Part II

Jenny Amos

ENG 198 EB
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
- S
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**SUCCESS**

**S**imple: Simplicity isn’t about dumbing down, it’s about prioritizing. (Southwest will be the low-fare airline.)

**U**nexpected: What’s the core of your message? Can you communicate it with an analogy or high-concept pitch?

**C**oncrete: To get attention, violate a schema. (The Nordie who ironed a shirt…) To hold attention, use curiosity gaps. (What are Saturn’s rings made of?) Before your message can stick, your audience has to want it.

**C**redible: To be concrete, use sensory language. (Think Aesop’s fables.) Paint a mental picture. (“A man on the moon…”)

**E**motional: Remember the Velcro theory of memory—try to hook into multiple types of memory.

**E**motional: Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people “try before they buy.” (Where’s the Beef?)

**S**tories: People care about people, not numbers. (Remember Rokia.) Don’t forget the WIIF (What’s In It For You). But identity appeals can often trump self-interest. (“Don’t Mess With Texas” spoke to Bubba’s identity.)

Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Springboard stories (See Denning’s World Bank tale) help people see how an existing problem might change.

www.MADEtoSTICK.com

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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
storys
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.
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.
This class will discusses strategies for how to be successful in three critical areas of your presentations.