This class discusses strategies for how to be successful in three critical areas of your presentations.
This class discusses strategies for how to be successful in three critical areas of your presentations.
We will take a look “inside the box” at what makes a successful presentation.
Exercise: Watch this video and then we’ll discuss your reactions.

https://www.ted.com/talks/joe_smith_how_to_use_a_paper_towel#t-13165
To have your ideas stick with your audience, your message should contain certain qualities:

- Simple
- Unexpected
- Concrete
- Credible
- Emotion
- Story
To have your ideas stick with your audience, your message should contain certain qualities

https://www.ted.com/talks/janine_benyus_shares_nature_s_designs
Exercise: Identify the success qualities in the talk by Benyus

- simple
- unexpected
- concrete
- credible
- emotion stories
Working against you is the Curse of Knowledge
To overcome the Curse of Knowledge, you have to imagine how your audience will see the topic.
Beginnings prepare and engage the audience in the talk

What

Why

Who

How
Beginnings prepare and engage the audience in the talk

https://www.ted.com/talks/robert_ballard_on_exploring_the_oceans?language=en
Engineering the Human Body:
Bone Repair and Reconstruction

**Genevieve Brown**
Engineering Ambassadors
Department of Bioengineering
The Pennsylvania State University
Trabeculae reduce a bone’s weight while giving it maximum strength against multiple forces.

Gustav Eiffel, 1889
This is who I am: a mother, a wife, a professor
This is *also* who I am: 15 years old, paralyzed, afraid I’d never walk again
“We can’t operate on your spine now, there’s too much swelling and we’d risk doing more harm than good”

“We can’t confirm if you have permanent nerve damage because it’s just too swollen”

“All we can do is wait...”
All we can do is wait.
Last Lecture: Adapting vs Overcoming Obstacles

Jenny Amos
Bioengineering
Adapt: adjust to whatever situation is being faced.
Adapting vs Overcoming: The difference is wanting more

12 hours  Remove a rib  Remove part of the hip  Rotation during surgery

4 units of blood  High risk of pneumonia and pleurisy  6-12 month recovery

http://spinerevolution.com/
Overcome: prevail over the situation – with the use of heavy metal

www.mayoclinic.org
Content is more than just information, it’s a way of packing information for your audience.
Topics for your 6-minute long second presentation are due November 8th by 6PM