

# Presentation Technique

How to present a project in 120 seconds

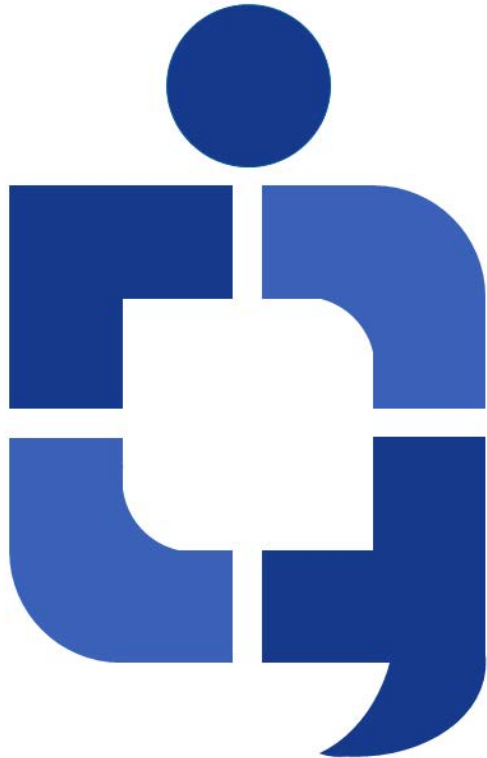


# Mathias Bruhn



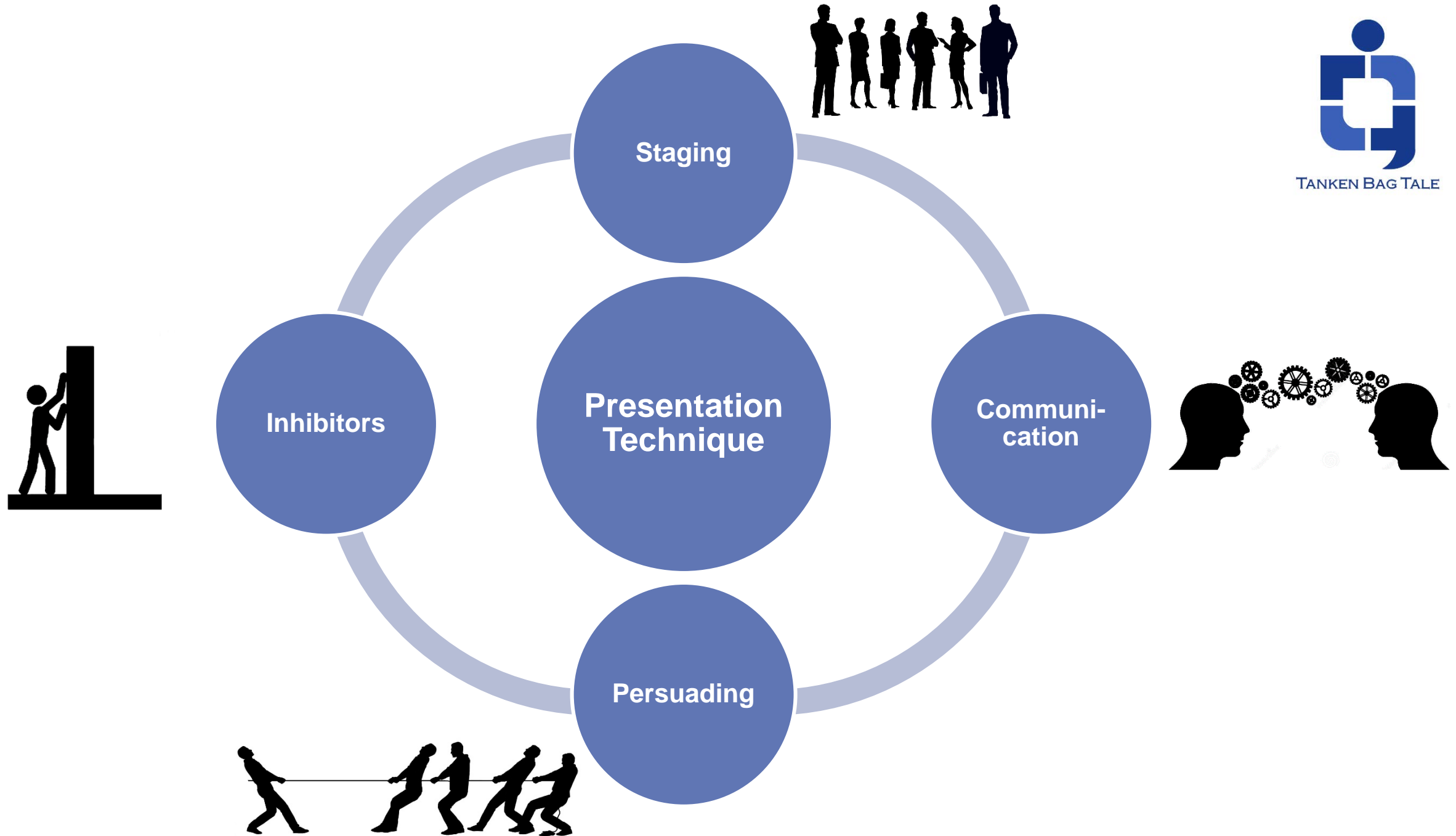
- DTU - B. Eng. in Architectural Engineering
  - Focused on façade constructions
- Project Engineer at Rambøll Denmark
- CBS - Business Psychology and Administration
  - Focus on leadership and decision making
- Teacher & Coach - Social psychology and communication since 2012

# Who are we?

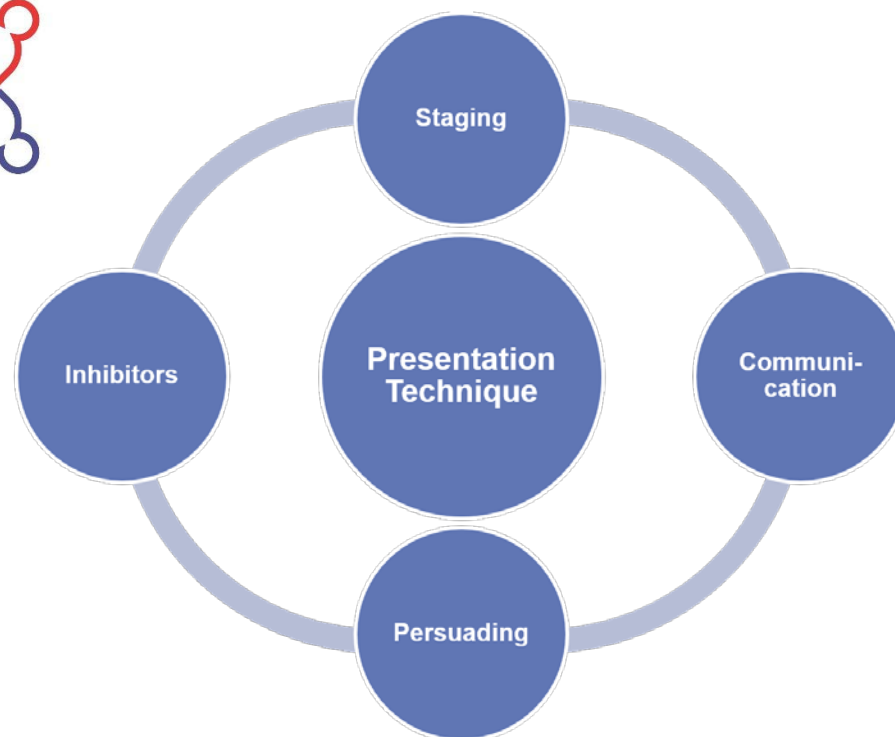


TANKEN BAG TALE

- Competency development in Social psychology
  - Speech & Presentation Technique
  - Charismatic Behavior
  - Work & Leadership Psychology
  - Group Dynamic
  - Negotiations & Conflict Management



Erasmus  
University  
Rotterdam



# 6-Step Model

## 1. Introduction

Who are you? What do you want to tell about?

## 2. Claim

What is your claim?

## 3. Argument

Why is your claim correct?

## 4. Example/ Storytelling

Example or story that support your claim

## 5. Thought objection

What are the counter claims? Why are they not valid?

## 6. Round-off

Simple or conclusive

# Evaluation Criteria

1. Is the Project well structured and clearly communicated?
2. To which degree is the project's sustainability supported in the pitch?
3. To which degree is the project technical usable and feasible?
4. To which degree is the project visionary and innovative?

# Agenda

- Staging
  - First impression
  - Halo effect
- Communication
  - Voice
  - Body language
- Persuading
  - Argumentation
- Inhibitors
- Poster Technique



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# Staging

- What is a relation?
- What is your relation to me?
- Intro-slide



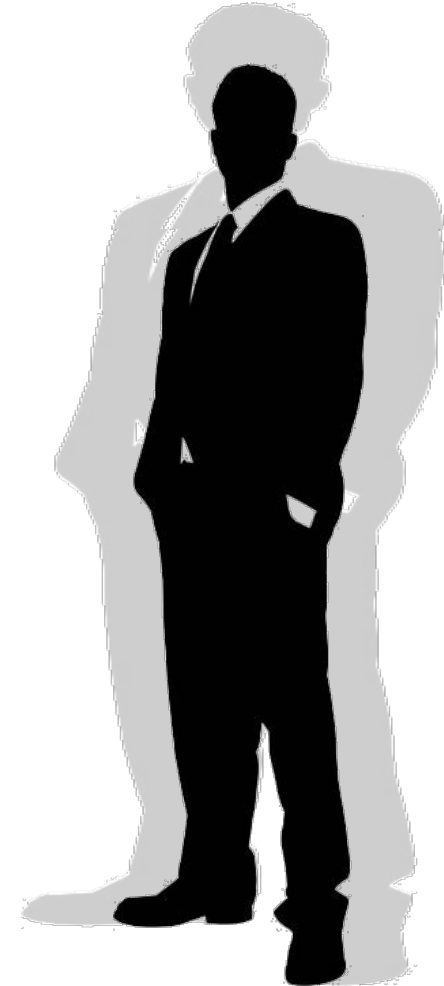
# First Impression

- The brain wants to categorize
  - Schemata - *the world in a scheme*
  - Stereotypes - *extreme categorization*
  - Scripting - *the manuscript*
- The 20-Rule
  - Primacy effect – *better recall on first info*



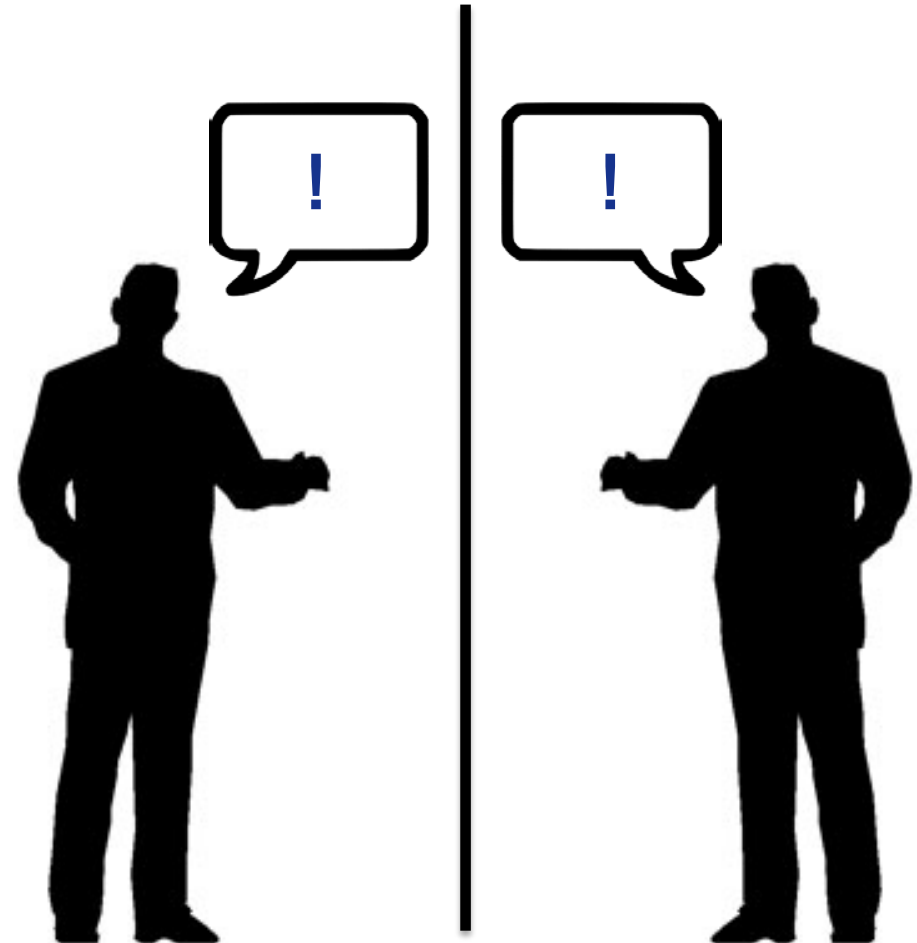
# Halo Effect

- Beautiful people are perceived as more:
  - Talented
  - Kind
  - Honest
  - Intelligent
- Healthy looking
- Well groomed
- Clothing
- Posture



# Other Factors to be Liked

- Mirroring
  - Fit into the interaction
- Reciprocity
  - Connection between said and done



# Staging - Conclusion

- Respect the 20-Rule
- Fill in the blank spots with Halo
- Answer the unsaid questions
  - Explain why things are



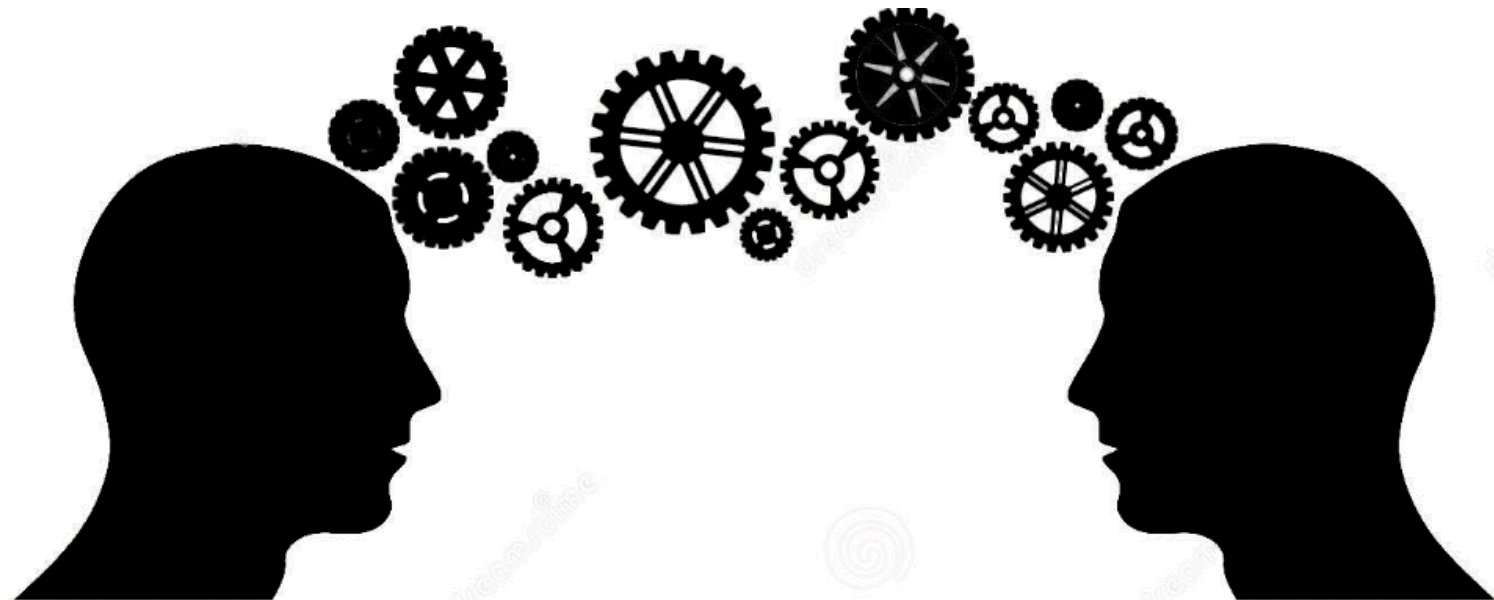
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# Communication

- What is communication?  
*An **exchange** of **information** between **objects**...*



# Clear Message

- The Speech Paper
  - Make it short and precise
  - Think about your message
  - Arguments for all points
- The great communication
  - Why → How → What, *Simon Sinek*
  - The Pyramid Principle, *Barbara Minto*



# Voice

- The persons identity
- 4 dimensions
  - Emphasis
  - Frequency
  - Tempo
  - Volume



# Body Language

- Expressive gesticulation → more **competent**
- Mehrabian's rule
  - Spoken: 7%
  - Voice: 38%
  - Body language: 55%
- Body language and first impression



# Movement - Gesticulation

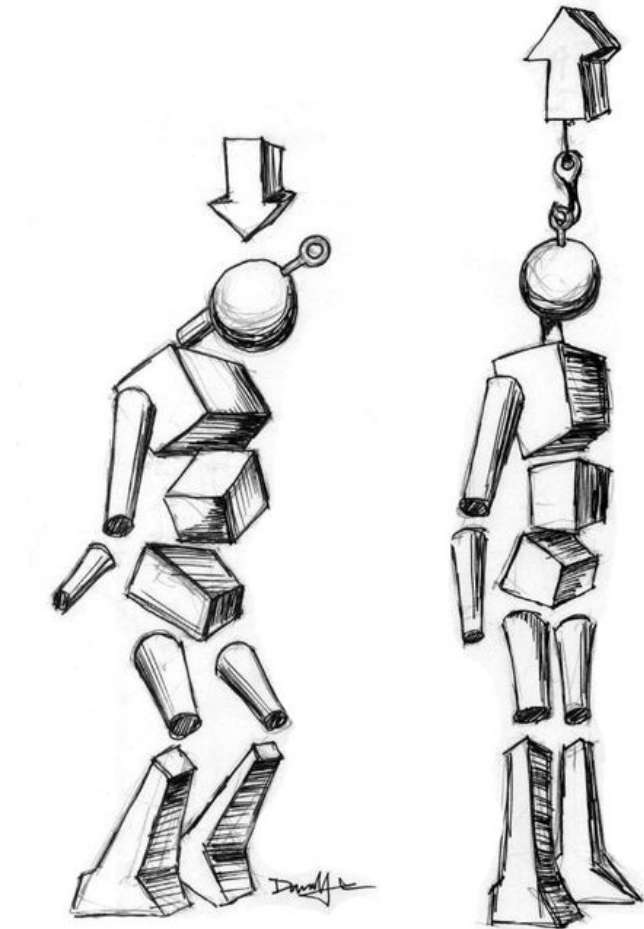
- Emphasizing the message
- Missing reciprocity → Risking cognitive dissonance
- Draw what you say
- Easier recalling what you see AND hear



# Exercise I

## Position & Gesticulation

- Slightly splayed legs
- Slightly outward foot angle
- Shoulders above hips above heels
- Elbows in bent 90 degrees
- Raise the head
- Slightly move hands
- Slightly move arms
- Including people – look left and right



# Exercise II

## Staging

- **Purpose**
  - Train Staging techniques
- **6-Step Model**
  1. Introduction  
Who are you? What do you want to tell about?
  2. Claim  
What is your claim?
- **How to**
  - Join in groups of 3
  - 20 seconds introduction each
  - Feedback



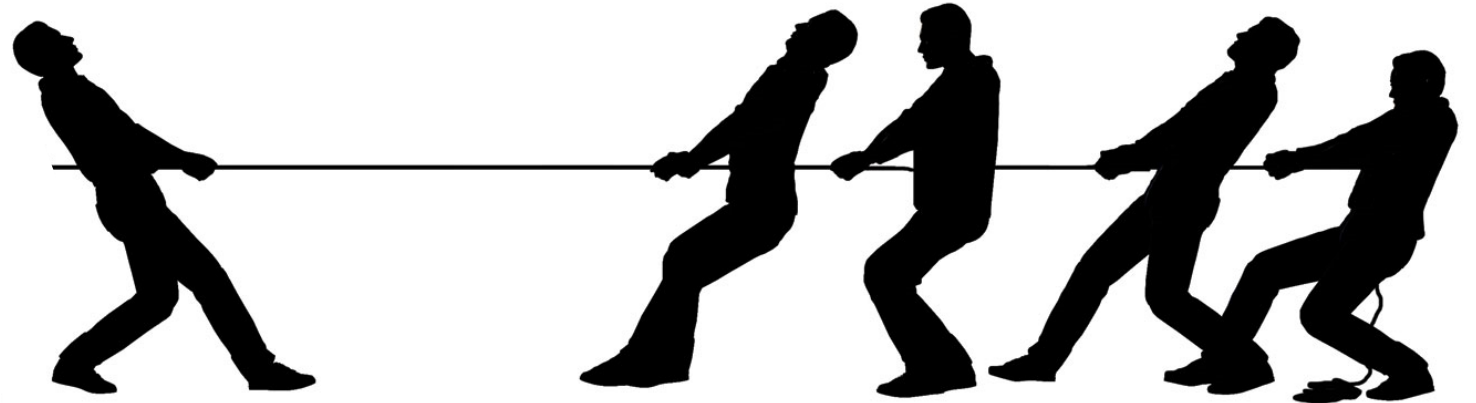
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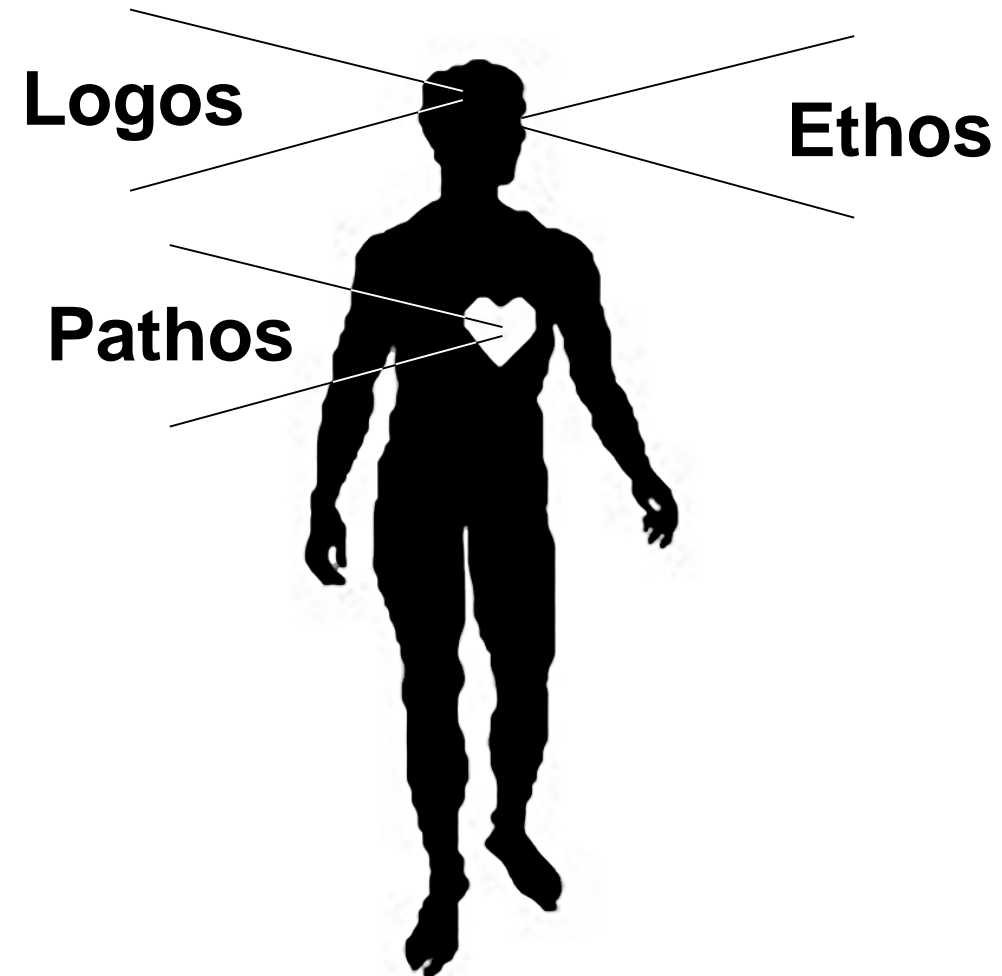
# Persuading

- What is persuading?
- Behavior-altering communication

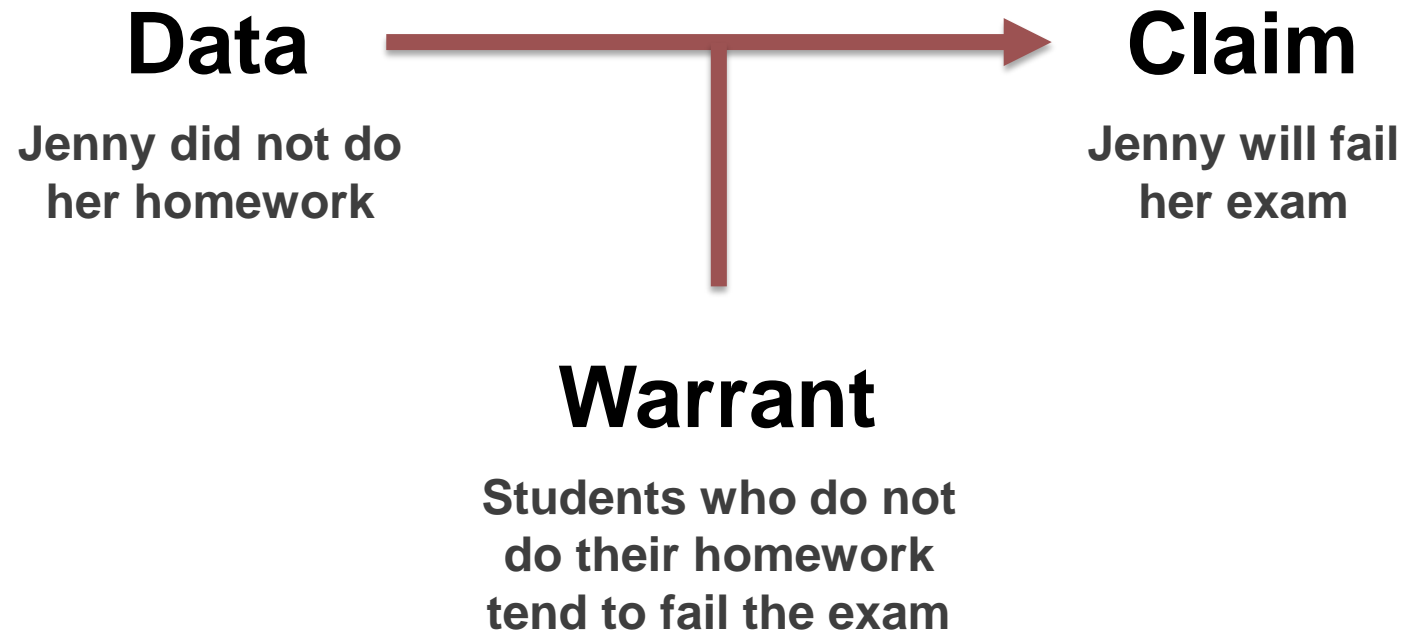


# Argument-types

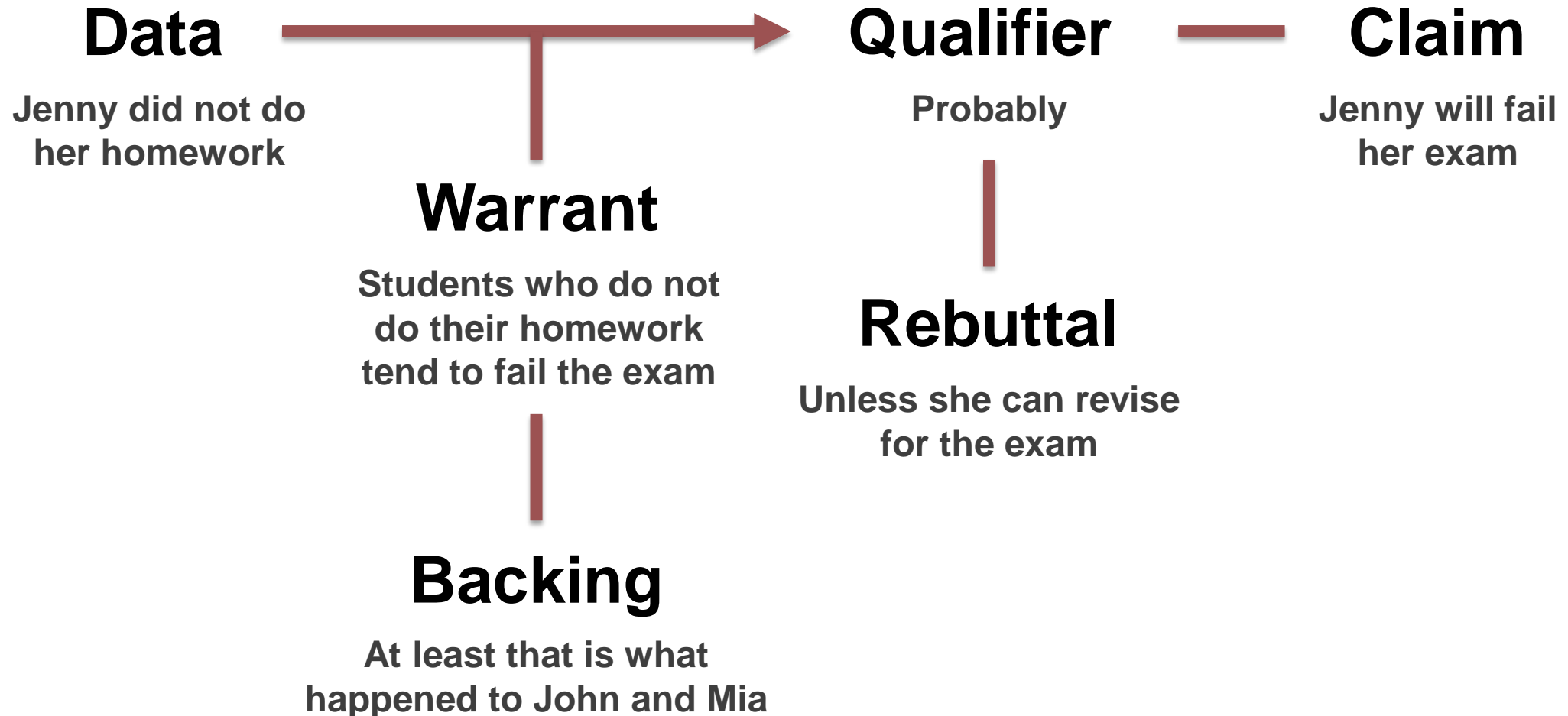
- Logos
  - **Logical** argument
  - Facts & Reason
- Ethos
  - Trust and **Goodwill** towards the speaker
  - Show Competence, Openness & Commitment
- Pathos
  - **Passion** argument
  - Happiness, Anger & Excitement



# Toulmin's model



# Toulmin's model



# 6-Step Model revisited

## 1. Introduction

Who are you? What do you want to tell about?

## 2. Claim

What is your claim?

## 3. Argument

Why is your claim correct?

## 4. Example/ Storytelling

Example or story that support your claim

## 5. Thought objection

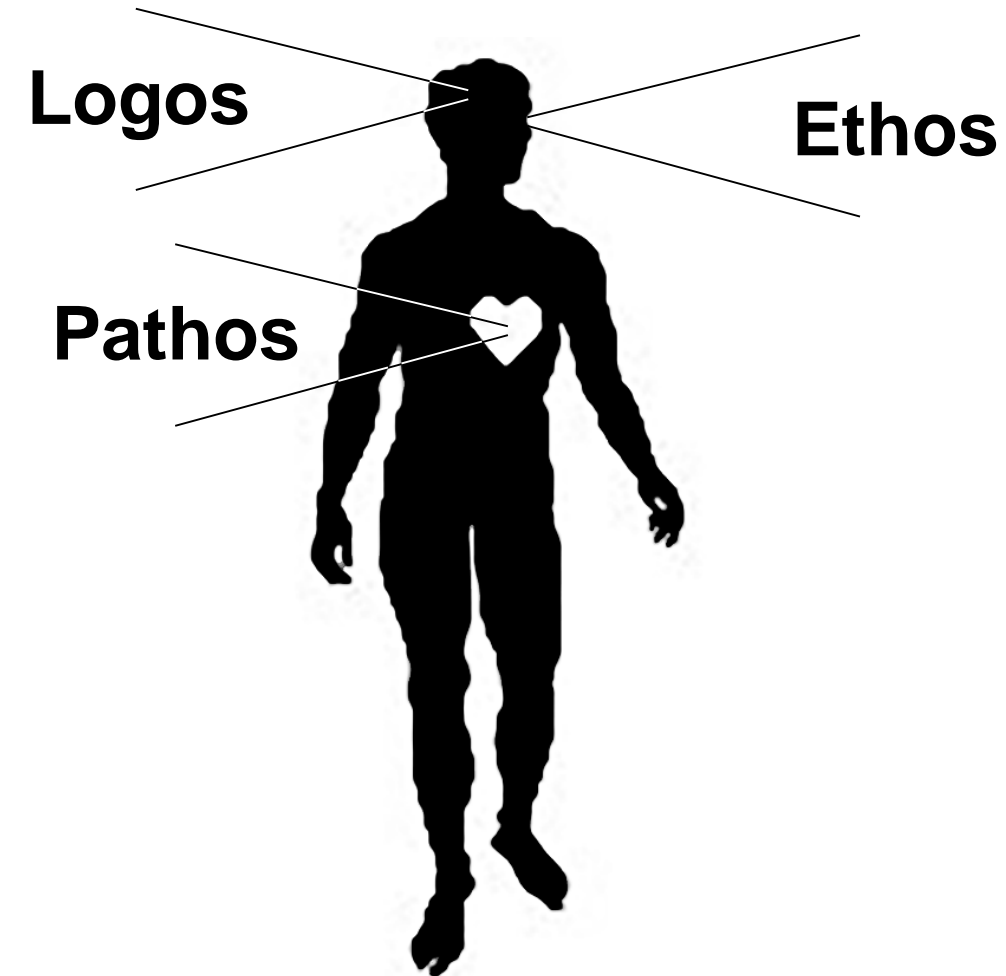
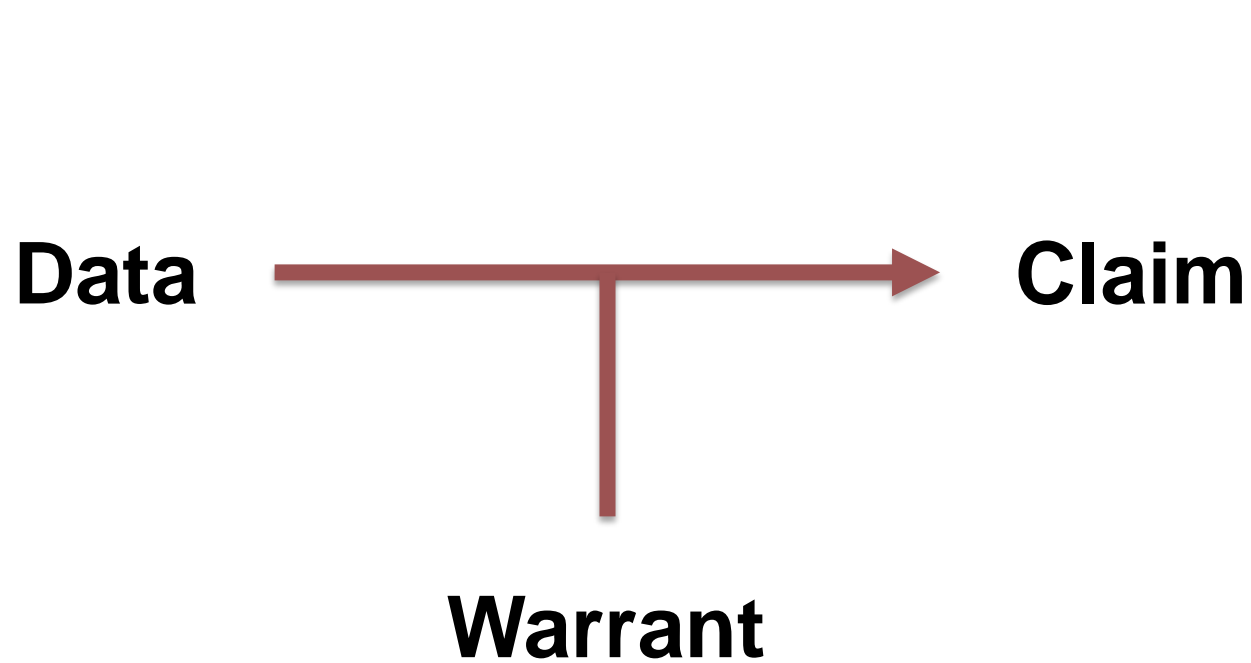
What are the counter claims? Why are they not valid?

## 6. Round-off

Simple or conclusive

# Exercise III

## Argumentation



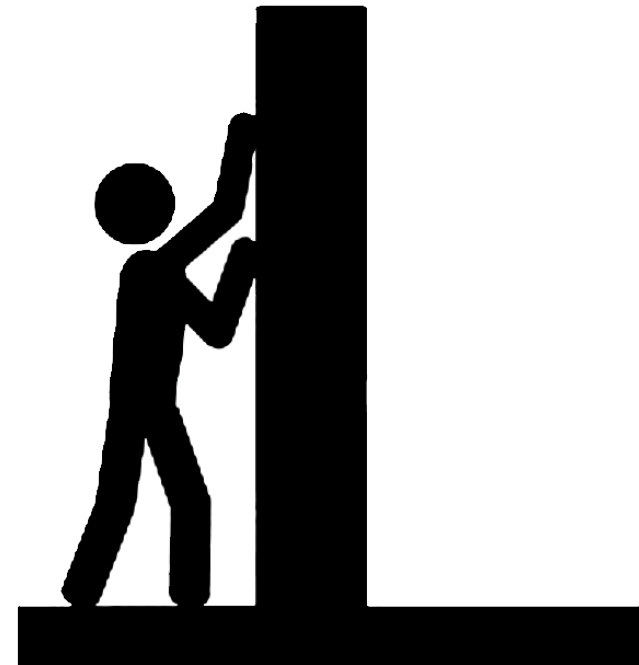
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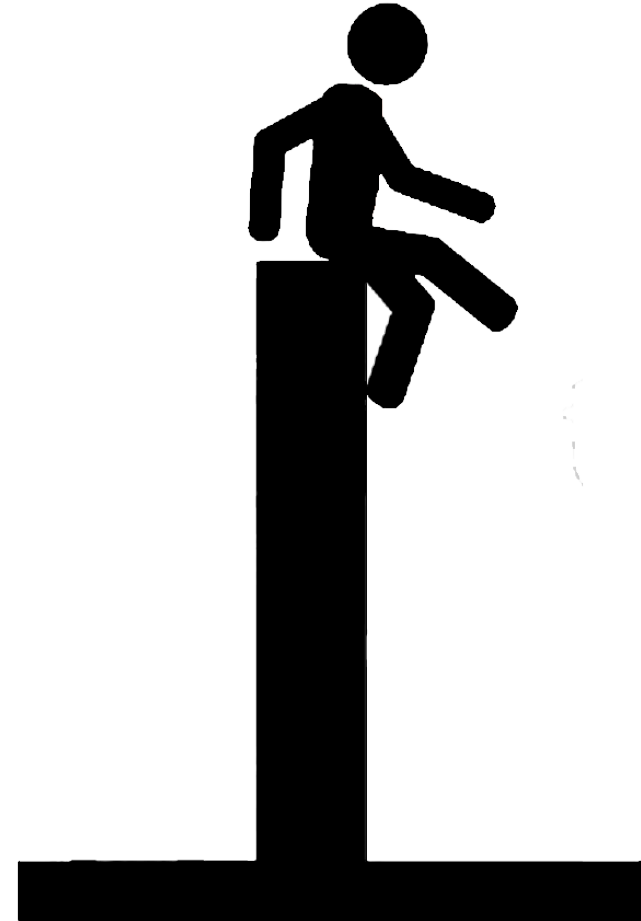
# Inhibitors of Communication

- What inhibits communication?
- How do we feel stress?
- Social Facilitation
  - Individual evaluation
  - Distractions
  - Mere presence



# Overcome Inhibitors

- Understand your symptoms
- Implementation
  - Feel comfortable at the location
  - Speak your way to feeling comfortable
  - Practice
- Trick your body - oxygenate your brain



# Conclusion

- How do I become the best speaker?
  - Categorization - 20-rule
  - Preparations - Halo
  - Clear message - Speech Paper
  - Confident and vivid body language
  - Correct argumentation
  - Overcome inhibitors



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# Posters as presentations

- Who is target?
- How?
- Keep it stupid simple
- Keep it stupid short



# Good or bad?



TANKEN BAG TALE



**PIGS IN SPACE:  
EFFECT OF ZERO GRAVITY AND  
AD LIBITUM FEEDING ON WEIGHT  
GAIN IN CAVIA PORCELLUS**

Colin B. Purrington  
6673 College Avenue, Swarthmore, PA 19081 USA



SPACEEXES

**ABSTRACT:**  
One ignored benefit of space travel is a potential elimination of obesity, a chronic problem for a growing majority in many parts of the world. In theory, when an individual is in a condition of zero gravity, weight is eliminated. Indeed, in space one could conceivably follow ad libitum feeding and never even gain an gram, and the only side effect would be the need to upgrade one's stretchy pants("exercise pants"). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment in a colony of Guinea pigs (*Cavia porcellus*) maintained on the International Space Station. Individuals were housed separately and given unlimited amounts of high-calorie food pellets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed nothing. In addition to weighing nothing, no weight appeared to be gained over the duration of the protocol. If space continues to be gravity-free, and we believe that assumption is sound, we believe that sending the overweight — and those at risk for overweight — to space would be a lasting cure.

**INTRODUCTION:**  
The current obesity epidemic started in the early 1960s with the invention and proliferation of elastane and related stretchy fibers, which released wearers from the rigid constraints of clothes and permitted monthly weight gain without the need to buy new outfits. Indeed, exercise today for hundreds of million people involve only the act of wearing stretchy pants in public, presumably because the constrictive pressure forces fat molecules to adopt a more compact tertiary structure (Xavier 1965).  
Luckily, at the same time that fabrics became stretchy, the race to the moon between the United States and Russia yielded a useful fact: gravity in outer space is minimal to nonexistent. When gravity is zero, objects cease to have weight. Indeed, early astronauts and cosmonauts had to secure themselves to their ships with seat belts and sticky boots. The potential application to weight loss was noted immediately, but at the time travel to space was prohibitively expensive and thus the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-orbital travel options for normal consumers, and potential travelers are also creating news ways to pay for products and services that they cannot actually afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.  
We studied this potential by following weight gain in Guinea pigs, known on Earth as fond of ad libitum feeding. Guinea pigs were long envisioned to be the "Guinea pigs" of space research, too, so they seemed like the obvious choice. Studies on humans are of course desirable, but we feel this current study will be critical in acquiring the attention of granting agencies.

**MATERIALS AND METHODS:**  
One hundred male and one hundred female Guinea pigs (*Cavia porcellus*) were transported to the International Space Laboratory in 2010. Each pig was housed separately and deprived of exercise wheels and fresh fruits and vegetables for 48 months. Each month, pigs were individually weighed by duct-taping them to an electronic balance sensitive to 0.0001 grams. Back on Earth, an identical cohort was similarly maintained and weighed. Data was analyzed by statistics.

**RESULTS:**  
Mean weight of pigs in space was 0.0000 +/- 0.0002 g. Some individuals weighed less than zero, some more, but these variations were due to reaction to the duct tape, we believe, which caused them to be alarmed push briefly against the force plate in the balance. Individuals on the Earth, the control cohort, gained about 240 g/month ( $p = 0.0002$ ). Males and females gained a similar amount of weight on Earth (no main effect of sex), and size at any point during the study was related to starting size (which was used as a covariate in the ANCOVA). Both Earth and space pigs developed substantial dewlaps (double chins) and were lethargic at the conclusion of the study.



**CONCLUSIONS:**  
Our view that weight and weight gain would be zero in space was confirmed. Although we have not replicated this experiment on larger animals or primates, we are confident that our result would be mirrored in other model organisms. We are currently in the process of obtaining necessary human trial permissions, and should have our planned experiment initiated within 80 years, pending expedited review by local and Federal IRBs.

**ACKNOWLEDGEMENTS:**  
I am grateful for generous support from the National Research Foundation, Black Hole Diet Plans, and the High Fructose Sugar Association. Transport flights were funded by SPACE-EXES, the consortium of wives divorced from insanely wealthy space-flight startups. I am also grateful for comments on early drafts by Mañana Athletic Club, Corpus Christi, USA. Finally, sincere thanks to the Cuy Foundation for generously donating animal care after the conclusion of the study.

**LITERATURE CITED:**  
NASA. 1982. Project STS-XX: Guinea Pigs. Leaked internal memo.  
Sekulic, S.R., D. D. Lukac, and N. M. Naumovic. 2005. The Fetus Cannot Exercise Like An Astronaut: Gravity Loading Is Necessary For The Physiological Development During Second Half Of Pregnancy. Medical Hypotheses. 64:221-228  
Xavier, M. 1965. Elastane Purchases Accelerate Weight Gain in Case-control Study. Journal of Obesity. 2:23-40.

# Good or bad?



TANKEN BAG TALE

## Responsibility

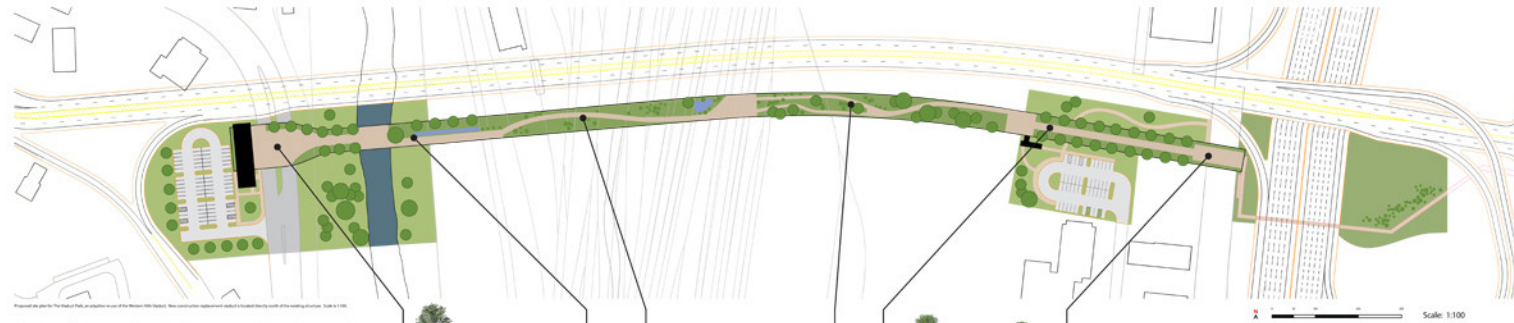


# Good or bad?

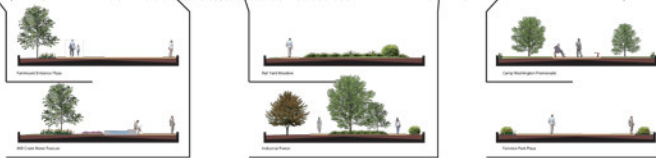
## Camp Washington Framework Plan The Western Hills Viaduct Park

Niehoff Urban Studio

Zach Fein  
Fall Quarter 2009



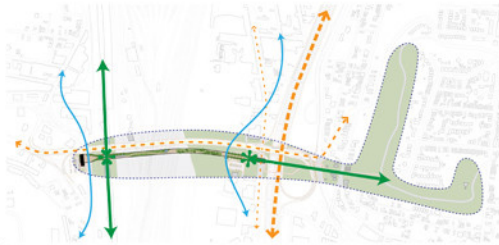
The City of Cincinnati describes the Western Hills Viaduct as needing replacement by 2015, but the new Interstate 75 plans do not address the interchange or the Viaduct itself. As the southern boundary of Camp Washington and a historic piece of transportation architecture, the Viaduct is admired by local citizens. However, the bridge is inadequate in terms of its fulfillment of modern vehicular and pedestrian standards, and the structure itself is beginning to show signs of age.



### Conceptual Design and Renderings:



The conceptual design for The Viaduct Park calls for a landscaped promenade atop the old viaduct; a new viaduct would be constructed to the north. This would improve traffic flow, connect existing and proposed green space, encourage development, and provide connections between existing communities.



### Precedent Study: The High Line Park

The first phase of the High Line Park in New York City was recently completed. The popular new park was built on an aging, abandoned elevated freight rail line. The design reflects the views and urban spaces beneath the elevated line.

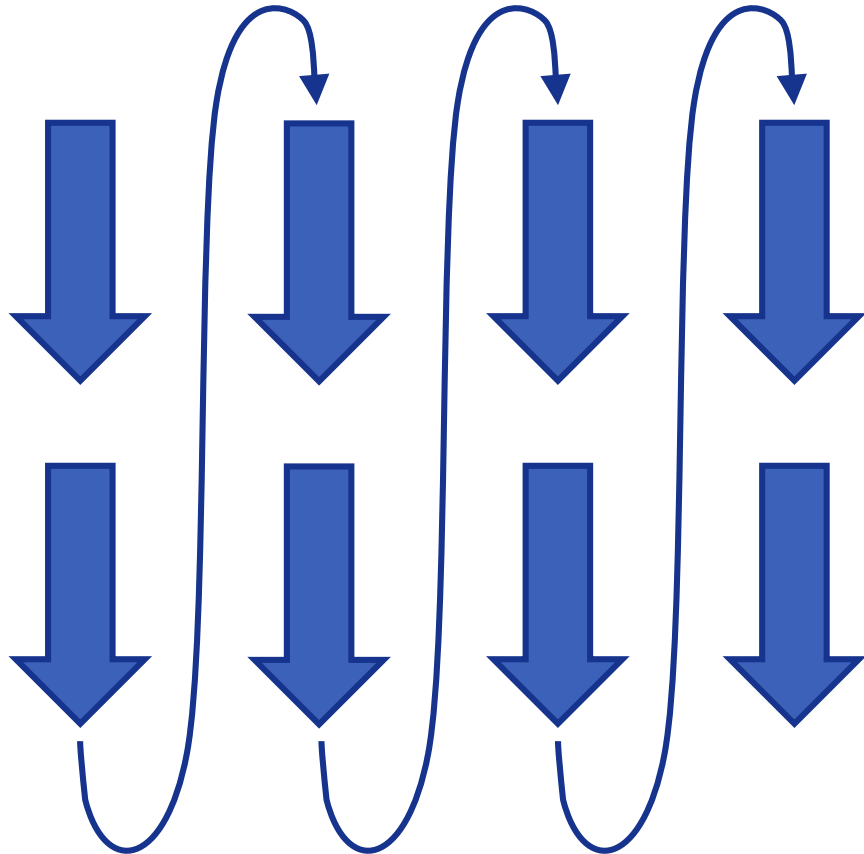




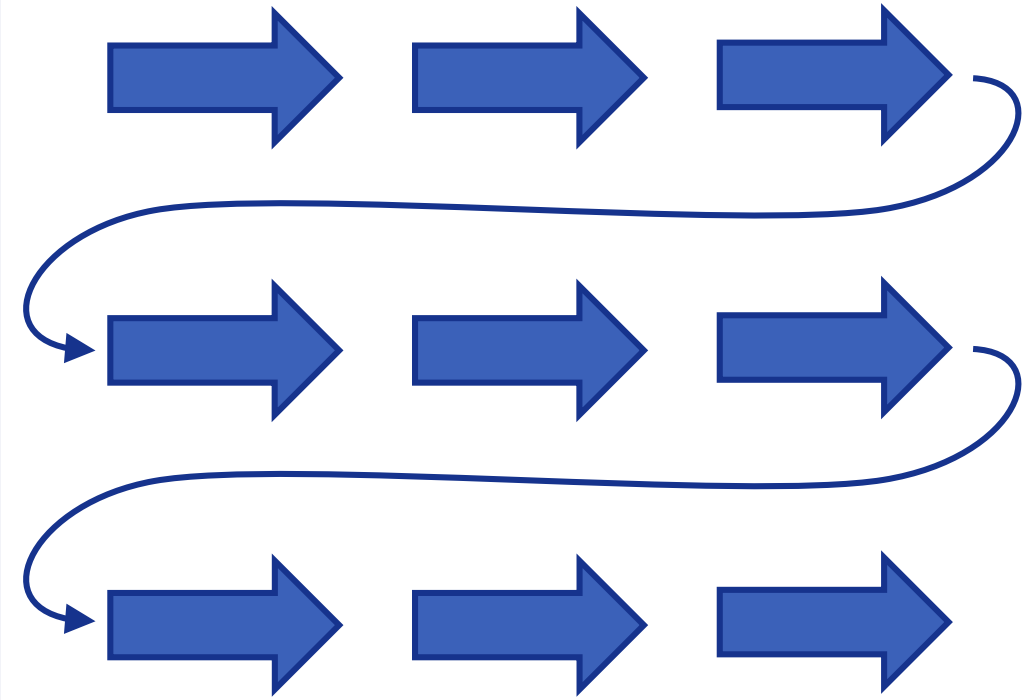
TANKEN BAG TALE

# Direction

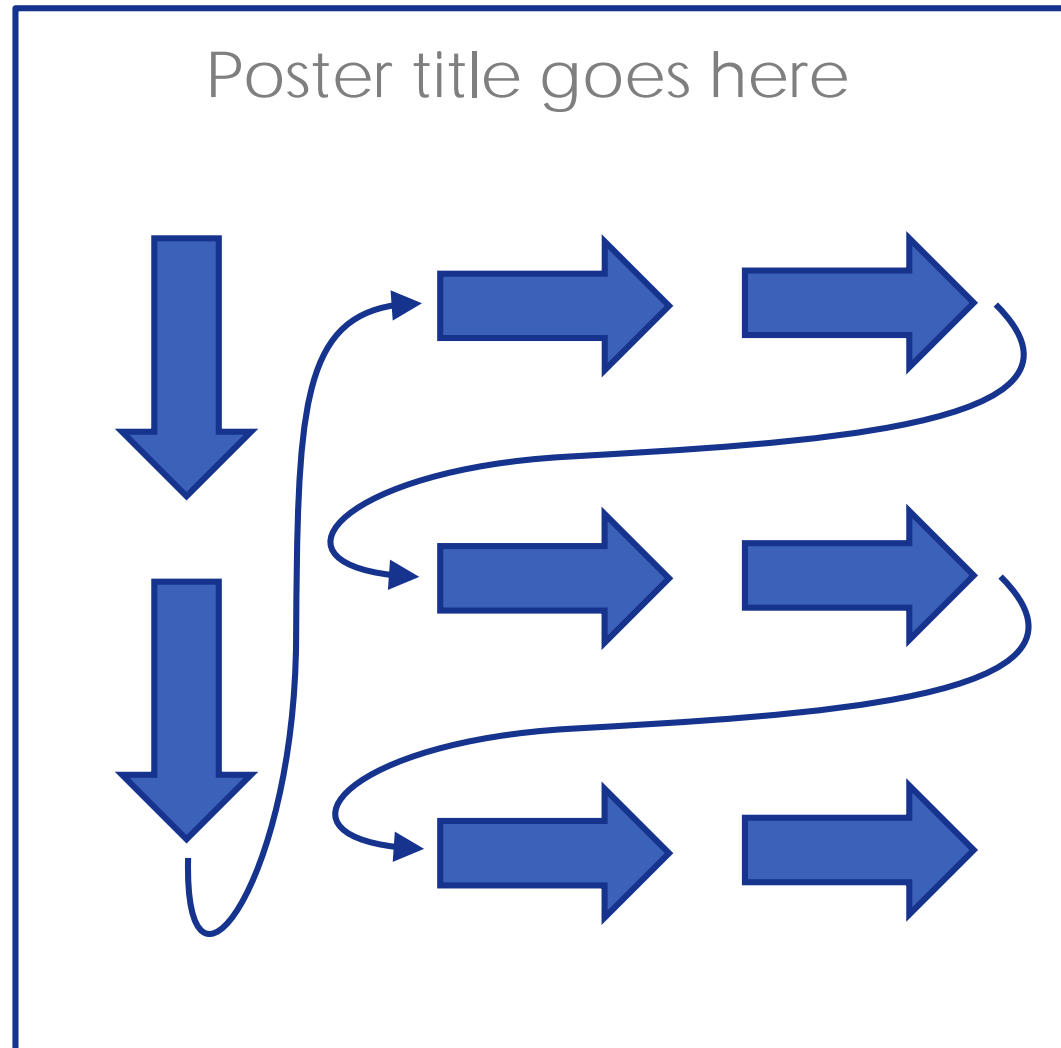
Poster title goes here



Poster title goes here



# Direction



# White is a good thing



# Fonts

- Simple is better
  - Stick to MAX 3 fonts
- No complex fonts
- Size matters
  - Depends on presentation

Comic Sans MS

*Blackadder ITC*

Bradley  
Hand ITC

ALGERIAN

**Bauhaus 93**

# Balance the material

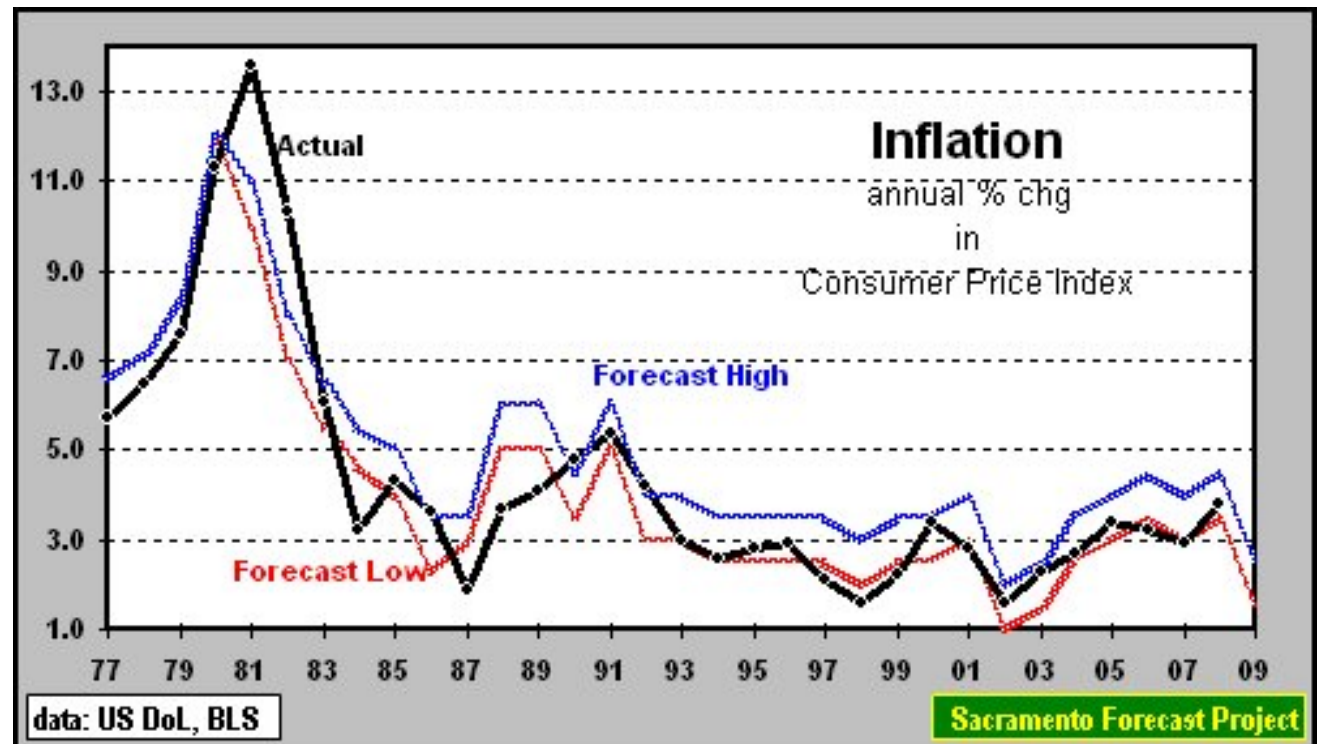




**LESS IS MORE**

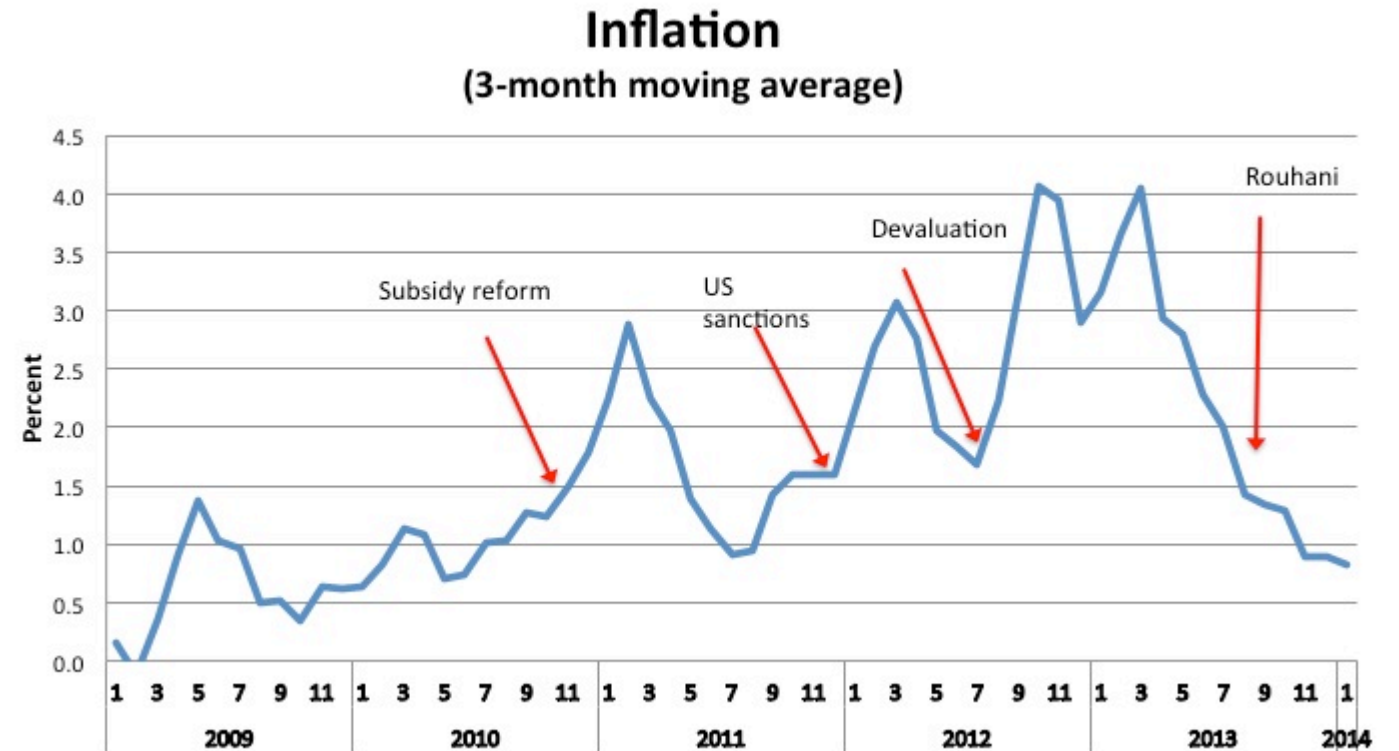
# Graphs and Tables

- Keep it simple
- Nothing disturbing



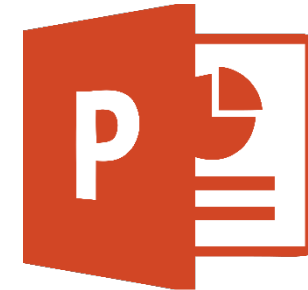
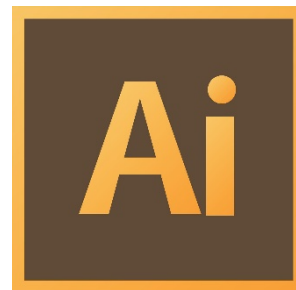
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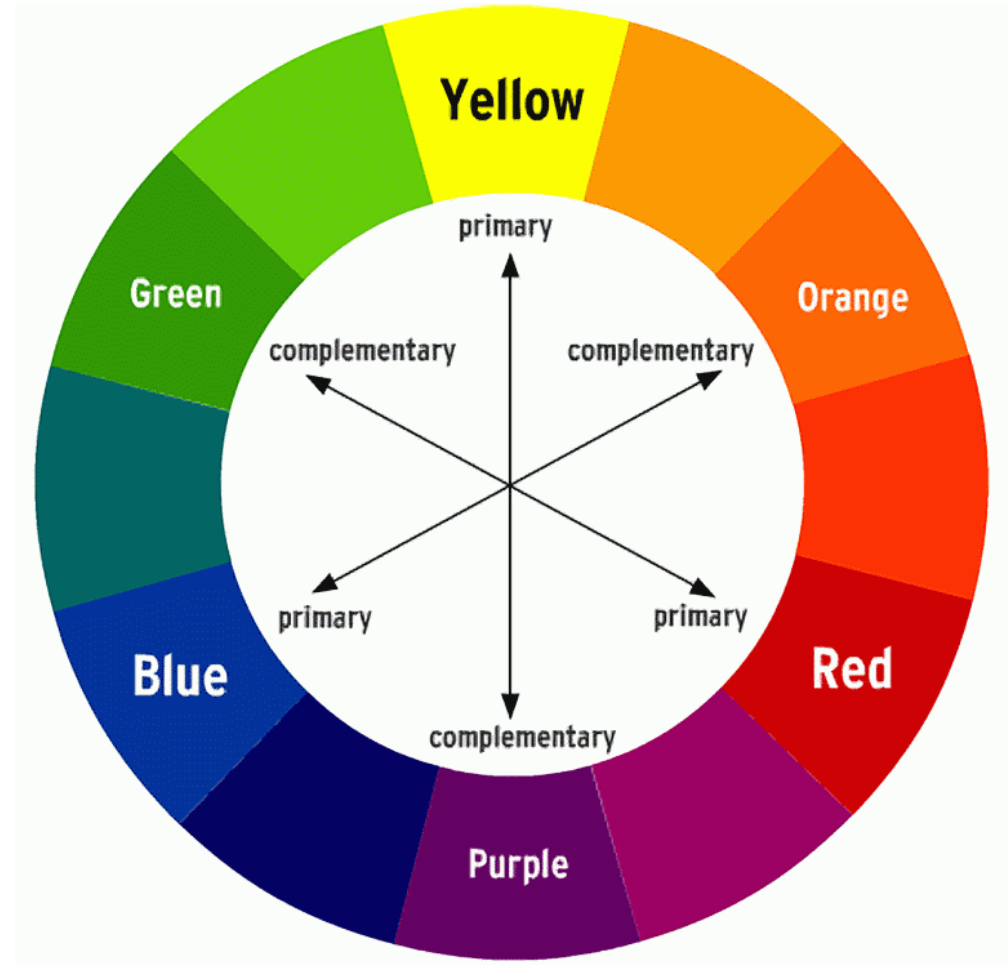
# Software to use

- Inkscape
- Indesign
- Illustrator
- Power Point
- DTU templates



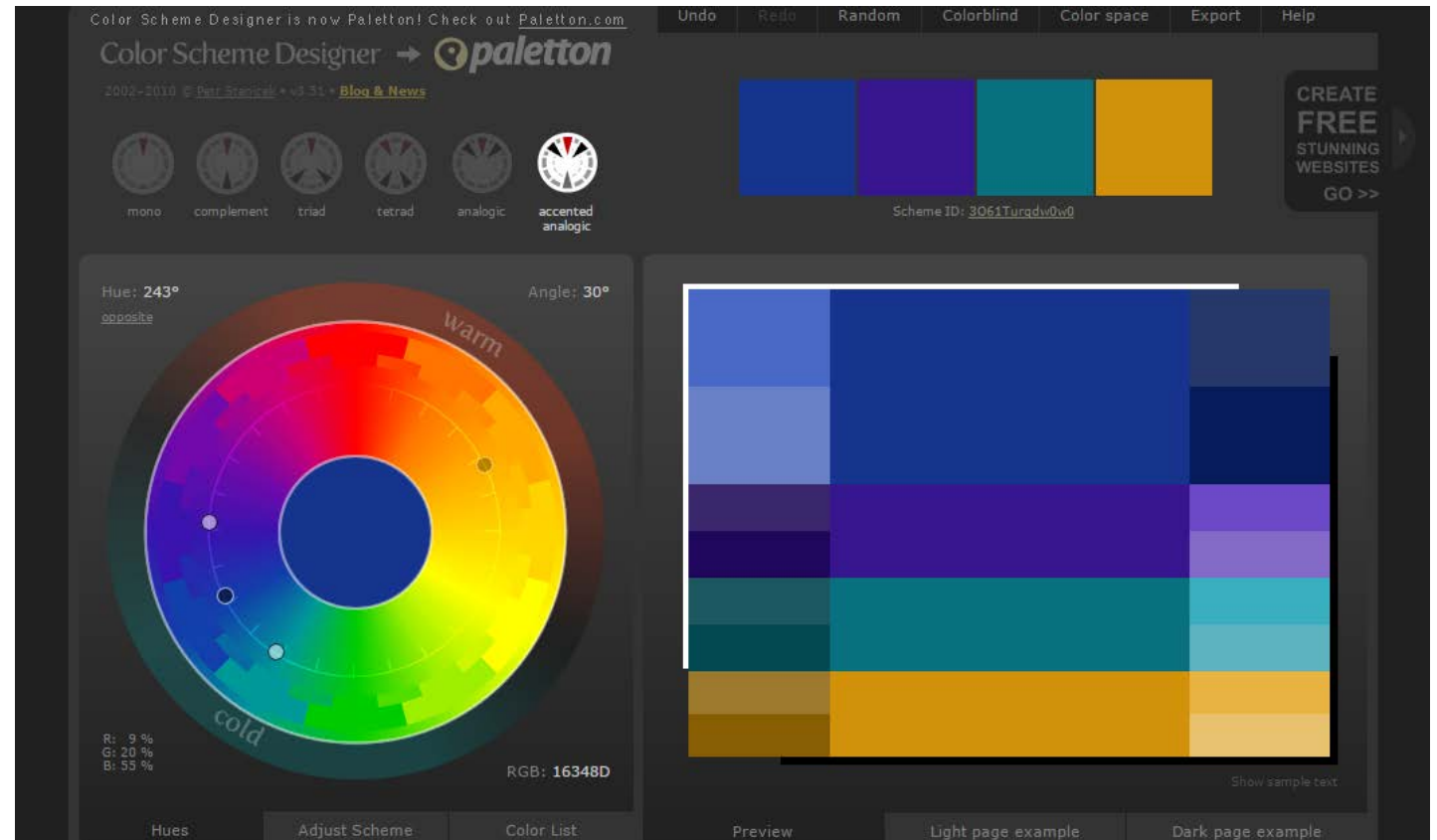
# Posters as a science

- Complimentary colors



# Posters as a science

- Complimentary colors
  - <http://paletton.com>
  - <http://colorshemedesigner.com>



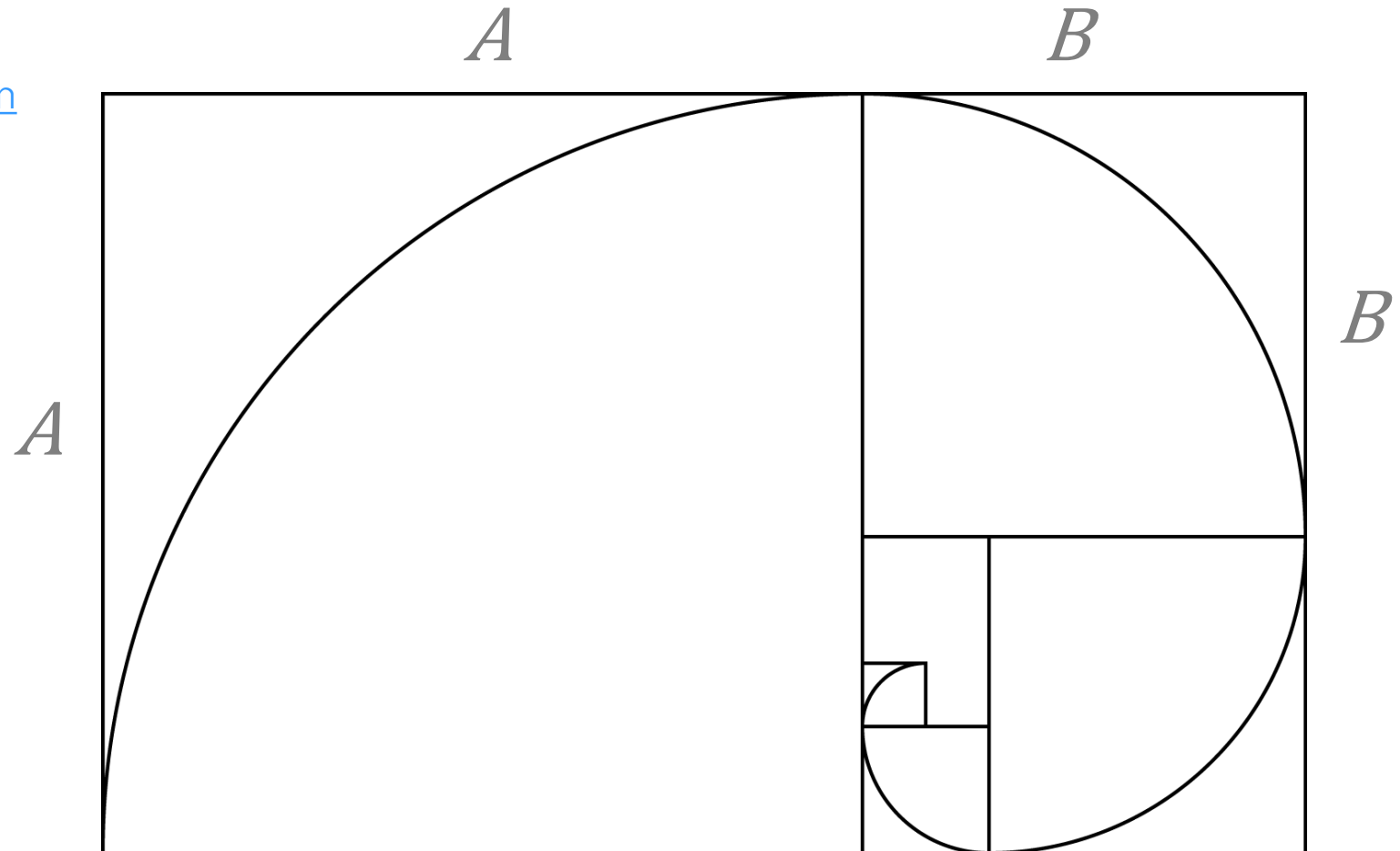
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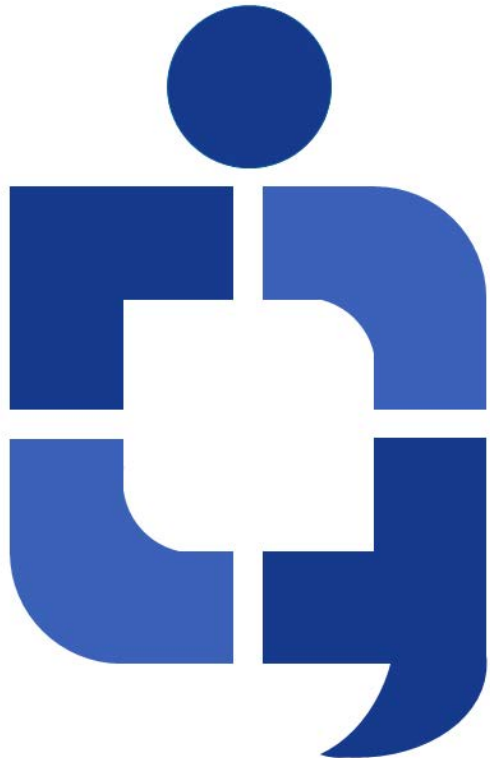
- Golden ratio

- $\frac{A+B}{A} = \frac{A}{B} = \varphi$

- $\varphi = \frac{1+\sqrt{5}}{2} = 1,61803$



# Thank you for your time



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[www.tankenbagtale.dk](http://www.tankenbagtale.dk)



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