Today’s presentation

Presentation – substance
Presentation – style
Some exercises
Handling questions
Messages

Even the best work will be ineffective without a good presentation

Persuasive presentation is not a gift, but a *craft* to be learned

It’s about *both*
  ◦ Substance: presenting material
  ◦ Style: your presence

*The most important thing is your intention*
Presentation: substance

There are many ways of presenting effectively

- NYT (HBS): anecdote plus story
- Shock, story and surprise
- Blink + classical

Blink + classical is a safe bet

- Immediate message—optional story
- Adjusted sonata form: message, development, recapitulation/implications, (coda)
- Or as in classic not too-modern jazz

Present a short overall summary at beginning of session, in case key actors leave!
Presentation: substance

Organize around messages

Main message--in one sentence

Supporting messages

Evidence: how best to convey?
  ◦ Graphs
  ◦ Text
  ◦ Tables

Refer to *model-driven* analysis only to convince audience messages of sound underpinnings
  ◦ Conceptual +Empirical
Presentation: substance

*Powerpoints (& Prezi)*

You don’t have to use them! But graphs and (effective) tables are important.

Avoid too much text; use a large font; use titles for messages.

Use *simple* figures, e.g. flowcharts, if they tell the story as well as text.

Review and *update* the overview slide.

Most common mistakes: too much material on individual slides and too many slides.

Average 2 minutes per slide!
Presentation: substance

Presenting evidence

A good presentation of evidence in the written paper can save a lot of time—you can cut and paste good graphs
Presenting data to influence..

Don’t
- Present detailed tables
- Construct overly fancy graphs
- Cut and paste econometric results

Do
- Lead the reader with the title
- Highlight key results
- For presentations, graphs should pass the 3 second (blink) test
Mexico: incidence analysis

We had data on incidence of programs, using concentration coefficients as one synthetic index.

Had a meeting with President Vicente Fox.

Presented following graph.
There is enormous variation in the incidence of programs, from very pro-rich to very pro-poor.

Concentration coefficients measure how progressive or regressive is spending.
The Economist: 3 graphs on Ebola during outbreak
Deaths per day
Guinea, Liberia, Nigeria and Sierra Leone combined

From Dec 2013 to:
- Aug 11th 2014: 110
- Oct 7th 2014: 13

EBOLA fever
- Diarrhoea: 404
- Malaria: 552
- Tuberculosis: 14
- HIV/AIDS: 685

Sources: WHO; US Centres for Disease Control and Prevention; The Economist

*West Africa

Health-care systems
Doctors per 100,000 population, 2012*

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Number of beds required, ’000, latest estimates

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Health spending per person, at purchasing-power parity, 2012, $ ’000

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Source: WHO

*Or latest available

Economist.com/GraphicDetail
Econometric results

In 2012, the Indonesian Vice President’s office asked Rema Hanna’s team for evidence on effect of the distribution of identification cards on leakages of the subsidy in a rice distribution system.

They conducted an evaluation of the cards and presented the results to TNP2K, a think tank within the VP’s office.
Table 4. Reduced Form Effect on Raskin

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<tr>
<th>VARIABLE</th>
<th>Eligible Households</th>
<th>Ineligible Households</th>
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<tr>
<td></td>
<td>treatment</td>
<td>panel</td>
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<tr>
<td></td>
<td>0.017</td>
<td>-0.070***</td>
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<tr>
<td></td>
<td>(0.014)</td>
<td>(0.022)</td>
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<tr>
<td></td>
<td>1.255***</td>
<td>0.109</td>
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<td>(0.248)</td>
<td>(0.189)</td>
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<tr>
<td></td>
<td>-58***</td>
<td>-43*</td>
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<td>(18.7)</td>
<td>(21.9)</td>
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<td>7,406***</td>
<td>792</td>
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<td>(1,395.4)</td>
<td>(1,041.4)</td>
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<td>Constant</td>
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<td>0.801***</td>
<td>0.825***</td>
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<td>(0.026)</td>
<td>(0.029)</td>
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<td>6.004***</td>
<td>4.301***</td>
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<td>(0.407)</td>
<td>(0.275)</td>
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<td>2,225***</td>
<td>2,275***</td>
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<td>(29.9)</td>
<td>(30.0)</td>
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<td>33,704***</td>
<td>22,767***</td>
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<td>(2,332.6)</td>
<td>(1,524.0)</td>
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<td>3,974</td>
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<td>R-squared</td>
<td>0.206</td>
<td>0.216</td>
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<td>Mean of de</td>
<td>0.839</td>
<td>0.630</td>
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Eligible households in treatment villages receive approx. Rp. 6000/HH/month (21%) more in subsidy.
Tables

Have a *title* that conveys your message

Put your “favorite variable” in a prominent position

Use asterisks to indicate significance levels

Limit to only essential covariates

Make the table tell the story
Explaining results—make it intelligible

“Regression coefficient of civil liberties in explaining project performance is .08 and statistically significant”

versus

“A country moving from the level of civil liberties of Zaire to that of Costa Rica could expect to see project performance increase 16 percentage points”
Using visuals: descriptively...

From the book cover for Red Tape by Akhil Gupta
..or metaphorically: “Structural adjustment increasingly loaded up loans with conditions”
Or as context for your speaking..
Learning Diagnostics: Empirical Strategy

Kate Sturla and Ida Tamarin
REDESIGN OF THE CHILEAN CHILD PROTECTION SYSTEM:
AVOIDING CHILD INSTITUTIONALIZATION AND PROMOTING FOSTER CARE FAMILIES

FRANCISCA DE IRUARRIZAGA
SECOND YEAR POLICY ANALYSIS
10/09/2014
Presenting Analytical Results (e.g. theory and modeling)

- Present a figure with the complete conceptual model
- Give a graphic interpretation
- Share intuition, and give a concrete example
A graphical illustration of complex relations

- **Politics**: Long route of accountability
- **Compact**: Short route
  - **Citizens/Clients**: Coalition/Inclusion, Organized, Unorganized
  - **Providers**: Management, Frontline organizations
  - **Client Power**
Most of the impact of a presentation derives from your physical presence, not the substance!
Presentation: style

Take command of the space and audience
- The opening is key
- Eye contact
- Body movement
- Hands

Manage the material, don’t let the material manage you
- If you use powerpoint, think where you want the audience to look
- Don’t read the powerpoint!
Presentation: style

Voice rhythm and prosody
Don’t apologize
Don’t turn your back on the audience
Don’t over-stay your welcome
If timing matters and the meeting is crucial, do a practice run
Be prepared for technology failure
Presentation: style

Feel the energy level in the room, adjust if necessary

Prepare the ending--be prepared to jump to it if time runs out
End with impact

One option...with a dance..
Or as my jazz dance teacher recommends.. (Ralph Glenmore …lots of Broadway experience)

….with a bow

Perhaps not with a minister

….but with emphasis
Checklist

- Preparation - breathe
- The opening
- Eye contact
- Feel the energy
- Body movement
- Hands
- Voice rhythm and prosody
- Closing
Practice

You critique me
Presentation Style Comments (rate 1-5): The opening effectively caught my attention and got me interested:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
2. I felt included throughout by being regularly looked at:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
3. The presenter was physically centered and in command of the space:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
4. The pace and use of voice was engaging

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
5. The presenter used hand gestures and other movement effectively

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<table>
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<tbody>
<tr>
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<tr>
<td>5.</td>
<td>Strongly agree</td>
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</table>
6. The ending was energized and focused

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
7. Overall, I felt energized to move ahead with the presenter(s) proposal!:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
Your turn
Managing questions

Engaged and respectful, but clear

It’s not (usually) a debating context

Taking questions in groups works in many contexts

Address *concerns*, which *may* involve answering questions

Manage the questioners with big egos
  ◦ don’t let them get to you, perhaps stroke them a bit, and don’t let them take over

Pay attention to the decision makers you need to persuade
Before and after

For a high profile/stressful presentation

....relax for a few minutes before starting

....breathe

....have a drink after ending
...final thoughts

It’s not about you!

The best presenters are deeply engaged in conveying their material, not themselves.

*Anyone* can be an effective presenter—but it takes time and work....

There are many styles of presenting: you should find the style that is true to your authentic self.

And the most important thing is your intention.
Edward Tufte on presentations https://www.edwardtufte.com/tufte/

On use of voice, pacing etc... Julian Treasure
http://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?language=en

Nancy Houfek videos on establishing presence and authority
- The Act of Teaching Part I – Theater Techniques for Classrooms and Presentations
  https://vimeo.com/107609898
- The Act of Teaching Part II - Physical and Vocal Exercises
  https://vimeo.com/104322965

Or if you like high tech/high performance.. Hans Rosling
http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve-ever-seen?language=en#t-3324

TED http://www.ted.com/ has good (and not so good) examples e.g.

Plus HKS’ Communications Program is available to provide individual support.