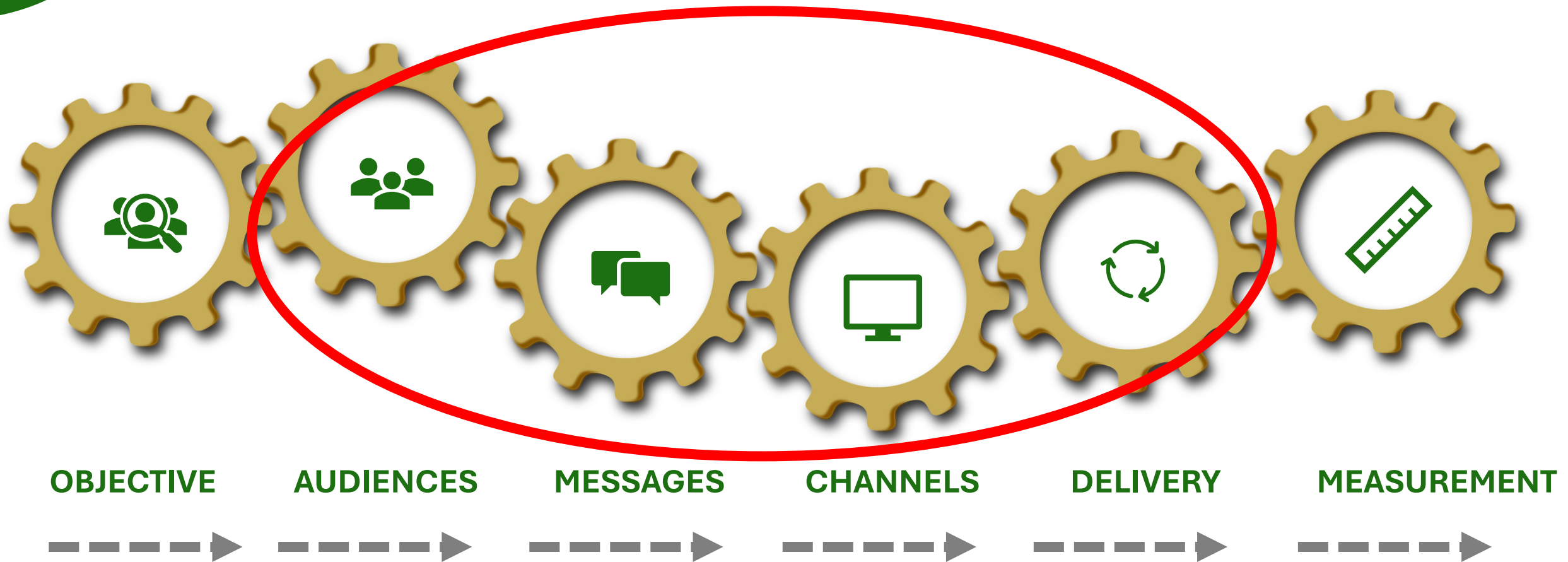


Presentation excellence in thesis defence

Panda who?



A simple framework



Audience?



Audience



WHO?

WHY?

WHAT?

WHERE?

WHEN?

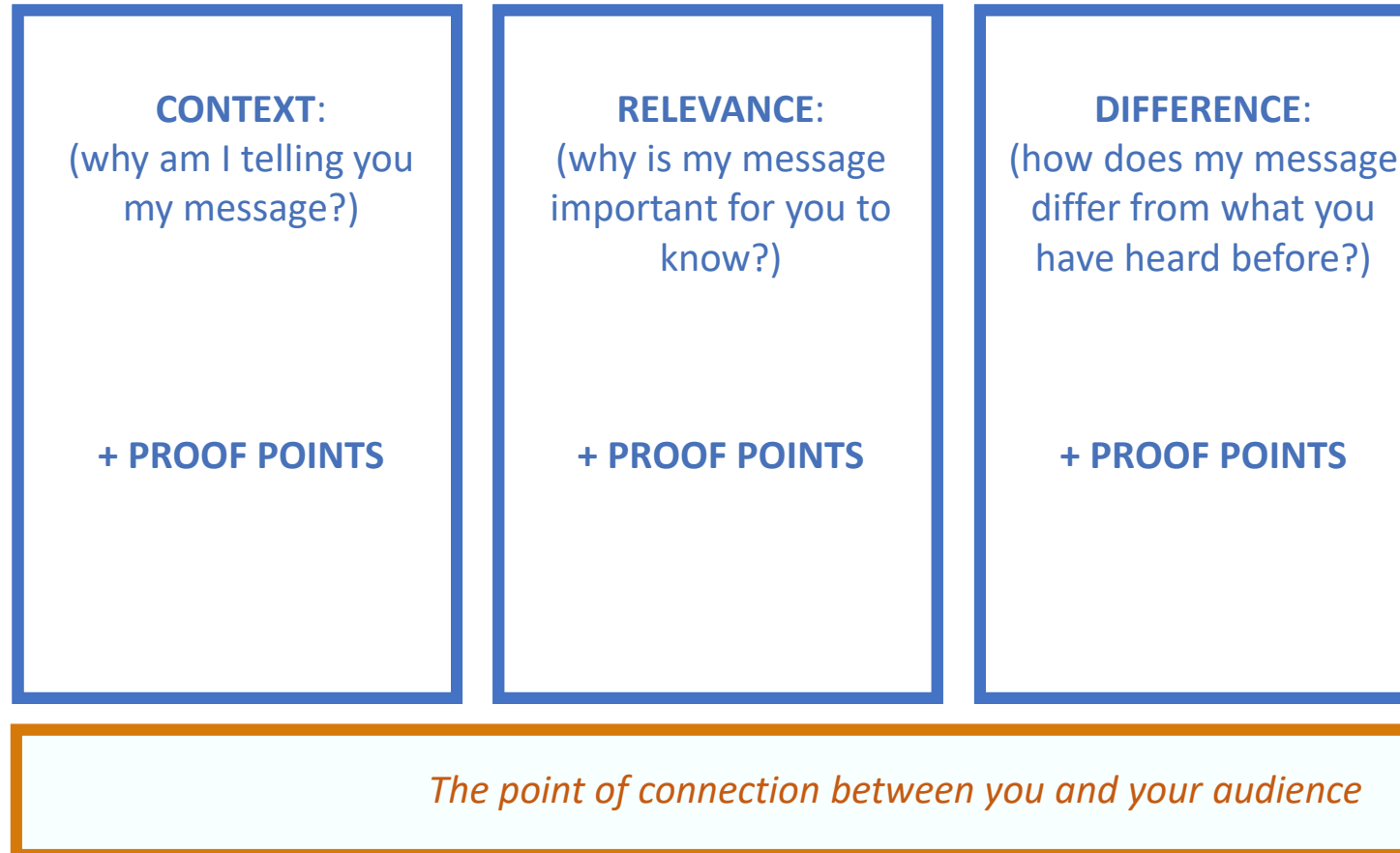
HOW?

Message house

Foundation

The point of connection between you and your audience

3 messages



Roof

The simplest expression of your argument

CONTEXT:
(why am I telling you
my message?)

+ PROOF POINTS

RELEVANCE:
(why is my message
important for you to
know?)

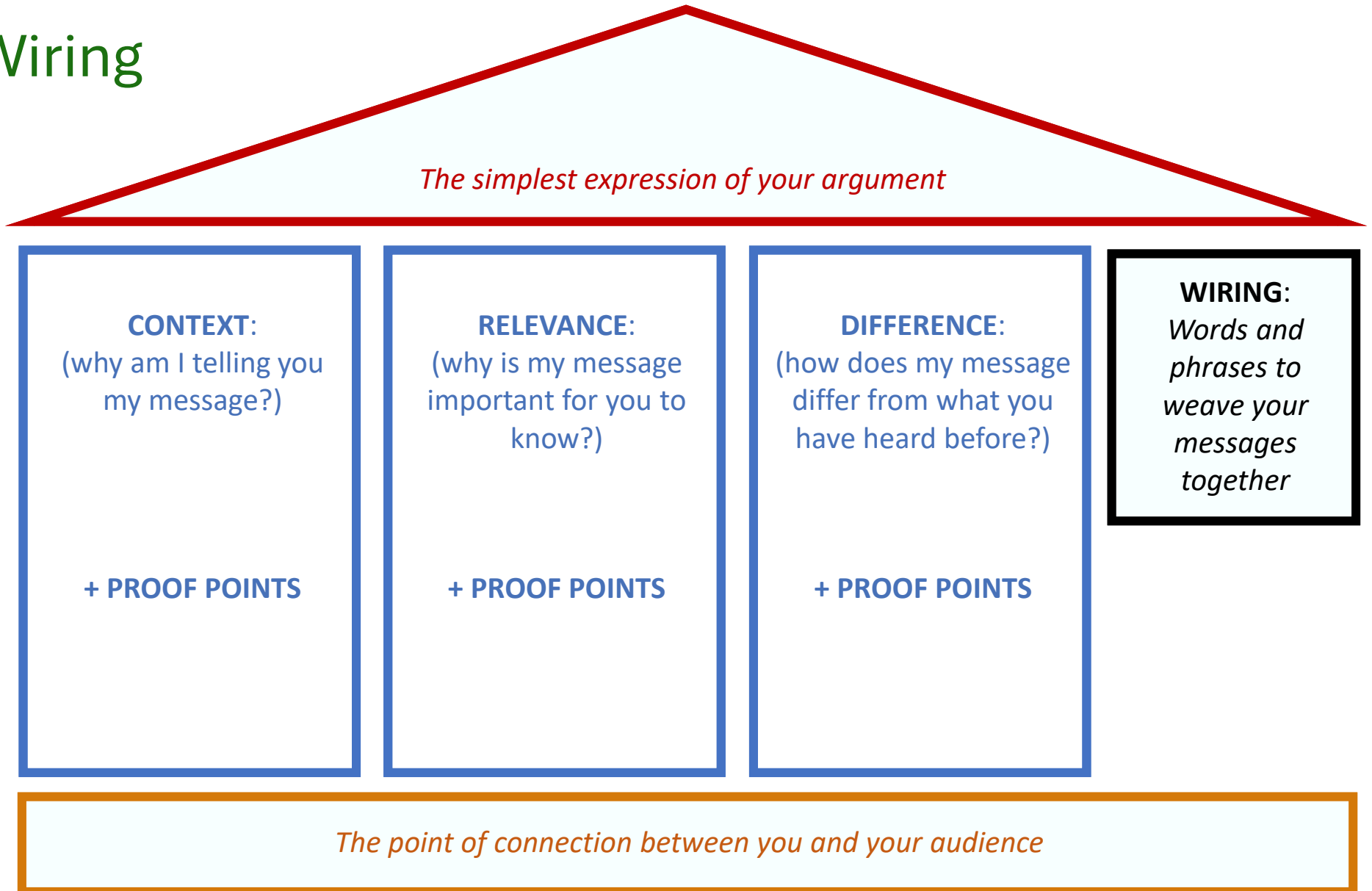
+ PROOF POINTS

DIFFERENCE:
(how does my message
differ from what you
have heard before?)

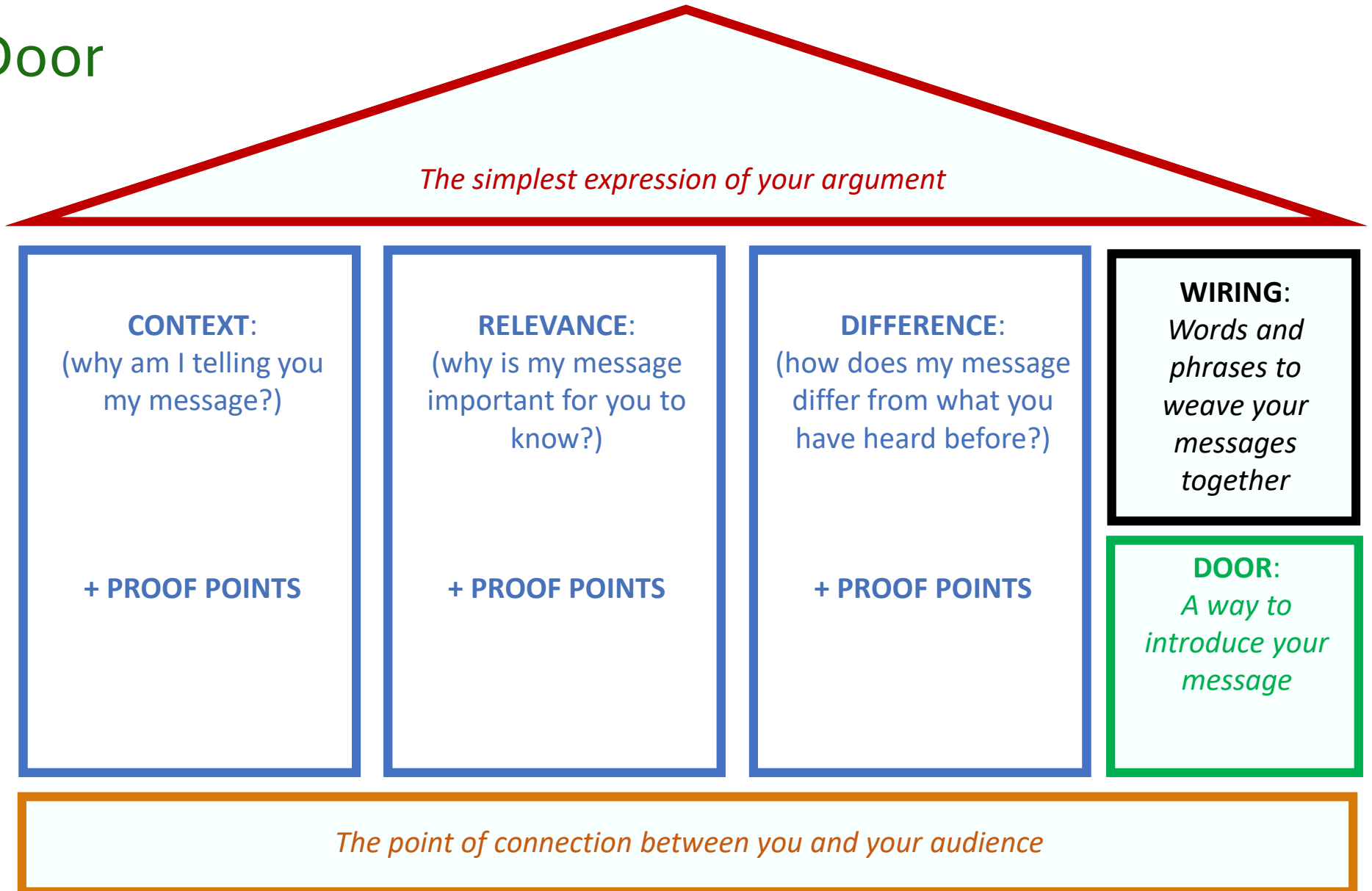
+ PROOF POINTS

The point of connection between you and your audience

Wiring

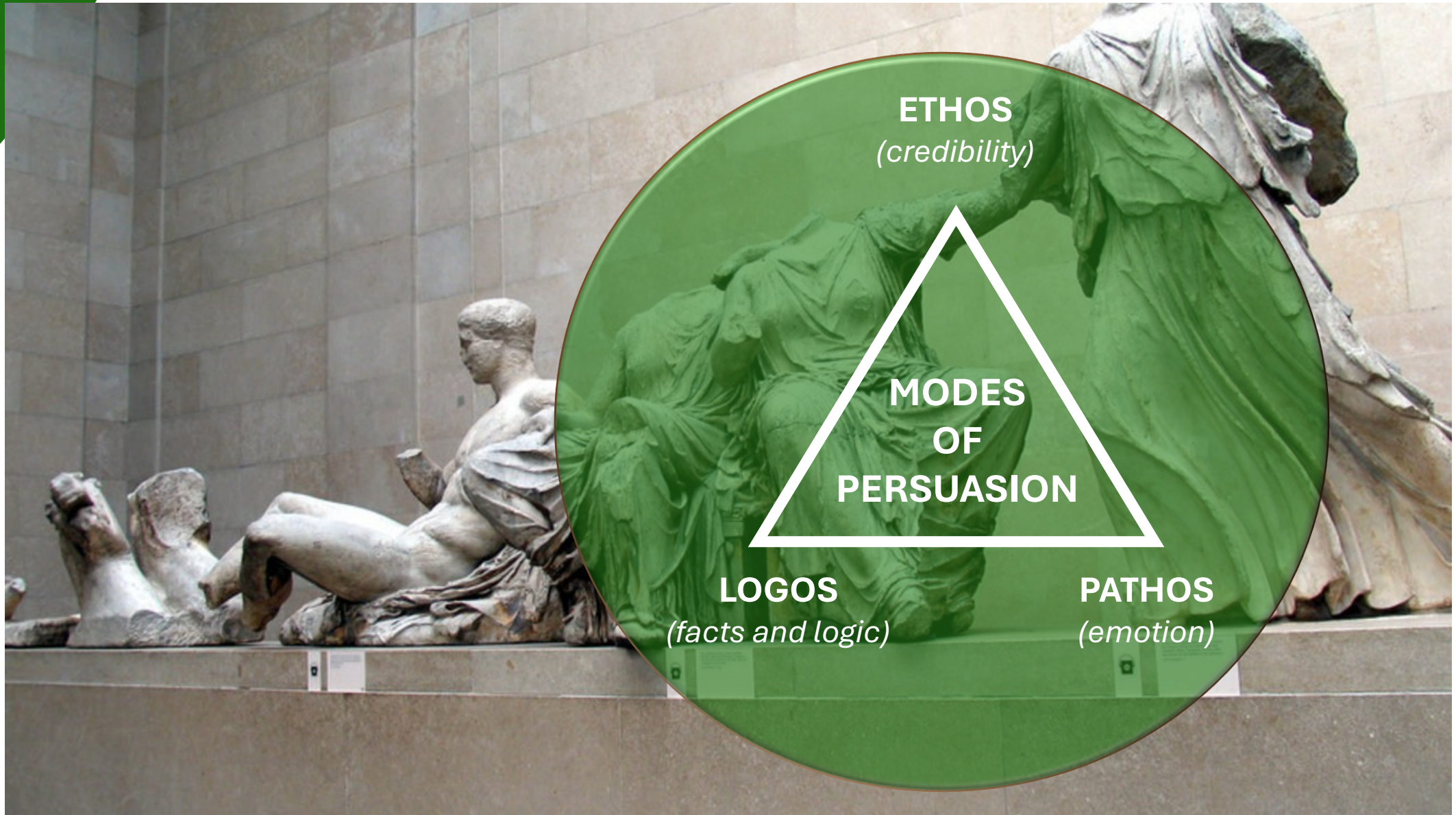


Door





Rhetorical triangle



Ethos

PLASTIC
SOUP FOUNDATION



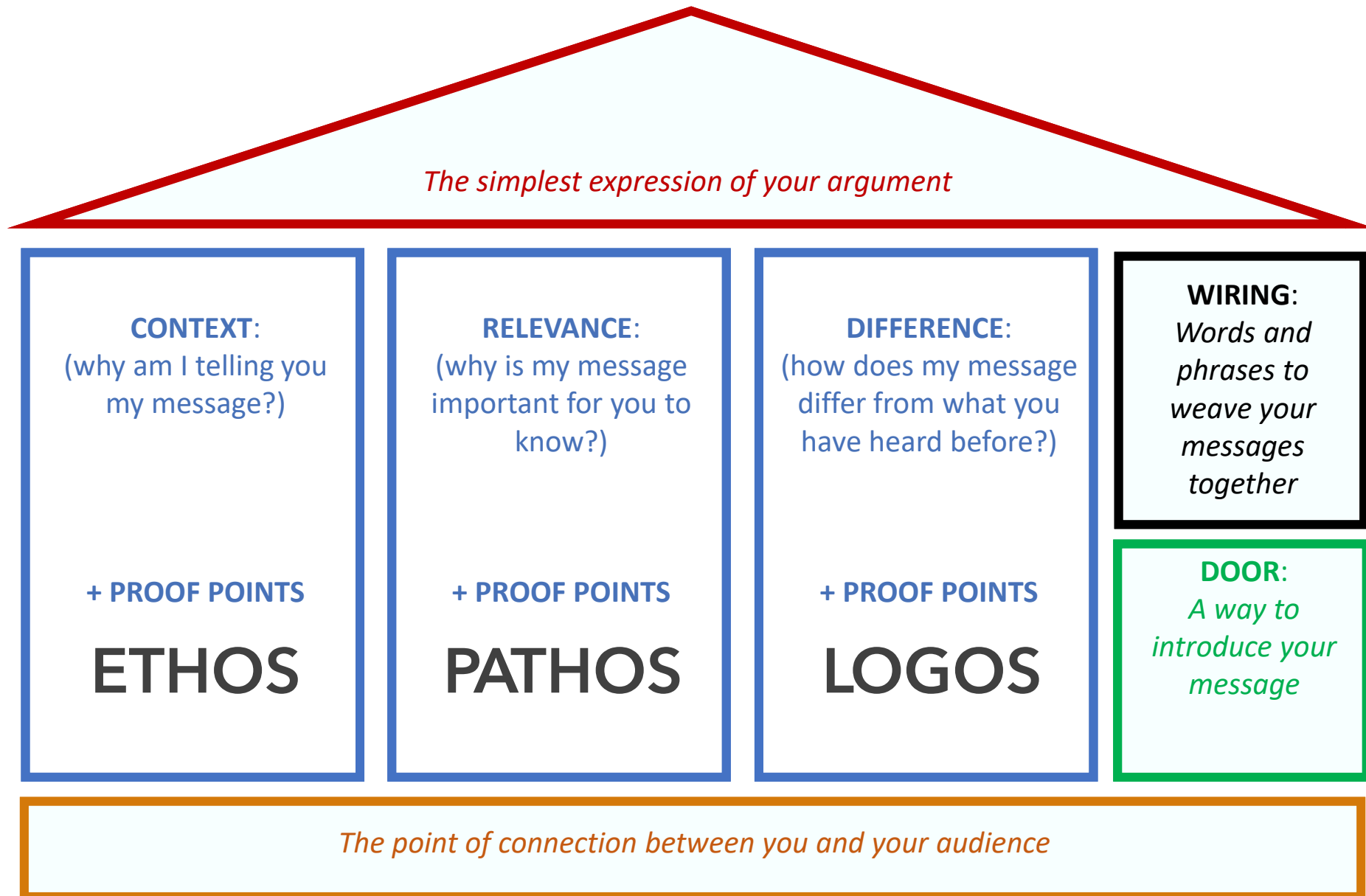
Logos

**PLASTIC
SOUP** FOUNDATION

Pathos

**PLASTIC
SOUP** FOUNDATION





5 slide tips



1 message per slide


$$1 + 1 = 0$$

Pictures vs words

5w+h

Who am I presenting to?
Why am I presenting to them?
Where and when am I presenting?
What kind of people are they?
What am I going to say?
How can I best structure my presentation to meet their needs?

5

panda
communications

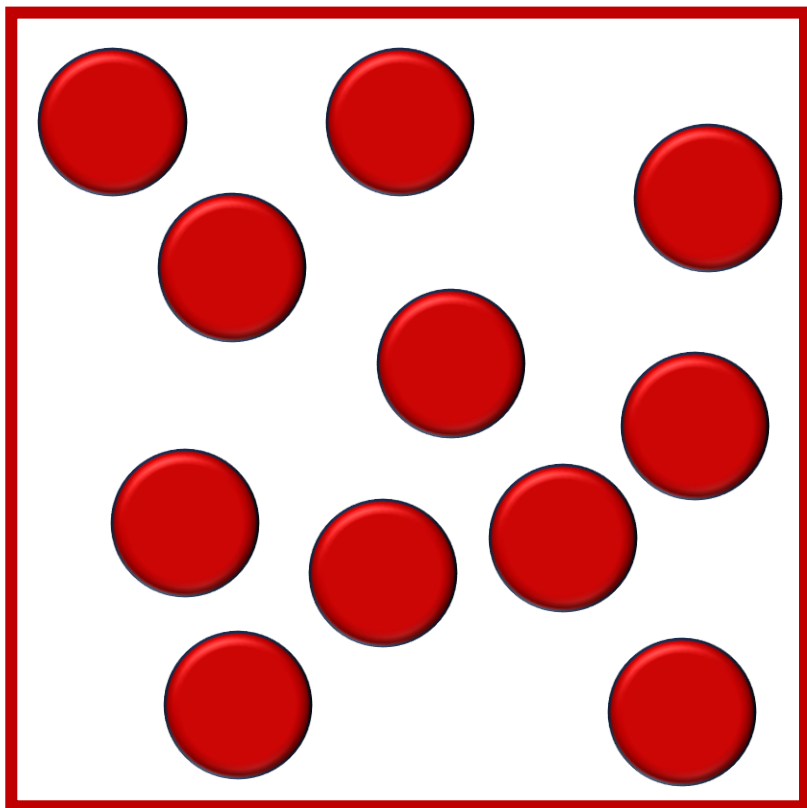
Audiences



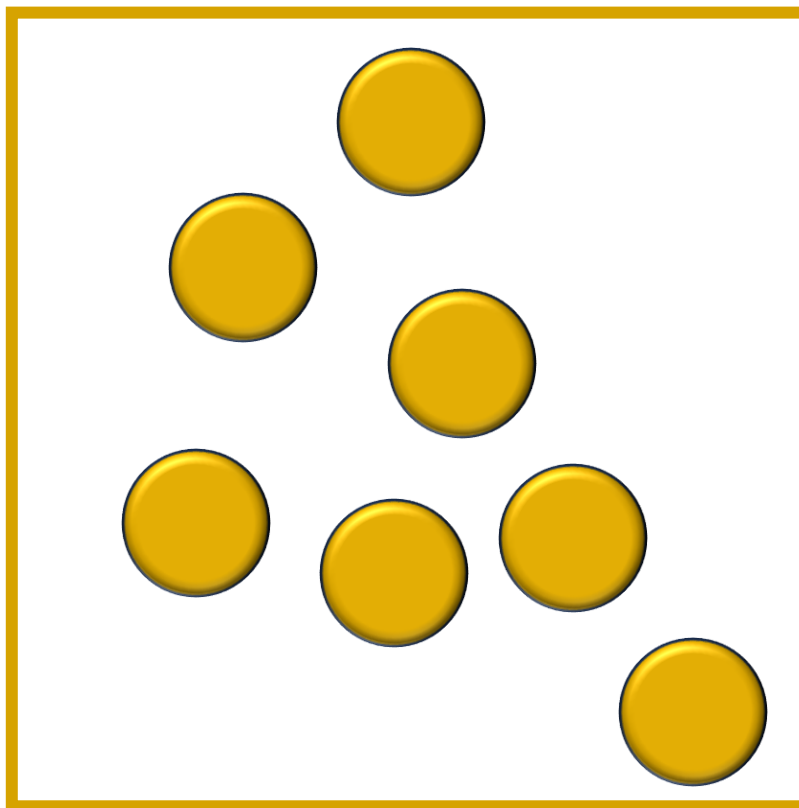
5

panda
communications

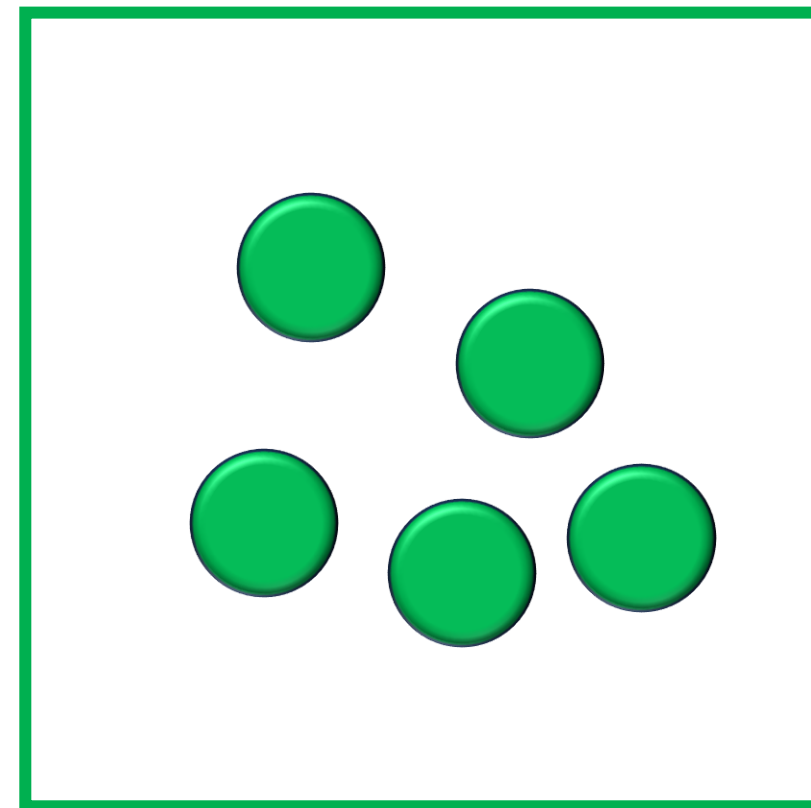
2-3 secs



1.2 secs



0.2 secs



No bullets!



Voice and body

What does charisma look like?



**WHAT IS BEING
COMMUNICATED**

LANGUAGE:
Content, Messages, Arguments

**HOW IT IS BEING
COMMUNICATED**

VOICE: Modulation of
Pitch, Pace, Power, Pauses
& Pronunciation

BODY LANGUAGE:
Posture, Facial expression,
Eye contact, Gestures

10%

30%

60%

Voice



PITCH



PACE



POWER



PAUSES



PRONUNCIATION

Body



**FACIAL EXPRESSION
& EYE CONTACT**

HAND GESTURES

GOOD POSTURE



Charisma



Authority v Approachability



Voice: Low pitch
Slow pace
Quiet
Clear diction
Long pauses

Body: Palms down
Chin down
Weight forward



Voice: Higher pitch
Faster pace
Louder
Fewer pauses

Body: Palms up
Chin up
Weight backwards



Nerves

Rehearse!
Focus on start
Flight to fight



Tricky questions

Flagging
Blocking
Bridging



Q&As

EXERCISE: The Smile Pandemic

Smiling is infectious, you catch it like the flu,
When someone smiled at me today, I started smiling too.
I passed around the corner and someone saw my grin.
When he smiled, I realised I'd passed it on to him.
I thought about that smile, then I realised its worth.
A single smile, just like mine could travel round the earth.
So, if you feel a smile begin, don't leave it undetected.
Let's start an epidemic quick and get the world infected!

EXERCISE: Be glad your nose is on your face

Be glad your nose is on your face, not pasted on some other place,
for if it were where it is not, you might dislike your nose a lot.

Imagine if your precious nose were sandwiched in between your toes.
That clearly would not be a treat, for you'd be forced to smell your feet.

Your nose would be a source of dread if it were atop your head.
It soon would drive you to despair, forever tickled by your hair.

Within your ear, your nose would be an absolute catastrophe,
for when you were obliged to sneeze, your brain would rattle from the breeze.

Your nose, instead, through thick and thin, remains between your eyes and chin,
not pasted on some other place – be glad your nose is on your face!