



CERN McNET Science Dissemination: Presentation

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Jenna Clarke: www.thrivingtalent.solutions

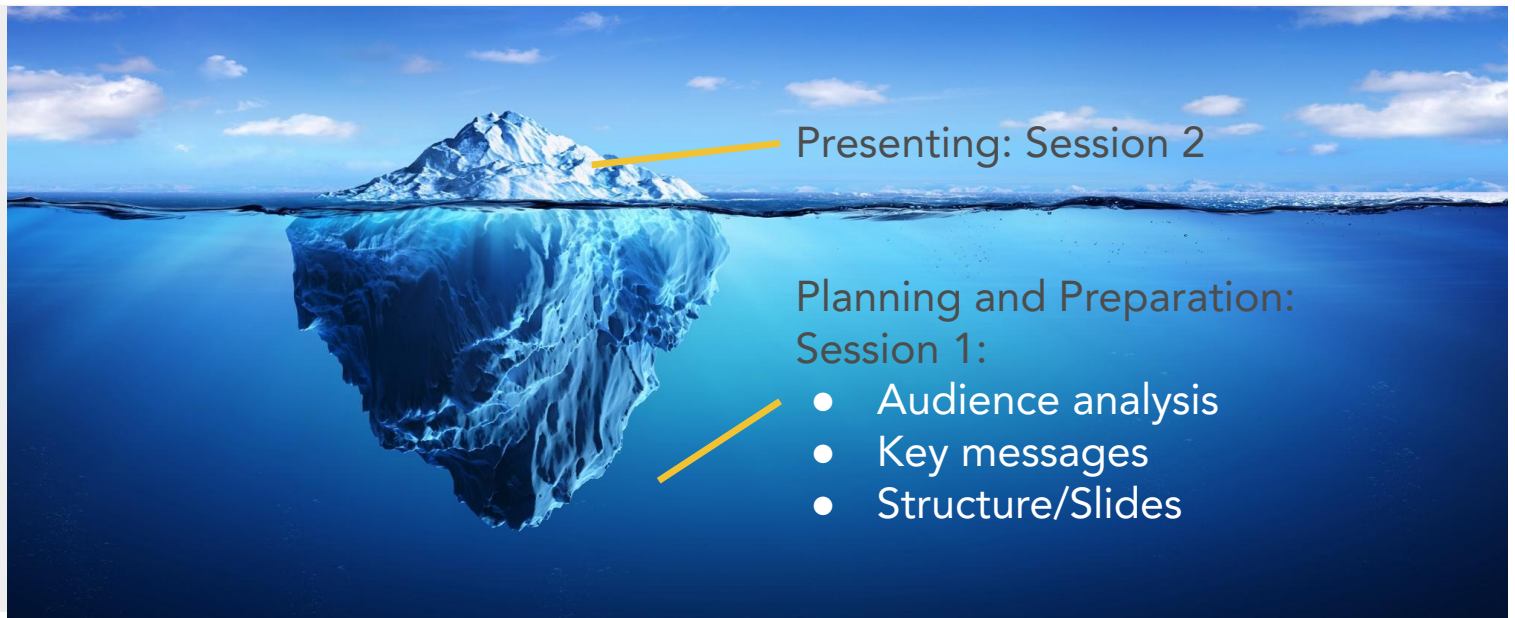
Meet your trainer: Jenna Clarke

- Not a natural public speaker
- Passionate about helping others improve
- A coach, trainer and facilitator
- Former TV journalist
- Improv instructor & stand-up comedian
- Clients include: Red Cross, UN, Deloitte, IOC, Credit Suisse, and Lombard-Odier



Today's Objectives

1. Improve clarity and understanding when presenting content to non-scientific audiences
2. Increase confidence while presenting to various groups
3. Learn and practice techniques to present more effectively
4. Enhance spontaneity and ability to troubleshoot when faced with difficult questions or presentation issues.



Be clear about your audience's:

- ✓ Their level of knowledge
- ✓ What they want to know
- ✓ Their level/seniority
- ✓ The cultural mix
- ✓ Their personality
- ✓ Their attitude



Different presentation outcomes

Provide information

Influence/
persuade

Pitch/sell/present

Build relationships

Inspire/motivate

Establish trust

What is your presentation's: 'burgers, fries & Coke'?



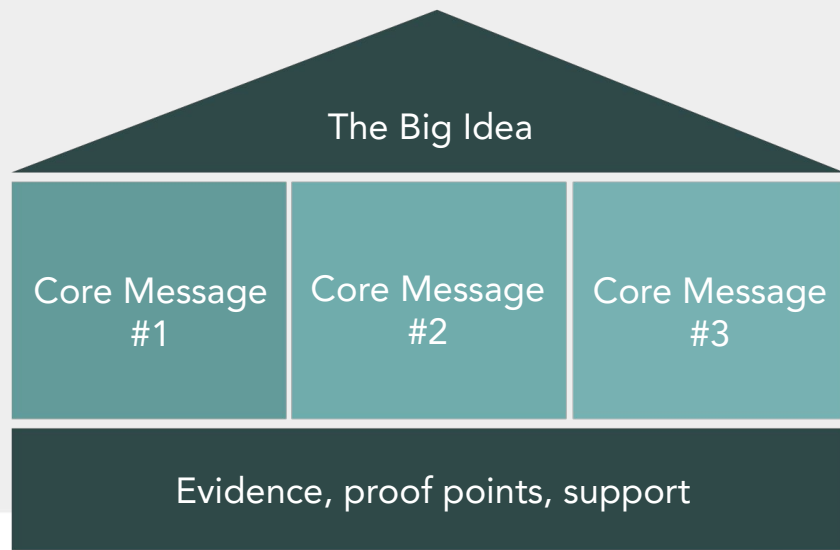
Communication is: Repetition Repetition REPETITION

The importance of key messages



- The core information you want your audience to hear and remember
- The messages you want your audience to take home for you to achieve your objectives.

Presentation structure



1. Tell them what you are about to tell them
2. Tell them what you told them you were going to tell them (your key messages with proof points)
3. Tell them in summary what you've told them

Make your Messages Stick

Simple

Unexpected

Credible

Concrete

Emotional

Stories



Storytelling

What are the key ingredients?



Context



Action



Result

Avoid Death by PowerPoint

- 1 The truth about PowerPoint
- 2 PowerPoint is not compulsory
- 3 You are the presentation
- 4 PowerPoint is not a magic wand
- 5 Separate slide deck & document



Powerpoint Essentials

- 1 Reduce and simplify
- 2 Use bullet points
- 3 One slide > one idea
- 4 Make text visual
- 5 Use progressive reveal



The Visual Power of Chunking

'Chunking' can make your key messages clearer

1

It stops every slide being a uniform set of bullets

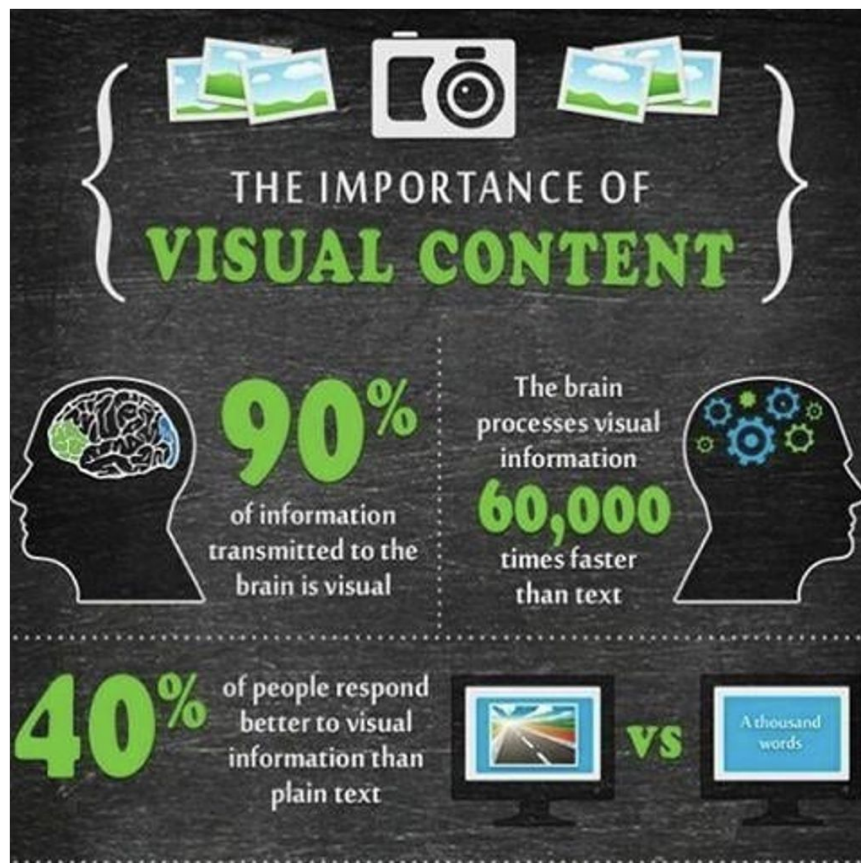
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'Chunking' also makes it easier for people to follow you

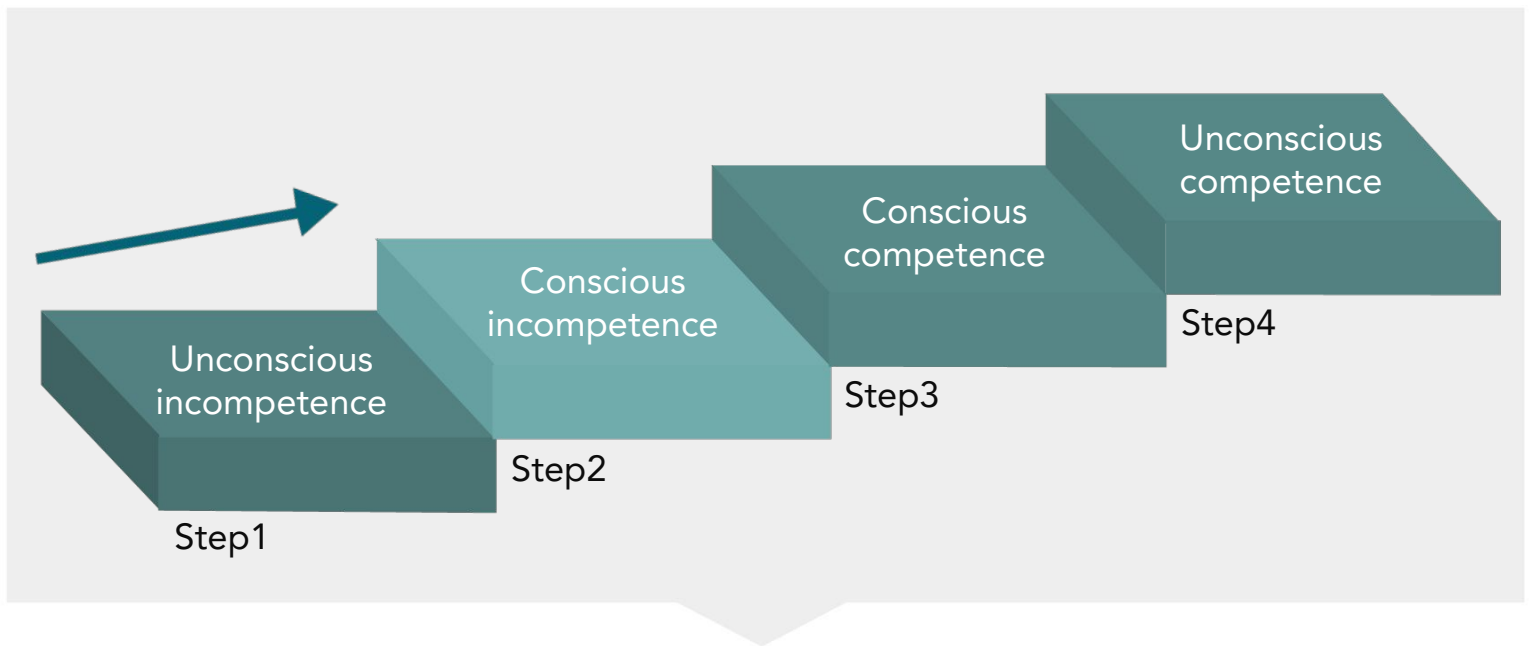
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Why images are important

- ✓ They show what is being discussed
- ✓ They bring an emotional element
- ✓ They are 'worth 1000 words'
- ✓ They bring your presentation to life
- ✓ They make slides appear more finished



Four steps to presentation mastery



Making Messages Memorable Homework

1. Prepare a 5-minute presentation
2. For each key message, use a rhetorical device:
 - a story
 - an image
 - a metaphor or simile
 - an analogy
 - a quote

