Technically Speaking 5-28-14

Faculty friends,

**Steve Jobs & Presentations**

The Steve Jobs presentation style has become rather famous for creating a captivating experience.

Here are a few of the main points:

* plan and/or storyboard
* focus on a headline
* tell your story in 3 acts
* use transitions to create anticipation
* sell the experience by connecting the dots
* a picture is worth a 1000 words
* emotions earn attention
* use plain “tweetable”  language
* no paragraphs, avoid bullet points
* build up to 1 memorable moment
* engage audience with guests, video, props…
* be as enthusiastic as you want your audience to be
* practice
* “Here’s one more thing…” — encore

Other ideas:

* YouTube video (6:54) “Present like Steve Jobs” [http://youtu.be/2-ntLGOyHw4](https://www.youtube.com/watch?v=2-ntLGOyHw4)
* “5 Tips on How To Present like Steve Jobs” C<http://www.entrepreneur.com/blog/223513%23>
* “7 Lessons from the World’s Most Captivating Presenters” <http://blog.hubspot.com/blog/tabid/6307/bid/34274/7-Lessons-From-the-World-s-Most-Captivating-Presenters-SlideShare.aspx>
* “10 PowerPoint Tips for Preparing a Professional Presentation” <http://www.makeuseof.com/tag/10-tips-for-preparing-a-professional-presentation>/

**Odds & Ends**

* Great ideas are great but not so much unless they have been tested among  colleagues: <http://leadershipfreak.wordpress.com/2014/05/15/how-to-be-smart-about-being-dumb/>



* Free app translates signs: <http://www.techrepublic.com/article/google-picks-up-incredible-visual-translation-app-word-lens-and-makes-it-free/>



Until next week,

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