Concept Development Final Presentation

Prepare a **5 min** (final) presentation for Friday **09:00 (c.t.)**

include: User (Image), Need, Approach=Video Link, Benefit
Per team 5+5mins (Team10->1)

Email PDF slides till 08:45 to
hanna.schneider@ifi.lmu.de

1.) **Analysing your audience**

- Needs
- Knowledge Level
- Attitude – How do they feel about the topic ?
- Demographic information – this may include the age, gender, culture and language of the audience members

Source: [1]

2.) Outline

Chronological	Shows events in order as they occurred
Narrative	Takes the audience on a journey trough a flowing presentation
Problem/Solution	States the problem, the why´s, your solution, and a summary
Cause/Effect	States the cause and explains the effect(s)

Source: [1]

3.) Slides Content

- Keep it simple
- Be visual
- Highlight the main features
- **Take home message**

4.) Voice & Language

- The first goal is to be understood
  - avoid unfamiliar words or explain them
  - simple sentences
  - active rather than passive
- The second goal is to be taken seriously
  - mind your audience
  - avoid empty phrases, filler words ("ehm", "also"), and softener ("vielleicht", "ein Bisschen")

5.) Tough Situations

Problem: Know-it-all, a participant that feels more of an expert like you

Solution:
Don´t fight it, involve this participant in your presentation.
They may have some great information to contribute.

6.) **Improvements**

- Practice your final presentation
- Ask someone to pay attention to a specific aspect and to give you feedback
- Work on one aspect at a time

Source: [1]

References:

[1] Yodhia Antariksa, Explore HR on Slideshare (www.exploreHR.org)
[2] Jennifer Rotondo and Mike Rotondo. Presentation Skills for Managers, Mc Graw Hill
[3] David Whetten and Kim Cameron, Developing Management Skills, Harper Collins Publisher.

Third Blog Post

- Video & about 250 word
abstract structured as follows:
-1.) What is it ? 2.) How does it work ?
3.) Benefits 4.) Next Steps
- categories: WS1617; Concept, Team X
- deadline: Tuesday 11:59 a.m.

Group Report

- Formatting and content instructions via UniworX
- Deadline 21st of April (23.59)

Content:

- What is your concept?
- How does it work?
- Values & Potential
- Next steps