

Presentation to

**2nd Annual International Software
Measurement & Analysis (ISMA)
Conference**

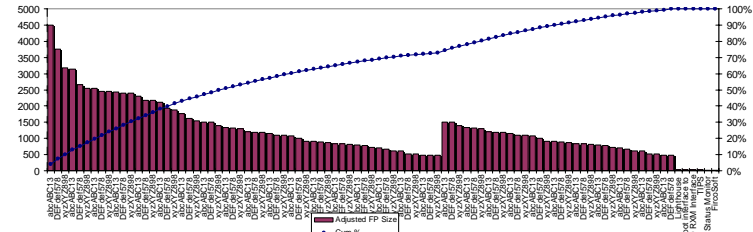
September 12, 2007

It's Not the Data, It's the Message (How to Make a Dry Presentation Exciting)

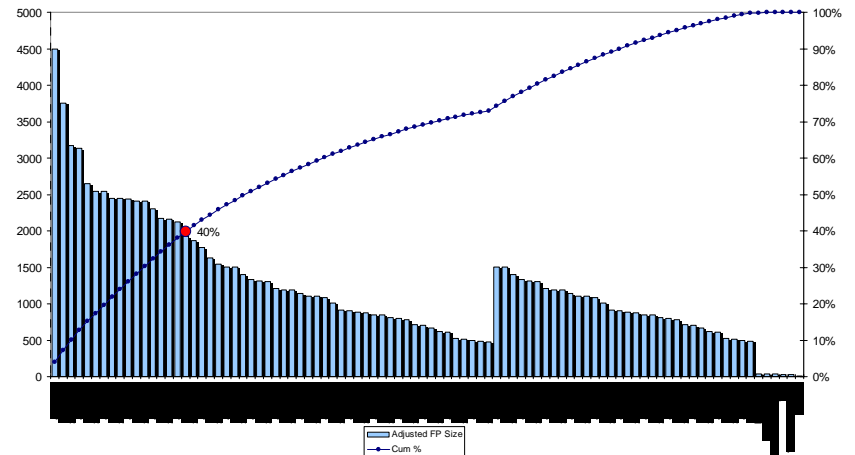
Koni Thompson Houston, CFPS
Managing Senior Consultant

Function	Count	Type	App	Short	stpd	FP %	Portfoli	Cum %
Dept 1	Lite	abcABC13	4496	0.04	4%			
Dept 1	Fast	DEFdef57	3751	0.03	7%			
Dept 2	Fast	xyzXYZ89	3173	0.03	10%			
Dept 3	Lite	abcABC13	3135	0.03	13%			
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Dept 7	Fast	xyzXYZ89	2542	0.02	17%			
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Dept 1	Fast	xyzXYZ89	1307	0.01	53%			
Dept 1	Fast	abcABC13	1212	0.01	54%			
Dept 1	Lite	DEFdef57	1192	0.01	55%			
Dept 2	Fast	xyzXYZ89	1187	0.01	56%			
Dept 3	Fast	abcABC13	1144	0.01	57%			
Dept 4	Lite	DEFdef57	1104	0.01	58%			
Dept 7	Fast	xyzXYZ89	1104	0.01	59%			
Dept 8	Lite	abcABC13	1083	0.01	60%			
Dept 9	Fast	DEFdef57	1011	0.01	61%			
Dept 1	Lite	xyzXYZ89	911	0.01	62%			
Dept 1	Fast	abcABC13	903	0.01	63%			
Dept 1	Fast	DEFdef57	890	0.01	64%			
Dept 2	Fast	xyzXYZ89	873	0.01	64%			
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Dept 3	Fast	DEFdef57	1011	0.01	88%			
Dept 4	Lite	xyzXYZ89	911	0.01	89%			
Dept 7	Fast	abcABC13	903	0.01	90%			
Dept 8	Lite	DEFdef57	890	0.01	91%			
Dept 9	Lite	xyzXYZ89	873	0.01	92%			
Dept 1	Lite	abcABC13	845	0.01	92%			

Pareto - Distribution Applications by Size



Pareto - % of Portfolio - Distribution Applications by Size



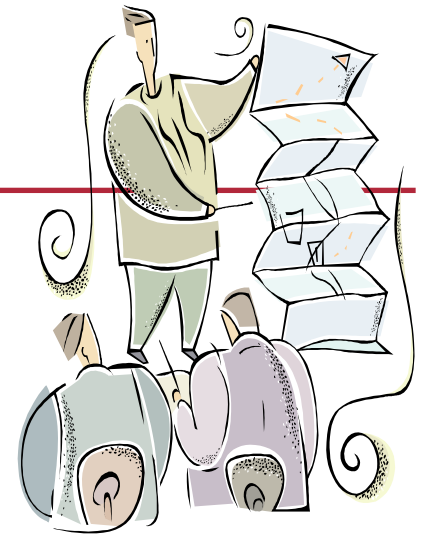
Introduction

Presentation Objective

- To demonstrate key aspects to help communicate more clearly and with greater impact

Topics Include

- How to hold an audience's attention
- How to successfully present metrics
- How to present with confidence
- Tricks of the speaking masters



Importance of Effective Communication

Showmanship

presenting anything in an interesting or dramatic manner

Fear of Public Speaking

often Number 1 fear of Americans

Responsibility of effective communication
falls on the message conveyor

Excellent message can be lost in the delivery



Techniques for Successful Communication

4 parts of any presentation

- Planning/Preparation
- Opening
- Body
- Conclusion



Don't minimize the importance of speaking encounters

- Elevator Statement
- Even a 5 minute presentation to Manager is still a “presentation”

Planning / Preparation

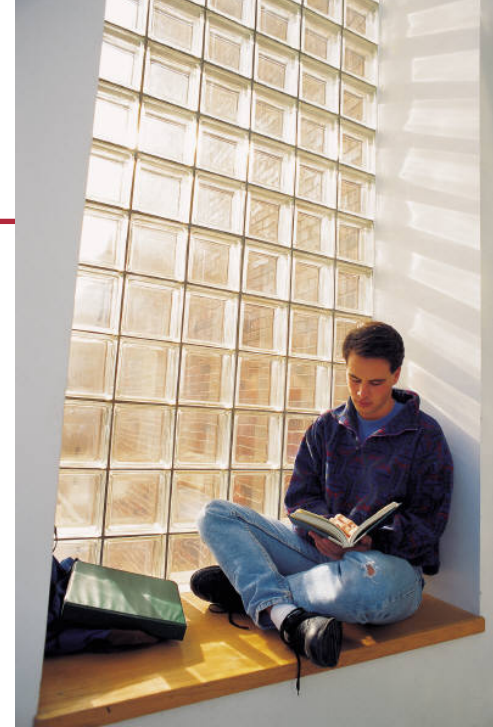
Planning

- Audience / Level of Information Needed ?
- Objective / Message to Convey ?
- Supporting Information ?

Preparation

“It takes 3 weeks to look spontaneous” – Mark Twain

- Practice - breakfast of champions
- Be aware of your breathing
- Use body movement
- Use Visualization
- Connect with your audience



Content - 5 Keys to Sharing Your Message

1. State your purpose (WIIFM)
2. Make it relevant
 - Detail to Fit Audience / Terms
3. Share background information
 - Bring everyone up-to-date
 - Provide some history, as appropriate
4. Give recommendations for action
 - Recommendations Up Front
5. Ask for Commitment for Action
 - Now, Schedule Date, Schedule Meeting



Opening

Be Brief

- 30 – 45 seconds
- Think of Radio & TV Commercials

Consider

Purpose - Message you want to convey

Workable Techniques

- Ask pertinent questions (Rhetorical, Requiring response)
- Share number of points to be covered

Organization - Body

- Announce points to be covered
- Identify Points Clearly
- Cover each point & give supporting info
- Use words easy to understand
- Use humor to drive home the point
- Keep on track



2/3 Rule or 3/2 Rule

2 Major Points, 3 Supporting Sub-points
OR
3 Major Points, 2 Supporting Sub-points
YIELDS
5 minutes of Presentation

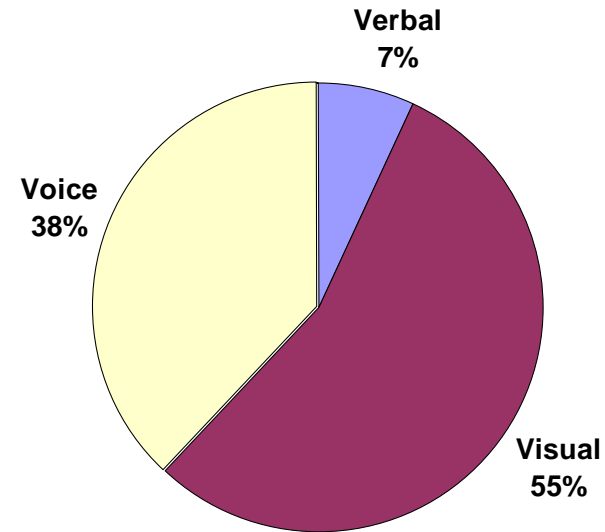
Organization - Conclusion

- **What Message Do I want to Leave?**
 - As a result of the message, what do you want the audience to do?
- **Conclusion can include**
 - Reinforcement of Important points
 - Call for action
 - Summary and call for action
 - Provoking or memorable thought



Delivery – understanding nonverbal communication

- Nonverbal Communication
 - Eye Contact
 - Smile
 - Gestures
 - Voice
 - Words



The Message
Dr. Albert Mehrabian, *Silent Passage*

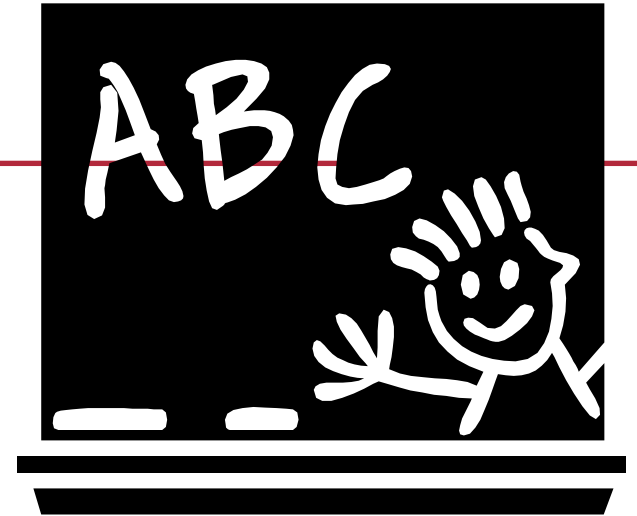
Nonverbal Communication

- Body Language of Power
 - Posture - male vs. female
 - Gestures – what works vs. what doesn't work
 - Eye Contact - male vs. female
 - Voice – male vs. female
 - Use of silence
 - Things to avoid

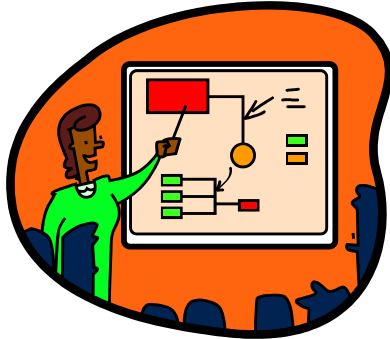
"What you do speaks so loudly, I cannot hear what you are saying" - Ralph Waldo Emerson

5 Steps to Effective Delivery

1. Establish an anchor
 - Stand on the correct side of podium/room/visual.
2. Build a triangle
 - How far should you roam?
3. Play the angles
4. Please the crowd.
 - Eye contact
 - Pauses
 - Smile
5. Lend a hand



Visual Aids



A picture is worth a thousand words

- Human brain processes visuals 400,000 times faster than text

Color Has **Impact**

- Accelerates learning, retention, recall (78%)
- Improves comprehension (73%)
- Increases willingness to read (80%)
- Sells products/ideas more effectively (85%)

Visual Aids – Graphic Design

- **Guidelines for Color**
- Consider text and object colors vs. background
- Match colors with occasion
- Avoid clutter and color clashes
- Use darker background with light lettering
- Dark blue, dark green and black background
- White and light yellow good letter colors
- Be aware red may not be seen by color-blind individuals
- Maintain consistency of color and font over all slides

Visual Aids – Match Information to Right Visual

Straight Text?	<ul style="list-style-type: none">• Use bullet points
Trend?	<ul style="list-style-type: none">• Use line or area graphs
Showing Relationships?	<ul style="list-style-type: none">• Use pie charts
Comparing different quantities or variables?.	<ul style="list-style-type: none">• Use bar graphs
Showing categories/ activities, organized criteria?	<ul style="list-style-type: none">• Use tables or charts
Timetable, or process flows?	<ul style="list-style-type: none">• Use diagrams

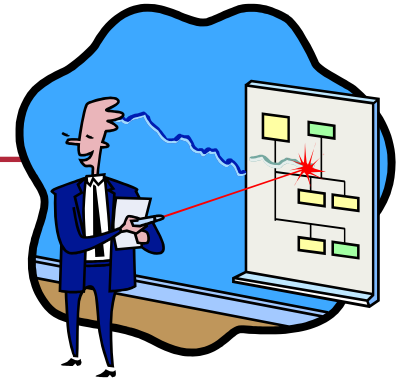
5 Tips for Better Visuals

1. Most eyes aren't perfect
 - Avoid red/green, brown/green, blue/black and blue/purple
2. Red should be handled with care.
3. Good background colors
 - Black -connotes finality, good transitional color
 - Green - positive associations.
4. Arrange colors from dark to light.
 - the easiest for the eyes to scan
5. Keep the eye moving.
 - Shapes versus texts

PowerPoint Special Effects

- Be consistent in the use of builds and transitions throughout a program.
- Avoid builds that use overpowering effects such as flying or walking text.
- Avoid effects that are slow transitions from one screen to another.
- Avoid transitions that change the viewer's focus of attention such as checkerboard dissolves or diagonal wipes.

Managing Challenges



- Audience
 - Don't talk to visual
 - What for clues – test understanding/comprehension
 - Stick to agreed upon timeframe
 - Listen
- Handling Questions
 - Be prepared for questions
 - Be prepared for unexpected
 - Be honest if you don't know the answer
 - Rule of 2
- Environment
 - Check out before meeting

Conclusion

- Look into best practices from masters
- Look for mentors in your organization
- Be kind to yourself – life-long learning
- Be prepared – help improve success and self-esteem
- Be passionate about your presentation



References

- *How to Write and Speak in Business*, Richard A. Kaumeyer, Jr.
- *How to get your point across in 30 Seconds – Or Less* , Milo O. Frank
- *How to Sell New Ideas: Your Company's and Your Own*, Eugene Radsepp, Joseph Yeager
- *Presentation Magazine*, Toastmasters International
- *A Woman's Guide to the Language of Success*, Phyllis Mindell
- *How to Run Seminars and Workshops, Presentation skills for consultants, trainers, and teachers*, Robert L. Jolles
- *Toastmasters International Guide to Successful Speaking*, Jeff Slutsky, Michael Aun
- *The Professional Speaker, Advanced Communication and Leadership Program*, Toastmasters International