



**Planning a presentation**



## AVOID COMMON MISTAKES

### Be prepared

Doing work ahead of time will ensure that you both feel and sound more confident and authoritative. If you understand your topic better you will deliver a better talk. Preparation will help make sure you deliver the right message and don't say something wrong.

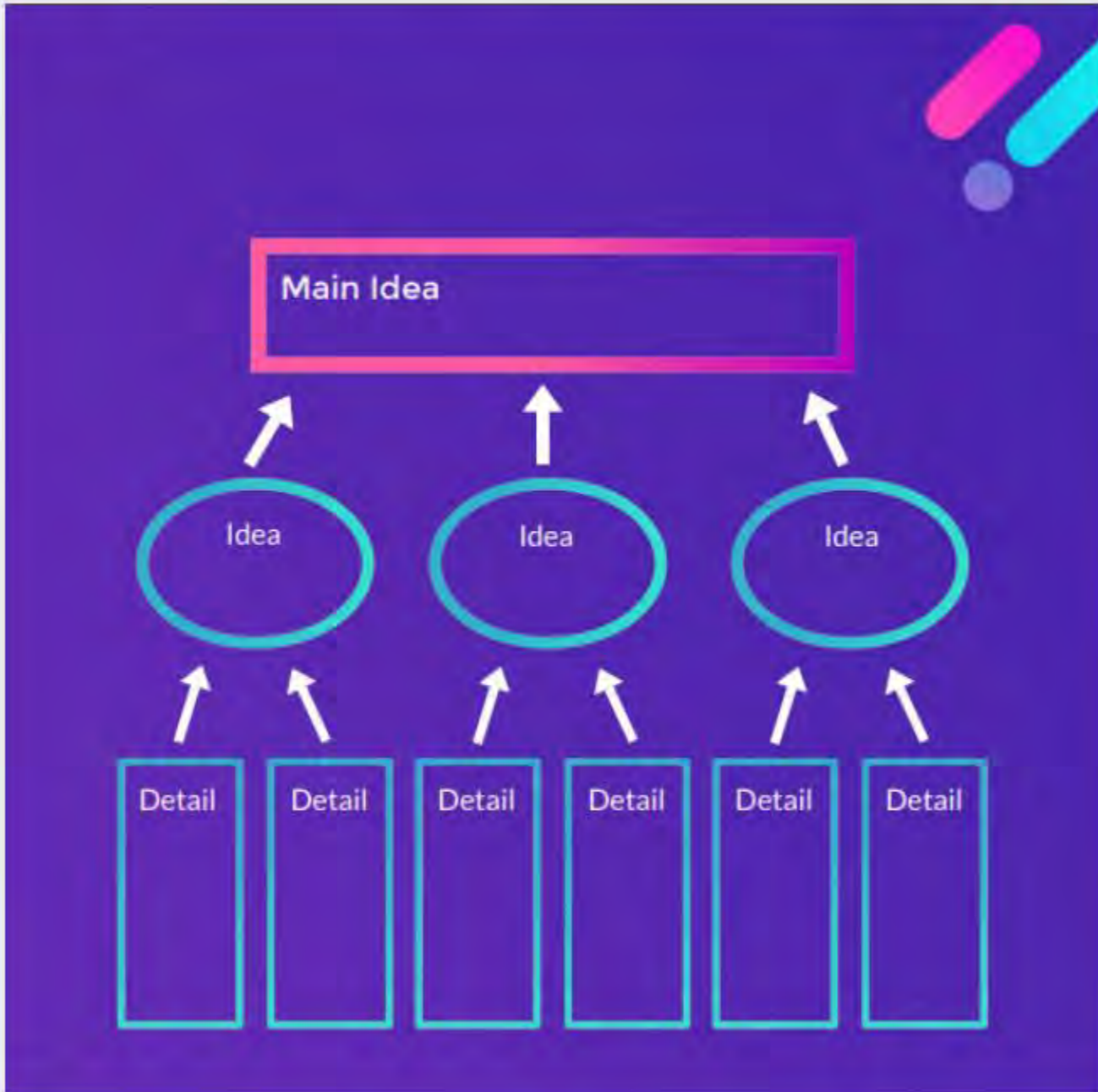
# WHY IT'S IMPORTANT TO FOCUS YOUR TALK

So that your audience doesn't fall asleep or stop paying attention

**Keep your audience engaged.** If you try to include too much detail you will lose your audience. They will get confused and might leave with the wrong idea of what you were trying to communicate.

**Respect your audience.** If you haven't spent the time preparing and figuring out what is your main message then why should the audience invest their time listening to you?





# FOCUS ON THE MAIN IDEA



## Don't lose sight of your main goal

Sketch out the details of your main idea and no more than three key ideas



## Details

Write down the details, but know that these can often be omitted, don't lose the wood for the trees



## Start with pen and paper

Don't start on the computer, start on paper and sketch out the main ideas and details

# HOW TO SYNTHESISE A COMPLEX IDEA

## 1. Start with the main idea

You can't simplify a complex idea if you aren't clear on the main idea you want to communicate

## 2. Reduce clutter

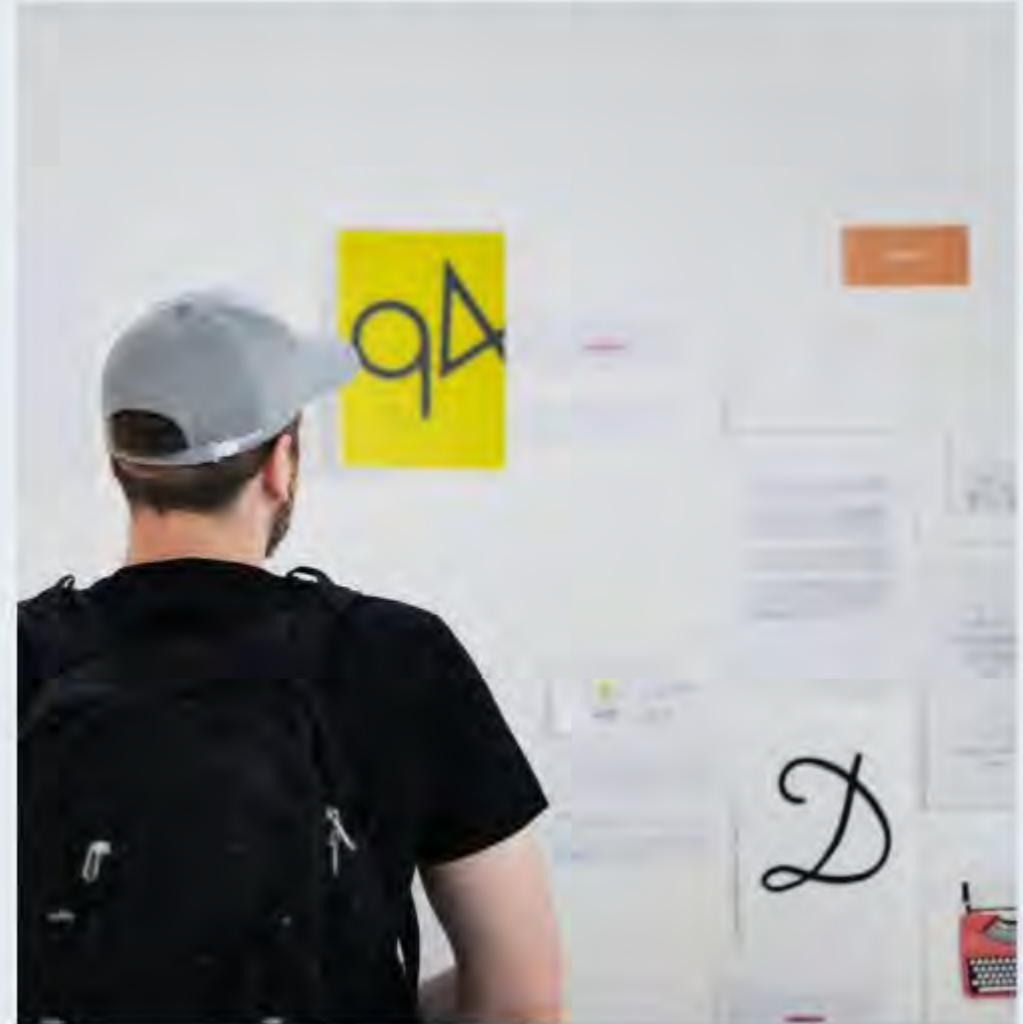
Look at each item you've included in your storyboard, do you need it to get the main point across?

## 3. Rewrite, rewrite, rewrite

It takes more time and effort to write something simple than to write something complex.

## 4. Avoid jargon

Write your ideas as if you are trying to communicate with a child or someone who is very distracted



# Rewrite, rewrite, rewrite

It takes more time and effort to write (or say) something simple than something complex

## WRITE FOR A 12-YEAR OLD


Use language that any adolescent can understand. Use a thesaurus. Try it out on some young people.

## ENSURE YOU UNDERSTAND

If you struggle to explain an idea in simple language it may be that you don't fully understand it.

## REMEMBER THE MAIN AIM

Keep your eye firmly focused on the big idea and what you are aiming to achieve when you rewrite.



# People are easily distracted

It can be difficult to hold people's attention

## PEOPLE GET DISTRACTED

People are easily distracted; have a plan on how to keep their attention, e.g. get them to respond in some way or do something surprising

## CHUNK YOUR IDEA OR DATA

Break your idea or your data down into bitesize chunks that easily digested and remembered, use memorable analogies

## SAY IT THREE TIMES

If there is something you really want people to remember then say it several times (maybe in different ways), 3 times is the rule of thumb

## AVOID COMMON MISTAKES

Start and end strong





Start



# HOW TO START

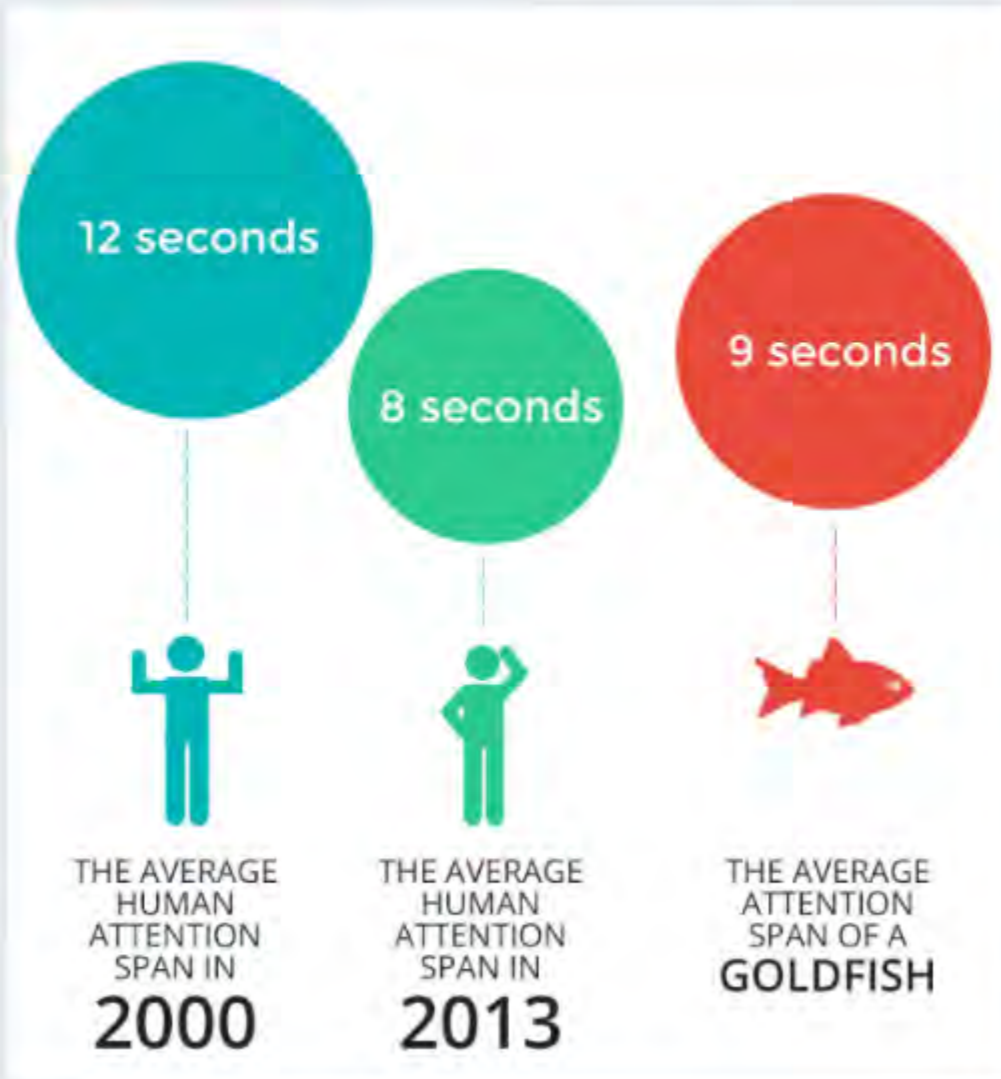
First impressions are important and happen very quickly



Your audience will make a snap decision about you within the first few moments. At the very beginning of your presentation grab their attention and ensure you come across as interesting and authoritative.

Think about how you want to come across. In this course it is as a professional economist who is engaged and interested in answering real world problems.

# FIRST IMPRESSIONS MATTER



People have pretty short attention spans

If you don't get them interested in the what you are talking about early then they will probably stop paying attention.

Motivate your talk well and quickly so that you get the audience interested and engaged.



First impression



Highs and lows



Final moments



## THE AUDIENCE'S EXPERIENCE OF YOU

Will not be based on the entirety of your talk or interaction. Psychological research suggests that first impressions are quickly formed and persist, and that what people remember from an experience is the peak (the high or low moment) and the end.

# HOW TO FINISH

Finish



Don't just fade away. People remember the end. At least let them know that you have consciously finished at that point, not been cut off.

In this course you are meant to talk as a professional economist, with some degree of impartiality and independence. Don't get tempted to make a call to arms, but try to wrap things up neatly.

# WHAT MAKES A GOOD ENDING?

Summarise the key message in a succinct and memorable way -- e.g. David Autor's TED talk.

Summary and advice - Marina Della Giusta

"The key takeaway points ..." Dan Anderberg

Memorable story that drives home the key point - Tim Hartford TED talk





# THE RULE OF THREE

1. Tell them what you are going to say.
2. Tell them.
3. Tell what you told them.

But don't just

1. tell them
2. tell them
3. tell them

And in a short talk this might not work well.





phases of a talk

What is the  
BIG issue

What is the  
specific  
question

The details,  
method,  
findings, facts,  
figures

What is the  
KEY takeaway

V

# THERE ARE NO HARD AND FAST RULES



What works for one person or in one situation might not work in another. It will depend on your audience, and on how you deliver your talk.