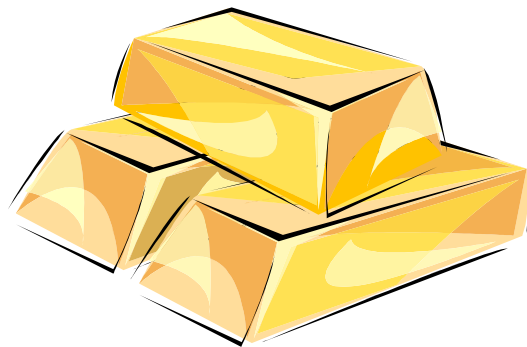


On How to Talk

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The Golden Rule



Human attention is the scarcest resource
-- Herbert Simon [Nobel 1972, Turing 1975]

1

idea per slide

Memory Limitations

- Short-term memory: ~ 7 simple things



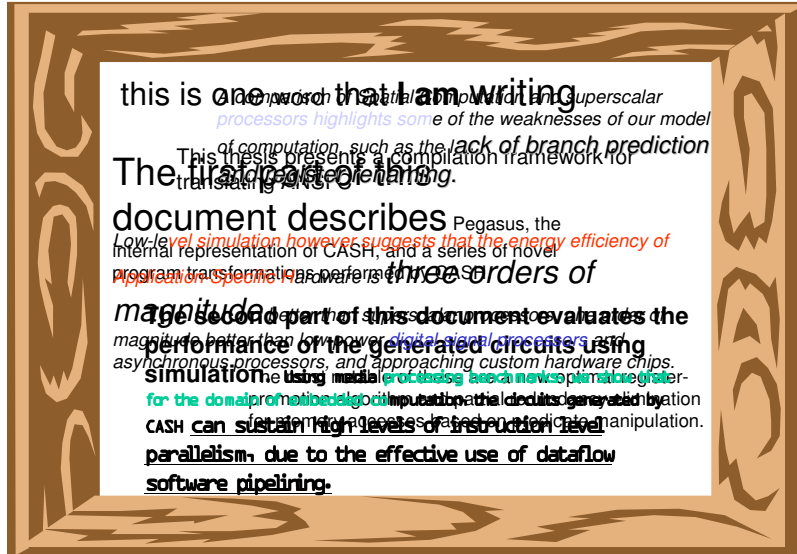
- Audience may get 1 or 2 from your talk
reinforce the core message, not details



- Build a thread to help comprehension



Use Pictures as Visual Metaphors



A picture is worth 1000 words

Introduction

- Is **strategic** and not technical



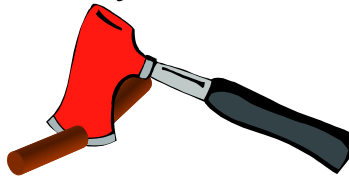
- Explain why the problem is important

Time

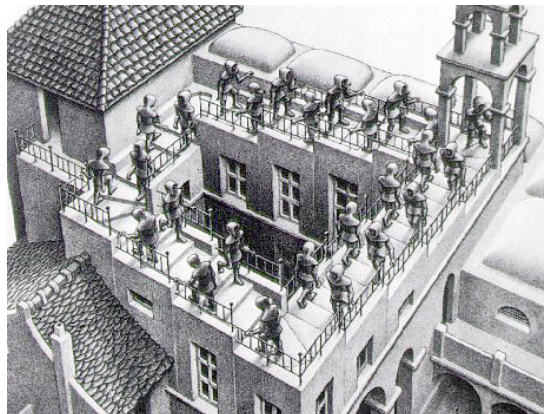
ALWAYS end on time



Even if you have to cut



Rehearse and Repeat



The talk will only get better

Questions



- Listen very carefully
- Repeat the question and make sure you got it right
- Answer succinctly and clearly



Most people answer different questions than asked!

Conclusions

- Are not the same as a summary
 - What one should remember
-
- Optimize your talk for the audience
 - You can always improve a talk
 - Someday your career may hinge on a talk

