Presentation technique

Workshop - Introduction to Consultancy
Agenda

- **Presentation technique** – preparation, content and performance
- **Group work** – feedback and hands on experience
Presentation technique

Preparation, Relation and Performance

(Greve, 2010: Den gode præsentation)
Five phases:

- Invention (*brainstorm, listen, curiosity*)
- Disposition (*message, progression, argumentation*)
- Tone of voice (*appeal, language, ethos*)
- Memory (*this is when you make power points*)
- Action (*performance, evaluation, learning*)
NABC and Toulmin
Create and deliver superior customer value
NaBC

N  eed - What are the customer and market needs?

A  pproach - What is your unique approach for addressing this need?

B  enefit - What are the specific benefits for the stakeholders?

C  ompetition - How are the benefits superior to the competition and the alternatives?
Needs (N)

Overall question: What is the specific need for your idea?

- Based on your knowledge of the field, how do you see the problem
- Which stakeholders are affected by the problem and who are you focusing on

Be specific and visual: use drawings and (if possible) photos from your research
Approach (A)

Overall question: How does your idea solve the needs identified

Communicate your concept, which might be a system, a product, a service, a process (or a combination):

• System/proces visualization
• User scenario (e.g. for an employee or end-user/consumer)
• Prototypes
• Role play
Approach (A) – prototyping and user scenarios

E.g. AppSeed app, ‘Prototyping on Paper’
A floor plan and a paper prototype of a visitation board
A photobooth system for a dep. of dermatology
Benefits (B)

Overall question: What are the benefits of your concept for the partner and the end users?

- Does it save time or money?
- What are the emotional benefits?
- What are the benefits for the different stakeholders?

Be as specific as possible when communicating the benefits of your concept – use numbers, facts, statements and visuals
Overall question: What and who competes with your concept?

- How does your concept differ from the competitors’
- Does your partner know the competitors?
- What are the alternatives to implementing your concept?

Be sure to think about the possible objections the partner may have to your concept – how are to what extent are you going to incorporate the partner’s feedback to your concept?
The Toulmin Model of Argument

Fact
Rick has fair skin, red hair and freckles, and he sunbathed all day yesterday.

Warrant
People with fair skin, red hair and freckles usually get sunburnt easily.

Backing
Those people have little melanin in their skin. Melanin protects against sunburn.

(probably) Conclusion
Rick will probably get seriously sunburnt.

Rebuttal
Rick's parents both have fair skin, red hair and freckles, and they never seem to get sunburnt however much they sit outside.
Relation

- Purpose
- Context and frame
- Who is in the audience – how do you handle feedback and questions?
- Ethos
Performance

- Language, voice and body language
- Interacting with the audience and mirroring
- Visuals and props
- Nerves
Template for presentation
Practice

• Prepare your presentation – max 10 mins

• Present to another group – 10 mins + feedback (5+10 mins)

• Switch roles

• Revise your presentation
Thanks