

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?

Jobs started by introducing Apple's past products and then upcoming new products.

Bill Gates talked about the "live phenomena" as a trend that impact the whole space, not just Microsoft, its partners and competitors.

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

Incredible, Amazing, Revolutionary

Innovation, Never talked about before, connect up to non-Microsoft devices

3. What visual aids to they use?

Presentation mouse, slide projector, LCD projector, iPhone for display

Presentation mouse, slide projector and LCD projector

4. What is on those visual aids?

Steve Jobs used clean, straightforward slides with key phrases, product names, and visuals to keep the audience focused on his speech. He operated the slides with a presentation remote and frequently shifted to live

Bill Gates using an LCD projector to display the slides effectively emphasizes the key points of his speech, making it easier for the audience to stay engaged.

revolutionary

the iPhone

more complex

more technical

demonstrations to highlight the iPhone's features.

+ to keep interest

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

Steve Jobs begins by declaring, "Today we are introducing three revolutionary products in this class" and clearly identifies them – the wide screen touch controlled iPod, a revolutionary mobile phone-iPhone, and an internet communication device. Jobs also repeats these three product categories multiple times to reinforce the core message.

Bill Gates uses clear oral present and simple, straightforward slides to help the audience followed his presentation.

6. What do they do to keep you interested?

From the start, Jobs created suspense and anticipation, sparking my curiosity for the entire speech. As the presentation progressed, Jobs cleverly used humorous phrases to lighten the mood, which not only helped the audience relax but also filled the atmosphere with a sense of enjoyment. His slides and images were simple and clear, aiding my understanding of the content. At the same time, Jobs' mastery of pacing kept the speech energetic and engaging, maintaining my attention from beginning to end.

Bill Gates uses a clear and straightforward way of expression, along with simple slides, to help the audience clearly understand the functions of Windows Live. He emphasizes at the end that it can connect with various devices, including many non-Microsoft devices. Additionally, his presentation made me realize that slides don't need excessive design or decoration; a simple, clear slide paired with a well-articulated explanation can achieve excellent results.