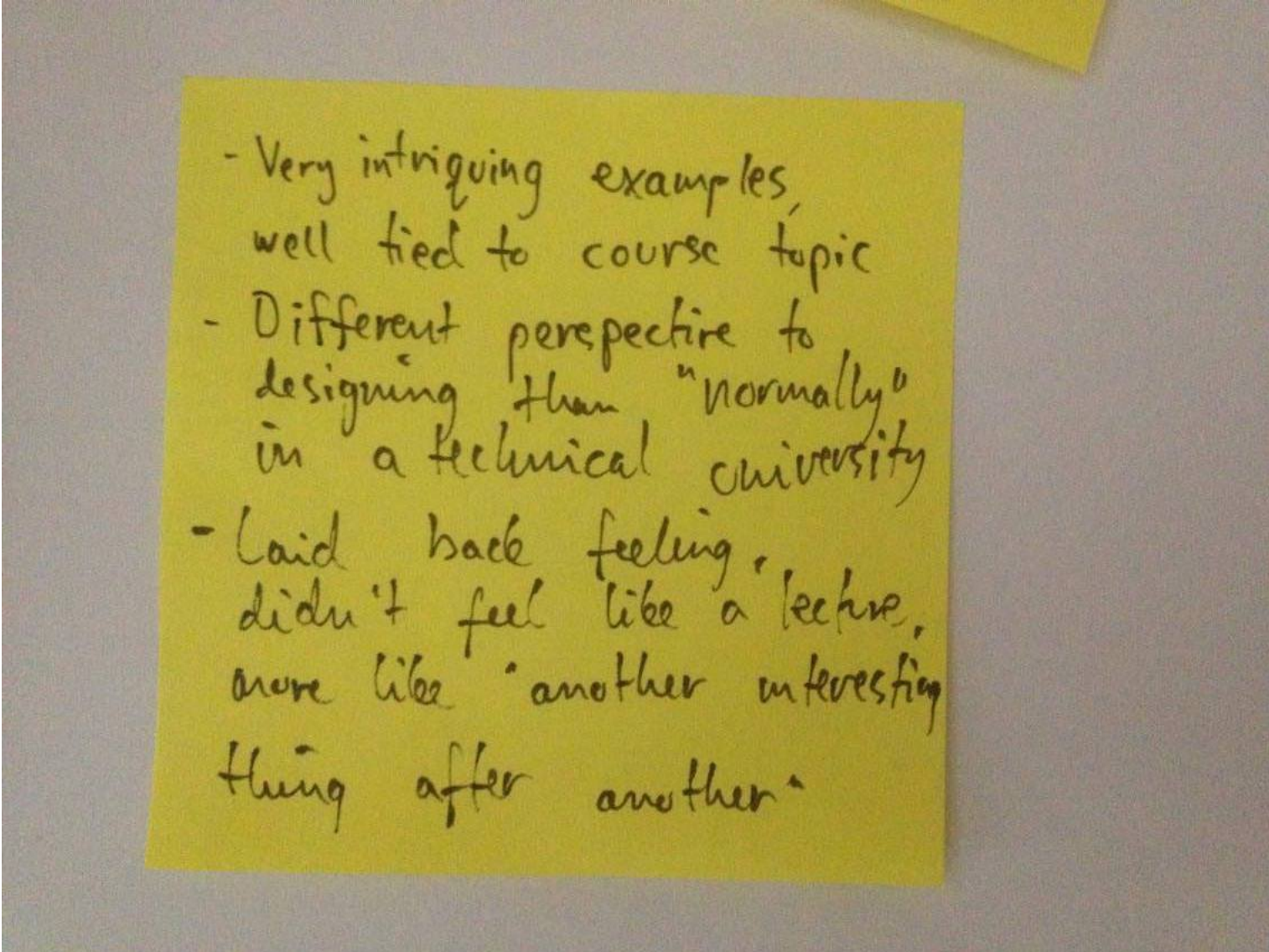
- **Never liked attention**
- **A mild dyslexia made reading (outloud) hard**
- **I started to avoid presentations**

# Final Presentation of Experience-Driven Design Course, 2013



# First lecture (2017)

2 hour lecture on Design  
Thinking as a part of a course  
“User Experience: Design and  
Evaluation”

- 
- Very intriguing examples, well tied to course topic
  - Different perspective to designing than "normally" in a technical university
  - Laid back feeling, didn't feel like a lecture, more like "another interesting thing after another"



**WHEN YOU REALIZE THAT  
ACTUALLY YOU ARE PRETTY GOOD**

# THINGS THAT CAN HAPPEN

- Time management (you run out of time)
- You lose the ability to speak
- You forget what you were supposed to say
- Technical problem (mark)
- The audience
- You get a question you don't know how to answer
- You lose the ability to speak English
- You blush and sweat so badly others can see you
- You get emotional

**YOU LEARN**

**WHAT'S THE WORST  
THAT CAN HAPPEN?**

# HELSINKI DESIGN WEEK 2020

## PECHA KUCHA @ OLYMPIC STADIUM



<https://www.instagram.com/p/CFDOfVqhT9p/>

IHMISET & SUHTEET

ME NAISET

### Annaleena Hakola, 35, jäättyi totaalisesti esiintyessään Olympiastadionilla – sitten hänelle alkoi sataa tsemppiviestejä

Kun huonekaluyritys Hakolan toimitusjohtaja Annaleena Hakola esiintyi designtapahtumassa, hän jäättyi yhtäkkiä täysin ja käveli pois lavalta. Häpeästä huolimatta Annaleena päätti kertoa tapahtuneesta avoimesti somessa. Se kannatti.

JAA



KUVA: AMANDA AHO

<https://www.is.fi/menaiset/ihmiset-ja-suhteet/art-2000006638551.html>

# **KEY LEARNINGS ON HOW TO BECOME A BETTER SPEAKER**

- **Practice, practice and practice!**
- **Learn what works for you**
- **Embrace the opportunities to learn**
- **Don't be afraid to fail or do mistakes (cause you will)**
- **Be patient, supportive and forgiving to yourself and others**
- **Enjoy, smile and be yourself!**

**15 min**  
**BREAK**

**WHY ARE WE ON THE STAGE?**

**... to tell a story**

**... sell your idea**

**... to inform**





The video player shows a man, Julian Treasure, speaking on a stage. He is wearing a light-colored suit jacket over a dark shirt and tie. He has his hands raised in a gesture. The background is a dark stage with large green text that reads "timbre" and "rosod". A large white play button is centered over the video. On the right side of the video, there are four circular icons: a share icon, an add to list icon, a heart icon, and a recommend icon. At the bottom of the video, there is a progress bar, a play button, a volume icon, a chat icon, a settings icon, and a full screen icon. The time 9:46 is displayed next to the progress bar.

Julian Treasure | TEDGlobal 2013

# How to speak so that people want to listen

9:46

[https://www.ted.com/talks/julian\\_treasure\\_how\\_to\\_speak\\_so\\_that\\_people\\_want\\_to\\_listen](https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen)

# **ARTICULATION. (everyone has an accent)**

Peter Piper picked a peck of  
pickled peppers.

A peck of pickled peppers  
Peter Piper picked.

If Peter Piper picked a peck of  
pickled peppers,

Where's the peck of pickled  
peppers Peter Piper picked?

**SILENCE.**  
**(pauses, silence, “being with”)**

# **GESTURES AND EYE CONTACT.**

# **NOT EVERYONE NEEDS TO BE THE SAME**

- Some are great at pitching
- Some are great at teaching and lecturing
- Some are great at facilitating workshops
- Some are great at giving emotional speeches
- Some are great at stand up comedy

**WOULD BE PRETTY BORING IF WE WERE ALL GIVING THE  
SAME PRESENTATION - RIGHT?**

# CONSIDER THESE:

**GOAL** For an effective speech, it is essential to exactly know your goal. What do you want to obtain? What's your specific purpose?

**DURATION** Find out how much time you will have for your speech, in order not to cut the intervention short or find yourself in front of the audience with nothing left to say.

**TARGET** Who is your audience? Find out who will attend your speech and consider the following factors: number of listeners, average age, prevailing gender, level of education, cultural background, knowledge of the topic and the jargon, interests.

**LANGUAGE** Once you know your audience, which language is better to use?

**EXPECTATIONS/OBJECTIONS** After having analysed the audience, try to read their mind: imagine what will be the expectations of the listeners or their eventual objections.

**EQUIPMENT** The equipment is everything you will need for your speech: notes, copies, microphone, amplification, slides, projector etc.

**IT'S ABOUT FINDING  
A BALANCE**

**TOO SCARED vs. TOO CONFIDENT**

**TOO SIMPLE vs. TOO COMPLEX**

**OVERLY NAIVE vs. COMPLETELY ESOTERIC**

**STEREOTYPIC AND MONOTONOUS  
vs. ALL OVER THE PLACE**



# **DURATION vs. MAIN POINTS**

**Usually the strategy is the following:**

- From 5 to 10 minutes 2 Main Points**
- From 10 to 15 minutes 3 Main Points**
- From 20 to 25 minutes 4 Main Points**
- From 30 to 60 minutes 5 Main Points**

# THE 5 SENTENCE STORY

**START WITH THE KEY MESSAGE.**

# The 5 sentence story

**Key  
Message**

- What are we going to hear?
- Make a bold statement

**Info**

- Support your key message

**Info**

- Support your key message

**Info**

- Support your key message

**Therefore,  
(or)  
So,**

- Close with a call to action, or...
- Summarize

**THIS WORKS ALSO IN WRITTEN TEXT**

# EXERCISE : 5-SENTENCE STORY

- 1. Go to breakout rooms with your team**
- 2. Spend 10min individually to create (write) a 5-sentence story of your concept**
- 3. Each person presents their own 5-sentence story**
  - Everyone presents **BEFORE** anyone starts to comment
- 4. After presenting, discuss and choose (or rewrite) a story**
  - Choose a presenter and practice 1- 2 times
  - Don't choose your strongest speaker – let someone else learn by doing
  - Focus on powerful pauses, articulation and (eye) contact

**There is an opportunity to present and get feedback (not for all teams)! This is the best opportunity to learn 😊**

**15 min**  
**BREAK**

**THINK**

**What is one thing you will be  
actively practicing next?**