

## Stop with boring presentations!



Michael Moesslang

Long before there were computers there were bad presentations. And there still are. All of you attending presentations regularly experience this by suffering boring hours where conference speakers fail to use your time and theirs wisely. Most of the presentations are too detailed for the audience, use visuals that are far too complex, and generally show a lack of passion from the orator.

When you think of technical presentations, you may think of dark rooms, masses of slides, and a voice at the front of the room narrating in detail the facts for the audience. However, there are definitely exceptions and ways to deliver a speech that manage to reach the goal content-wise and at the same time persuade and entertain the audience. The worst belief is that your presentation has to be like presentations have always been in your company, as that is the standard. Being standard - another word is mediocre - never leads to being convincing. And isn't this what it is all about? To really convince your audience? Lots of technicians think they are not in sales and therefore they do not need to be convincing. So very wrong! To convince an audience is selling observations, conclusions, and projections. That also is sales, isn't it?

To reach your audience and have it leave satisfied and impressed after your presentation, you'd better think about breaking several of these standard patterns and relate to some of the rules of human communication. One of these is to speak in a clear and understandable way with as few technical abbreviations or terms as possible. Never assume that your audience has the same level of technical knowledge as yourself. Slides filled with masses of text in small fonts do not support but rather destroy the impact of your words. Visuals are far better and should clearly show what you wish to point out. Never forget that your audience will see the visual - maybe a technical illustration or a spreadsheet - for the very first time. They will need time to understand and are not able to listen to you during that process. People cannot read and listen at the same time. To get and keep an alert audience you should speak with suspense and use loops. A loop is a teasing announcement creating suspense. In the following the audience will wait curiously for the later clarification of facts and therefore stay with you.

If you are going to get up in front of your audience and say that the design of your strategy matters, that the design of your software or hardware matters, that your content matters, then at the very least the structure and visuals you use also need to be the result of credible design. Then, and only then, can you give presentations that are better than the rest out there. And win over your audience.

Yours sincerely,  
Michael Moesslang

View full article online at [www.Embedded-Know-how.com](http://www.Embedded-Know-how.com)



## RENESAS SH7216 Ultra Fast Flash Microcontroller

The perfect single-chip solution for automation, servo motor and inverter applications.

72 different devices offer various combinations of functionality, memory capacity and package.

### Performance:

- Superskalar SH2A-Core 200 MHz/400 DMIPS
- Floating-Point-Unit 400 MFLOPS
- 1 MB Single-Cycle Embedded Flash
- 128 KB SRAM

### Peripherals:

- Multi-functional Timer Units
- 100 MHz Complementary PWM
- Fast 12-bit A/D Converter

### Connectivity:

- Ethernet MAC
- CAN
- USB 2.0 Full Speed



Renesas the no.1 supplier of microcontroller products offers best in class Flash technology, proven quality and long life time support.  
**You will like it - once you try it!**  
Get in contact with MSC to evaluate the SH7216 now!

Visit our ToolGuide-Webshop:  
[www.msc-toolguide.com](http://www.msc-toolguide.com)

Your Webshop  
with B2B-  
Service



MSC Vertriebs GmbH  
+49 7249 910-520 · [micros-renesas@msc-ge.com](mailto:micros-renesas@msc-ge.com)  
[www.msc-ge.com/ad/micros-renesas](http://www.msc-ge.com/ad/micros-renesas)