

# 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?

During this product launch event, Steve Jobs opened by emphasizing three key innovations: a widescreen iPod featuring touch controls, a groundbreaking mobile phone, and a revolutionary internet communication tool.

He then reflected on Apple's history of innovation generating trust and enthusiasm among audience members.

*✓*  
*revolutionary*

At the commencement of his speech, Bill Gates discussed the "live phenomenon" as a significant trend transforming the entire industry – affecting not only Microsoft but also its partners and competitors.

By focusing on the broader context, he elevated the significance of the topic and captured the audience's attention.

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

Throughout his presentation, Steve Jobs repeatedly employed words such as "Incredible," "Amazing," and "Unbelievable" to generate excitement and emphasize the product's capabilities.

He frequently incorporated personal reflections to demonstrate his

During his address, Bill Gates incorporated several strategic terms and expressions to highlight innovation, distinctiveness, and the benefits of new services. For example: He began with "Never talked about before" to indicate an

*more technical*

enthusiasm for the product. For instance, when he stated, "This is a day I've been anticipating for two and a half years."



exclusive announcement, generating anticipation and intrigue.

The expression "Non-Microsoft devices" underscored a commitment to accessibility and cross-platform compatibility.

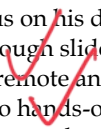
3. What visual aids to they use?

Presentation mouse, slide projector, LCD projector and product demos

Presentation mouse, slide projector and LCD projector

4. What is on those visual aids?

Steve Jobs employed minimalist slides featuring key terms, product names, and visuals to maintain audience focus on his delivery. He navigated through slides using a presentation remote and frequently transitioned to hands-on demonstrations to showcase iPhone capabilities.



The implementation of an LCD projector to display slides effectively emphasizes the central themes of the presentation, facilitating better comprehension and engagement from the audience.

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

He begins by announcing, "Today we are introducing three revolutionary products..." and clearly identifies them – iPod, phone, and internet communicator – while strategically repeating these three product categories throughout to emphasize the core message.



For instance, "An iPod, a phone, and an internet communicator... Are you understanding the concept?"

When Bill Gates remarked, "This slide effectively synthesizes everything...", he was guiding the audience to utilize the visual reference as a tool for following along with his presentation.


Upon concluding each segment, Bill Gates would summarize the essential takeaways, such as highlighting the adaptability of Windows Live and Office Live, or elaborating on how these services can be readily expanded, and similar key points.

6. What do they do to keep you interested?

I concluded that Steve Jobs possessed talents extending far beyond corporate

More complex

leadership – he demonstrated exceptional narrative craftsmanship. During his iPhone calling feature demonstration, he humorously enacted a call to Starbucks declaring, "I'd like to order 4,000 lattes to go." This comedic moment not only elicited audience laughter but significantly enlivened the overall presentation.



Throughout this presentation, I detected Bill Gates employing an effective tactic to stimulate curiosity through exclusivity messaging. He declared: "We've never addressed Windows Live in a public forum before."