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 began the presentations by building anticipation, stating, "Every once in a while, a revolutionary product comes along that changes everything." He then teased the audience by mentioning three products—a widescreen iPod, a revolutionary mobile phone, and a breakthrough internet communicator—before revealing that these were all encompassed in one device: the iPhone.

   Bill Gates starts his presentation by discussing Microsoft's vision for the future of software, emphasizing the transition toward Internet-based services and the concept of "Live" software. The opening is formal, focused on explaining the company's new direction rather than creating suspense.

   — but at that time there was no integrated product

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

   Jobs uses powerful words like "Revolutionary", "Breakthrough", "Reinvent", and "Amazing" to emphasize innovation and excitement. Phrases like "We are going to reinvent the phone" are designed to inspire and create anticipation. His language is simple and direct, aimed at making the message accessible to everyone.

   Gates focuses on words like "Platform," "Services," "Integration," and "Connected" to convey Microsoft's vision for cloud-based services. His tone is formal, emphasizing technical concepts and reliability over emotional appeal.

3. What visual aids to they use?

Jobs uses Keynote presentation software ,large projector screens, slides ,presentation mouse, iPhone, Projector,

Gates uses presentation mouse, Projector, large projection screens, Laptop, PowerPoint slide

4. What is on those visual aids?

His slides feature minimal text, high-quality product images, clean graphics, and key phrases. The visuals primarily showcase the iPhone's revolutionary features such as the multi-touch screen, music player interface, internet browsing, and phone functionalities. The slides are designed to enhance his storytelling by visually emphasizing simplicity and innovation.

His slides are filled with bullet points, technical diagrams, architecture charts, and descriptive text. They aim to explain the vision behind Windows Live and how different services are integrated. The slides focus on providing detailed information and technical explanations *Complex.*

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

Jobs uses a storytelling approach to guide the audience through his presentation. He breaks down the presentation into clear segments, starting with the introduction of the problem, revealing the solution (iPhone), and demonstrating its features one by one. *Yes.*

His transitions are smooth, and he frequently reminds the audience of the core message—the iPhone as a revolutionary device.

He also uses repetition, simplicity, and visuals that directly relate to his points, making it easy for the audience to follow along.

Gates structures his presentation in a linear and informative manner. He starts by introducing Microsoft's vision for online services, then provides detailed explanations of various features of Windows Live. The structure is based on logical progression, from concepts to technical details.

The presentation lacks engaging storytelling, which makes it harder for the audience to stay focused.

It relies heavily on information density and explanation rather than emotional connection or simplicity.

6. What do they do to keep you interested?

Jobs keeps the audience engaged through storytelling, humor, suspense, and live demonstrations. He uses

Gates focuses more on providing detailed information and explanations. he demonstrates the

phrases like "We are going to reinvent the phone" to create excitement. His smooth transitions, visuals, and hands-on demos of the iPhone's features make the presentation feel dynamic and interactive.

functionality of Windows Live, his style is more formal and technical.

good