making the Pitch

designing for the presentation

my goal

increase the **resonance** of your presentations, especially presentations to non-designers

promote the idea that you should always be designing for the next presentation

discuss…
- planning
- structure
- content
- drama
- questions

planning–a review

communication considerations

who am I and what do I desire?

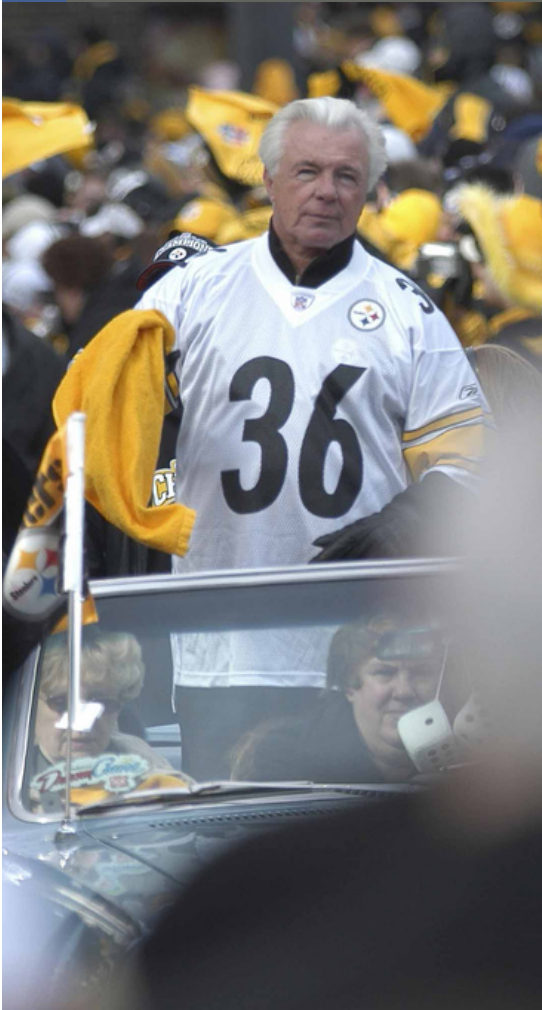who am I in relationship to this pitch? what is my role?

what **immediate action** do I want from the person I am pitching to?

why do I want this reaction? what is my larger intention?

how do I want to be seen in the long term? (my brand)

am I a team?

who is the audience and why are they here?

what do the different groups want in the short-term and the long-term?

what do they think about me (team, department) prior to this pitch?

what will their initial reaction to my request be?

are we going in the same direction or do I need to re-direct them?

what's the framing?

what is the problem or opportunity and how real/big is it?

what might we do about this? do I have a plan?

how can I make them believe I have insights that are valid and novel? how can we measure progress/effect?

how much detail do I need to make my case?

what is the "gist" the audience must walk away with?

what are my immediate next steps?

it's obvious…but be prepared

you are seen as technology experts…do not struggle with your own tech

turn off screensavers/energy-savers

test speakers and projector…practice

have a backup plan

rehearse: too many people present as if seeing the slides for the first time

structure

introduction

introduce yourself

introduce your team

introduce your audience to each other

give people "handles" for communicating

motivation

why should anyone care about what you are doing?

make audience care by building on their identification, personal experiences

set the hook, then "**real**" them in

evidence

show what you did to build belief that the findings are real

show what you did not expect to be true, the new insight, the new perspective, and show how you got there

dramatic arcs

divide pitch into sections, dramatic arcs

slowly build and then release tension as you move from one chapter to the next

this is not a chronological story…this is not an accurate history of your actions

content

stories | scenarios | use cases

reveal design through stories…people cannot remember lists of features…impact is in the recognition

people process information and connect via narrative

designers make artifacts to discover…transform these artifacts to tell…

show me…don't tell me

tell a story of use that ends with a positive outcome
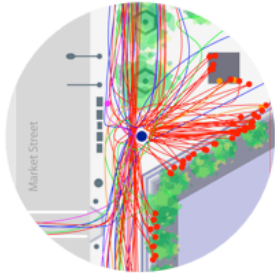
slides as signposts

support slides are "support", not novels to be read

slides help audience re-connect when they go off on a mental tangent

slides as support help you listen…
…adjust the level of detail to meet the audience's reaction

use images…this is your domain

avoid video or self running demo

keeps focus on the screen and not on you…

it is uncomfortable to stand next to…

why are you there, Vana?

drama

silence

start with silence

use silence to build tension

wait until you have attention to begin

use silence between chapters to let people process…build anticipation

anticipation is pleasurable!!!

humor

great for defusing tension…at beginning

make fun of yourself but not your institution…unless you are at home

keep humor in speech, not on screen… maintaining control

humor does not work across cultures

if you're good…drop in humor as you go

stay in control…build credibility

do not PANIC!!!!   do not derail…

acknowledge what is happening around you
…no elephants

control is related to intent…are you a host or a guest?

possession of microphone gives control

direct the audience's focus

plan and rehearse your blocking
…who goes where when

throw focus on speaker

motivate speaker changes

do not look at your slides
…back to audience

use body tension to demand focus

avoid the lure of melodrama

back to dramatic arcs…and the big finish

end on a high note…build to a peak…do not end with "Questions?"

build to the long-term outcome of repeated use

the audience should feel when you are done

questions

don't let questions derail you

acknowledge asker…thank them

do not answer questions you cannot answer

decide how important a question is…deflect "offline"

do not say "NO", do not fight

if someone says something rude, acknowledge it…
remain in control…shut them down

predict hostility and defuse through association

review

planning…know what you want and what audience wants

tell a story that shows how product benefits people…that audience can identify with

take and give control

design your presentation/performance as you design your product

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