

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 his presentations with a bold statement or an engaging hook, such as "Today, we are going to change the world." He also builds anticipation by highlighting key innovations and using storytelling to connect with the audience.

Bill Gates tends to open with a more formal and analytical approach, often using data, trends, or industry-wide problems to frame his presentation. This method helps him establish credibility and emphasize the significance of his topic.

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

Jobs frequently uses powerful and emotional words like "amazing," "revolutionary," and "incredible" to create excitement. He also personalizes his speech by sharing his enthusiasm, as seen in phrases like "This is a day I've been looking forward to for two and a half years."

Gates prefers a more technical and structured approach, using terms such as "global impact," "trends," and "data shows." He highlights innovation and problem-solving, ensuring that his audience understands the significance of the information presented.

3. What visual aids to they use?

Jobs uses clean, minimalistic slides with simple but impactful visuals, often a single image or a few keywords. He also incorporates live product demonstrations to showcase features in real time.

Gates relies heavily on charts, graphs, and detailed slides filled with statistics and data to support his message and provide in-depth analysis.

Timing = keep interest

4. What is on those visual aids?

Large images, single words, or short slogans that reinforce his key points in a straightforward yet powerful manner.

Detailed statistics, analytical charts, and industry-related trends that emphasize logical reasoning and factual evidence.

phrases

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

Jobs follows the "Rule of Three," breaking his presentation into three key sections and reinforcing them with repetition. He also connects his points through storytelling, making the content easier to remember.

Gates presents his ideas in a clear, structured, and logical flow. He summarizes key points at the end of each section and uses slides to help the audience stay engaged with the details.

technical

6. What do they do to keep you interested?

Jobs is a master storyteller, using humor, suspense, and dramatic reveals like his famous "One more thing..." moment. He makes the presentation feel like an experience rather than just an information session.

Gates engages his audience by sharing insightful information, demonstrating technological advancements, and occasionally adding personal experiences to make his message more relatable.



3 aligns with

- (1) phone*
- (2) ipod.*
- (3) browser*

clear structure @ beginning that goes right through