

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)

Preparation

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

(Carlson and Wilmot, 2006: Innovation – The five disciplines for creating what customers want,
Toulmin, S, 1958 (2003): The uses of argument)

Need - What are the customer and market needs?

Approach - What is your unique approach for addressing this need?

Benefit - What are the specific benefits for the stakeholders?

Competition - 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

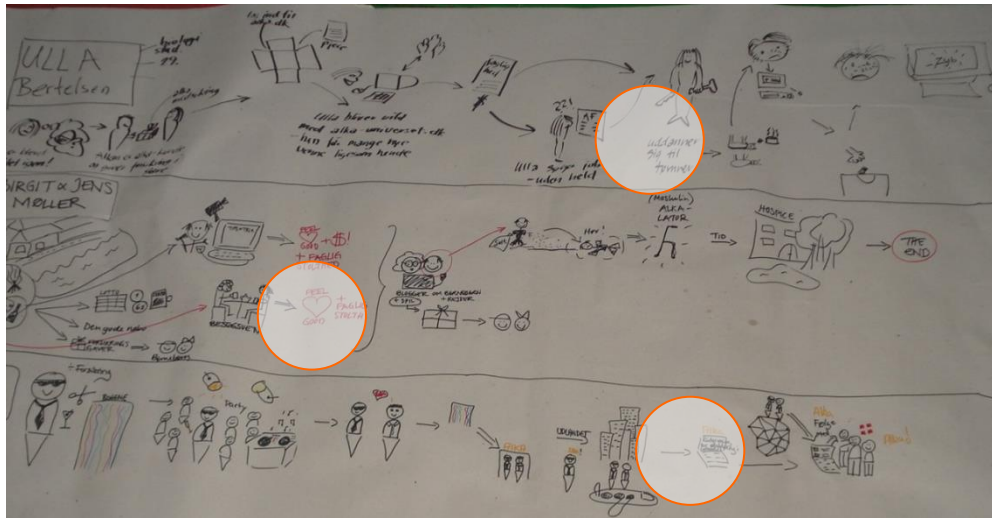
Approach (A)

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/process visualization
- User scenario (e.g. for an employee or end-user/consumer)
- Prototypes
- Role play

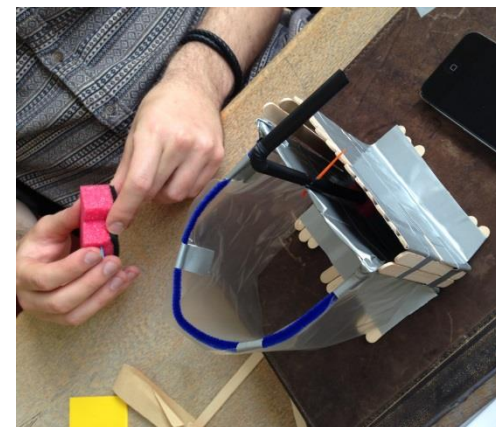
Approach (A) – prototyping and user scenarios



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 dermathology

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

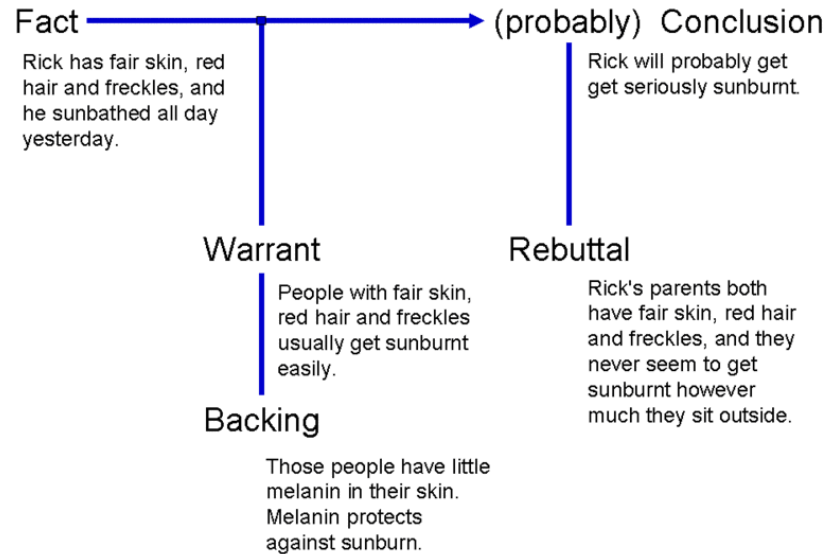
Competition (C)

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



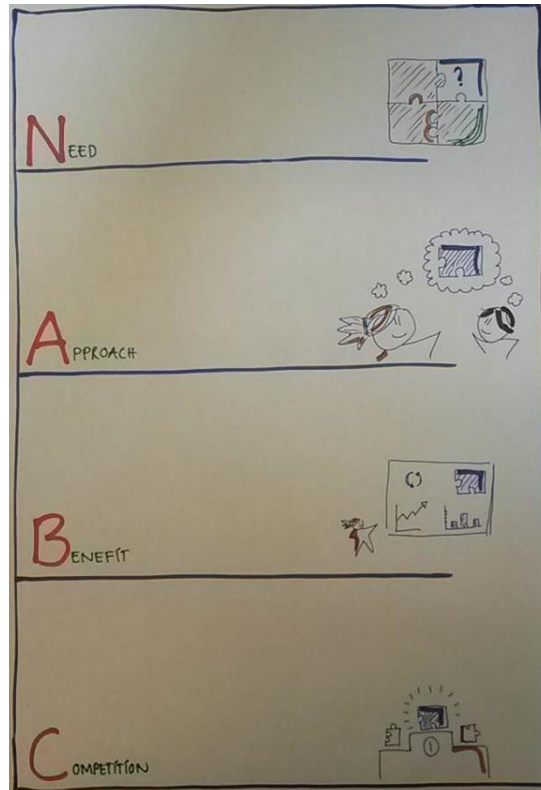
Relation

- 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 minuts
- Present to another group – 10 minuts + feedback (5+10 minuts)
- Switch roles
- Revise your presentation

Thanks

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