IN5430

Seminar 4.3.20

Presentation techniques

Tensions in network Governance

Public speaking

According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy." – **Jerry Seinfield**

"The human brain starts working the moment you are born and never stops, until you stand up to speak in public." – **George Jessel**

(Ivar Hukkelberg, 2020)

Remember

(Ivar Hukkelberg, 2020)

It won´t be like this

(Ivan Hukkelberg, 2020)

But more like this...

(Ivar Hukkelberg, 2020)

Well, enough with the fancy schmancy slides

Presentation is a skill you can learn, just like anything else. The main ingredient is practice, practice, practice!

But there are some techniques that can help you make the practice go easier.

This presentation will not give you a full introductory to presentation techniques, but give a brief introduction to some tools you can use. Most of the content is from the book *Weekend Language*.

First of all, ask yourself two things

Who is your audience?

What type of presentation is this?

Depending on your answer these two question will give you guidelines on how your presentation should be shaped.

Exercise: What different presentation styles do we have?
What audience are they intended for?

The three V´s of communication

According to studies done by Albert Mehrabian, PhD, a presentation is made up by the following three V´s:

Visual (55%)

Vocal (38%)

Verbal (7%)

(Ivar Hukkelberg, 2020)

Verbal – people remember stories, not facts

Tools you can use when telling a story

- Anecdotes

- Analogies and metaphores

- *Imagine...*

- Personal stories

Exercise (3min):
Choose one of the techniques to the left and write a short text about your platform

(Ivar Hukkelberg, 2020)

Voice – don´t sound like a robot

- Pausing (gives the audience time to think about what you are saying)

- Pacing (fast and slow)

- Projection (high and low pitched voice)

- Remove verbal tics – *um, ah, right, so, you know, like…*

Exercise (3min):
Two and two do the following
First person - read the text with high pitched voice, fast and without pausing.
Second person – read slow, low pitched and with pauses. Feel free to exaggerate!

There are many different types of digital platforms. The two main types are innovation platforms and transaction platforms. Airbnb is an example of the latter, while Android is an innovation platform. Platforms will soon take over the world and change how we live our lives

(Ivar Hukkelberg, 2020)

Visual – be alive up there!

- Walk and talk

- Eye contact (don´t hold it any longer than 3-4sec or else it becomes creepy)

- Gestures

- Smile!

Exercise (3min):
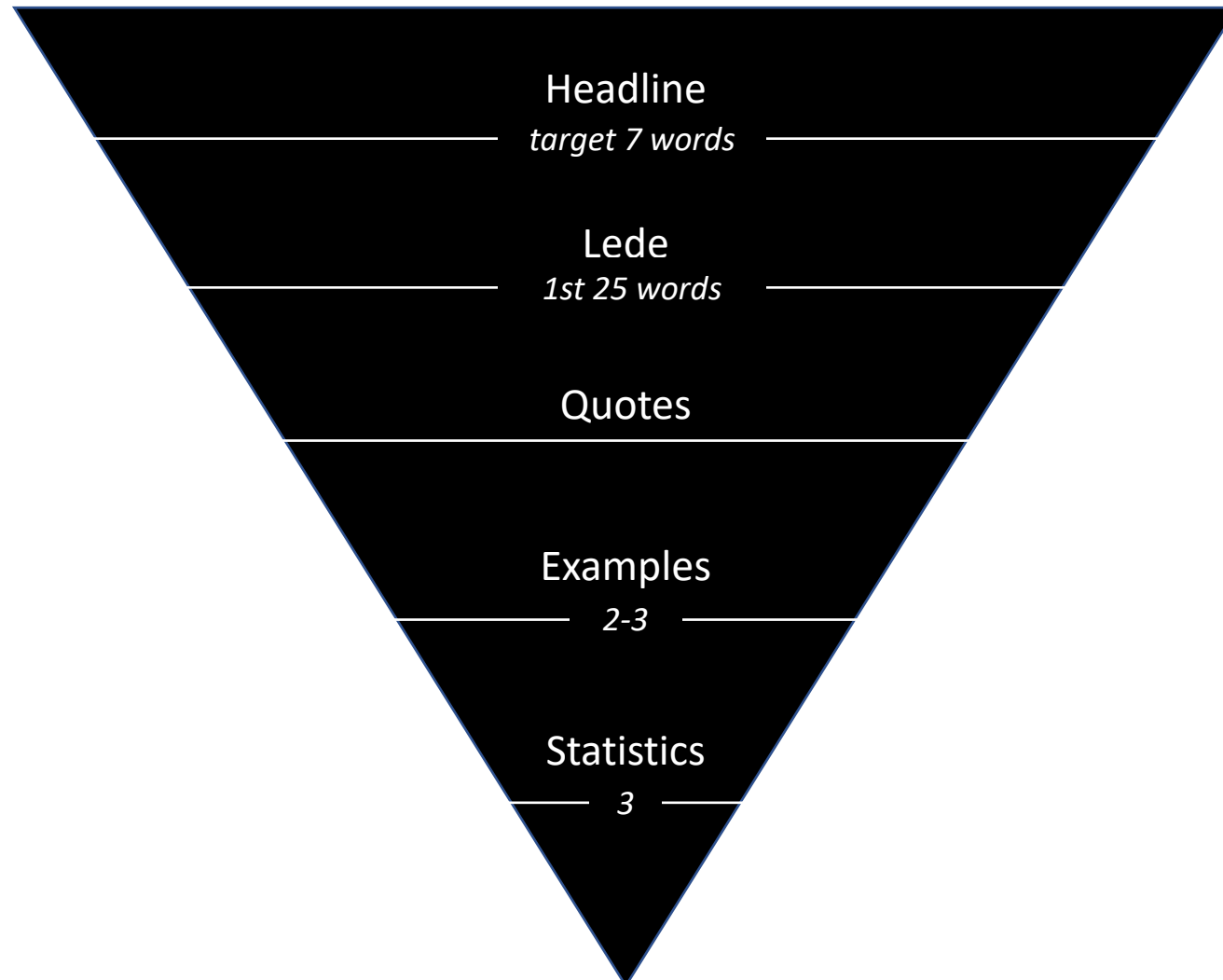Three and three do the following:
First person read the text without any form of emotions, moments and eye contact
Second person read the text while smiling and make gestures (but no eye contact)
Third person, same as second person, but now with alternating eye contact between the other two.

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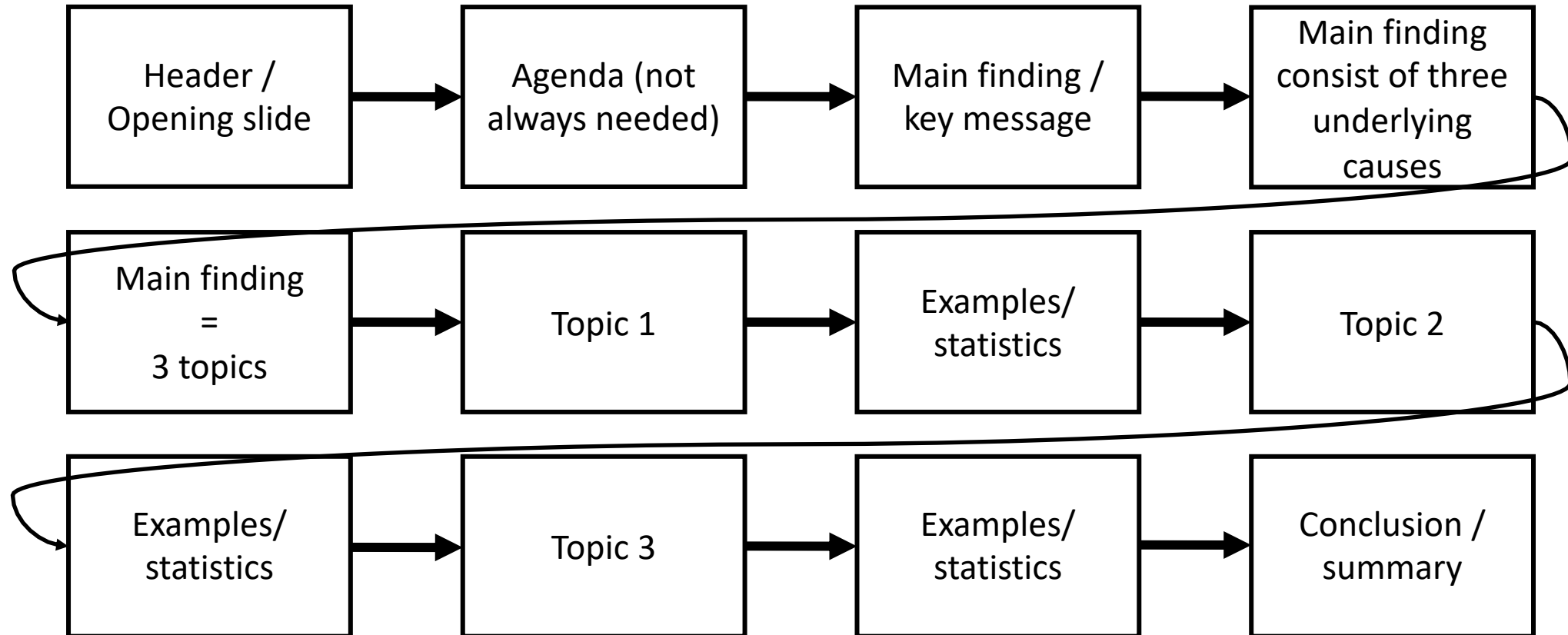
(Ivar Hukkelberg, 2020)

Organize your narrative - Journalism 101

Headline
target 7 words

Lede
1st 25 words

Quotes

Examples
2-3

Statistics
3

(Ivar Hukkelberg, 2020)

A typical structure of your presentation could be

| Header / Opening slide | → | Agenda (not always needed) | → | Main finding / key message | → | Main finding consist of three underlying causes |

| Main finding = 3 topics | → | Topic 1 | → | Examples/ statistics | → | Topic 2 |

| Examples/ statistics | → | Topic 3 | → | Examples/ statistics | → | Conclusion / summary |

(Ivar Hukkelberg, 2020)

Powerpoint – a curse and a blessing?

- Visual aid
- One picture says more than 1000 word
- Complement you as the speaker
- Use journalism 101 when structuring your slides

Common misuse of Powerpoint
- Too much text
- Too detailed
- Too many bullet points – don´t put your speaker notes up on the screen (except if you´re a lecturer) ☺
- Presenter read from slide instead of talking freely
- More time is used on creating the ppt than on preparing for actual speak

(Ivar Hukkelberg, 2020)

So, how does a bad slide look like?

(Ivar Hukkelberg, 2020)

Powerpoint – a curse and a blessing?

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- Use journalism 1

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This is a bad sli

Why?

(Ivar Hukkelberg, 2020)

What about a good slide?

Remember your audience!

How your slides will look like depends on what type of presentation you are giving.

But...

Just one topic/concept per slide!

(Ivar Hukkelberg, 2020)

Example of a good slide. Why?

Know your time limit!

(Ivar Hukkelberg, 2020)

Things to avoid

- Jargon language. Also known as CxO language

- Acronyms (most likely not everyone in the audience are familiar with them)

- No hands in your pockets. This count for those that are not currently presenting as well, but are on stage.

- Please, do not read from a paper!

- Do not use more time than given!

(Ivar Hukkelberg, 2020)

Exercise (10min)

- Use 6 min and write down a story you want to tell about your platform. You can build upon what you already have written. Afterwards, present your story within groups.

- Things you might want to include:
  - Anecdotes
  - Analogies
  - *Imagine …*

- Also, remember: visual and vocal

Tips to next weeks presentation

- This is the first of two presentations. Use the first presentation to tell about the case.

- Remember that the others don´t know your case as well as you do

- Avoid nitty gritty details

- Think about what others might find interesting about your platform

- 9min presentation time

(Ivar Hukkelberg, 2020)

(Ivar Hukkelberg, 2020)

Break!

Exercise

Provan and Kenis (2006) write about three categories of tensions in network governance.
1) Efficiency vs inclusiveness,
2) Internal vs external legitimacy
3) Flexibility vs stability

Discuss in groups

1. What type of tensions is favored by the different network governance form?

   • Try and explain by using some of the organizations we looked at last week. Or use your own example.

2. Are any of these tensions interrelated? How? Try to exemplify

   • If you are unsure what the different tensions means, look at page 242 – 245 in the article *Modes of network governance* (Provan and Kenis, 2006)

Feedback and comments on seminar classes

- Any issues so far that are unclear

- Other comments?