

A person from the chest up, wearing a black t-shirt. The t-shirt has the text '>Hello World!' printed in a bright green, monospaced, code-like font. The person is holding a silver, handheld microphone in their right hand. The background is dark with faint, concentric circular patterns.

>Hello
World!

Crafting more effective
technical presentations

Dirk Haun, ACCU 2014

The Problem with Bullet points

- people will start reading from the top
- won't listen while you talk about the first items
- then they already know what's coming
- so they won't listen for the rest either

Solution?

- List only one idea per slide

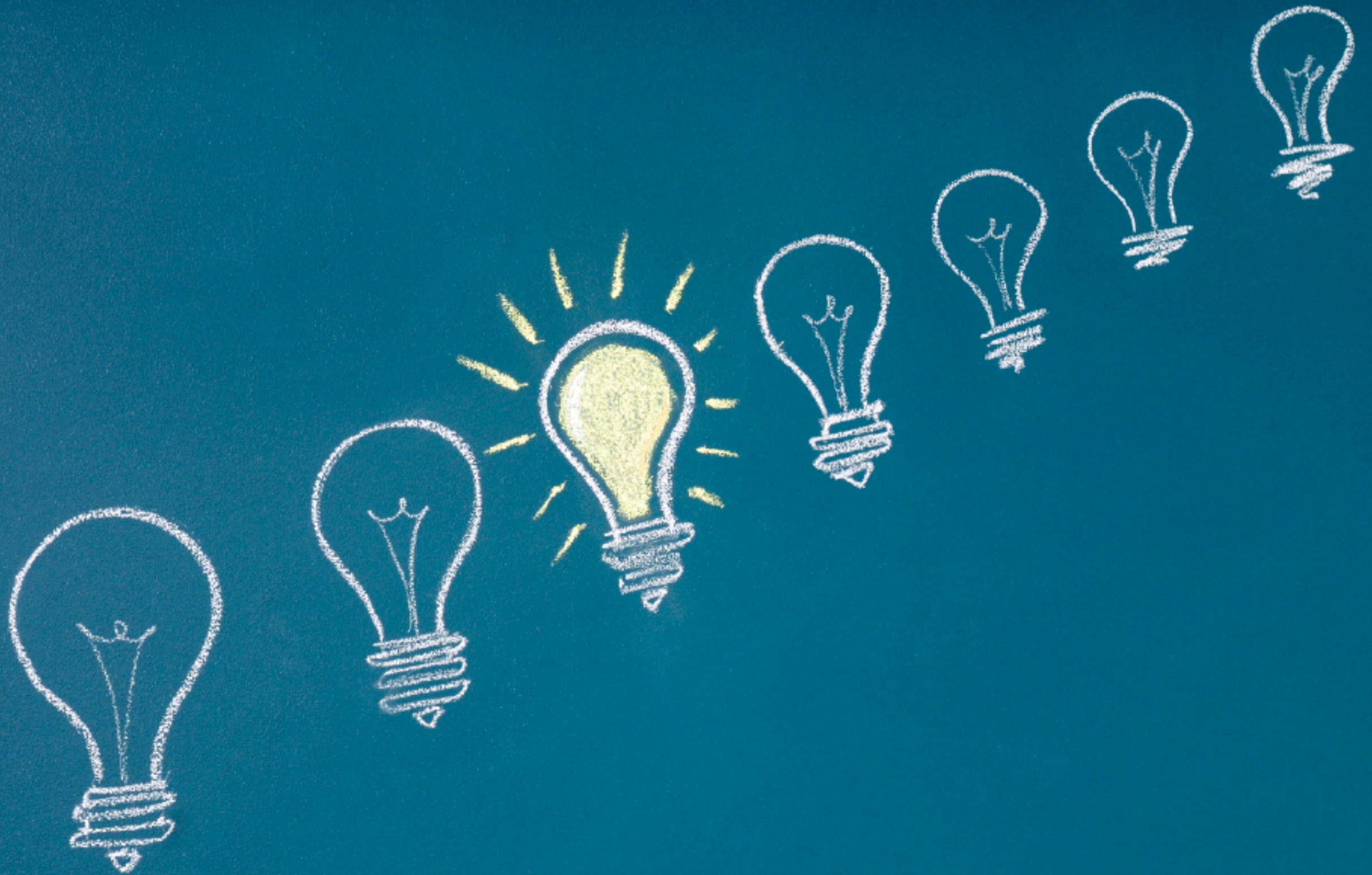
One idea per slide



One idea per slide

One idea
per slide





One idea per slide

3

Preparation
Slides
Presenting

All the information in the world
is available right here in this room.
It's just a matter of presentation
to make sense out of it.

– R. Buckminster Fuller



What is the
most important part
of your presentation?

Your audience!





THE CURSE
OF KNOWLEDGE

Explain it
to me!



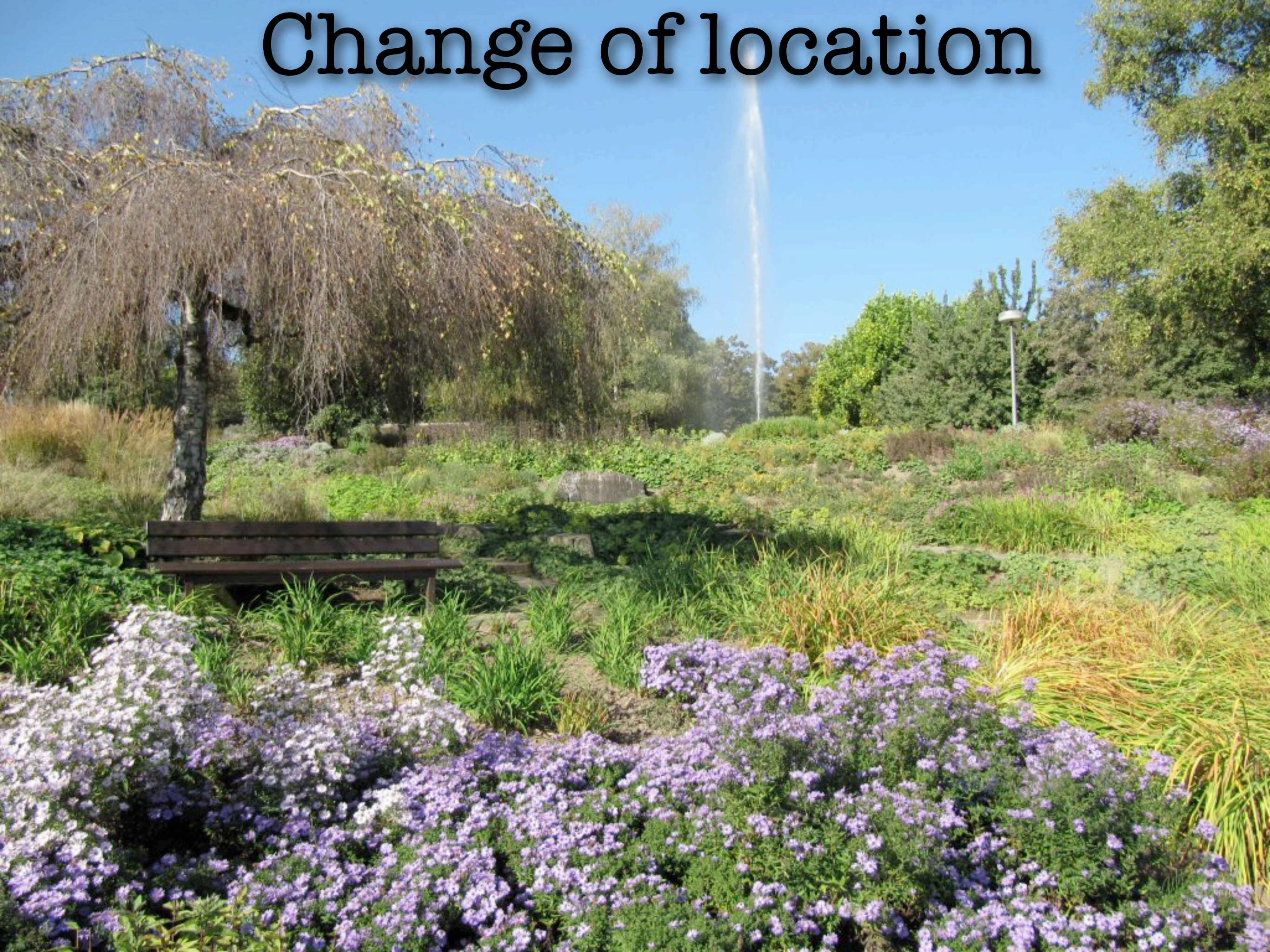
Don't just start typing ...

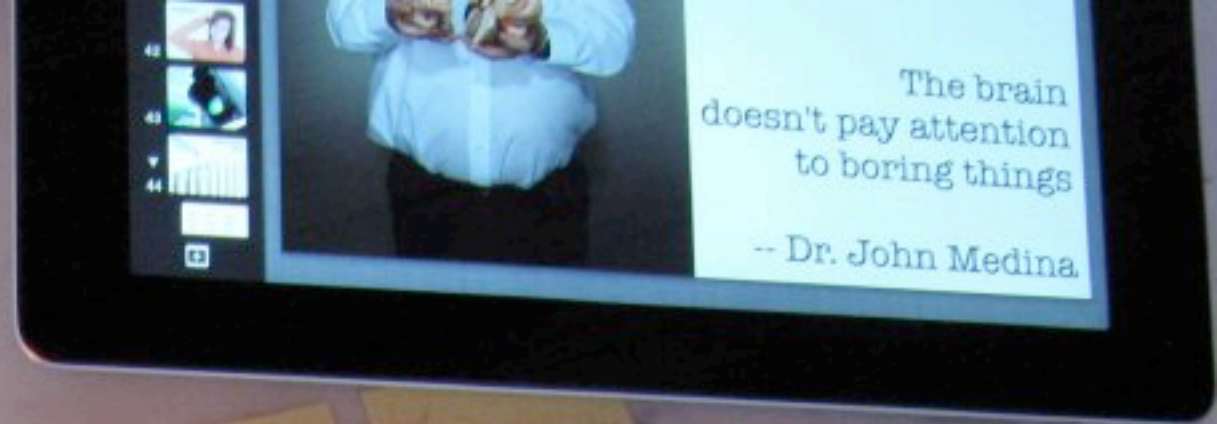


Double-click to edit

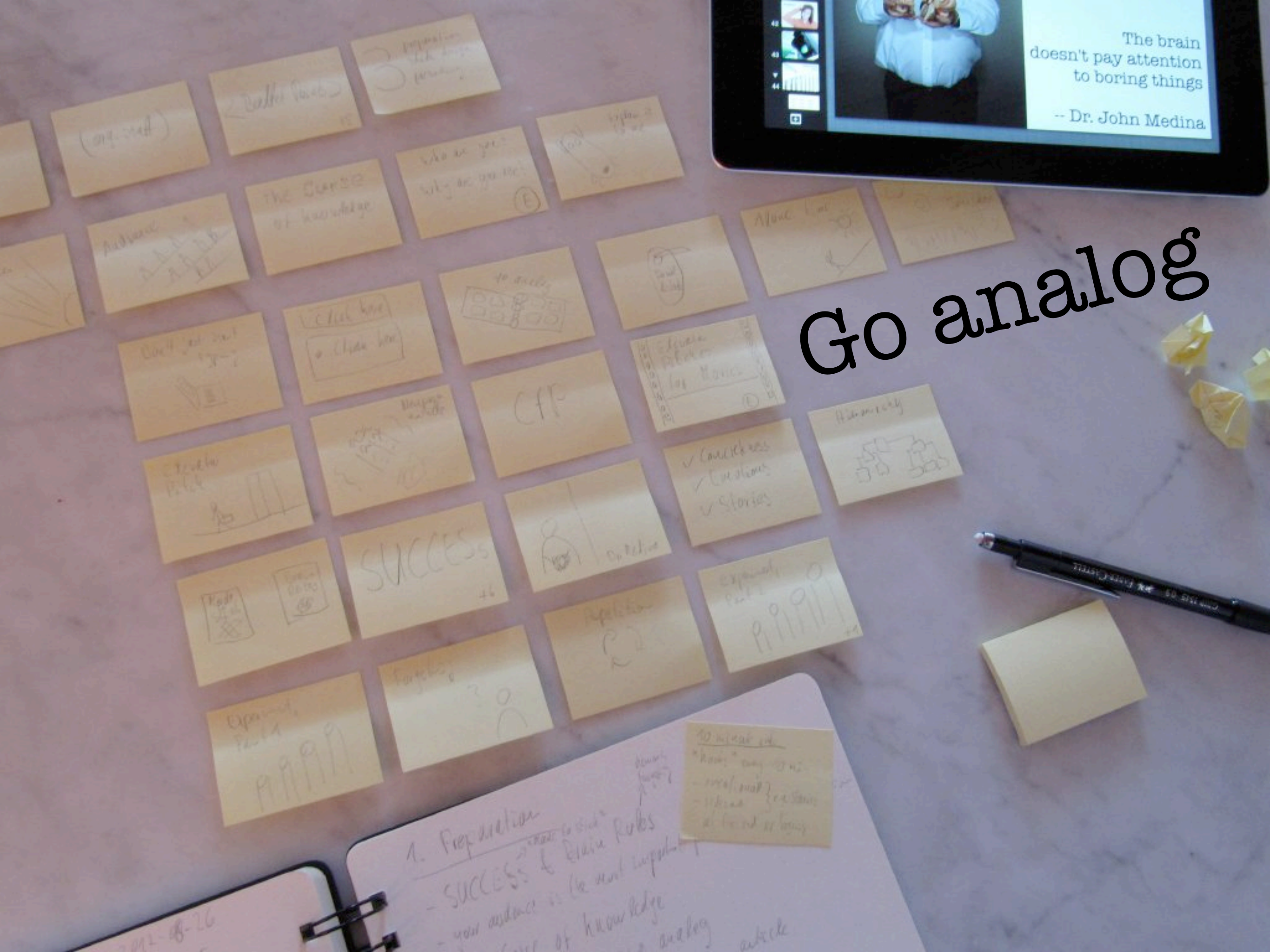
- Double-click to edit

Change of location





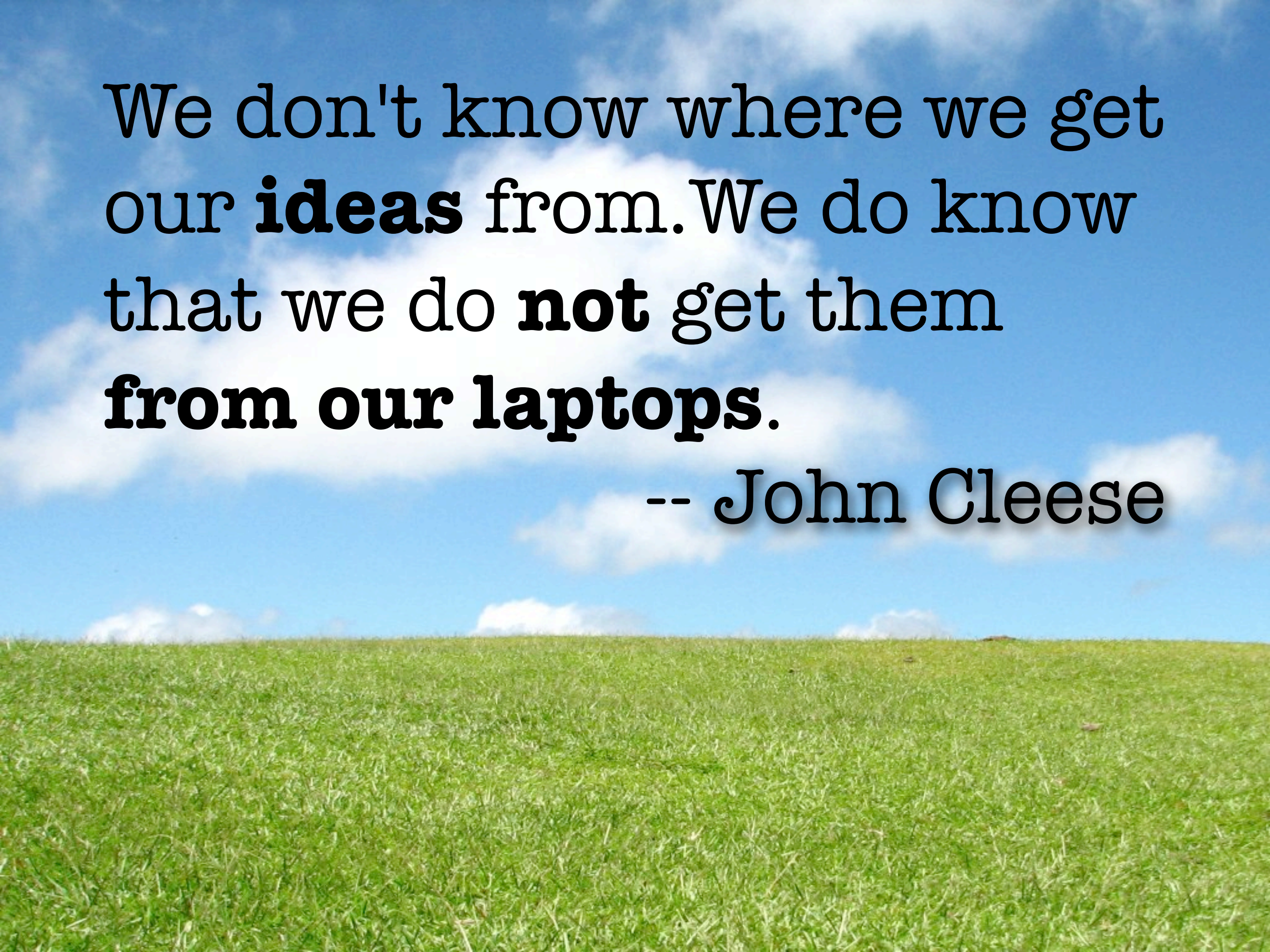
Go analog



1. Preparation

- SUCCESS & Brain Rules
- your audience is the most important
- core of knowledge
- analog

to make it
"how" way
- what's the point
- what's the story
- what's the lesson



We don't know where we get
our **ideas** from. We do know
that we do **not** get them
from our laptops.

-- John Cleese

Forgetting



**Simple
Unexpected
Concrete
Credible
Emotional
Stories**

MADE
to
STICK

A piece of grey duct tape is shown diagonally across the right side of the image. The words "MADE to STICK" are printed in white, bold, sans-serif capital letters on the tape. The word "MADE" is at the top, "to" is in the middle, and "STICK" is at the bottom. The tape has a textured, woven appearance.

Stories



3

Preparation

Slides

Presenting



The slides
are not the performance:
you, the speaker,
are the performance.
-- Scott Berkun


Bumper Slides





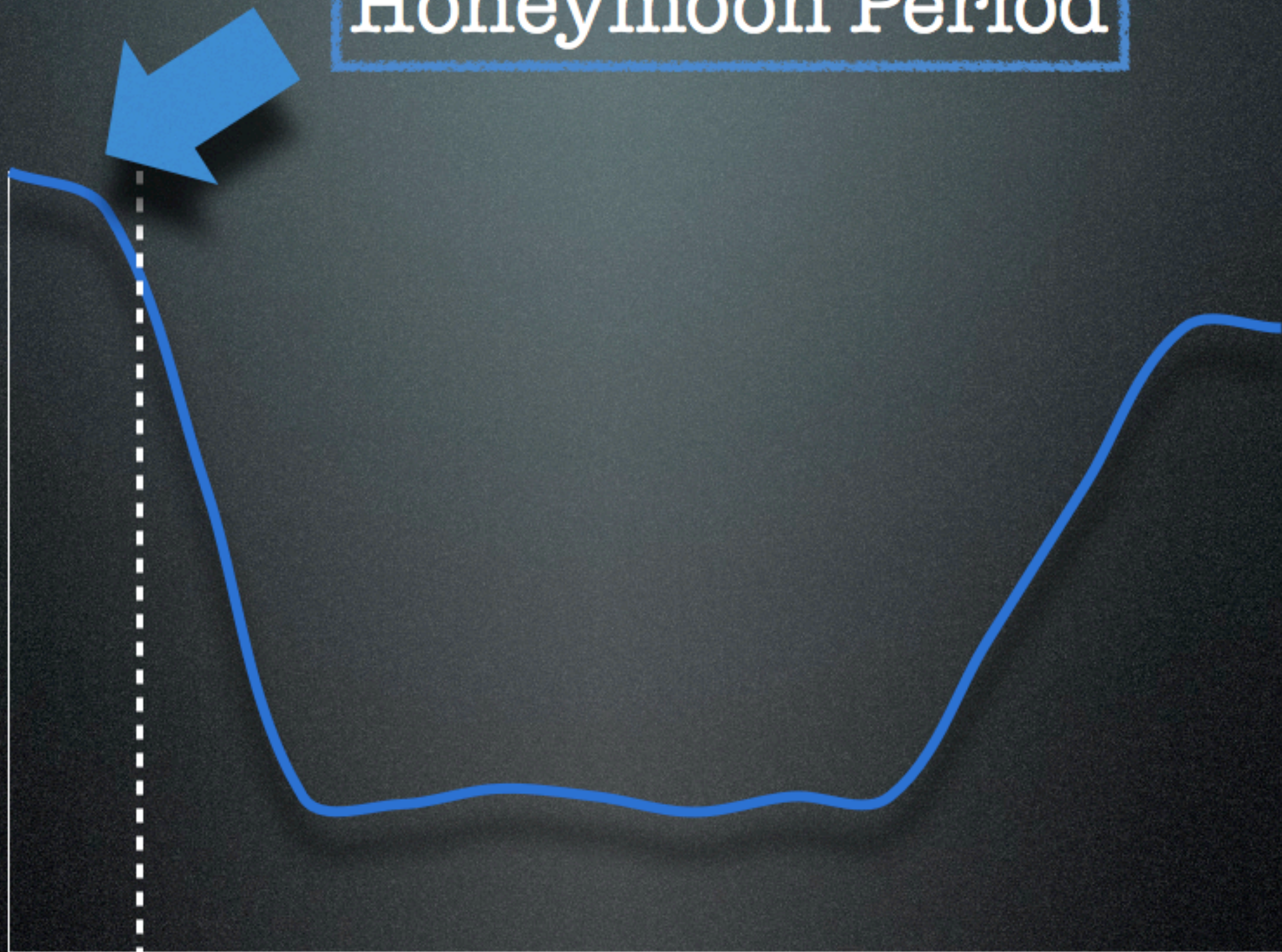
A white projector is mounted on a ceiling, projecting onto a pull-down screen. The screen displays the text 'Title Name Event' in a large, black, serif font. The room has a drop ceiling with fluorescent light fixtures and a door is visible at the bottom.

Title
Name
Event

A white projector is mounted on a ceiling, projecting onto a large screen. The screen displays the text "Contact details" and "Main message" in a black serif font. The room has a drop ceiling with fluorescent lights and a door is visible at the bottom.

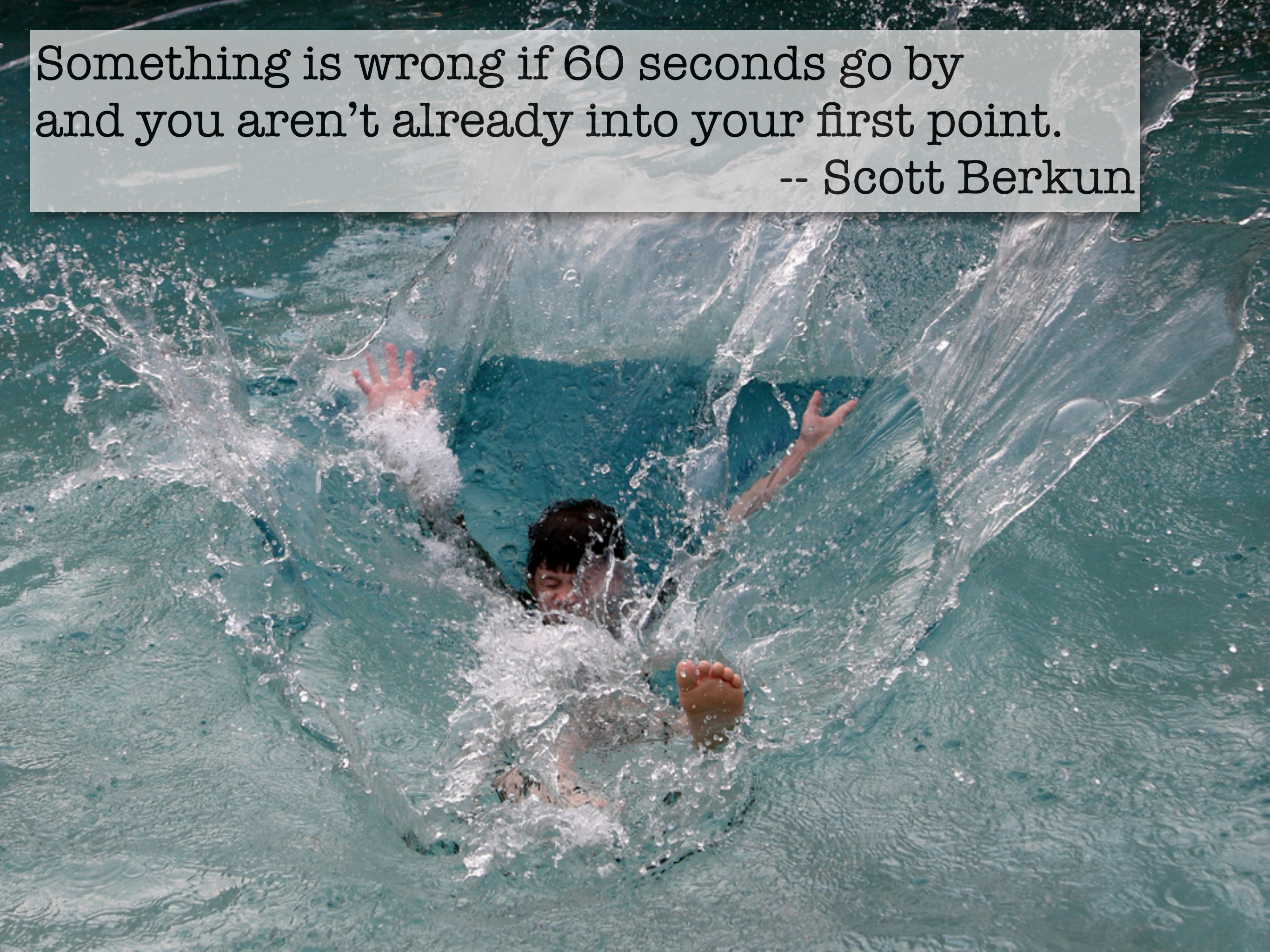
Contact details
Main message

Honeymoon Period



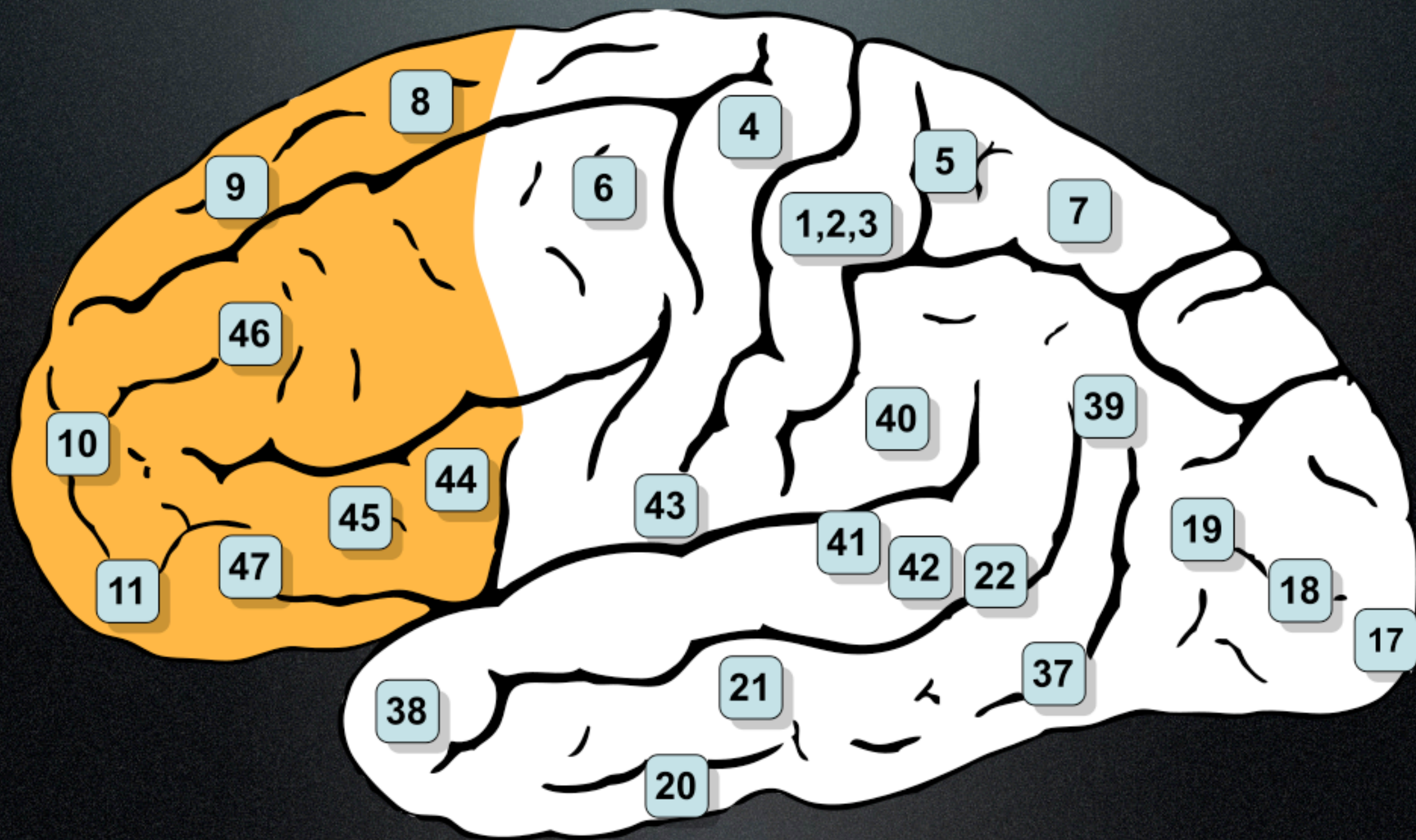
Audience Attention

Something is wrong if 60 seconds go by
and you aren't already into your first point.
-- Scott Berkun

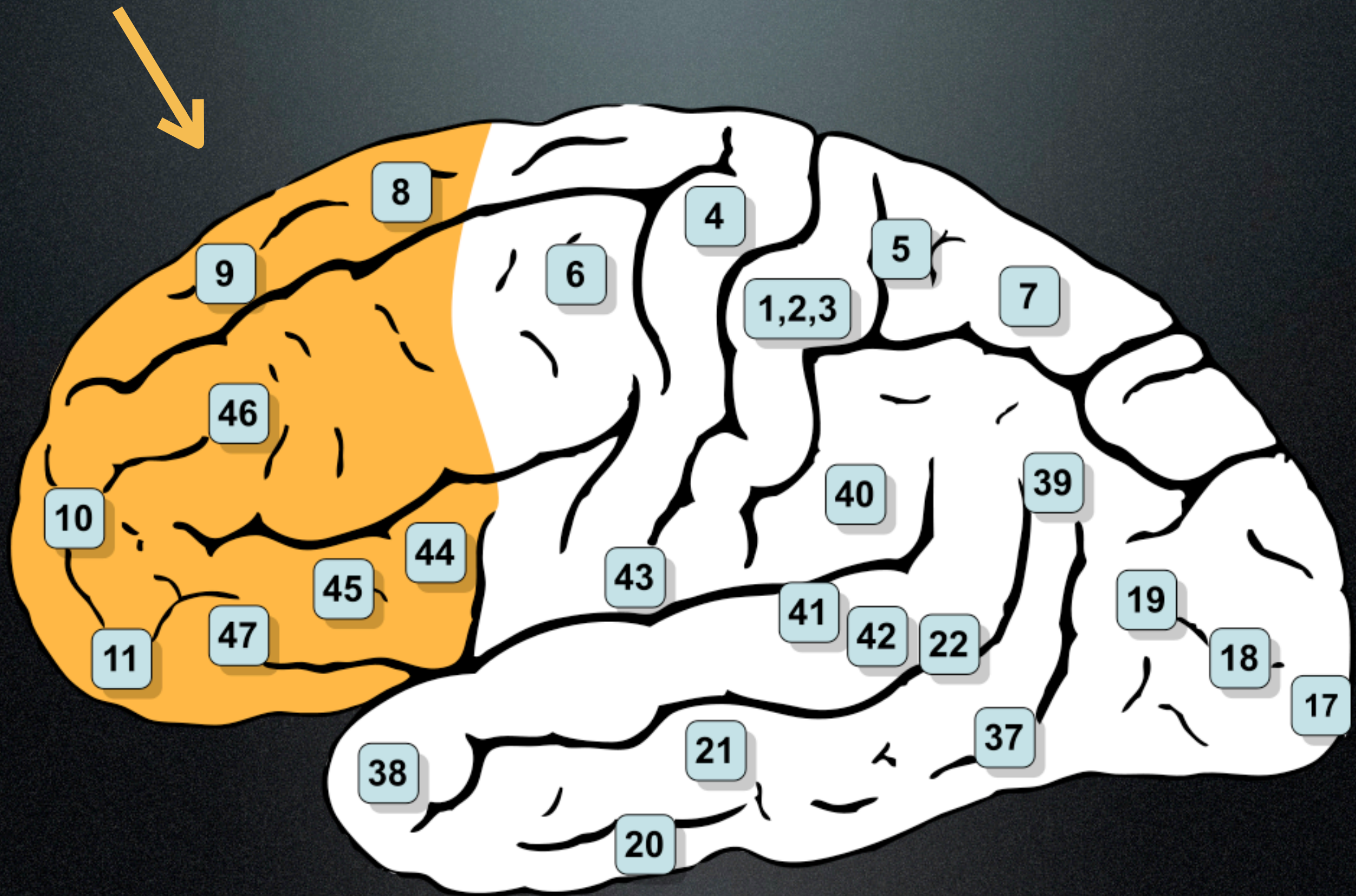


Avoiding Bullet Points





Prefrontal Cortex



7




4

4

simple / familiar

C++11

- Is a better approximation of my ideals for support of good programming
 - Significantly better than C++98
 - Has tons of distracting “old stuff”
 - Going back to C in 1972
 - We must focus on the essentials
 - And the “good stuff”
 - “Elegance **and** efficiency”
 - C++11 is not the end, we can do much better still
 - Anyone who says *I have a perfect language* is a fool or a salesman
 - Stability/compatibility is an important feature in itself
 - And not free
- 

The more **visual**
the input becomes,
the more likely it is
to be recognized -
and **recalled**.

-- Dr. John Medina





2500 photos



63% after one year

HAUN, Dirk
127864

AH

Barkow Lenk Strohmaier Schöneke./1
Harmony
MR 2004A
HFS
+LPH

STUDY 1
20.03.07
08:51:50
2 IMA 8 / 19



R

MF 1.05

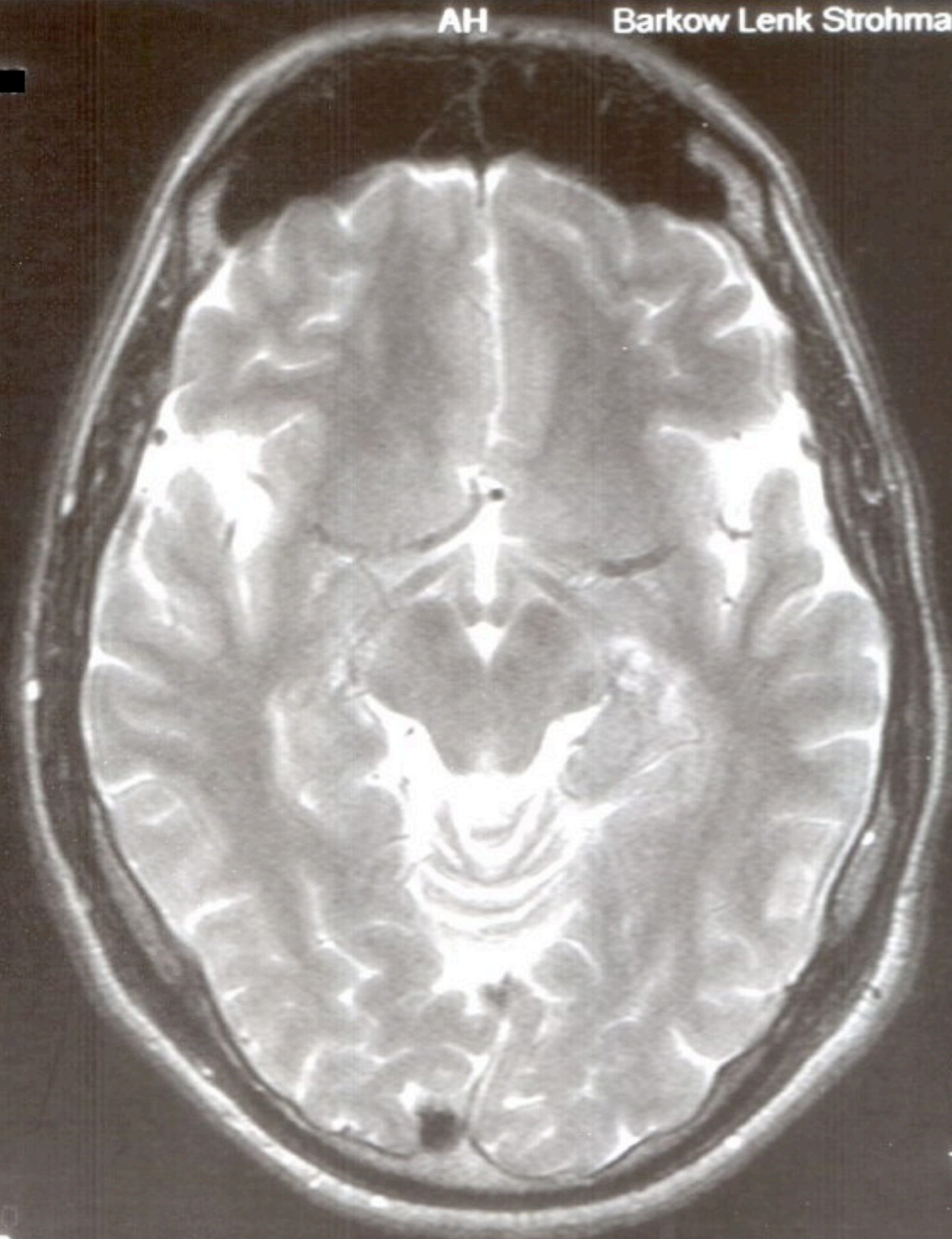
10cm

TR 4620.0
TE 116.0
TA 03:14
BW 130.0
M/ND

SP F2.9
SL 5.0
FoV 191*240
204*512s
Tra>Cor(-13.4)

A3
HE
*tse2d1_15 / 150

W 1112
C 574



Learning to Ride

- Put training wheels on the bike
- Raise the training wheels so you wobble
- Wear clothing and a helmet to protect yourself
- Remove the training wheels and practice falling on the grass
- Enjoy riding your bike whenever you need to go

Learning to Ride

- Put **training wheels** on the bike
- Raise the training wheels so you **wobble**
- Wear **clothing** and a helmet to protect yourself
- Remove the training wheels and practice falling on the **grass**
- Enjoy riding your bike whenever you need to **go**

Learning to Ride

- **training wheels**
- **wobble**
- **clothing**
- **grass**
- **go**

Learning to
ride a bike





Exercise:
Drawing concepts

Flickr,
[www.flickr.com](http://www.flickr.com/creativecommons)
[/creativecommons](http://creativecommons)

stock.xchng,
www.sxc.hu

Wikimedia Commons,
commons.wikimedia.org

Finding photos: Free

iStockphoto,
www.istockphoto.com

Fotolia,
www.fotolia.com

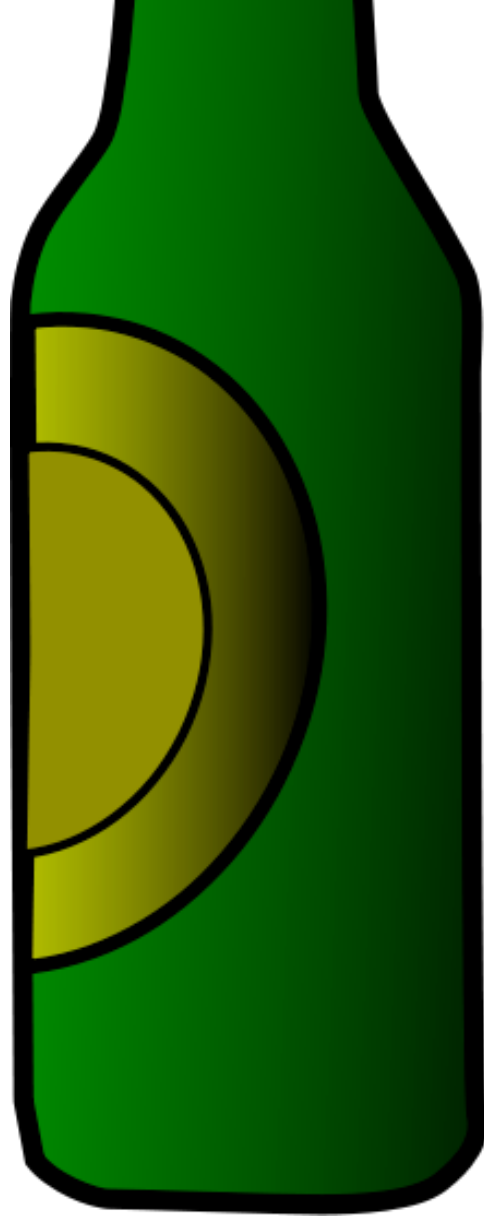
Finding photos: \$\$\$



Finding photos: DIY

Exercise

- Bottle
- Glass
- Face



Bleeding



Centered

=

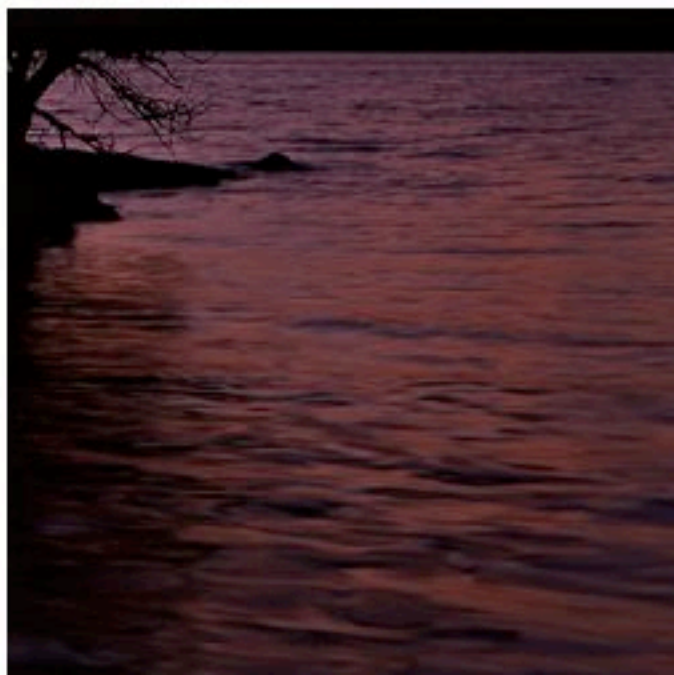
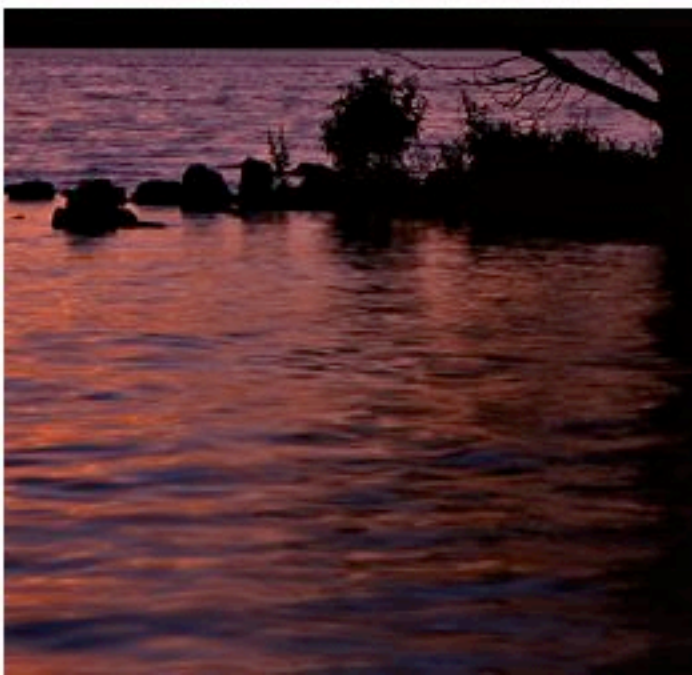
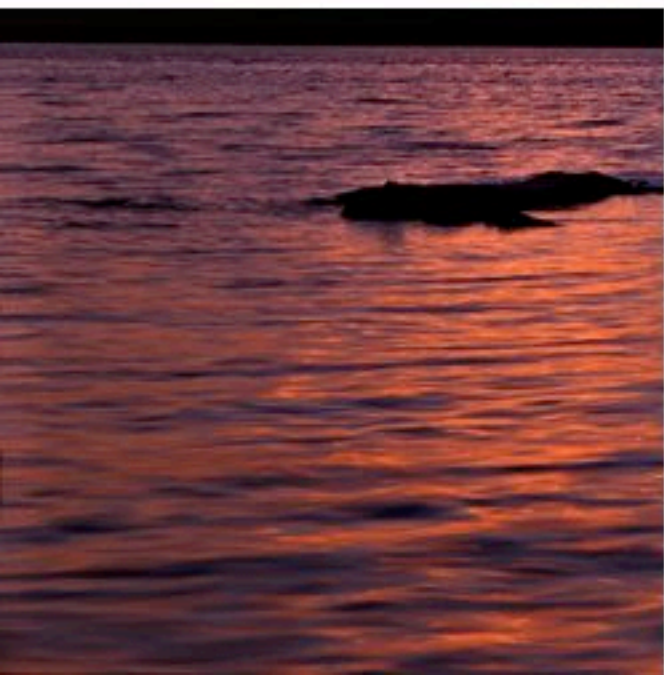
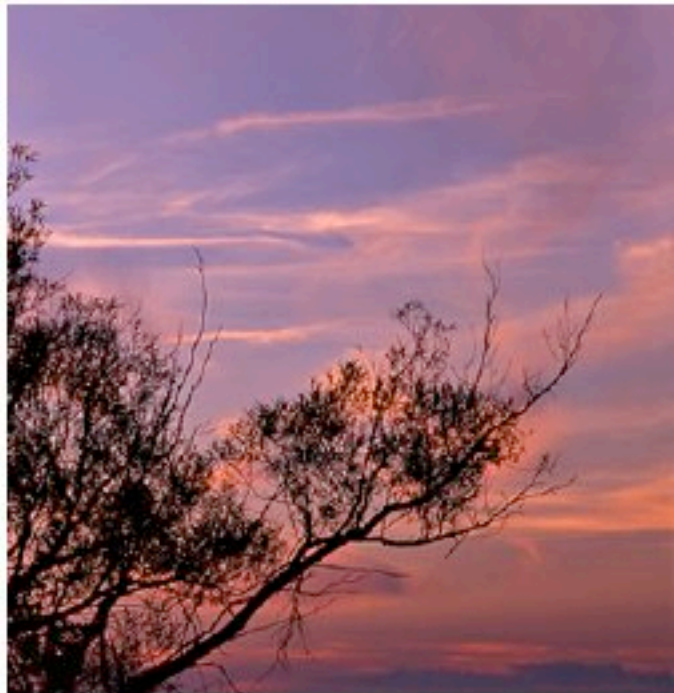
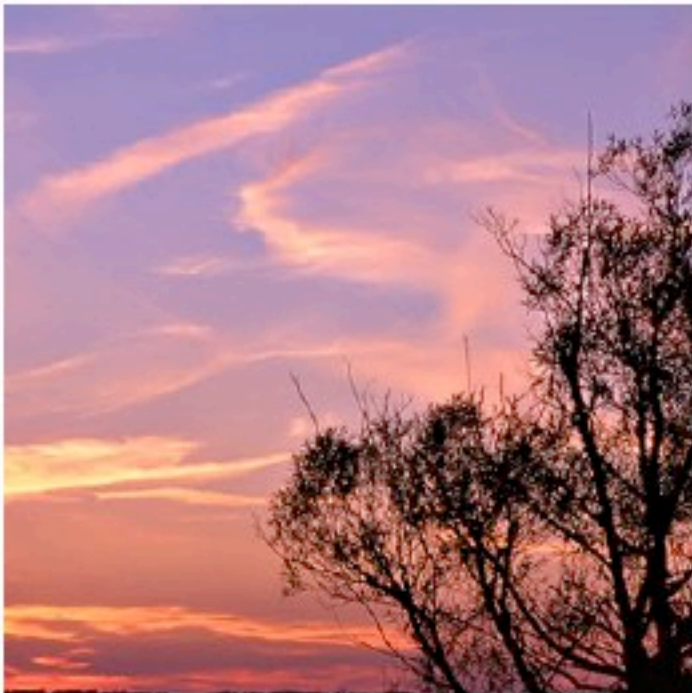
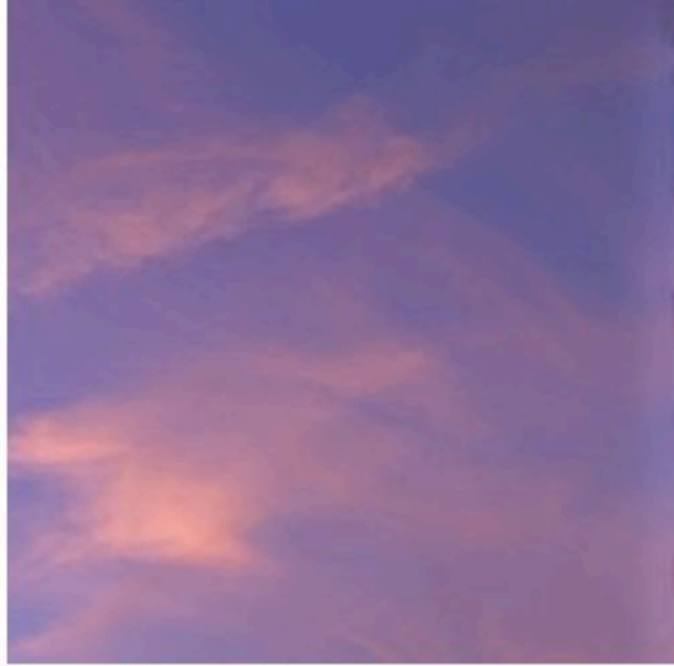
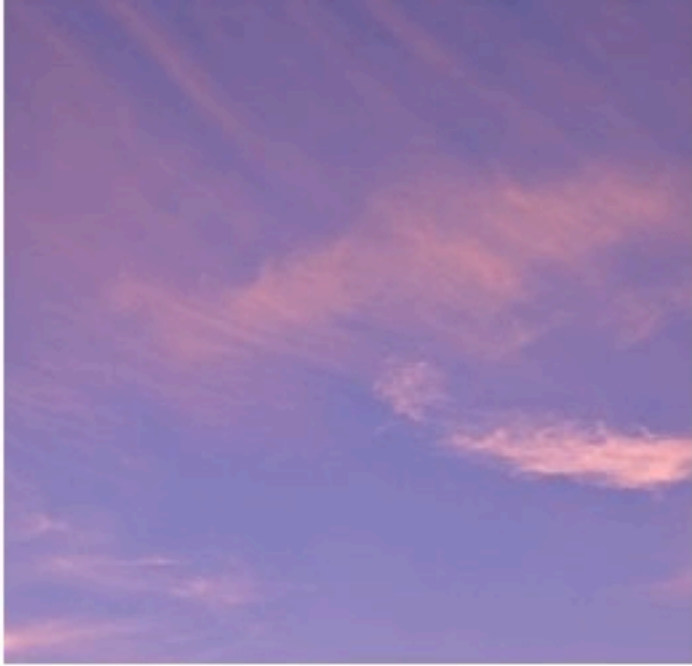
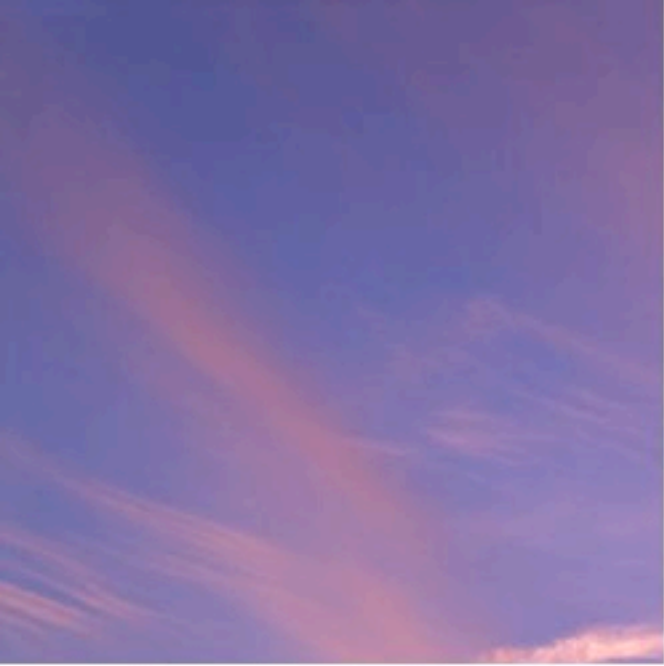
Boring

Rule

of

Thirds





Eye Gaze









Design for the last row



Please resize your terminal window

```
dirk — ssh — 80x25
-rwxr-xr-x 1 root root 2168 Nov 1 2011 xzmore*
-rwxr-xr-x 1 root root 5468 Oct 17 2011 ybmtopbm*
-rwxr-xr-x 1 root root 47308 Apr 17 06:52 yelp*
-rwxr-xr-x 1 root root 22048 Apr 1 05:12 yes*
-rwxr-xr-x 1 root root 9580 Oct 17 2011 yuvsplittoppm*
-rwxr-xr-x 1 root root 5480 Oct 17 2011 yuvtoppm*
-rwxr-xr-x 1 root root 13820 Apr 20 03:02 zdump*
-rwxr-xr-x 1 root root 9568 Oct 17 2011 zeisstopnm*
-rwxr-xr-x 1 root root 416412 May 4 06:12 zeitgeist-daemon*
-rwxr-xr-x 1 root root 92524 Apr 11 15:51 zeitgeist-datahub*
-rwxr-xr-x 1 root root 87900 May 10 19:55 zenity*
-rwxr-xr-x 1 root root 189256 Jun 11 2011 zip*
-rwxr-xr-x 1 root root 84380 Jun 11 2011 zipcloak*
-rwxr-xr-x 1 root root 2953 Jan 28 2011 zipgrep*
-rwxr-xr-x 2 root root 153236 Jan 28 2011 zipinfo*
-rwxr-xr-x 1 root root 80120 Jun 11 2011 zipnote*
-rwxr-xr-x 1 root root 84216 Jun 11 2011 zipsplit*
-rwxr-xr-x 1 root root 61732 Feb 14 2012 zjsdecode*
-rwxr-xr-x 1 root root 46576 Mar 31 20:08 zsoelim*
dirk@metis:bin> uname -a
Linux metis 3.2.0-29-generic #46-Ubuntu SMP Fri Jul 27 17:04:05 UTC 2012 i686 i6
86 i386 GNU/Linux
dirk@metis:bin> pwd
/usr/bin
dirk@metis:bin> the action happens here ...
```




Quick Access



C/C++



Resource

*Test.cpp

```
#include "cute.h"
#include "ide_listener.h"
#include "cute_runner.h"
void newTestFunction() {
    ASSERTM("start writing tests", false);
}
```

```
void runSuite() {
    cute::suite s;
    s.push_back(CUTE(newTestFunction));
}
```


3

Preparation
Slides

Presenting

Make sure you
have finished speaking
before your audience
has finished listening

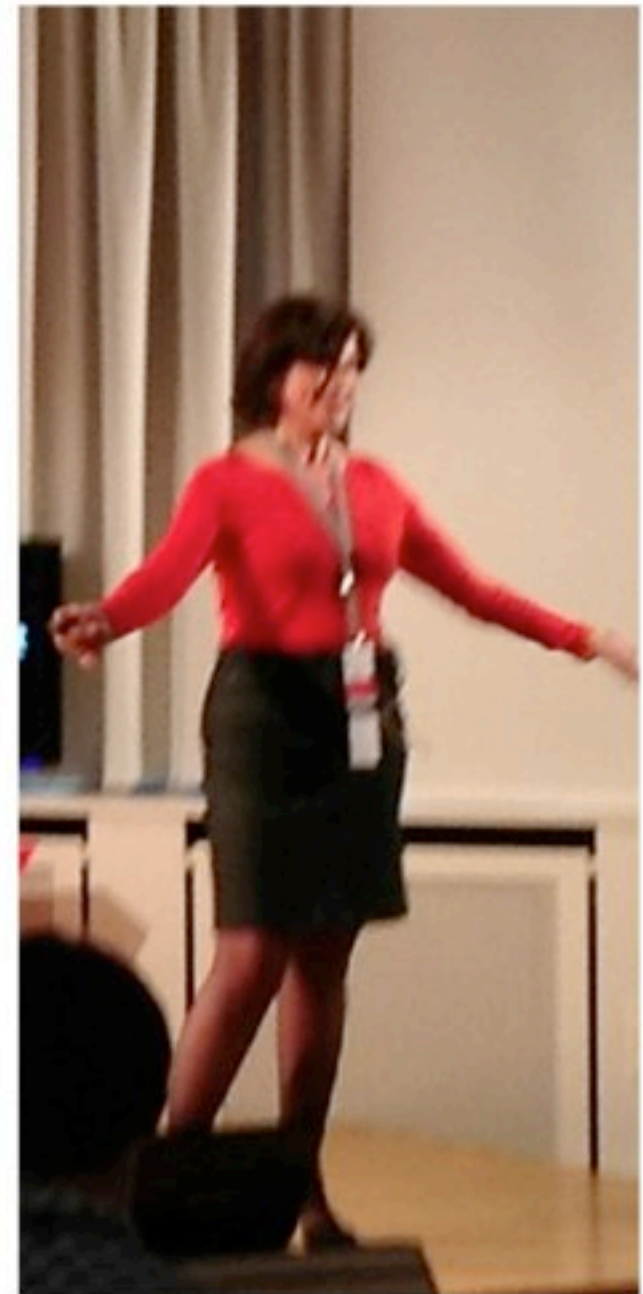
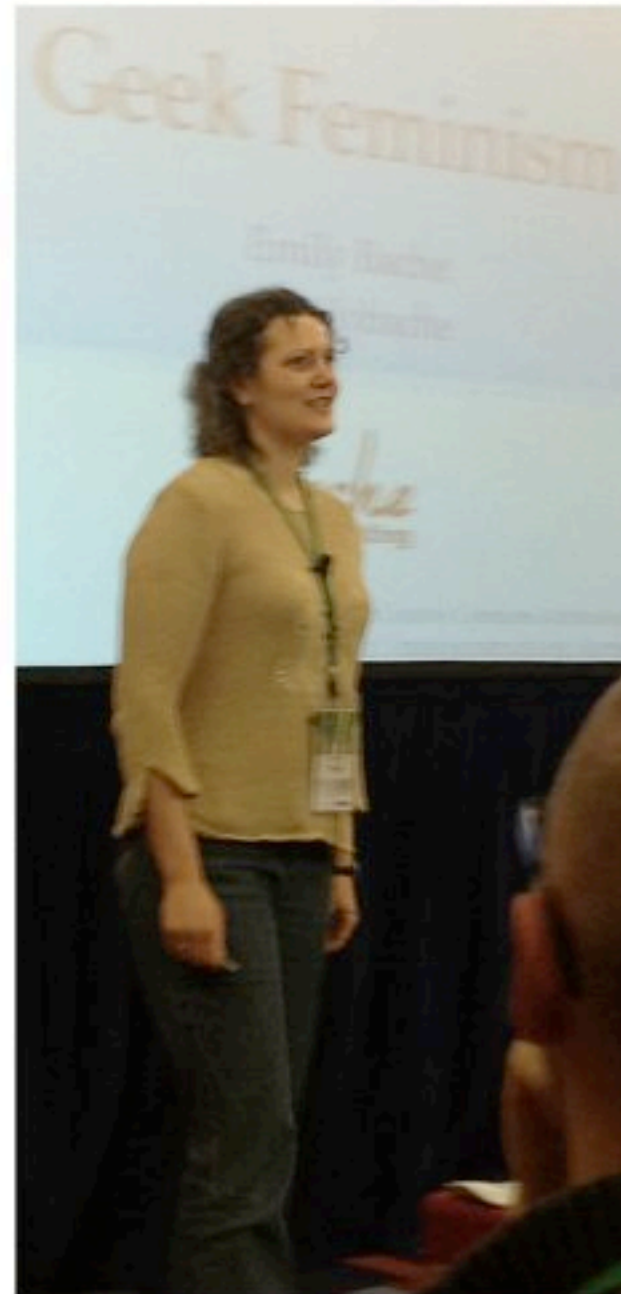
-- Dorothy Sarnoff



Arrive early



Don't hide behind the lectern



Use a remote





Use the microphone

What could possibly go wrong?



0:01

Don't go over time

Questions & Discussions

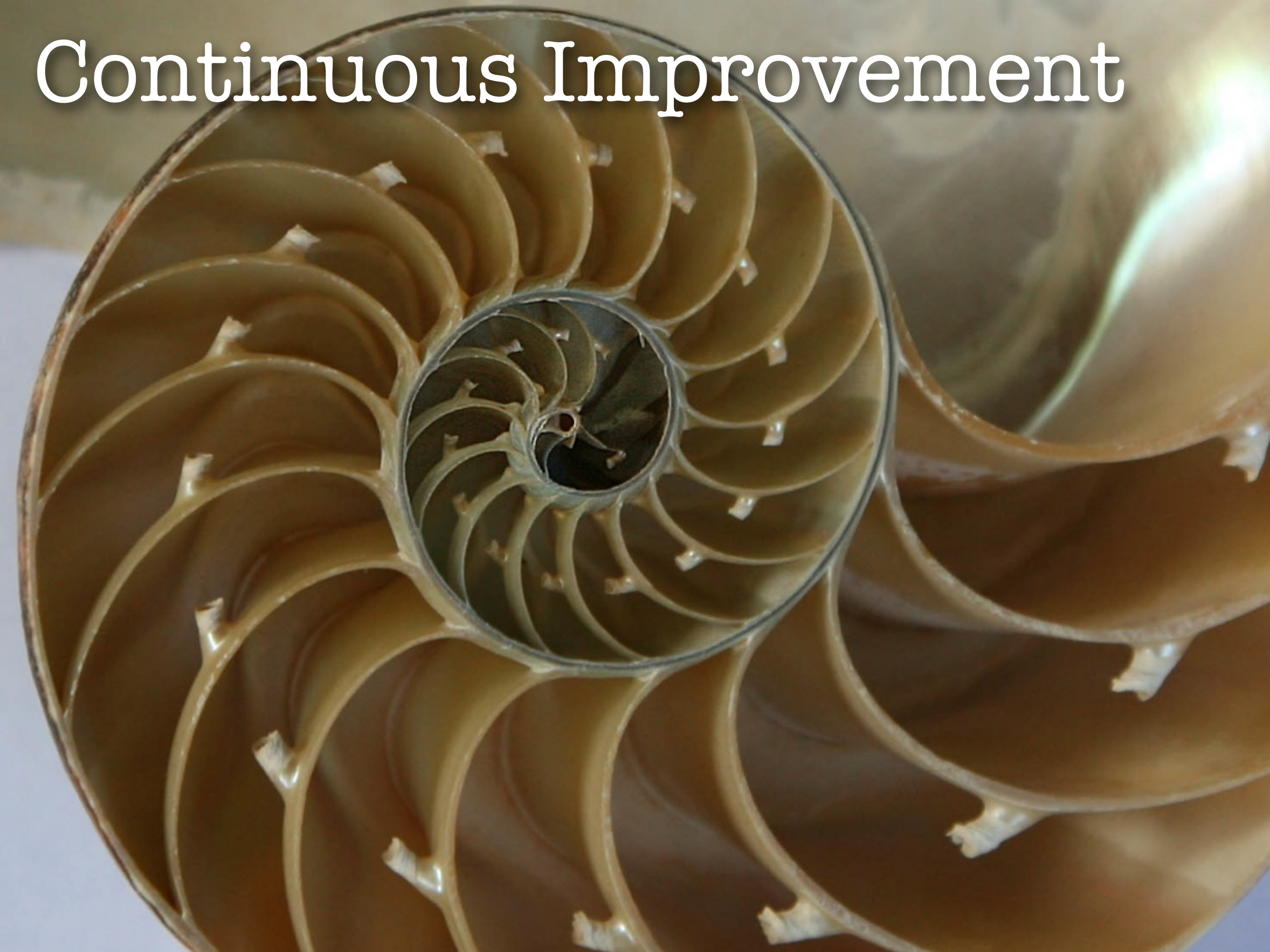


- ☒ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average

Summary



Continuous Improvement



Always keep your
audience in mind



www.themobilepresenter.com
dirk@haun-online.de
@dirkhaun



Dirk Haun

Presenting for Geeks

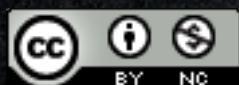


E-Book - Kindle Store,
iBooks Store, Google Play

Credits & Sources

Hello world! by Jessica Bergs & Dirk Haun,
Lightbulb by James Bowe,
“Most people give off as much heat as a 100 watt bulb, but not as much light.” by Kate Ter Haar,
Light Bulbs Sketched on Blackboard by Lisa-Blue, iStockphoto file #18887141
R. Buckminster Fuller by Dan Lindsay,
Röck!! on the right by Jeremy Keith,
Crossing three stepping stones by gynane, iStockphoto file #754036
Burnt Scroll by Parée + Pieces of Eight font by Steve Ferrera,
Hein Blöd by Dirk Haun,
Working 1 by mmaḡallan,
Ortswechsel by Dirk Haun,
Go analog by Dirk Haun,
Grass & Sky by 柏翰 / ポーハン / POHAN,
40+50 Spider? by bark,
Relaxed by nu-creation, iStockphoto file #1877645,
Scott Berkun by Jonas Strandell,
Chevy Grill - 58 by Bob Jagendorf,
Projection screen in the boardroom with projector by Bzzz, iStockphoto file #2901521,
Honeymoon Period diagram via Garr Reynolds,
Water Splash by Steve Garner
Hole in the sky by Jo Naylor,
Prefrontal Cortex from Wikimedia Commons,
Dr. John Medina from his media kit,

"Stack of photos - background" by thinkomatic, iStockphoto File #4743375
A CT scan of my brain (Dirk Haun),
Learning to Ride example taken from Nancy Duarte, "slide:ology", O'Reilly, 2008, page 222,
Zoom again by Richo.Fan,
Draw By Night (Nov '11) by VFS Digital Design,
Polaroid_8 by Brenda Clarke,
Lining Up the Shot by symbot,
Clipart: Long thin face, Beer Bottle, Beer from Open Clip Art,
Rivertree by Moondigger, via the Wikipedia entry for "Rule of Thirds",
Scarce Palmnut (Fish-eagle) Vulture 2 by doc_,
Seagull by visualpani,
Personal plane by costi,
Binoculars by Chase Elliott Clark,
Audience by takje,
Untitled (red alarm clock) by Alex,
Speaker photos (Eben Moglen, Jimmy Wales, Emily Bache, Marion Chapsal) by Dirk Haun,
Use a remote by Dirk Haun,
Shure SM58 by Chris Metcalf,
Rocket Firefall by Steve Jurvetson,
La minute by Fanch Sans colorant et Sans conservateur,
Jef leading the group in discussion by Travis Isaacs,
Feedback form: excellent by kikashi,
Overlowing[sic!] Cup by danielrcook, iStockphoto file #8592211,
Chambered Nautilus Shell - detail by Jitze Couperus



This work is licensed under a Creative Commons
Attribution-NonCommercial 4.0 International License.