

Some Pointers For Preparing Presentations

Florian Zettelmeyer, UC Berkeley

The key to a good presentation is to think about it as a story

PRESENTATION APPROACH

- A presentation is a chance for you to tell your audience a story
- Preparing your presentation, especially preparing slides, helps you figure out the story
- Slides are not there to remind **you** what to say
- Slides help your **audience** follow along with you



- Pull all the mental effort from the delivery into the preparation
- Focus on delivery, body language, and audience responding

Pay close attention to a slide's message, transitions, and how it fits in the narrative structure

ELEMENTS OF A GOOD PRESENTATION

- Each slide has a clear message, reflected in the slide's "**message titles**"
- There is a **clear transition** between slides
- Each slide **belongs** in the presentation
 - Don't ask yourself "How am I going to fit this into my presentation?"
 - Do ask yourself "Does this belong in my presentation?", "Does it advance the story I'm telling?", "Do I need something else to convincingly tell my story?"

The typical title leaves the audience in the dark about the intentions of the presenter

EXAMPLE 1: TYPICAL STRUCTURE

Internet Car Buying

- 2000: 54% of new vehicle buyers have used the Internet in conjunction with the purchase
- 1998: \$ 18 billion car sales generated through the Internet
- 1999: 28 % of all dealerships using online buying services (3x 1998)

The title of a slide should focus on the message, not the content

STRUCTURE OF A SLIDE

Message title: why I am showing you this slide

CONTENTS TITLE: WHAT THE SLIDE CONTAINS

– What I need to make my point, i.e. to back up the message title

A message title allows the audience to better follow the speaker

EXAMPLE 1: BETTER STRUCTURE

The Internet has become an important element in the car buying process

ROLE OF INTERNET IN CAR BUYING

- 2000: 54% of new vehicle buyers have used the Internet in conjunction with the purchase
- 1998: \$ 18 billion car sales generated through the Internet
- 1999: 28 % of all dealerships using online buying services (3x 1998)

The purpose of number-intensive slides is often hard to figure out

EXAMPLE 2: TYPICAL STRUCTURE

Price Definition

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000

With a little help it becomes clear what specific point the numbers support

EXAMPLE 2: BETTER STRUCTURE

We take into account that dealers shift price between the new vehicle and the trade-in

PRICE DEFINITION EXAMPLES

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000

The idea also applies to simple "bullet point" slides

EXAMPLE 3: TYPICAL STRUCTURE

Online Results

- No effect of income, education, search costs
- Autobytel.com cancels out effect of being a member of a disadvantaged minority
- Not an artifact of minorities who use Autobytel.com being any different
- No evidence of racial profiling by car dealers:
Hispanics and African-Americans both recover the full race premium

The message guarantees that the audience can tune out for 30 seconds and not lose the train of thought

EXAMPLE 3: BETTER STRUCTURE

Using Autobytel.com, everybody pays the white male price

ONLINE RESULTS

- No effect of income, education, search costs
- Autobytel.com cancels out effect of being a member of a disadvantaged minority
- Not an artifact of minorities who use Autobytel.com being any different
- No evidence of racial profiling by car dealers:
Hispanics and African-Americans both recover the full race premium

It can be useful to have the message title in two parts

EXAMPLE OF PROBLEMATIC MESSAGE TITLE

We take into account that dealers shift price between the new vehicle and the trade-in

PRICE DEFINITION EXAMPLES

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000

This can be addressed by adding a "conclusion" sentence at the end of the slide

EXAMPLE WITH SPLIT MESSAGE TITLE

Dealers don't care whether they earn profits from the sale of the new car or the trade in

PRICE DEFINITION

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000



We take into account that dealers shift price between the new vehicle and the trade-in

CONTENTS

- Structure of a slide

- Slide transitions

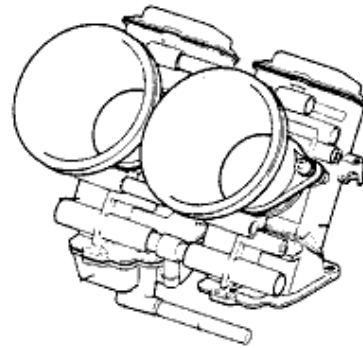
- Conclusions

Good transitions are another key feature of a presentation

GUIDELINES FOR TRANSITIONS

1. You can never be surprised by the next slide, it needs to follow naturally
2. You need a "transition sentence" between any two slides
3. Transition are equally important within the slide
4. The sequence of message titles needs to outline the story you want to tell

The Carburetor vs. Electronic Fuel Injection: Technology 'Last Gasp' and the Sourcing Decision for Next-Generation Technology Inputs



John Doe

University of California at Berkeley

Research Questions

- Do spillovers from next-generation technology cause “last gasps” in current technology?
- Which firms create last gasps, and why?

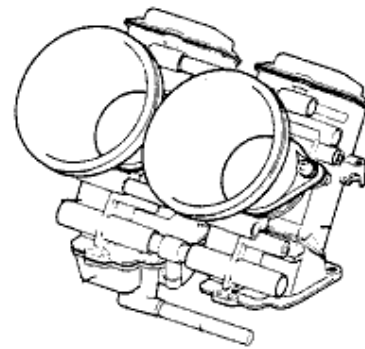
Motivation

- Technologies often demonstrate extraordinary efficiency growth (a last gasp) late in their lives.
- Prominent theme in the innovation literature
 - Utterback, Tripsas, Henderson, Rosenberg
- Canonical case is increase in sailing ships efficiency after appearance of steam power

Last Gasp: Automobile Carburetors

- Entrance of Electronic Fuel Injection; competition with Carburetors during 1980s. Electronic Fuel Injection completely replace Carburetors by the late 1980s.
- Increase (last gasp) in Carburetor efficiency during period of competition.
- Test data from two EPA datasets on all car models (about 1500 per year) approved for sale in US for model years 1979-1996

Technological 'Last Gasps':
The Carburetor vs. Electronic Fuel Injection



John Doe

University of California at Berkeley

Technologies often experience extraordinary improvement just before they are superseded

EXAMPLES OF LAST GASPS

Canonical case is increase in sailing ships efficiency after appearance of steam power

- North, Harley

Analog phototypesetters

- Utterback

Unexpectedly long life of photolithography

- Henderson

Prominent theme in the innovation literature

- Tripsas, Christensen

This research asks two questions about technological "Last Gasps"

RESEARCH QUESTIONS

- Do spillovers from next-generation technology cause “last gasps” in current technology?
- Which firms are involved in these last gasps, and why?

I address the research questions in the context of automobile carburetor technology

WHY STUDY CARBURETORS?

- Have been completely superseded by next technology
- Good firm and performance data available

HISTORY OF AUTOMOBILE CARBURETORS

- 1980, entrance of electronic fuel injection, a more efficient alternative to carburetors
- 1980-1990, competition between carburetors and electronic fuel injection
- Performance increase of carburetors during period of competition.

Good transitions are one of the key features of a presentation

GUIDELINES FOR TRANSITIONS

1. You can never be surprised by the next slide, it needs to follow naturally
2. You need a "transition sentence" between any two slides
3. Transition are equally important within the slide
4. The sequence of message titles needs to outline the story you want to tell

Technologies often experience extraordinary improvement before they are superseded

EXAMPLES OF LAST GASPS

Canonical case is increase in sailing ships efficiency after appearance of steam power

- North, Harley

Analog phototypesetters

- Utterback

Unexpectedly long life of photolithography

- Henderson

Prominent theme in the innovation literature

- Tripsas, Christensen

This research asks two questions about technological "Last Gasps"

RESEARCH QUESTIONS

- Do spillovers from next-generation technology cause “last gasps” in current technology?
- Which firms are involved in these last gasps, and why?

Technologies often experience extraordinary improvement before they are superseded

EXAMPLES OF LAST GASPS

Canonical case is increase in sailing ships efficiency after appearance of steam power

- North, Harley

Analog phototypesetters

- Utterback

Unexpectedly long life of photolithography

- Henderson

Prominent theme in the innovation literature

- Tripsas, Christensen

- Now, I hope to contribute to this literature by answering ...

~~This research asks two questions about technological "Last Gasps"~~

RESEARCH QUESTIONS

- Do spillovers from next-generation technology cause “last gasps” in current technology?
- Which firms are involved in these last gasps, and why?

Good transitions are one of the key features of a presentation

GUIDELINES FOR TRANSITIONS

1. You can never be surprised by the next slide, it needs to follow naturally
2. You need a "transition sentence" between any two slides
3. Transition are equally important within the slide
4. The sequence of message titles needs to outline the story you want to tell

Dealers don't care whether they earn profits from the sale of the new car or the trade in

PRICE DEFINITION

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000



We take into account that dealers shift price between the new vehicle and the trade-in

Dealers don't care whether they earn profits from the sale of the new car or the trade in

PRICE DEFINITION

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000



We take into account that dealers shift price between the new vehicle and the trade-in

- One problem we have in measuring the price of a new car is that

Dealers don't care whether they earn profits from the sale of the new car or the trade in

PRICE DEFINITION

- Let me give you an example of what the problem is:

	Consumer A	Consumer B
Contract price of new vehicle	21,000	19,000
Actual cash value of trade-in	9,000	9,000
Trade-in vehicle price	10,000	8,000
TradeInOverAllowance	1,000	-1,000
Price	20,000	20,000

- = profit of customer on trade-in

- Hence, to correct for this problem,
- in defining the dependent variable



We take into account that dealers shift price between the new vehicle and the trade-in

- by adjusting for the trade-in-over-allowance

Good transitions are one of the key features of a presentation

GUIDELINES FOR TRANSITIONS

1. You can never be surprised by the next slide, it needs to follow naturally
2. You need a "transition sentence" between any two slides
3. Transition are equally important within the slide
4. The sequence of message titles needs to outline the story you want to tell

Message titles should read like a summary

MESSAGE TITLES OF CURRENT PRESENTATION

1. The first step in preparing and delivering a good presentation is to think about it as a story
2. Pay close attention to a slide's message, transitions, and how it fits in the narrative structure
3. The typical title leaves the audience in the dark about the intentions of the presenter
4. The title of a slide should focus on the message, not the content
5. A message title allows the audience to better follow the speaker
6. The purpose of number-intensive slides is often hard to figure out
7. With a little help it becomes clear what specific point the numbers support
8. The idea also applies to simple "bullet point" slides
9. The message guarantees that the audience can tune out for 30 seconds and not lose the train of thought



The succession of ideas should

- logically follow the last idea
- prepare for the next idea

Some times it is hard to figure out a message title -- don't give up!

TIPS FOR PREPERATION

- The more you script, the faster you go
- As much as you hate it, rehearse aloud
- Don't try to micro-control the minds of your audience
- Don't need a single slide if prepared this way
- Adrenaline helps

**This presentation approach is about the process of preparing,
not about the slides you prepare**

PRESENTATION APPROACH

- Think of the presentation as a story
- Slide structure helps you figure out the story
- Slides are not there to remind **you** what to say
- Slides help your **audience** follow along with you
- Much of the preparation is in the transitions



- Pull all the mental effort from the delivery into the preparation
- Focus on delivery, body language, and audience responding