

**2020 SKiM Learning Week**

**Knowledge Management and Capacity Development Best Practice:  
Valorization and Transfer of Research Results**

29 June to 3 July 2020



# EFFECTIVE PRESENTATION FOR EFFECTIVE COMMUNICATION



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# *Our* **ROUTE**



**🎯 METHODOLOGIES, TOOLS AND STRATEGIES** to structure and communicate effectively the contents in order to engage the target and obtain the best results in every area

**🎯 SOME HINTS of PUBLIC SPEAKING**





*Before **STARTING***

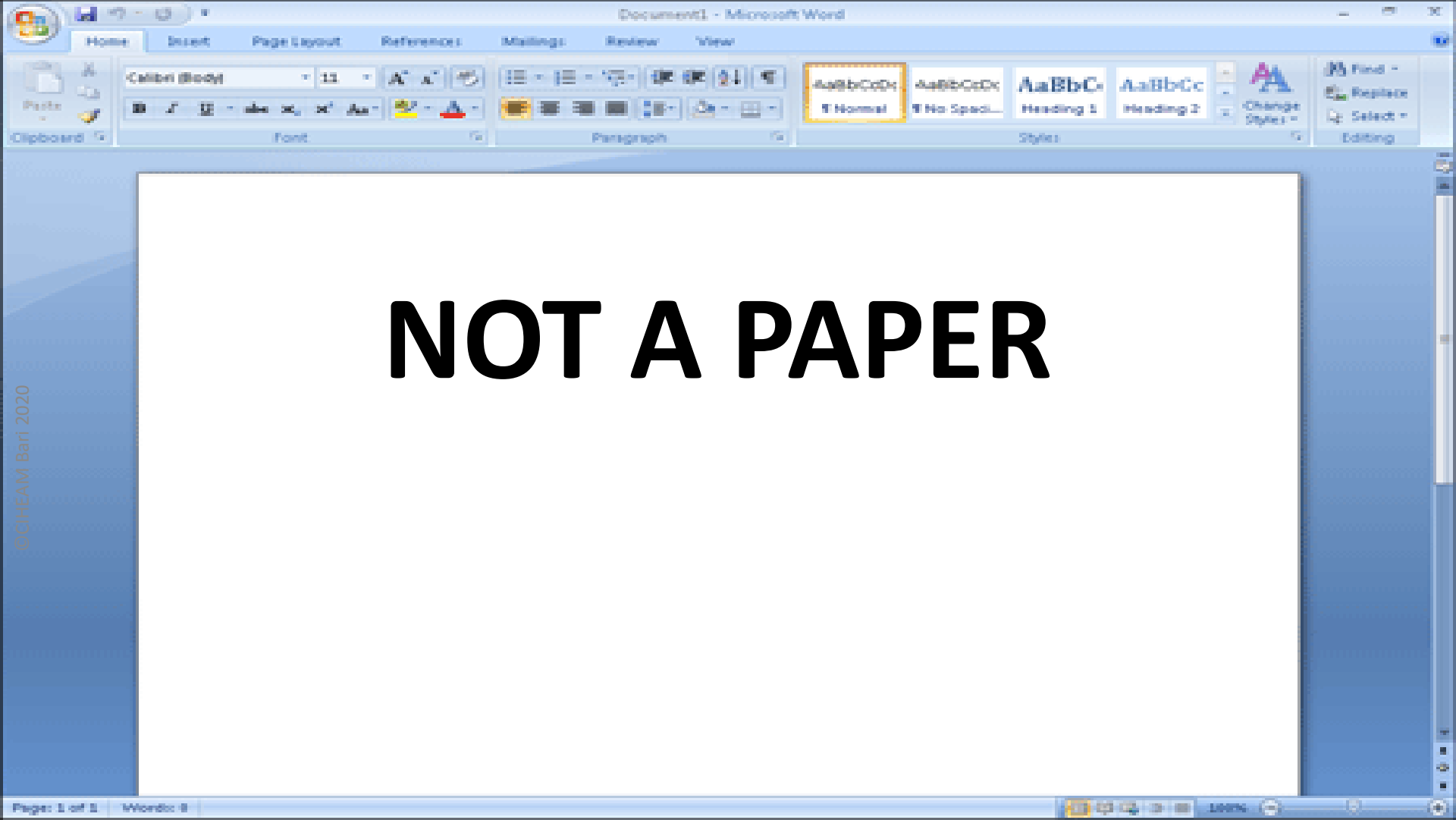
# *Why is it important to make effective slides?*

**TO GRATIFY THE  
AUDIENCE**



**TO BE  
SAFER**





**NOT A PAPER**

**PEOPLE DON'T WANT TO  
HEAR YOU READING**



A black silhouette of a person playing an electric guitar, with their arms raised in a triumphant gesture. The background is a vibrant, swirling pattern of orange and yellow, resembling flames or a high-energy performance. The overall mood is one of passion and intensity.

THEY WANT TO WATCH YOUR **PERFORMANCE**

1

SET THE  
TARGET



**WHY AM I HERE?**

**WHO'S MY AUDIENCE?**

**WHAT DOES MY  
AUDIENCE CARE?**

**HOW CAN I ADDRESS  
MY AUDIENCE?**



What do I want being  
**REMEMBERED?**





2

DESIGN THE  
STRUCTURE

A close-up photograph of a person's right hand, with bright pink nail polish, holding a silver and black ballpoint pen. The hand is positioned over an open, blank notebook with a light-colored, textured cover. The pen is resting on the right page of the notebook, which has the words "My Plan:" written in a cursive, handwritten style. The notebook is placed on a light-colored wooden surface with a visible grain. The overall scene suggests a moment of planning or brainstorming.

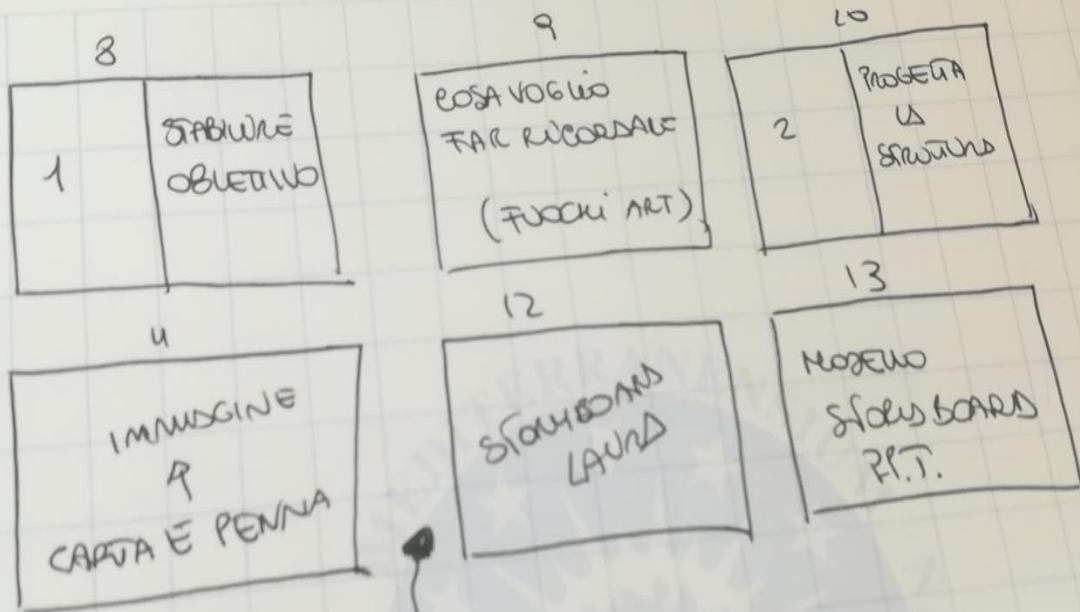
My Plan:

**BRAINSTORMING**  
**PAPER AND PEN (take notes)**

# LOGICAL SEQUENCE OF CONCEPTS (by order)



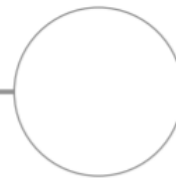
Laborato



**STORYBOARD** (visualize)



Titolo:



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**STORYBOARD** (an example)



**TEST STRUCTURE WITH TIMESCALE**



.....FROM PAPER TO PC.....

3

ONE CONCEPT  
PER SLIDE



# **NEW COURSE**

## **FROM A BUSINESS IDEA TO ITS PROJECT DESIGN: THE ENTERPRISE CULTURE IN THE INNOVATION PROCESS MANAGEMENT**

This learning path, innovative in terms of contents and methodology (it will be developed in a laboratory mode, based on a learning-by-doing methodology that combines lectures and co-working activities assisted by mentors and coaches) enriches the Master Programmes offered by CIHEAM Bari in order to extend the students' professional opportunities and represents a tool for fostering the youth employment in accordance with the CIHEAM Strategic Agenda 2025, Thematic Priority 8 - Youth employment and life-long learning.

# NEW COURSE

## FROM A BUSINESS IDEA TO ITS PROJECT DESIGN: THE ENTERPRISE CULTURE IN THE INNOVATION PROCESS MANAGEMENT

- Aimed to reinforce the **CIHEAM Bari Master Students' entrepreneurial culture** through the acquisition of specific skills on how to design, develop and communicate their innovative business idea
- It enriches the Master Programmes offered by CIHEAM Bari in order to **extend the students' professional opportunities**
- In accordance with the **CIHEAM Strategic Agenda 2025, Thematic Priority 8 - *Youth employment and life-long learning***.

# NEW COURSE

## FROM A BUSINESS IDEA TO ITS PROJECT DESIGN: THE ENTERPRISE CULTURE IN THE INNOVATION PROCESS MANAGEMENT

Aimed to reinforce the **CIHEAM Bari Master Students' entrepreneurial culture** through the acquisition of specific skills on how to design, develop and communicate their innovative business idea



4

“LIMITED”  
BULLET POINTS

# EXPECTED RESULTS and/or OBTAINED RESULTS;

## Yellow

- Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

## Blue

- Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

## Red

- Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.



# EXPECTED RESULTS and/or OBTAINED RESULTS;



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5

#NOTEMPLATE



- SLIDES look all the same
- Bullet points
- They are old-style!

6

CREATE  
DISTINCTIVE  
LAYOUT



“ use the same leitmotif for the same content ”

6

CREATE  
DISTINCTIVE  
LAYOUT



TEST STRUCTURE WITH TIMESCALE

7

MAKE A  
COLOUR SET



**NO MORE THAN THREE COLOURS  
AT A TIME**



**TO AVOID CONFUSION  
AND DISORIENTATATION**





# HOW TO MAKE A COLOUR SET

colrd.com/palette/


App HUB Add a flat screen to y Twitter Simboli: smile Facebook Simboli: Si Portfolio PowerPoint shortner link Shine on the web | Sc eMS Application Form Altri Preferiti

**COLRD** Create and share color inspiration with the world. Create Discover Account Sign Up Login


## Discover Palettes

TYPE: PALETTE

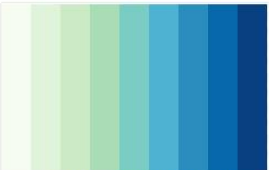
ALL COLOR PALETTE GRADIENT PATTERN IMAGE




TROVE  
December 30th 2012



COLORES  
Colores March 16th 2012

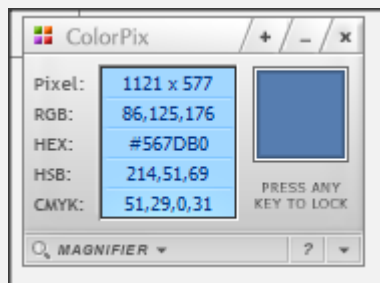


TONI PROVA TAVOLOZZA  
September 7th 2012



RDP09  
August 2nd 2011

<http://colrd.com/palette/>



**COLORPIX**

8

MAKE A FONT  
SET







# ONE FONT FOR HEADERS

One font for the body text, one font for the body text  
One font for the body text, one font for the body text  
One font for the body text, one font for the body text  
One font for the body text, one font for the body text  
One font for the body text, one font for the body text  
One font for the body text, one font for the body text

*One font to emphasize*



**READABLE TYPEFACES**



Font Combinations

# *Typography made easy*

Find a font combination for your design needs

Select a starter font



# FONT PAIRING BY CANVA



**COMPATIBLE FONT TO AVOID PANIC**

9

LET IMAGES  
TALK



**IMAGES TRANSMIT MESSAGES**  
**IMAGES TELL STORIES**



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Trending: flower, wallpapers, backgrounds, happy, love

# UNSPLASH FREE PICTURES

*Recap...*



1. set the **TARGET**;
2. design the **STRUCTURE** and develop the **CONTENTS**;
3. develop **ONE CONCEPT PER SLIDE**;
4. limited use of the **BULLET POINTS**

5. NO TEMPLATE

6. create distinctive LAYOUT  
(organization of the contents)

7. make a COLOUR SET

8. make a FONT SET

9. let IMAGES talk





Prezi

GET STARTED

SHARE



COLLABORATE

Questo è un presentazione creata con Prezi.  
Clicca qualsiasi argomento per iniziare



CREATE



PRESENT

PRESENTAZIONE LAURA





CREATED USING

**PowToon**

VIDEO LAURA

CREATED USING  
**PowToon**





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# PUBLIC SPEAKING

THE REAL CHALLENGE OF THE BEST COMMUNICATORS



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WHATEVER WILL BE  
YOUR PROFESSIONAL COMMITMENT,  
**YOU WILL HAVE TO SPEAK IN PUBLIC**

**YOU MUST LEARN!**  
**OR IMPROVE YOUR STANDARDS**



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# **STRONG CONNECTION BETWEEN THE ART OF PUBLIC SPEAKING**

**AND**



## **YOUR LEADERSHIP POTENTIAL**

# MEANING: WHAT IS EXACTLY PUBLIC SPEAKING?



CONFERENCING?



TEACHING?



BRIEFING?



PLAYING?

**JUST A UNIQUE ANSWER: IT'S ALL!**





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AND BECOME A

GREAT PUBLIC SPEAKER

1

CONTROL YOUR  
NATURAL FEAR





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**NO ANXIETY, NO STRESS, NO FEAR**



**YOUR SUCCESS STARTS BEFORE THE SPEECH**

2

PREPARE  
YOUR SPEECH

**PARTICULAR CARE TO YOUR INCIPIT: WRITE IT**

**TEST YOUR VOICE, REPEATING YOUR SPEECH**

**MONITOR YOUR IMAGE BY A MIRROR**



**TEST YOUR WRITINGS BEFORE AND PRACTICE!**

3

BE YOURSELF  
ALWAYS

**NOBODY IS PERFECT: YOU DON'T NEED ANY MASK!**

**HUMAN**

**PROUD OF  
YOUR  
LIMITS**

**EMPATHETIC**

**RELAXED**



**YOUR PUBLIC WILL APPRECIATE ONLY THE AUTHENTICITY**



4

BE FOCUSED  
ON FEEDBACKS

# ACTIVE LISTENING



**EVEN IF THEY'RE A CROWD,  
YOU MUST FEEL THEIR REACTIONS!**

5

GIVE VALUE TO  
THE SILENCE



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**THE CORRECT MANAGEMENT OF THE  
SILENCE/PAUSES DURING A SPEECH  
MEANS CONTROL!**



# BEYOND THE RULES

**IT'S YOUR TURN NOW!**



**FACE IT AND TRY!**  
**EMOTIONALLY!**





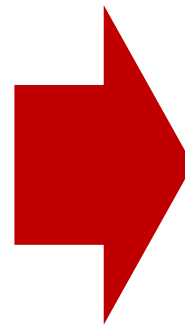
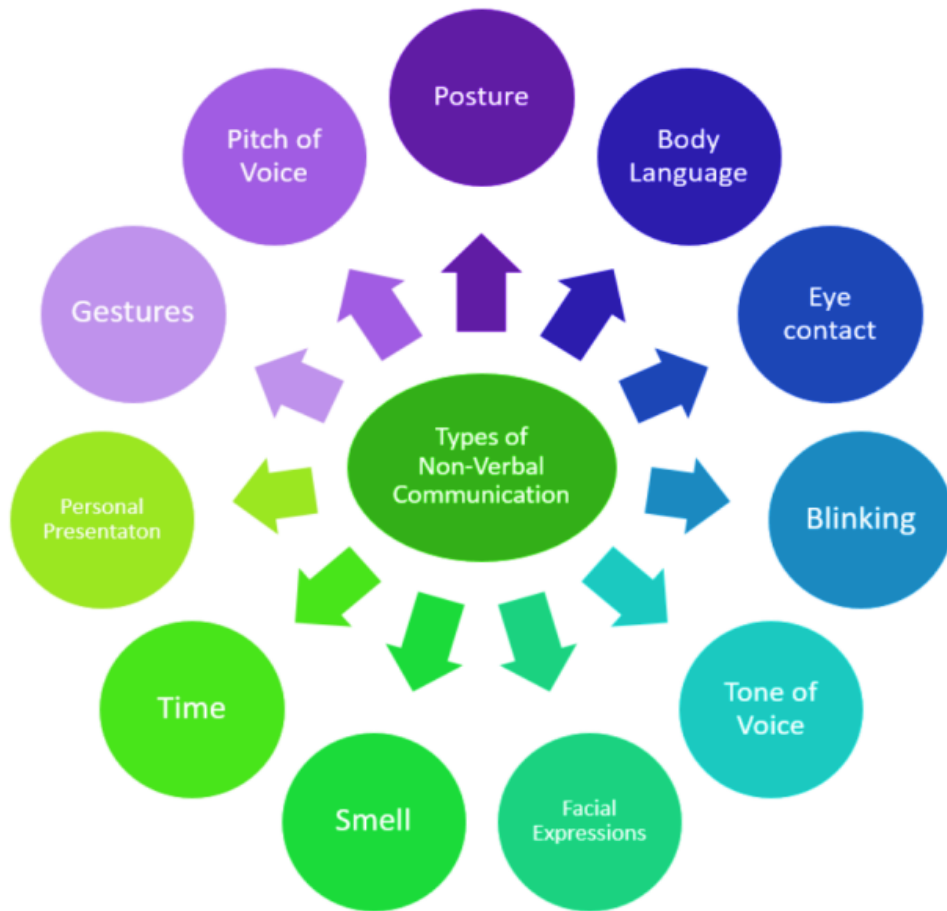
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# **MANAGING YOUR NON-VERBAL COMMUNICATION**



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PLAN

CHECK

ACT



**REMEMBER TO:**



**CARE THE  
EMOTIONAL  
EXPERIENCE**



**THE APPLAUSE ALWAYS STARTS  
FROM THE HEARTH!**



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**THANK YOU FOR  
YOUR ATTENTION**

Gabriella Gentile  
CIHEAM BARI