

CRAFTSMANSHIP IN:



CREATING & DELIVERING

PRESENTATIONS

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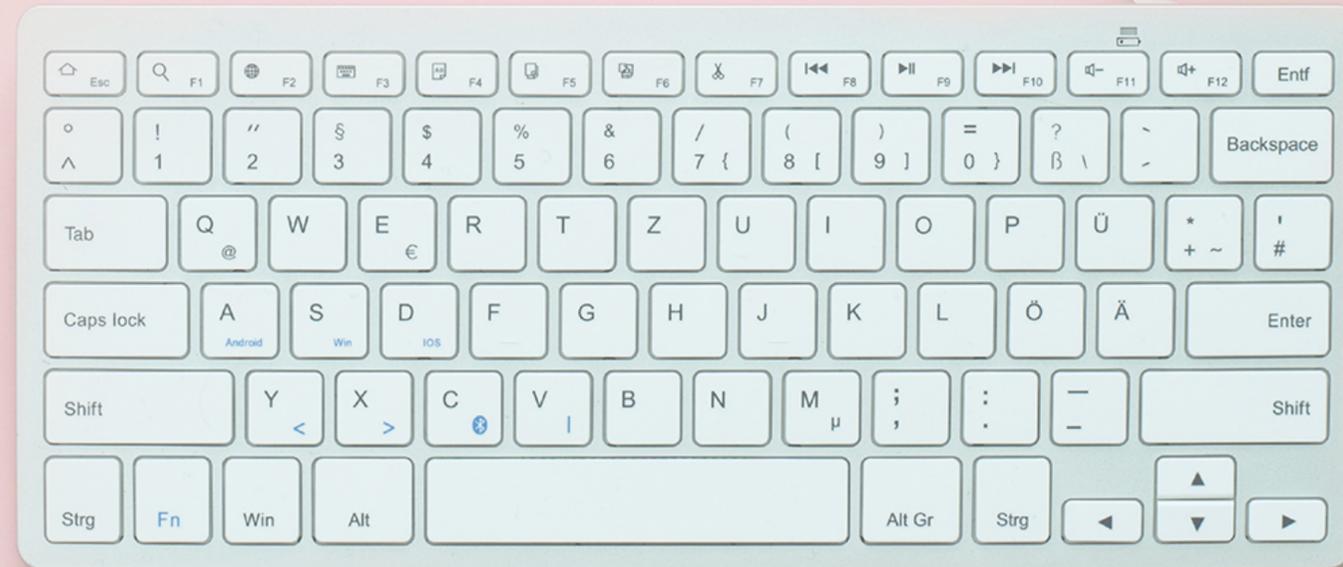
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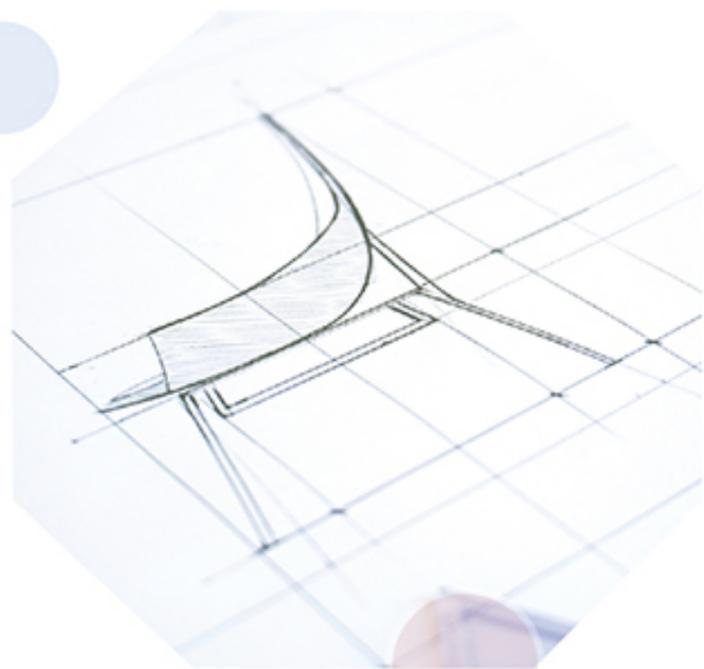
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WHAT DO WE MEAN BY CRAFTSMANSHIP?



- INNOVATION
- THOUGHTFULNESS



- THOROUGHNESS
- ATTENTION TO DETAIL
- PRIDE IN OUR WORK



- QUALITY
- CONSISTENCY

WHY IS CRAFTSMANSHIP IMPORTANT?

- **Craftsmanship is one of STR's core values:**
 - "Craftsmanship: Committing ourselves every day to excellence in everything we build."
- **Presentations are one of the primary ways we communicate**
 - Communications must span the path: brain -> mouth/slide -> ear/eye -> brain
 - We share results, propose ideas, and confirm common understanding
 - High quality presentations show that we know and respect the audience's interests, time, and comfort
- **This presentation will cover**
 - Constructing a Narrative Story
 - Developing Content
 - Delivering the Presentation



WHY DO WE CREATE PRESENTATIONS?

Establish Credibility/Bona Fides

- Presenting on a topic is a good way to learn and/or demonstrate mastery of it.
- Being the person to present a result or idea is a way to claim that material.

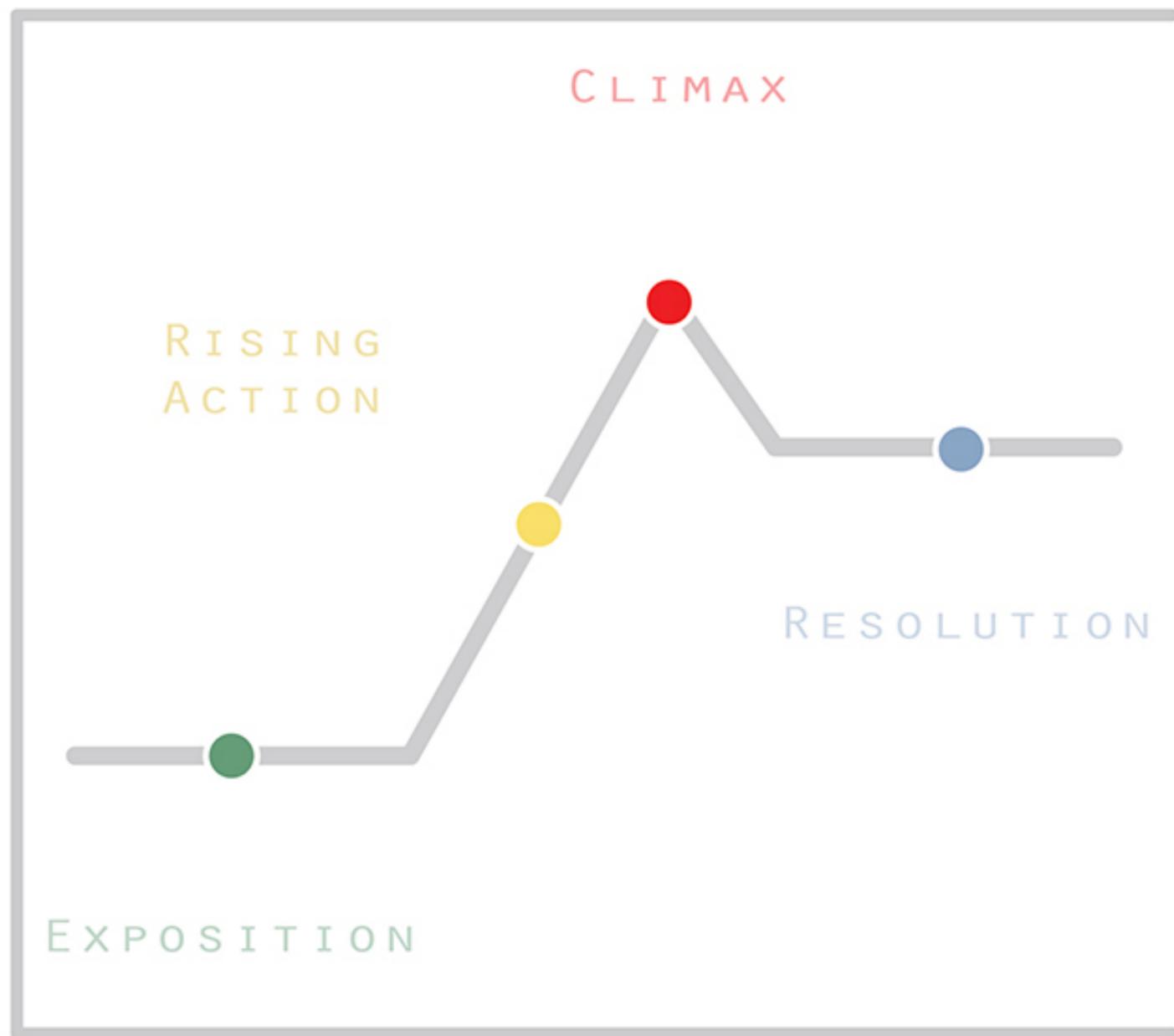
Demonstration of Care

Proof of Forethought

- While you might be able to speak to topics without charts, presentations show that you've thought about the topic ahead of time
- For some DARPA program managers, a seedling idea deck is your ticket to get into their office. Even if they say they aren't interested, it starts discussion.



CONSTRUCTING A NARRATIVE STORY



● BASIC STORY ARC ●

- Presentations Should Tell a Story, and have a Beginning, Middle, and End.
 - Provide an introduction to orient the audience.
 - Each slide and message contributes to the story in a logical flow.
 - Summary reinforces key points and describes next steps and plans to address risks.
- Organize Content Hierarchically.
 - Avoid purely chronological order; don't make audience wait for the main point.
 - Allows you to deep dive within each topic or section.
 - Use outlines and repeated diagrams to provide waypoints.
- Talk Through the Story Before you Start Creating Slides.
 - Find someone who can represent your audience.
 - Focus on developing an outline and identifying key points.
 - White boarding is a good way to do this.

DEVELOPING CONTENT



Audience-Centric

- Know and Respect their Interests, Time, and Comfort.
- Motivate the audience to listen and engage.
- Your message will change depending on the audience.
- Rule of thumb: Plan 2-5 minutes to brief each slide.



Organize Your Message

- Rule of thirds.
- Narrative/Flow.
- Visual Presentation, Figures, and Graphics.



Additional Purposes

- Credibility/Bona Fides.
- Demonstration of Care.
- Proper Labeling.
- Proof of Forethought.

KNOW AND ADDRESS YOUR AUDIENCE

● Respect Their Interests:

- What is Most Important to Them?
- Example: Customers
- Example: Co-contractors and Competitors and Graphics.

● Respect Their Time:

- Build into your timeline opportunities for questions and discussion.
- Provide a “Bottom Line Up Front” (BLUF) and make sure you cover their key points within your allocated timeframe.

● Respect Their Comfort:

- Eye contact and pauses to check that they “get it” and allow for questions.
- Use appropriate font, visual variety and minimize use of acronyms/jargon.



ORGANIZING YOUR MESSAGE



● Main Presentation Points:

- For each point in your outline, identify the key result or figure.
- Write a pithy sentence that summarizes what the audience should understand from each slide - make this the title or "bumper sticker."

● Use the Rule of 3s to Group your Ideas:

- Things in threes are funnier, more satisfying, and more effective.
- The reader or audience is thereby more likely to remember the info.
- **Having three entities combines brevity and rhythm with having the smallest amount of information to create a pattern.**

● Waypointing:

- Use an architecture or data flow to orient the audience up front - "This is what I'll cover."
- Then use the same figure as an outline, highlighting the area you're about to talk about.

KNOW AND ADDRESS YOUR AUDIENCE

● Text:

- Bullet Points.
- No large blocks of text.
- Can the text be replaced with imagery?

● Images:

- Use Color, Lines, Text variations to create visual cues.
- Meaningful imagery adds to a presentation.
- Crop to remove distractions.

● Graphics/Diagrams:

- Use Color, Line Variations and fonts to convey the main point clearly.
- Adjust coordinates so they are readable, but don't overwhelm the viewer.

● Proper Labeling:

- Portion mark classified briefings.
- Identify proprietary information.

