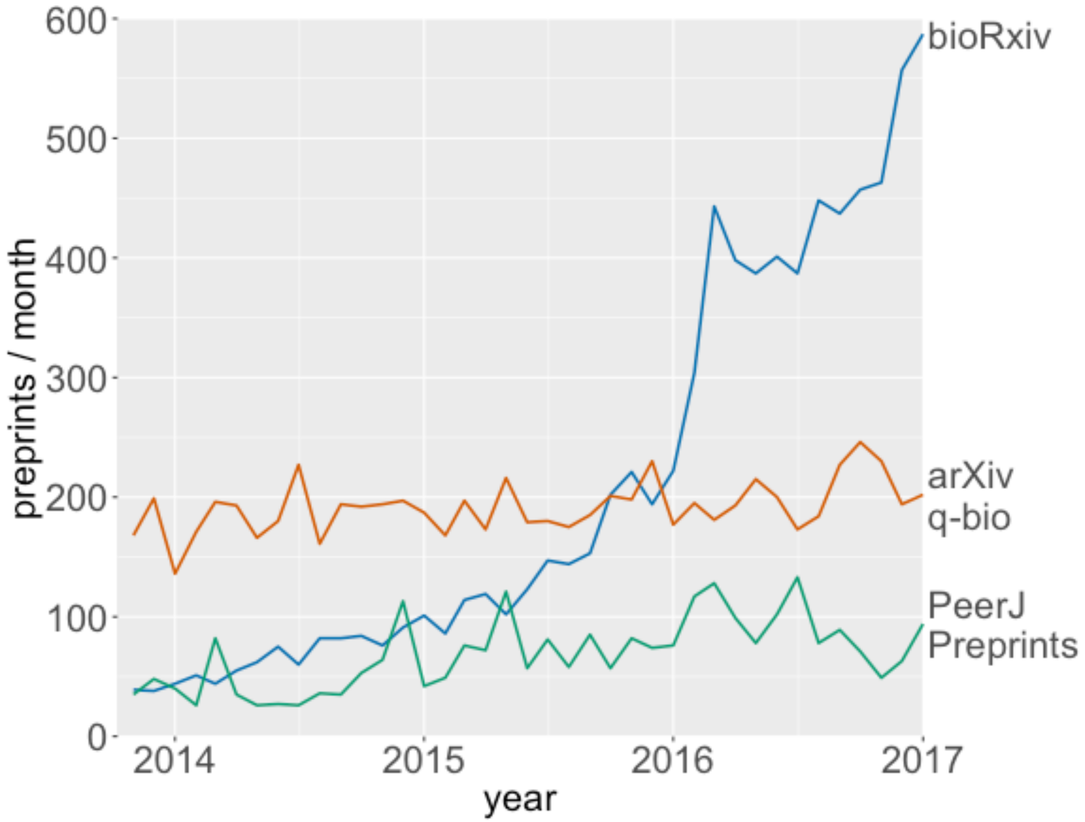
What Makes a **GOOD TALK?**

EFFECTIVE
FIGURES

https://serialmentor.com/dataviz/

Low cognitive load



EFFECTIVE
SLIDES

@mseckington

1 MAXIMISE SIGNAL, MINIMISE NOISE

MAKE IMPORTANT INFORMATION STAND OUT 2

3 SHOW AND TELL

BE CONSISTENT 4

EFFECTIVE
PRESENTATION

Travis Isaacs: https://www.slideshare.net/tbisaacs/influencing-change-through-presentations

PURPOSE

TELL A STORY

CHANGE IS HERE TO STAY
THE late astronaut James Irwin said
might think going to the moon was the
project ever, but they literally threw us in the
moon. We had to adjust our course every
landed only fifty feet inside of the
get." On that mission, every change
essential to success.
Max DePree advised, "When you can't change the
of the wind, adjust your sails." We cannot
need to be by remaining what we are. People
it's the only thing that brings growth. There is no
manent as change.
Everyone wants to change the world, but few are
changing himself.
He who ignores discipline comes to poverty and
shame, but whoever heeds correction is honored.
The road to success is always under construction.
acceptance of your present
62
TRUTH, IT
HURT YOU
William M. Wiggins
—W. Somerset Maugham
69

Jen Heemstra
@jenheemstra

Follow

When giving a talk, it's easy to focus on what you did, but more important to focus on why you did it and what you learned. Your audience wants to hear a story, not a list of experiments. A story has characters, challenges, and a narrative arc. Emulate the talks you enjoy most.

6:02 AM - 13 Feb 2019

103 Retweets **444** Likes

4 103 444

POSE

QUESTIONS

ANSWER
THEM

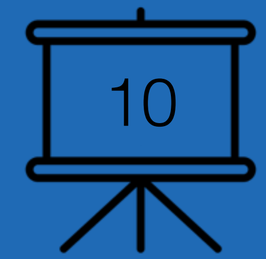
Created by Kaleo
from Noun Project

USE IMAGERY

PRESENTATION
STYLES

Kawasaki Style

10 Slides



Created by Deepz
from Noun Project

20 Minutes

Created by Gamma Designs
from Noun Project

30 Point Font

This is 30 pt Helvetica

Kawasaki Style

A normal human being cannot comprehend more than ten concepts in a meeting.

Lessig Style

Lots of Slides

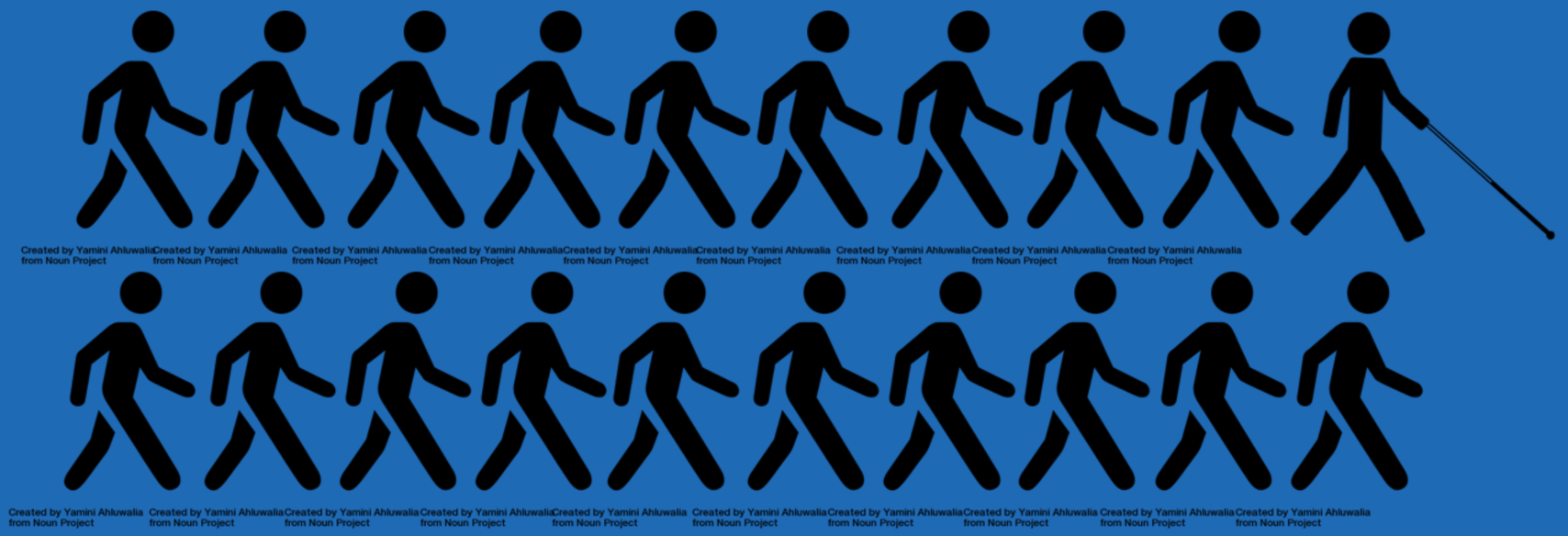
https://www.youtube.com/watch?v=RrpajcAgR1E

CONSIDER
ACCESSIBILITY

Goring et al. 2018
https://esajournals.onlinelibrary.wiley.com/doi/full/10.1002/fee.1771

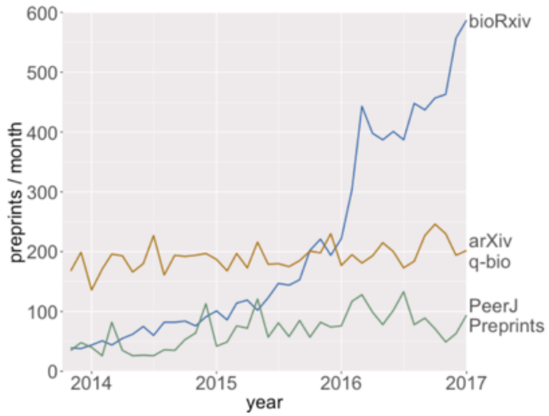
People with vision and hearing disabilities make up 19% of the US population

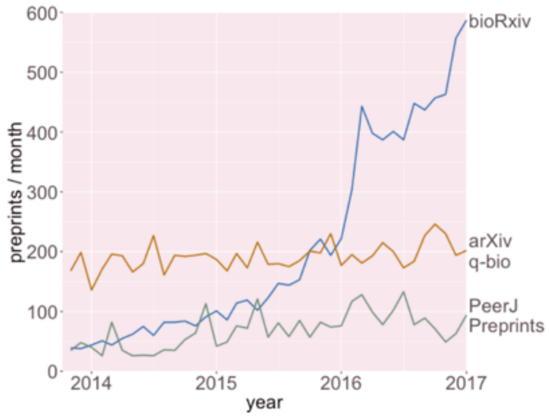
4.5% of all doctoral recipients in 2014 had vision and hearing disabilities

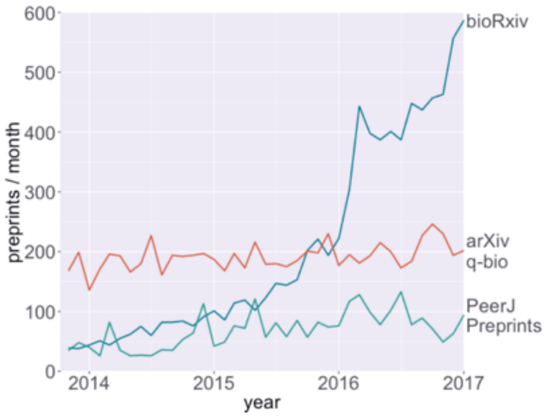


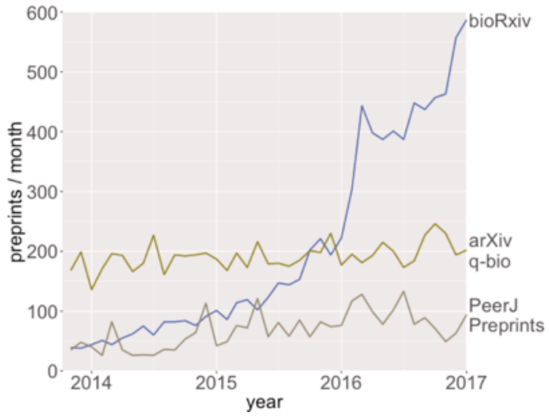
WHAT CAN **YOU** DO?

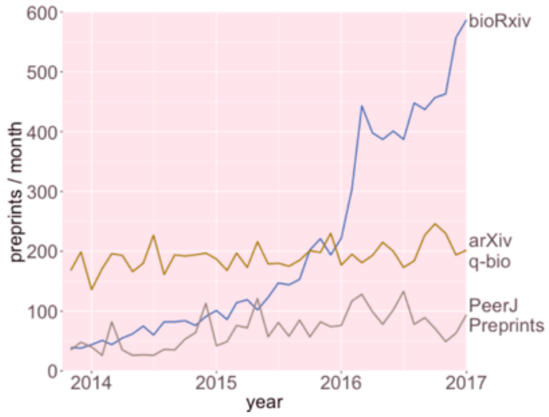
CVD Friendly

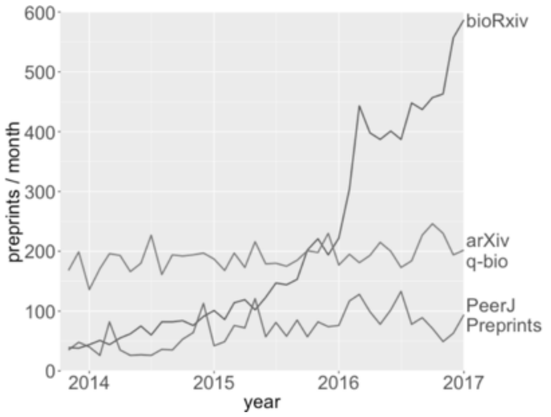


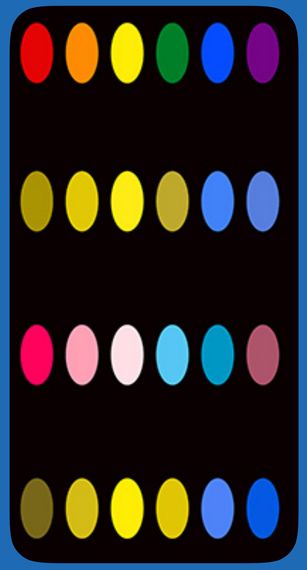












Use a CVD Simulator

Facilitate the use
of **screen readers**

CONCLUDE

MEMORABLY

Thanks and funding

1 Effective Figures

Effective Slides 2

3 Have a Purpose

Tell a Story 4

5 Answer Questions

Consider Accessibility 6

7 Conclude Memorably