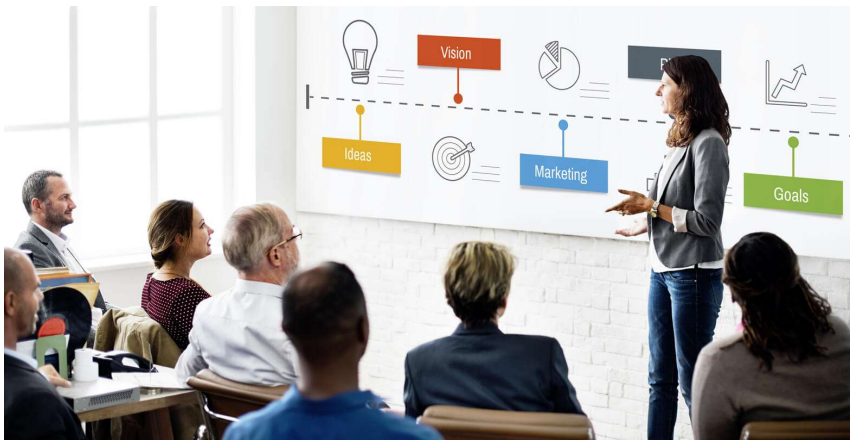


Presentation Skills



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CLASS 5 – COMPARING PRESENTERS

Watch some or all of the videos of Steve Jobs and Bill Gates presentation.

AS YOU ARE WATCHING THINK ABOUT:



Steve Jobs



Bill Gates

1. How do they start their presentations?

Steve Jobs often starts with a simple yet captivating opening, such as "Today, we are going to change the world." He frequently uses personal stories or humor to engage the audience.

Bill Gates tends to open more formally, often beginning with data, trends, or a problem to set the stage for his presentation.

2. What words do you hear them use to communicate their message?

He uses simple, emotional, and powerful words like "revolutionary," "amazing," and "incredible."

His language is more technical and analytical, using terms like "global impact," "trends," and "data shows."

3. What visual aids to they use?

He uses clean, minimalistic slides with striking visuals, often just a single image or a few keywords.

He relies on charts, graphs, and detailed slides filled with information to support his points.

4. What is on those visual aids?

Large images, single words, or short slogans – simple but powerful.

Detailed data, statistics, and graphs that emphasize analysis and trends.

5. How do they help the audience follow their presentation structure?

He follows the "Rule of Three," breaking his presentation into three key sections, and he connects them through storytelling.

He presents his ideas in a clear, step-by-step manner, using data and visuals to reinforce his message.

6. What do they do to keep you interested?

He tells compelling stories, builds suspense, and often adds surprises like the famous "One more thing..." moment.

He provides insightful information, showcases technological innovations, and occasionally shares personal experiences to make his points more relatable.

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