

-- I CAN'T SEE YOU NAKED --

-- Most of the time audience wants their speaker to end the talk quickly

-- Not to care so much about disasters, it can be used to make use of the full attention post-disaster

- \* If you want to good at something, the first thing you should loose is the notion of perfection

- \* Your message should be interesting, sttuter other problems can be ignored

- \* Avoid the mistakes of trying to make no mistakes

- \* Response to your mistake defines the characteristic of the future response from audiences

-- The things speakers care about, audience cares the opposite

- \* They want to learn, be entertained, and they want YOU to do well

- \* The most important mistake is to not have interesting opinion, not thinking clearly of your point, and not planning ways to make those points relevant to the audience

-- THE ATTACK OF THE BUTTERFLIES --

-- Best speakers know the materials good enough to be scared but they can form the butterfly in a formation

-- While presenting, you are the safest person in the room because if something happens to you every one will be there to help you

-- Have fear of public speaking

- \* This gives you energy to store inside and apply when the time is right

-- Before you speak

- \* Practice as much as possible
  - \* Practice as if someone is in the audience, do something that you will eventually do in the final presentation
  - \* Know your material so well that you are confident and comfortable with it --- confidence, not perfection, is the key.
  - \* When practicing follow
    - Can I make this work if I try it again?
    - Does this slide or the previous one need to change?
    - Can a photograph and a story replace all this text?
    - Is there a better lead-in to this point from the previous point?
    - Will things improve if I just rip this point/slide/idea out completely?
  - \* Learn to make the key points by heart without using any slides which in turn gives you a huge confidence
  - \* HAVE CONFIDENCE on your own material
    - Confidence --- not perfection --- is the key for great presentation
  - \* Relieve physical stress before you talk
    - Getting early to the venue so that you don't have to rush
    - Doing tech and sound rehearsal
    - During presentation, WALKING AROUND the stage
    - Try to check how the stage look like from sitting in the audience
    - Eating early so that you won't be hungry, but not right before the talk so that you don't feel full
    - Talking to strangers before your talk starts
- GREAT public speaker: Make people comfortable about what are they saying
- During your presentation, no body is going to steal away your deal so you are already in advantage
- HOW TO WORK A TOUGH ROOM --

- Atmosphere for presentation is very important
- Its how you make your audience feel about your presentation
  - \* If you are uncomfortable, the audience won't enjoy your talk
- Always remember to make the atmosphere more comfortable
  - \* if you get any chance, make them comfortable
  - \* recall Victor's request to the audience to standup and "shake it" before his MobiCom'16 talk
- The actual "physical environment" matters less --- its the eloquence of your talk that carries the boon
- There will be distractions --- but that should not bother you at all
- If you get a choice of the room for speaking, ask for the one that is more theatre like --- semi-circular, no-chandelier, a bit higher-than-ground stage, and seats are arranged in one row higher than the above
- Try to improve the situation in a bad room --- even excellent speakers get eaten by the energy in a bad room
- # of crowd does not matter --- what matters is the density of the room
  - \* if you face large room with small number of crowds, do whatever you can to move them in the front-seats
    - pack them together
    - let the energy flow in-between the audience
    - not within the room
  - \* If you ignore the emptiness of the room, the audience will think you are full of shit even before you start a sentence
  - \* Even the worst person in the audience wants to help you with your presentation, but he can not do anything about the bad energy in the

room, its what you have to do it yourself

- \* Trick is to move them once they have already seated --- ask them nicely, with a smile, make it a game, throw some prizes. Another interesting way: Ask who needs more exercise today, when they raise hand, politely ask that you have just the right exercise for them and then ask them to move forward

- \* Packing the crowd in dense manner is important, even if it eats away some of the presentation time --- without this, the rest of the presentation minutes are valueless anyway

- \* Also, give preferential treatment to the audience who responded to you requests --- there is no rule that you have to treat everyone equally; but respect everyone

-- A little adjustment before the talk greatly improves the quality of the talk

- \* ask for a wireless microphone if you hate being tied to a lecturn;
- \* ask to offer a front-seat to someone stuck behind a far away pole;
- \* travel with a remote for your laptop;
- \* change the light of the room if it too dark;
- \* ask the crowd and change the temperature if it is too cold or hot (at least ask the host/organizers, even if there is no provision for it, so that the crowd knows that you care for them and it makes a great impression)

-- When you have the mike, its your room

- \* you control your path
- \* do whatever you can to improve and enhance the audience's experience
- \* Failing to own your turf is the biggest mistake

-- Sometimes the tough crowd situation is entirely imagined --- don't push yourself hard and create tough crowd by yourself

- \* If you want your audience to have fun, you have to have fun;
- \* if you want your audience to have laugh, you have to laugh;
- \* create singular positive atmosphere for the audience --- emphathize with them
- \* The most important thing people hate is dishonesty in speech

-- DO NOT EAT THE MICROPHONE --

- Think DEEPLY what point are you trying to make
  - \* Rest of the things become secondary

-- Don't say things that are:

- \* Untrue
- \* Misleading
- \* Impractical
- \* Irrelevant to the audience

- The problem with almost all the bad presentation is
  - \* not the speaking/slides/visuals/fonts/clothes/templates but
  - \* rather what is the point you are trying to make

-- All good public speaking is based on good private thinking

- Your job --- as a speaker --- is to satisfy the need of the audience; People come to see the presentation because they,

- \* want to learn something
- \* wish to be inspired
- \* hope to be entertained
- \* have a need they hope you will satisfy
- \* desire to meet other people interested in the same subject
- \* seek a positive experience they hope to share with others
- \* are forced to be present by someone else

- Do not forget your priority --- as a speaker --- in the room is to satisfy the above;
  - \* presentation is not about you
  - \* rather it is about the audience you are talking to
  
- The most important thing is that you have to respect audience's time
  - \* You have to spend 5-10 hours of revision to satisfy the need for 100 audience hours (1 hour for 100 people)
  
- DO NOT wander too far away from what audience care about
  - \* Use your preparation time to make your thinking strong
  - \* If anything happen on the stage, you can still overcome this
  
- Things to do to prepare well
  - \* ALWAYS take a strong position in your talk --- never be timid or wander away or create a pile of trash
  - \* Think carefully about the specific audience --- (see above)
  - \* how would you want to change their world-view after your talk is over
  
  - \* Make your specific point as concise and clear as possible --- Points are single, tightly spaced, interesting sentence in form of a claim. The argument for/against the point may be long. A mediocre presentation makes the point clear but muddles or bores people with the arguments. A truly bad presentation never clarifies what point they are trying to make
  
  - \* Know the likely counterarguments from an intelligent, expert audience --- otherwise your point cannot be so good. Plus it will help you prepare for the Q/A
  
- People want to see an angle, an insight --- a good presenter, teacher finds for them

-- Make a big list --> Review, improve, repeat

-- All presentations are narratives, and all narratives are sequence of points

-- Clear, strong, and well-reasoned outline helps you prepare your talk in three different formats

- \* An elevator pitch (Title)
- \* A five-minute version (saying each points clearly)
- \* The full version with clean slides

-- PHOTOS YOU DON'T EXPECT TO SEE --

-- Travel is going to be boring when you are going for a talk

- \* Take notes of your thought process
- \* Enjoy and chill during the leisure time

-- Preparedness of the lecturn

- \* DO NOT use the given laptop/remote control
- \* Have a pen/post-it note ready around the lecturn
- \* Buy another USB C to HDMI converter --- just to be sure

-- Pause --- at the right moment and for right duration

\* It raises tension in the room, anticipation, audience stops everything to see if everything is OK and then speaking after the right time releases the tension

- \* Too small duration: Is not very effective
- \* Too large duration: Awkward
- \* Remember what Obama does: Impeccable timing, impeccable duration

-- THE SCIENCE OF NOT BORING PEOPLE --

-- Silence just before the start of the talk is the most important entity

- \* Success of your talk depends on how well you keep audience's attention

and how many people are attentive to your talk

- \* You have to keep the attention of people as much as possible, once they lose the attention, they are not going to gain anything from your talk --- You have already de-valued yourself

- But, getting an undivided attention from is not possible for a large amount of time

- \* Our genetic nature does not allow us to have that

- At the beginning of the talk, people will be excited but slowly it will sedate them

- \* their heart-beat will slow down because of sitting and doing nothing

- \* You have to revert it back

- 10 minutes is the maximum time people can keep the attention

- \* You have design the points surrounding it very well

- \* So that the 1 hr can be boredom free

- \* Force yourself to distill your messages in its most concise, passionate, and potent form

- Long lectures like 1 hr are there for traditional reasons

- \* filling the time

- \* make sure events are planned and well-organized

- \* you don't have to fill all the time

- When you are on stage, holding the microphone, you hold the power above anybody else;

- \* Its you who decides when to speak, when to stop, when to do anything

- \* DO NOT squander the opportunity to use the power you have given

- \* audience always hope that YOU will use the power and make the most out of it



## -- Set the pace

- \* When you have the power, you can set the rhythm, the pace, and snap people out of their daydreams by clearly focusing your thoughts at the very beginning
- \* Start your talk with a beat; think it is as the movie preview of one minute: fill it with drama, excitement, and highlights for why people should keep listening to your talk
- \* If you are not setting the rhythm in the room, your audience will soon diverge in the rhythm of their own mind
- \* Practice your talk: Unless you practice, you will never know how long will it take
  - If you are too lazy to practice, then expect your audience to be too lazy to follow your talk

## -- Direct the attention

- \* Only well-chosen picture, shown for the right amount of time, is worth the thousand words
- \* Use non-obvious manipulation tactics to revert their attentions
- \* You have to embrace the fact that you can not make anyone listen to you unless they care on the topic you are discussing
  - create curiosity
  - connect to what they feel is already important
  - link that to whatever you want them to see, do, or feel
- \* Ask yourself why the audience will care about what you are doing on stage?
  - You should not do things that you think is to fill up the assigned time slot to you
  - The best reason is that how it will fit the story you are telling
  - Know what the point is and what audience will gain from what you are re-directing their attention to
  - If you are not sure what the point is, or whether it applies

to the audience, cut it out of the presentation

-- It is better to keep the attention of the room for 10 solid minutes and then open for Q/A, rather than stumble through an hour in a stupor of mediocrity

\* Say little clearly, than to say too much unclearly

-- Play the part

\* When audience give their attention to you they have expectations

-- They want a confident, clear, motivated, and possibly entertaining expert on something

\* Play bigger than you are, speak louder, take stronger position (don't be timid), and behave more aggressively than you would in a normal conversation

-- These are the golden rule of performance

\* If you are in a teleconference, the above is more important

-- You have to put more energy in your talk to keep their attention from sliding away

\* Don't be phony, but don't shrink on-stage as well

-- Be more expressive, and smile more often in the stage

-- Know what happens next

\* Make the transitions smoother, summon the attention of the room by making sure when you are transitioning, you have their full attentions

-- You should throw away good slides, if the points does not flow well with your thoughts

-- The key is to practice: 100 times may be to make sure you know each and every transition that you make and make it seamless and smooth

-- Tension and release

- \* You have to say it in problem and solution format
  - Problem creates tension and solution releases them
  - Make a good job with the first problem you identify and show inspiring or practical way to solve them
  - This inspires audience to follow through your talk
- Get the audience involved
  - \* Involving audience is not always a huge problem
  - \* You regain their attention after the audience reposed even if they have not
- You are judge, jury, and executioner
  - \* Never be afraid, timid, or hesitant about enforcing the rule you want to follow in a room
    - Remember what Parmesh suggested
      - \* shut-down the blowhard and the heckler
      - \* ask them to discuss in offline
      - \* if you shut-down or enforce right at the beginning everyone will likely follow
    - You are the judge, jury, and executioner: When you have the mike, you hold all the power in the room, and everyone should follow your commands
    - But, remember to be polite and direct
- Always end early
  - \* Be attention liberator and set them free
  - \* If there is any chance, always end the presentation early and open for Q/A
  - \* If they really like you, they will stick around and will want you to say more
  - \* Give them email address, your website directions
  - \* NOBODY WANTS YOU TO GO LONGER

-- THE THINGS PEOPLE SAY --

-- Take all feedback of your presentation with a pinch of salt

- \* But, get out of your bubble of denial that you have done something good or you are Ok

-- How to detect bullshit

- \* <http://scottberkun.com/essays/53-how-to-detect-bullshit>

-- When listening to a lecture, people often want to get entertained and not just listen to your talk

- \* Use entertainment as to fuel the teaching, not just to make people laugh
- \* Make them intrigued: then only they will listen to your talk

-- Lessons for presenting well (the superficials things)

- \* Credibility: Let the host be your champion
- \* Superficiality counts: Appearance, mannerism, posture, and general attitude during presentation count a lot; be a local favourite (e.g., don't wear suit when it is unnecessary, be formal when it is needed)
- \* Enthusiasm matters: Impart more energy to your talk, make every statement with passion, energy, and aggressiveness; Saying little things with passion is much better than saying too many things with dispassion and low-energy

-- Feedback needed during speaking

- \* How did my presentation compare to the other?
- \* What are the changes you would recommend to improve my presentation?
- \* What questions did you expect me to answer that went unanswered?
- \* What are my annoyances that got in the way of delivering to you what you needed from my presentation? -- e.g. I move a lot during my talk

-- Always ask for specific feedback (don't ask; don't get)

- \* If someone says, "Great job!", or "I like your presentation", ask "How could I have made it better?." Ask the host, the above 4 questions.

-- Videotape yourself giving lectures

- \* Make sure you like you presenting
- \* How can you expect others to like your presentation, if you yourself does not like it?
- \* Don't ask people to listen to something, if you have not listened yourself
- \* You can not change your voice, your nose, your color, your hairline
  - But, these are thing that people care less anyway
  - They care: how comfortable you seem, how clear your points are, and how much annoyances you have in your body language or diction --- which can be radically improved
  - Practice is the key, you will always get better when you practice something --- but careful practice only helps

-- THE CLUTCH IS YOUR FRIEND --

-- Teaching is hard

- \* All teachers must consider the four questions while teaching
- \* How many understood?
- \* How many will remember later?
- \* How many try to apply the lesson in the real world?
- \* How many will succeed?

-- Good teaching/lecturing/presenting

- \* Make it active and interesting
  - Tell a story-line, make them curious, activate their mirror neurons
  - Try not to be the center of attentions all the time, make them the center of attention

\* Start with interesting insights

- "The clutch is your friend"
- If you are an expert on something, there is always some way to make it simple, forging a less challenging path; If you cannot make the simple path, you do not understand the topic as much as you think you do
- Think about how painful it was to learn the concept for the very first time, and then apply emphasize with the audience about how painful it is for them to learn the concept you are presenting

\* Adapt to how audience react

- You can not go on with the exact principle,
- You have to judge the mindset and current situations; think the following before introducing new direction in your presentation
- Do they know this fact or lesson already?
- Do they need me to explain this point in a different way?
- Are they saturated with information and need a break or a laugh?
- Are they too cocky and need a challenge?

\* Good teachers/presenters listen as much as they talk

- to improve on their teaching style, ability, information sharing process

-- CONFESSIONS --

- Great Q&A has to be memorable, exciting, thrilling, and big two-way conversations
- Paying attention to detail enables humor and insights from situations
- You have to connect with the audience and making the connection is everything

- The easiest way to be interesting is to be honest
  - \* Be more honest when you are presenting
  - \* You can only make connection by starting to become more honest and speak the truth
- Backstage notes
- LITTLE THINGS PROS DO
- Most important: Arrive early and leave much extra time
- Make as much eye contact as possible: Never turn your back to the audience
  - \* Confidence monitor is a valuable thing (but requires support from the venue)
- Invest in a good remote controller
- Remove badge before going to the stage
- HOW TO MAKE A POINT
- Making a point via
  - \* Logic
  - \* Character
  - \* Emotion
- Learn rhetoric
  - \* Read "Thank you for arguing: Jay Heinrichs"
  - \* Watch the movie "Animal House"
- Making your point first step: Never speak in flat and monotone voice
  - \* Emphasis the word, the expression which puts more value in a sentence
  - \* But, arbitrary emphasis is not useful: The goal is to make each point

as clear as possible

- \* Use range of emphasis as much as possible to improve your points:

PAUSE, REPEAT WORDS, GESTURE with hands, or WHISPER

- \* Use simple words, never be overly dramatic: This kill the end goal of connecting with the audience members

-- Making your point second step: Silence between points are golden

- \* Never use filler sounds like ummm and uhh

- \* We use filler word in a two-way conversation because we don't want to loose our conversation position, its never the case when you are presenting

- \* When room is silent, sometimes people pay more attention to what you are speaking

- \* Silence allows audience to

  - Digest the previous point

  - Establishes baseline energy in the room, so that audience pays more attention

  - Audiences' minds and ears get a break from constant sound

  - Allow them to take notes (mentally/physically)

  - Allows minimum 10%, maximum 20% silence time in your talk (comedians give 20-30% silence time)

- \* Filler sounds creates interference, muddling the previous point and hampering the next point

- \* Giving an effective pause requires a skill of an actor

- \* Practice is the key to stop having filler sounds, pausing at the right moment, and for the right duration

-- WHAT TO DO IF YOUR TALK SUCKS --

-- Why it might suck



\* First time

- Always practice with whatever you want to do on stage
- never use new laptops, remote control, or get confused by your own slides
- never ever turn your back to the audience; the talk is about the audience and not about you
- Never give audience the feeling that they are your dry-run
- Practice until it feels good

\* Rythm and pacing is important

- Make sure the audience can follow the rythm
- Make the points clear right from the beginning and spend time on each one of them in a proportionate manner
- Make sure the pace and rythm make sense to your audience and not just you

\* Clear and coherent points

- The clutch is your friend
- Everything can be made clear, coherent, and spoon-fed bite-sized for a 6 years old
- Invest time on the points to make sure most of the rooms will get it, even if they are not expert on your field
- Speak to serve your audience and not you; make the points clean and coherent

\* Topic

- Interesting topic; take a stand; force a point-of-view; never be timid

\* Powerpoint slides

- Do NOT clutter the slides; keep it clean; free-flowing; reduce burden to the audience;
- Use visuals, pictures, graphs, data to support the points you want to make, and not the other way around
  - \* remember Dinesh's comment on TCP end-to-end latency

- Remember, slides are just the props to support your points;
  - \* if it does not help your point, just remove it

- \* Afraid of crowd

- Never give them the feeling that your uncomfortable in your own show;
- If you are afraid or intimidated by the crowd, the audience won't enjoy your talk
- Some traits to avoid
  - \* Avoiding eye contacts
  - \* hiding behind the lecturn
  - \* pacing rythmatically on stage
  - \* you have to change this, this will distract the audience from getting your message, since this will overpower your point --- but I sweat without pacing
  - avoiding smile at all during the talk

- List of NOT-TODO things

- \* If everything else is good, you don't have to worry too much about the followings
- \* But, avoiding these make you look polished and help people not missing your message for superficial reasons
- \* You can only catch the annoyances if you videotape and practice
- \* Filler sound: Avoid them, silence is powerful and golden, all eyes return to you when the room is silent
- \* Distractions and tics: Avoid them, scratching nose/ear etc., puting hands in pocket all distract the audience from getting your message
- \* Showing back to the audience: Never show back to audience. Remember, the talk is about the audience and not about you
- \* Repetition: Avoid pet phrases. You can repeat sentences to emphasize

but be cautious

- \* No eye contact: Make you seem nervous; move your head from one corner to another; but slowly, don't do too much; do not look down at your shoe; look to the back of the crowd; make them feel that you are looking at other audience; don't look at the ceiling, wall, empty aisle space

- \* Discomfort: Wear comfortable clothes; if suit makes you miserable just don't wear them; if you feel something is distracting, move that out of the stage first; ALWAYS do something that will make you feel comfortable first; Remember, if you are not comfortable, no audience member will be

- \* Pause: Give pause for the room to breathe

- \* Dispassionate: Have high passion and enthusiasm when speaking; A passionate speech even if it does not make much sense will make the audience interested about what exactly are you trying to say; Watch MLK's speech over and over and compare it with your speech; Try to reduce the gap while still being yourself

- \* Referenced data: Always reference the existing data; otherwise audience won't believe or will think you don't know what you are talking about

## -- WHAT TO DO WHEN THINGS GO WRONG

- \* Read the book in detail