

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 by introducing three groundbreaking features: a widescreen iPod with touch controls, an innovative mobile phone, and a cutting-edge internet communication device.

He reflected on Apple's history of innovation, reinforcing credibility and generating excitement among the audience.

Bill Gates discussed the "live phenomenon" as a major trend reshaping the entire industry – not only impacting Microsoft but also influencing its partners and competitors.

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

Throughout his presentation, Steve Jobs consistently used words like "amazing," "incredible," and "revolutionary" to captivate the audience and emphasize the product's significance.

He emphasizes innovation, productivity, and connectivity, often using words like "future," "efficiency," "networking," and "collaboration."

Technical words

3. What visual aids to they use?

Minimalist Keynote slides with large images and very little text.

PowerPoint slides with charts, statistics, and product screenshots.

4. What is on those visual aids?

Steve Jobs uses product images, concise slogans, and key numerical figures to enhance his presentations. High-quality visuals of the product help the audience clearly see its design and features.

Displaying the slides with an LCD projector effectively emphasizes the main points of the speech, making it simpler for the audience to stay engaged and understand the content.

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

Steve Jobs uses his presentations around three key points, making it easier for the audience to follow along and stay engaged.

Gates presents step-by-step explanations, using bullet points and clear transitions to ensure the audience follows along.

Complex

6. What do they do to keep you interested?

He uses storytelling, dramatic pauses, live product demos, and humor to keep the audience engaged.

Bill Gates effectively engages his audience by delivering concise and impactful information, showcasing technological advancements, and incorporating personal anecdotes to make audience understand easily.