

# 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 started his presentation by building anticipation and framing the significance of the event. He used a simple yet powerful opening line, such as "This is a day I've been looking forward to for two and a half years." He set the stage by referencing past innovations, creating a sense of history and progress.

Bill Gates starts his presentations by discussing broader industry trends and capturing the audience's interest by introducing Windows Live and Office Live. He first gradually dives into details and then concludes with a summary, keeping the audience's attention.

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

Steve Jobs uses "revolutionary", "amazing" and "incredible" to build excitement and emphasize innovation.

Bill Gates communicates his message using structured and technical words. He uses "extensible" and "integrated" to highlight technological advancements.

*blows their minds with detail*

3. What visual aids do they use?

Slide projector, presentation mouse, LCD projector, product demonstrations

Slide projector, presentation mouse, LCD projector

4. What is on those visual aids?

LCD projector-display the slides, emphasizes the keywords, product images and show the demo. ✓

LCD projector-display the slides, emphasizes the key points

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

Steve Jobs made it easy for the audience to follow his presentation by offering a clear structure and reinforcing key messages through repetition. He introduced major topics upfront, used seamless transitions like "But that's just the beginning" to indicate shifts, and repeated key phrases to highlight essential ideas. ✓

I think Bill Gates helps the audience follow his presentation structure by clearly outlining key points, using simple language, and connecting ideas logically. He engages listeners with real-world examples, visuals, and demonstrations, making complex topics easier to understand.

6. What do they do to keep you interested?

Steve Jobs captured my attention with storyline and straightforward explanations. He created excitement by presenting product launches as historic milestones, such as the moment he dramatically unveiled that the iPhone was a single device rather than three separate ones. His use of live demonstrations, humor, and simple visuals made advanced technology feel accessible and enjoyable. ✓

I think Bill Gates keeps me interested by driving innovation and sharing visionary ideas. Even though I'm not familiar with the tech industry, his influence on business and society gives me valuable insights to learn from.

Complex.  
Harder to follow