

**LI ASQ Fall Conference 2010
Presents...
Sharpening the Saw—
Presenting Technical Data**

Paula Klee Parish

**President/CEO
Performance Solutions, Inc
www.performancesolutions.biz**

Overview...

Passing on information is not the problem. The problem lies in how we pass on the information—turning that information into a communication that connects with the audience to promote decisions and actions.

This workshop will teach you to present technical material that engages the audience, defines purpose, and promotes action.

Five Necessary Components

WHO

WHY

WHAT

HOW

WHEN

Preparing to Present

This is a basic summary for any presentation:

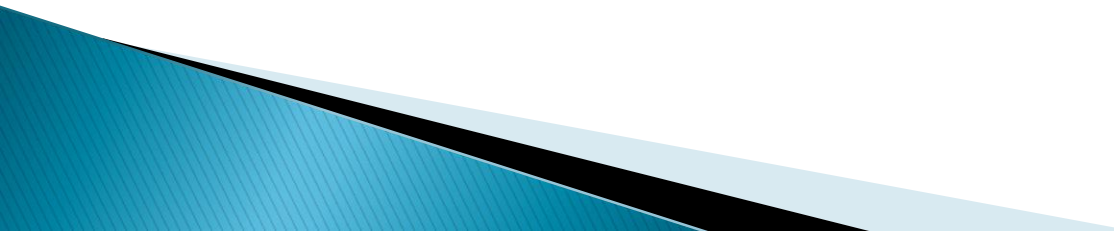
WHO—is the audience!

WHY—are we delivering this presentation?

WHAT—am I going to say?

HOW—am I going to convey my message and connect with this audience?

WHEN—is the best time to present this information?



Technical Presentations

Different set of skills are required in this arena!

- ▶ Keep asking yourself—WHY ME?
- ▶ Keep asking yourself—WHY THEM?
- ▶ Keep asking yourself—SO WHAT?

Key point—Never decide that your content dwarfs your delivery.

Key point—Never think **more** is better...
When in doubt, leave it out!

SUPPORT AND JUSTIFY THE NEED

- ▶ Why me—you are presenting because...
- ▶ Why them—they need to know because...
- ▶ So what—this is important because...

**Key point—
Need + Belief =
ACTION!**



RULES...

- ▶ Know when to be persuasive, not just informative.
- ▶ Avoid the “Data Dump.”
- ▶ Use the “Us” versus “You” tone.
- ▶ Use the precise technical word—but only when you need it.
- ▶ Prepare audience for use of acronyms.
- ▶ Limit your visuals to the necessary few.
- ▶ Help your audience to feel informed not ignorant.

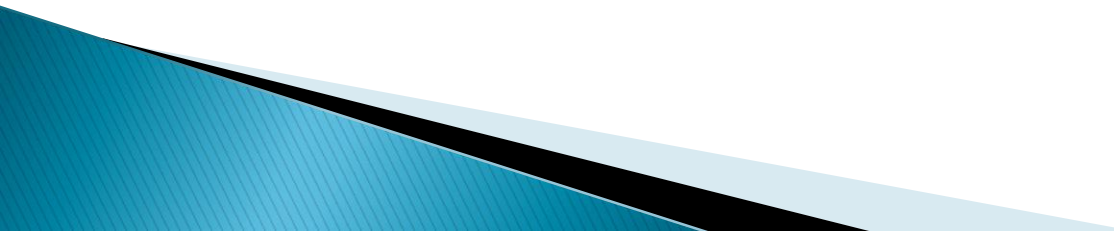
Key point— Challenge, then lead the charge to TAKE ACTION!

Mastering Your Delivery

- ▶ Opening must engage and support need!
 - “What would happen if...?”
 - “Compared to what we have done in the past, this...”
 - ▶ The “WHY” addresses the “need” and must be identified and defined at the planning stage—and presented first.
 - ▶ The answer to “WHY” becomes your speaking points...your core message.
- Key point—Needs engage & support by-in**

WHO...

**The answer to this is
YOUR AUDIENCE!
Know WHO you are
presenting to and what
they like to hear...**



Planning For Your Audience

Audience	Like to Hear	Hate to Hear
Business Executives	Awareness of their need Business Arguments Relevant facts/figures Technical competence in subject Professional image Ability to communicate ideas	Lectures Theories Jargon Pet Projects
Stakeholders	Relevance to bottom line Respect to deadlines Future prospects	Money issues Contractual problems Problems without solutions
Marketing & Sales	Relevance to corporate image Facts that support core message Success stories	Controversial and complex issues Finite technical details
Colleagues	Latest breakthroughs Sources of information Technical leadership & support	Irrelevant and old information

WHY...

- ▶ The “why” determines there is a need.
- ▶ The “purpose” will justify that need.
- ▶ The why is the “core message.”

Key point—The “purpose” is your driver to take action!

WHAT = PURPOSE...

This is everything you are going to tell your audience.

- ▶ In what order you will cover your points.
- ▶ There should only be one “core message”!
- ▶ How much time you have to make your points.
- ▶ What you leave “unsaid” will prompt questions to promote decisions and action.

Key point—You must satisfy the NEED for your audience to be interested in the purpose.

HOW...

This is the key to Sharpening the Saw: Organization and Prioritization

- ▶ Attention Grabber—visual and relevant to core message.
- ▶ Use charts, graphs, and very little verbiage
- ▶ Use color and sequence.
- ▶ Stay on track, keep it simple and short.
- ▶ Paint a picture—Become a *Picasso*
- ▶ *Use 20 pt size or larger, clear background*
- ▶ *Give an example that is relevant and identifiable*
- ▶ Tell your audience the importance of your message.

**Key point—CLARITY + CONFIDENCE =
IMPACT!**

Words to live by...

Information

DESIGN

Design examples to follow -



MPEG-2 versus MPEG-4 Comparison

Compression	Standard	Modulation/ FEC	Data Rate/ Transponder	Ave. Data Rate/per Channel ¹	No. of Channels/ Transponder	Total No. of Transponders Required ²
MPEG-2	DVB-S	QPSK, 7/8	46 Mbps	3 Mbps	15	10
MPEG-2	DVB-S2	8PSK, 3/4	64 Mbps	3 Mbps	21	7
MPEG-4	DVB-S2	8PSK, 3/4	64 Mbps	2 Mbps	32	5

Notes:

- 1 With Statmux
- 2 Considering 150 Channels

MPEG-4 AVC Encoding with DVB-S2 Modulation



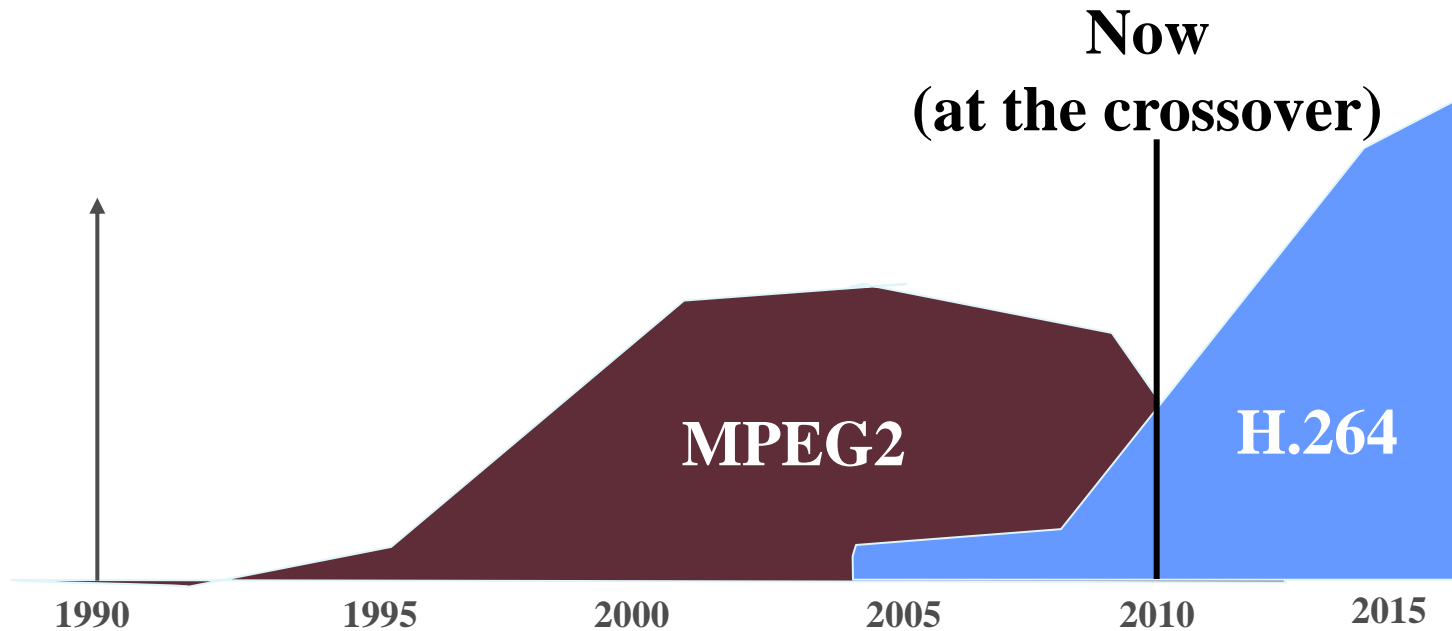
MPEG-2 versus MPEG-4 Comparison

MPEG-2 versus MPEG-4 Set Top Box Costs

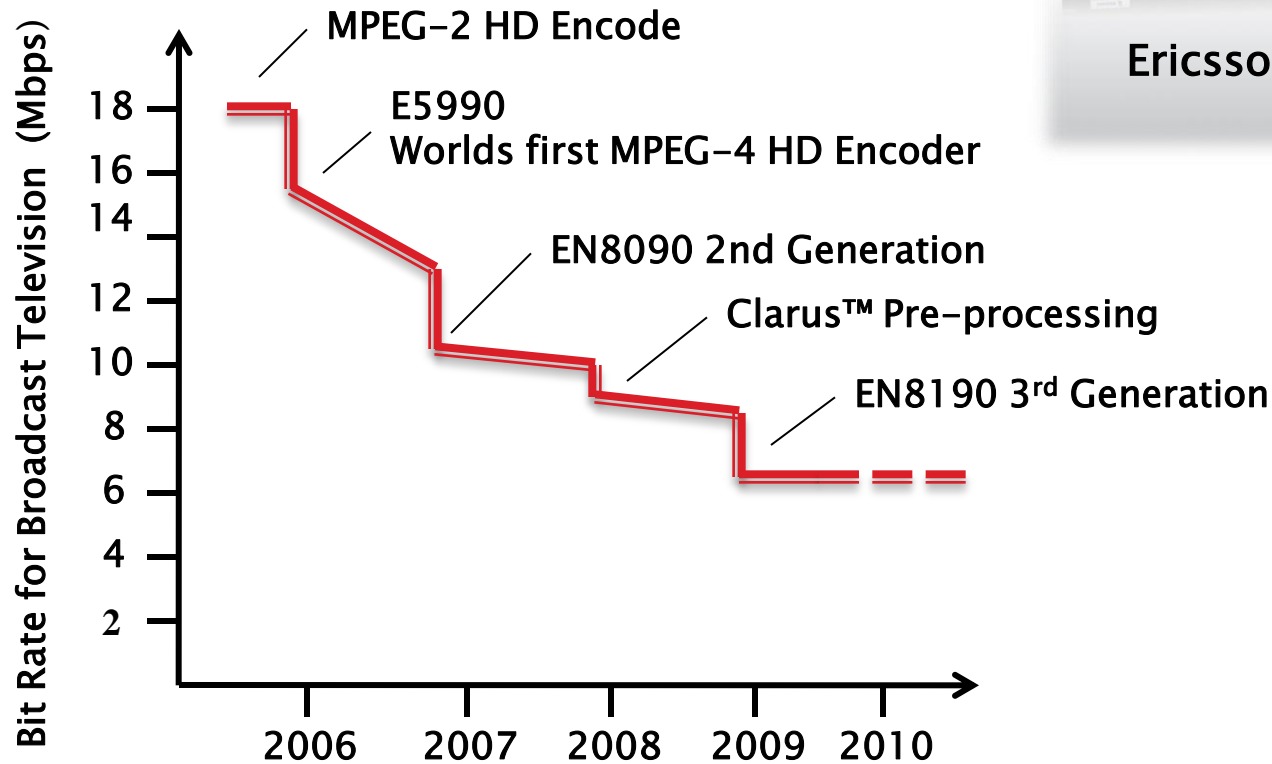
2007	MPEG-2	MPEG-4	Differential
STB Cost	\$60	\$120	
1 Million Subscribers	\$60 Million	\$120 Million	\$60 Million

Solution  Order millions of STBs

MPEG-2 versus MPEG-4 Growth Curve



MPEG-4 HD Improvements



Followed by...

Belief

Desire

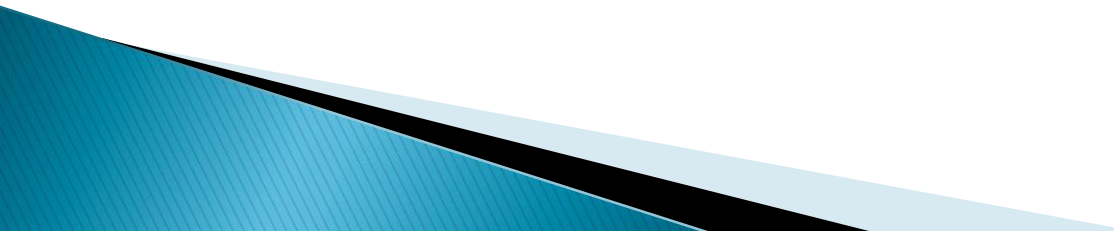
Commitment

WHEN....

Have you ever heard this...

TIMING IS EVERYTHING.

Believe it!



Back to the Audience

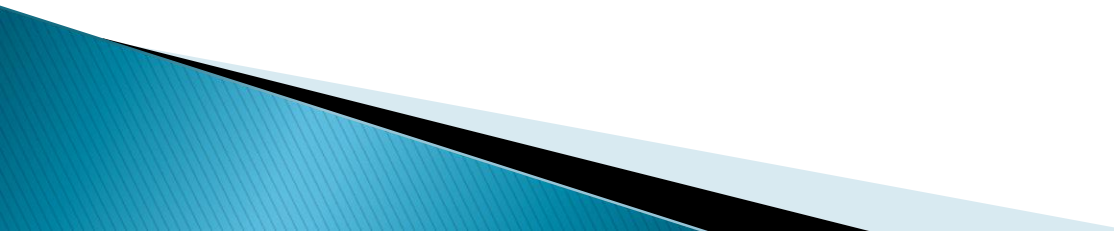
All of this does NOT work unless you have
connected with your audience.

You connect by satisfying THEIR NEED TO
ENGAGE AND SUPPORT THE
PURPOSE...BEFORE THEY WILL TAKE ACTION!



CHALLENGE...

**WHAT DO YOU NOW
KNOW THAT WILL MAKE
THE DIFFERENCE for YOU?**



SUMMARY

WHO

WHY

WHAT

HOW

WHEN

THANK YOU

for your gracious invitation to
be here with you today.

Paula Klee Parish

paula@paulakleeparish.com

www.performancesolutions.biz

631/265.3567