COMMUNICATING WITH ANYONE!

PRESENTATIONS SKILLS

WHAT IS COMMUNICATION?

- Simply put - sharing information in an *understandable* way
  - Sender (you)
  - Receiver (them)
  - Medium (how)
  - Message (what)
  - Most important takeaway:
    - If they don't understand, you are not communicating

COMMUNICATION: IT'S MORE THAN WORDS

- Vocal
  - Music, Laughter, Screams of Frustration
- Visual

- Physical
  - Thumbs up, Side-eye, Body Language

READ THE ROOM!

- Who is your audience?
- Create an Avatar
- Tailor your message

CREATE AN AVATAR

- Imaginary 'person'
- Ideal audience
- Develop different avatars based on expected audience
- Examples of avatars:
  - Classmate's Mom
  - Industrial Manager
  - Professor

AVOID JARGON & COMPLEX TERMS

- Not everyone speaks 'engineer'
- Audience does not know what you know
- Start with high level overview
- Use simple terms
- Keep the details for those who ask

THE INFAMOUS ELEVATOR PITCH

- 15 – 30 seconds, 1-2 sentences
- 3 minutes, one paragraph
- High Level overview of project
- Short version of Executive Summary
- Create several versions for different avatars

PRACTICE MAKES PERFECT

- Make notes, create a script

- Multiple scripts for different audiences

- Rehearse content out loud

- Practice in front of mirror (Yes, you will feel uncomfortable – that's the point)

- Create checklist of main points for reference

VISUAL COMMUNICATION

- White Space – use it!
- Font size – easy to read
- Graphics – charts and graphs
- Cutaways – show hidden information
- Tabletop – samples and prototypes
- Neatness counts

PUT IT ALL TOGETHER

- Trust yourself – you know your project

- Wear comfortable shoes

- Look your best to feel your best

- Your checklist is a tool – use it if you need it

KEEP IN MIND

Judging Rubric

1. Creativity
2. Utility
3. Quality of analysis
4. Proof of function
5. Presentation

...AND NOW FOR SOMETHING COMPLETELY DIFFERENT

- Reimbursement Process
  - MECapstone.gatech.edu/resources/reimbursement-guidelines/
    - Fill out Intent for Reimbursement Form online
    - Cover Sheet
    - Team Roster
    - List of Receipts Form
  - One person per team: Finance Manager to hand in all paperwork
  - Receipts must show payment: last 4 of credit card or cash
    - Amazon – final details receipt
    - No tape over ink on thermal receipts
    - If no credit card number, need bank/card statement to verify
  - Receipts with any personal items will be rejected
  - Due Friday April 24th 2020
  - lucinda.erisman@me.gatech.edu

…AND NOW FOR SOMETHING COMPLETELY DIFFERENT

- Reimbursement Process

    - Overview and links to downloadable forms
        MECapstone.gatech.edu/resources/reimbursement-guidelines/

    - Check your team's reimbursement limits here:
        – http://mecapstone.gatech.edu/Projects_Sp2020

    - Fill out Intent for Reimbursement Form:
        – https://forms.gle/DhYTsR21jYSgVXp88

...AND NOW FOR SOMETHING COMPLETELY DIFFERENT

Registration for EXPO before March 13!

Use this link to register your team: http://expo.gatech.edu/login/

Only ONE team leader should create the team and add team members.
Team members can later login to edit the details.

In your team's description field, please state your team's category by entering one or several of the following keywords –
- Sponsored
- Entrepreneurial
- Community Development/ Sustainability

Student FAQs are addressed at this link: https://capstone.gatech.edu/expo/students/

Send technical questions to webmaster@capstone.gatech.edu