



Talk on Talks

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Talks:

- Teaser (conference)
- It's complicated (workshop)
- Dog & pony show (job)

EVERY TALK IS A JOB TALK!



The Deadly Sins...



BORING

 **CONFUSING**



TV & Movies

Music

Memories

Education

Digital Lifestyle

Games

Productivity

Communications

Maps,
Travel planning

Calendars,
Scheduling



Finding
information

Buying/Selling

Spotting trends for
business intelligence

Presence

Unified
communication

Improving
personal
productivity

Digital
Workstyle

Insights and
structured
workflow

Team
collaboration

Optimizing
supply chains



CLUTTERED

TRIVIAL

I Don't
CARE

OVERLONG



MISSING...

THE
BIG PICTURE



(yes, there were only six sins.)



The Virtues...



content

Your Goal:

PERSUADE

Your Strategy:

ORGANIZE



Structure:

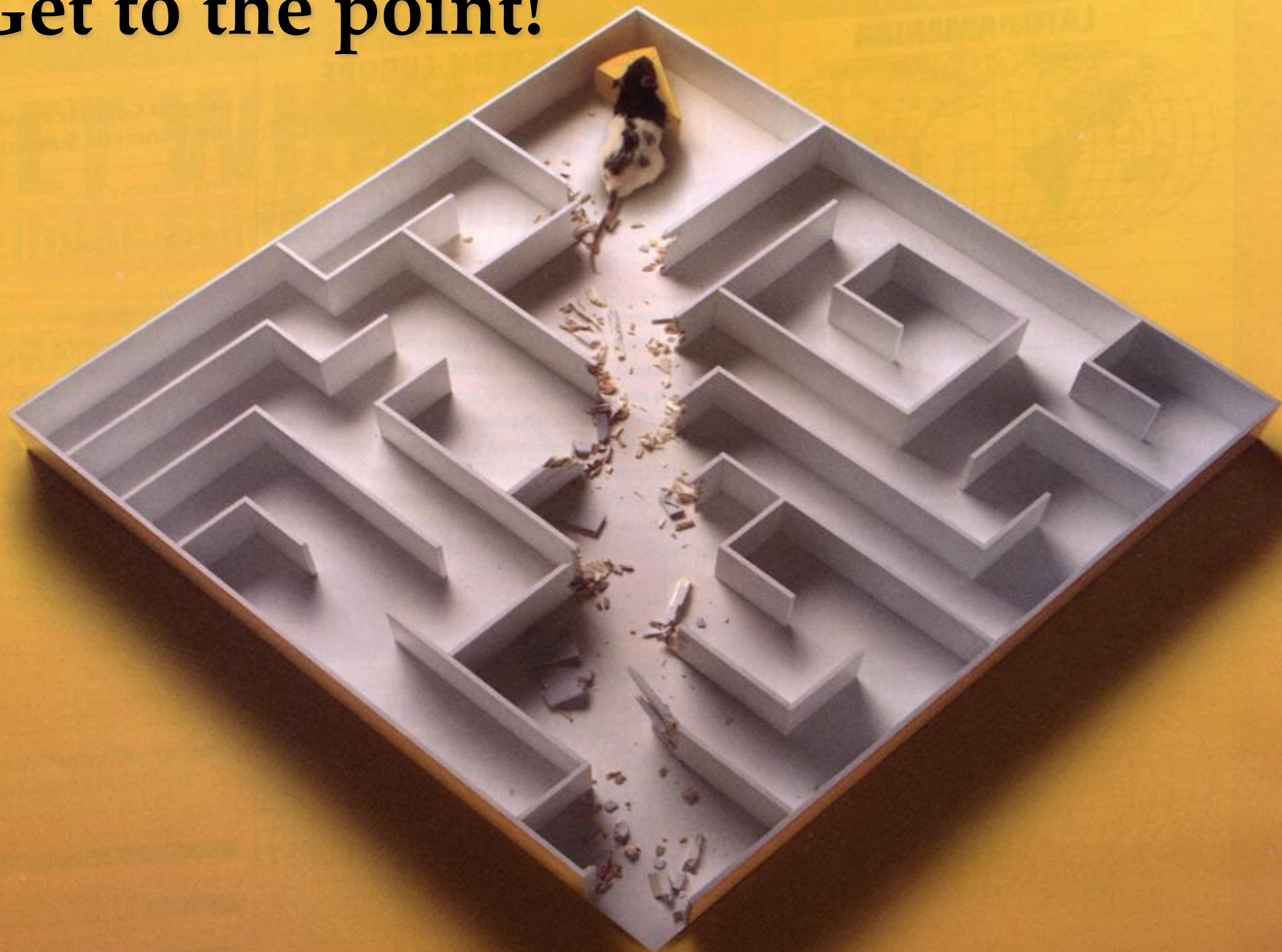
- The puzzle
- Why bother?
- Your answer
- The evidence
- Take-home point



Pet Peeves:

- Long preamble

 **Get to the point!**



Pet Peeves:

- Long preamble
- “Outline” slide
- Detailed lit reviews
- Mysterious entries
- Excessive jargon



content

A large red circle with a white border and a white diagonal slash, commonly known as a prohibition or 'no' sign, centered over the text.
Tell 'em thrice!

Clear & Simple:

- Use large fonts
- Check spelling
- Do not paste figures
- Do not clutter
- Avoid “cool” glitter

Text?

- No full paragraphs
- Rare complete sentences
- Few bullet points
- Reading = NOT listening
- Words < Table < Figure

bad design



"We shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender."

"Every gun that is made, every warship launched, every rocket fired signifies in the final sense, a theft from those who hunger and are not fed, those who are cold and are not clothed. This world in arms is not spending money alone. It is spending the sweat of its laborers, the genius of its scientists, the hopes of its children. This is not a way of life at all in any true sense. Under the clouds of war, it is humanity hanging on a cross of iron."



bad design

Simple but ugly!

1

- Don't use pre-made design elements

2

- Especially those made for corporate imbeciles

3

- Or toddlers

bad design

WHERE DO I BEGIN?

- This slide has too much text to begin with, even if it is presented as a bulleted list, especially since we've wasted so much space with garbage above
- Long lists like this are difficult to read, and the more items you put, the more aggravated your audience will become
- Why, in the world, would you ever write full sentences in a bulleted list anyway? Is your presentation so unclear or are you so forgetful that you can't recall what to say (notice the contraction and the spelling error?)
- Generally, keep your lists short, perhaps no more than six points per page, and certainly don't become too verbose
- **Highlighting and *screaming* some items really won't do you any good. By this point in the list, we're all asleep anyway**
- And now, for the most important **TRIUMPHANT** conclusion of this slide, the secret to crafting a great and nicely designed non-verbose presentation is not

bad design

UNCLASSIFIED

August 9, 2006

[1.] Defeat the Terrorists and Neutralize the Insurgency



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Coalition Forces Repositioning to Baghdad:

- Approximately 3,700 Coalition soldiers from around Iraq will reposition to Baghdad to support the Government of Iraq's ongoing mission to secure Baghdad and reduce the level of violence in the city.
 - As part of this plan, the 172nd Stryker Brigade Combat Team, whose tour in Iraq could be extended for up to four months, is repositioning from northern Iraq to Baghdad, adding their combat experience and specialized capabilities to the combined security efforts in the city.

Coalition and Iraqi Security Forces Kill 33 Terrorists in Day-Long Battle:

- Iraqi Security Forces and Multi-National Division–Baghdad soldiers engaged in firefight with terrorists in Musayyib July 23, killing 33 during the day-long battle.
- The terrorists launched a coordinated, sustained, and complex attack against Iraqi Police and Coalition Forces in the city. Coalition, Iraqi Army, and Iraqi Police reinforcements arrived, cordoning off the area and allowing the combined security forces to isolate and destroy the terrorist teams.

Tables?

- No huge tables!
- Repeat, no huge tables!
- Only variables of interest
- Plots > Tables
- Graphs > everything

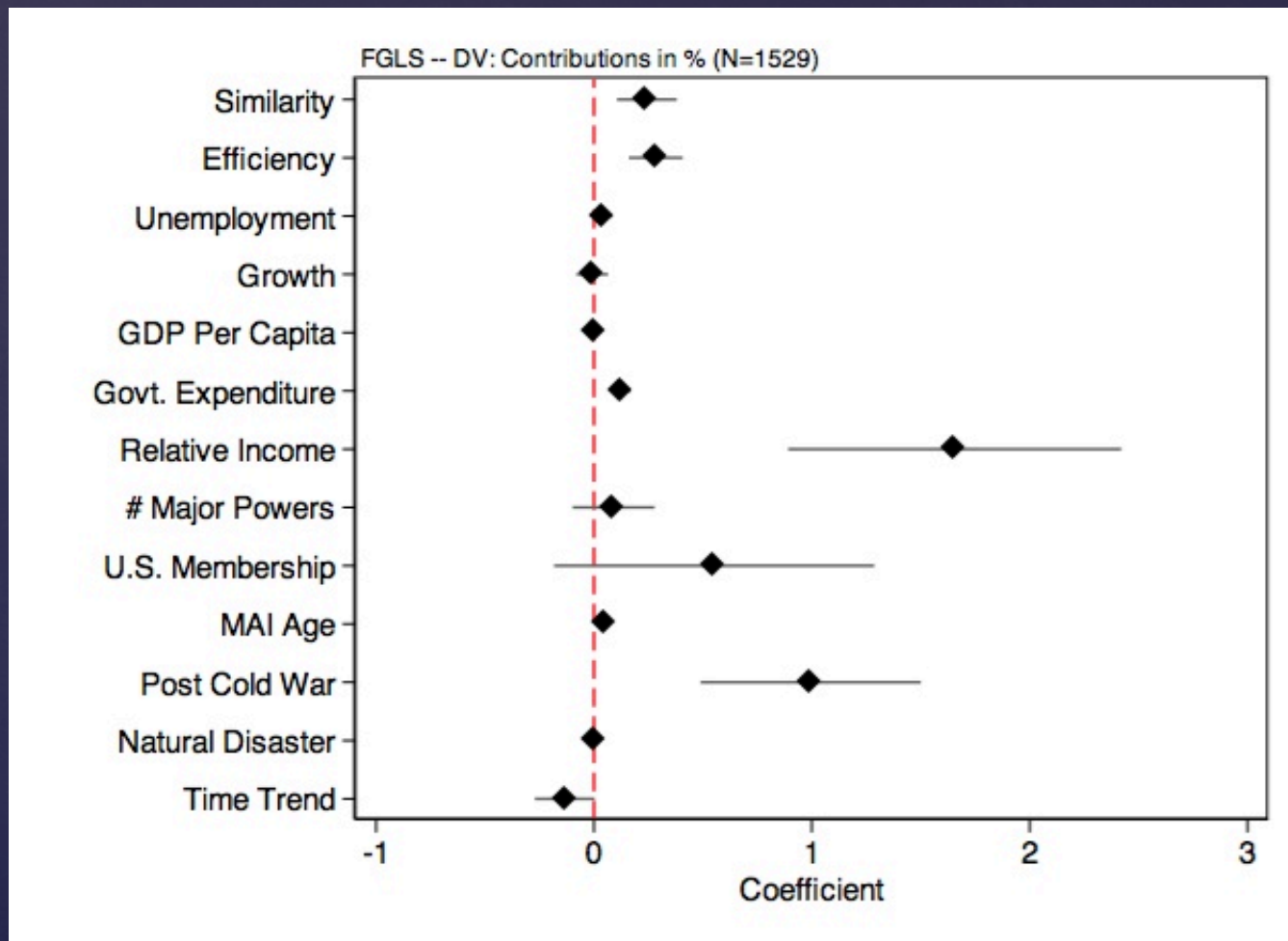
bad design

Model	(1)	(2)	(3)	(4)
Preference Similarity	0.029* (0.017)		0.029* (0.017)	0.031* (0.017)
MAI Efficiency		0.079** (0.033)	0.101** (0.040)	0.105** (0.043)
Unemployment	0.008 (0.012)	-0.005 (0.010)	-0.001 (0.013)	-0.002 (0.014)
GDP Growth	-0.006 (0.016)	0.011 (0.013)	0.005 (0.018)	0.014 (0.021)
GDP Per Capita	0.0001*** (0.000)	0.0001*** (0.000)	0.0001*** (0.000)	0.0001*** (0.000)
Govt. Expenditure	0.115*** (0.013)	0.144*** (0.013)	0.134*** (0.014)	0.133*** (0.014)
Relative Income	1.735*** (0.311)	2.121*** (0.369)	1.986*** (0.350)	1.984*** (0.351)
# Major Powers	0.233*** (0.028)	0.208*** (0.033)	0.232*** (0.032)	0.243*** (0.033)
U.S. Membership	0.194 (0.164)	-0.139 (0.187)	-0.219 (0.192)	-0.256 (0.194)
MAI Age	-0.000 (0.005)	0.012** (0.006)	0.015** (0.006)	0.015*** (0.006)
Post Cold War	0.873*** (0.110)	0.656*** (0.109)	0.827*** (0.133)	
# Disaster Deaths	0.000 (0.000)	0.000 (0.000)	0.000 (0.000)	-0.000*** (0.000)
Time Trend	0.003 (0.038)	-0.066* (0.038)	-0.076* (0.042)	
Constant	-3.047*** (0.359)	-3.097*** (0.348)	-2.911*** (0.442)	0.000 (0.000)
Period Fixed Effects	N	N	N	Y
Observations	1972	1961	1659	1659
Government-MAI-N	368	308	303	303
R ²	0.12	0.15	0.13	0.13

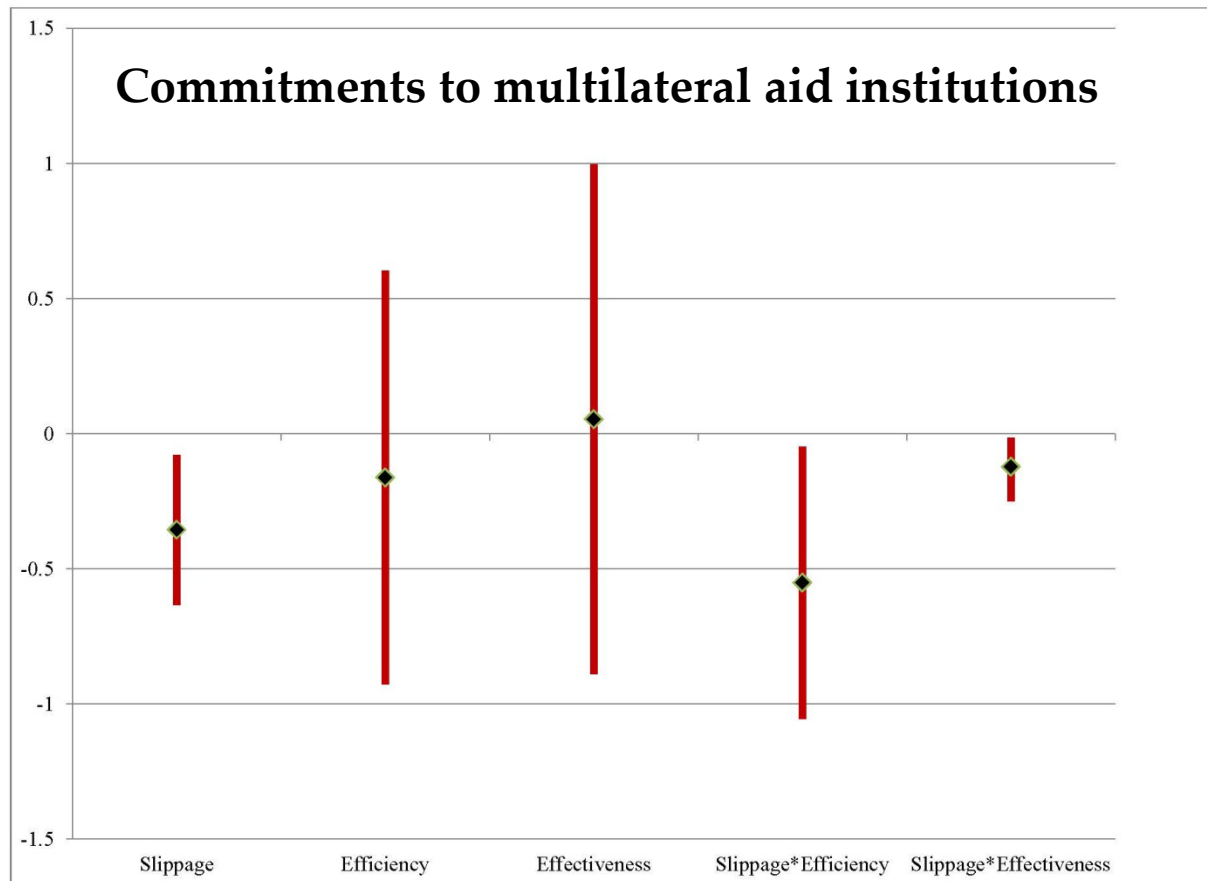
better design

Model	(1)	(2)	(3)
Preference Similarity	0.029* (0.017)		0.029* (0.017)
MAI Efficiency		0.079** (0.033)	0.101** (0.040)
<i>[Control variables omitted]</i>			
Period Fixed Effects	N	N	N
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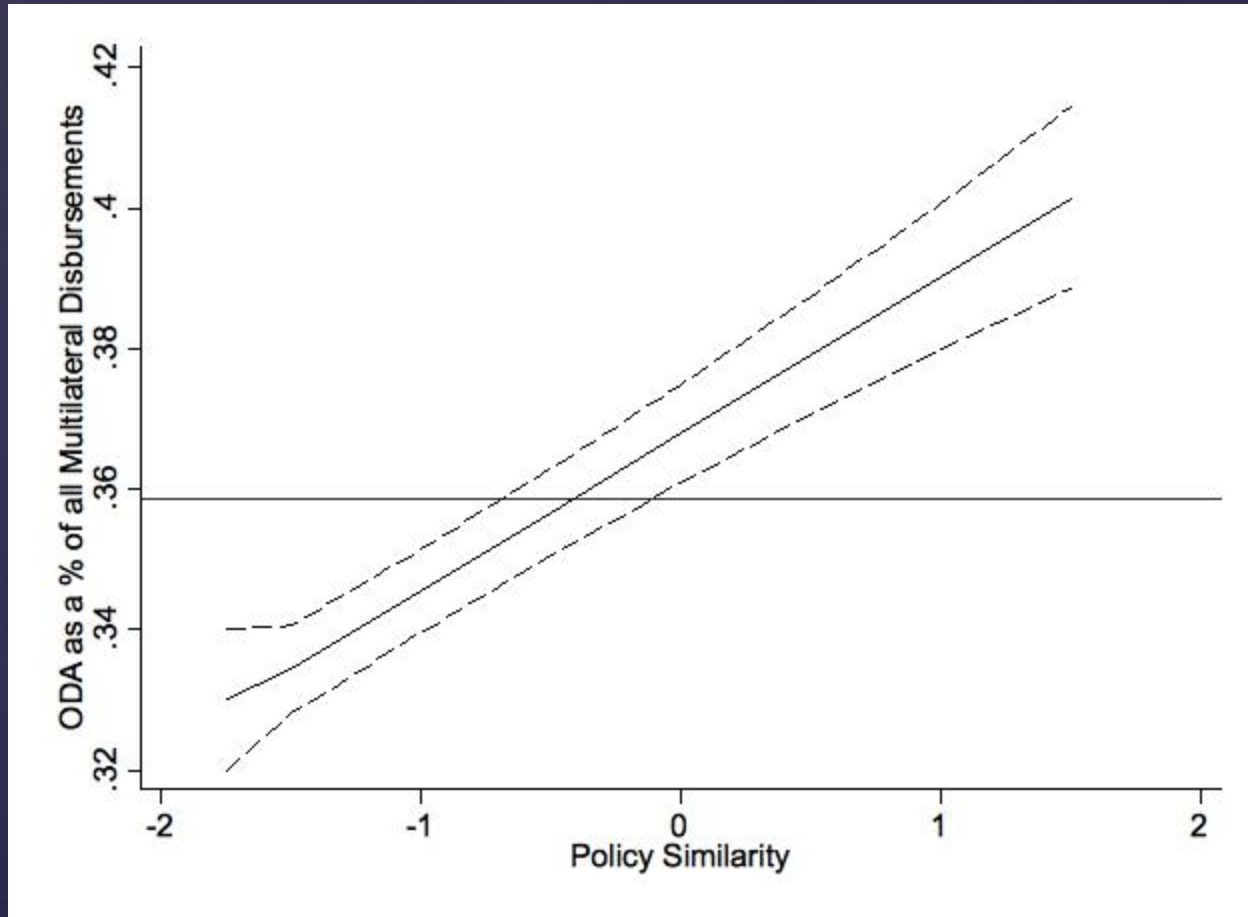
better design



best design



bestest design



Do not:

- Sit down
- Read
- Talk to screen or ceiling
- Talk down to audience
- Fake humility

Do:

- Be excited, smile
- Perform
- Control the room
- Skip meta-comments
- Close properly

When you know:

- Recall deferred questions
- Control the room
- Focus on question
- Do not interrupt
- Be respectful...



(obnoxious questions inevitable!)

When you don't:

- Admit it
- Ask for clarification
- Construct an answer
- Do not pretend to know
- Do not apologize

Remember:

NOT KNOWING: OK

NOT ENGAGING: NOT OK

**and the secret to a great
presentation is...**



I will practice my modeling technique 2 hours every day
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PRACTICE! (a lot)

(the end.)