



ENG 198 EB

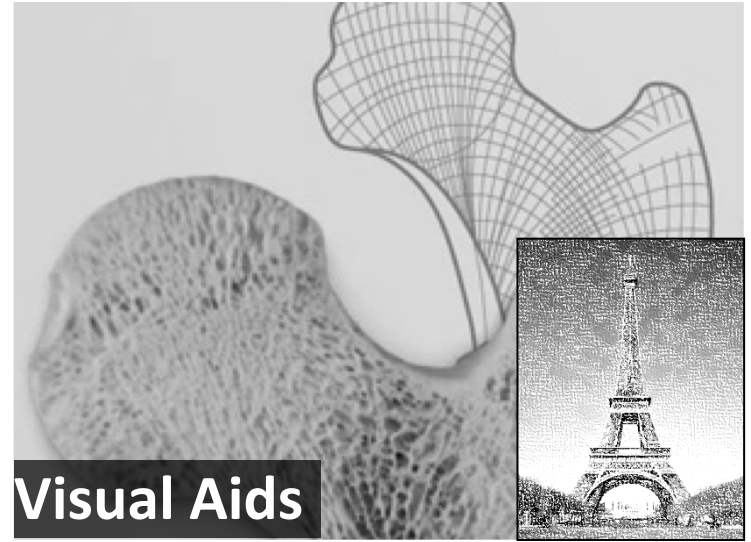
This class discusses strategies for how to be successful in three critical areas of your presentations



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**Content**



**Visual Aids**



**Delivery**



We will take a look “inside the box” at what makes a successful presentation.



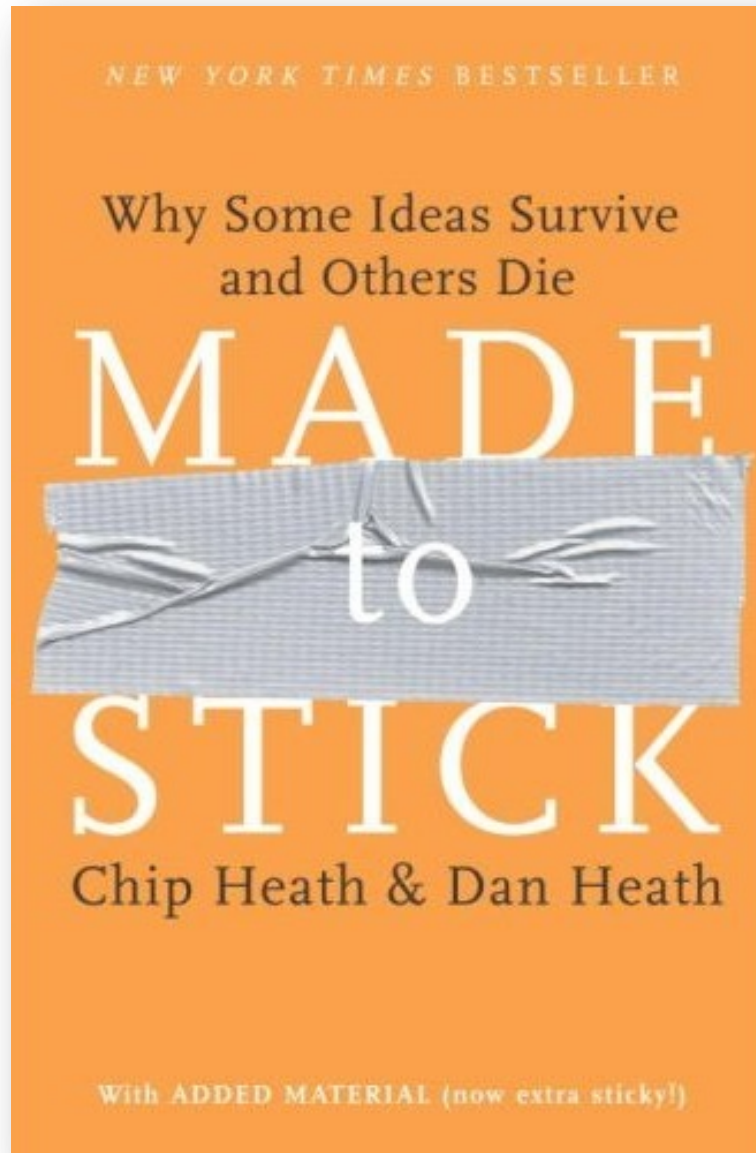


Exercise: Watch this video and then we'll discuss your reactions.



[https://www.ted.com/talks/joe\\_smith\\_how\\_to\\_use\\_a\\_paper\\_towel#t-13165](https://www.ted.com/talks/joe_smith_how_to_use_a_paper_towel#t-13165)

To have your ideas stick with your audience, your message should contain certain qualities



Simple  
Unexpected  
Concrete  
Credible  
Emotion  
Story  
S

# To have your ideas stick with your audience, your message should contain certain qualities

## PRINCIPLE I



### **SIMPLE**

Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?

[www.MADEtoSTICK.com](http://www.MADEtoSTICK.com)

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To have your ideas stick with your audience, your message should contain certain qualities



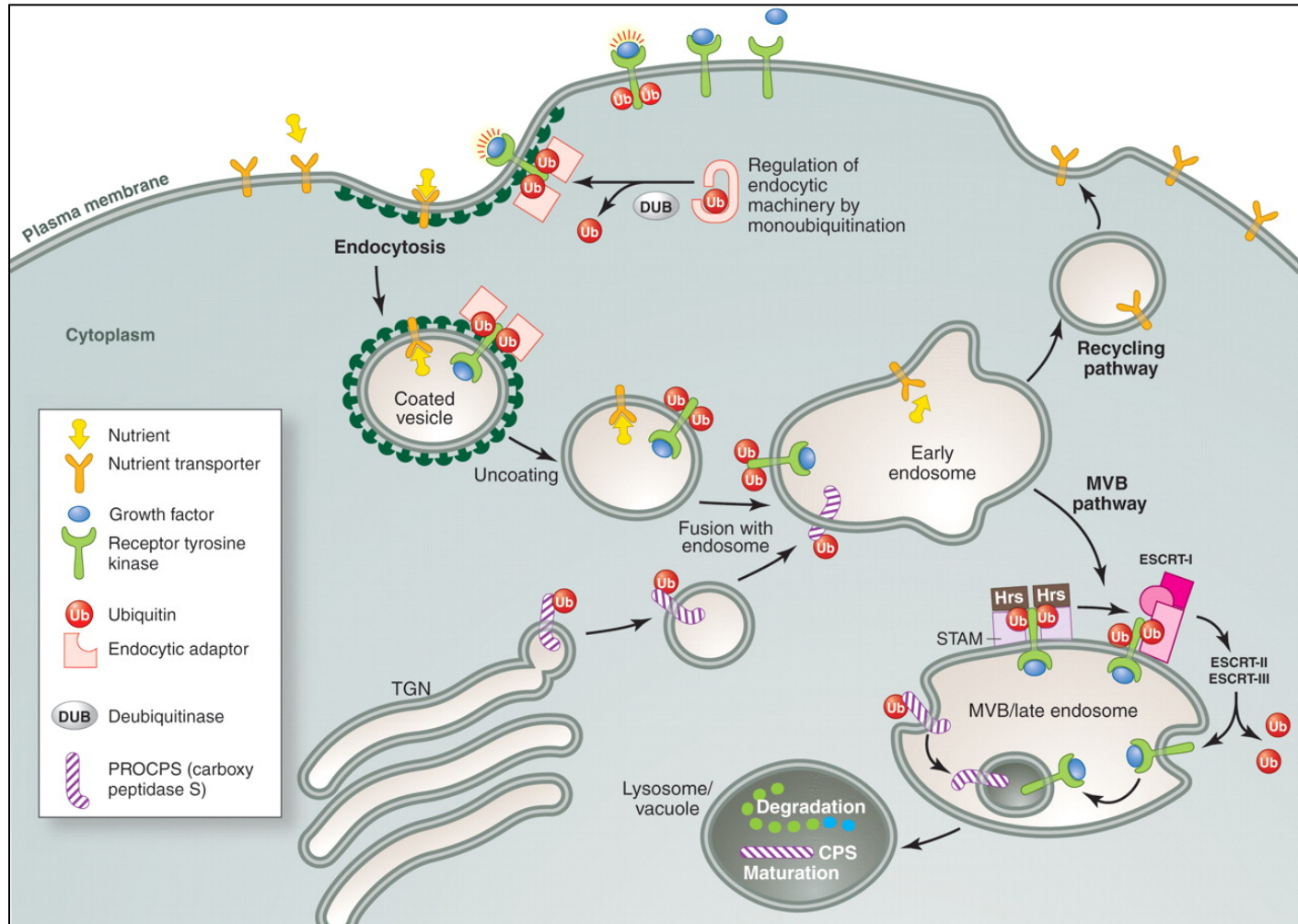
[https://www.ted.com/talks/janine\\_benyus\\_shares\\_nature\\_s\\_designs](https://www.ted.com/talks/janine_benyus_shares_nature_s_designs)

Exercise: Identify the success qualities in the talk by Benyus



simple  
unexpected  
concrete  
credible  
emotion  
story  
s

# Working against you is the Curse of Knowledge





To overcome the Curse of Knowledge, you have to imagine how your audience will see the topic



Beginnings prepare and engage the audience in the talk

An orange oval with a slight gradient and a shadow, containing the word "What" in white text.

What

A green oval with a slight gradient and a shadow, containing the word "Why" in white text.

Why

A yellow oval with a slight gradient and a shadow, containing the word "Who" in white text.

Who

A blue oval with a slight gradient and a shadow, containing the word "How" in white text.

How

Beginnings prepare and engage the audience in the talk



[https://www.ted.com/talks/robert\\_ballard\\_on\\_exploring\\_the\\_oceans?language=en](https://www.ted.com/talks/robert_ballard_on_exploring_the_oceans?language=en)



Let's see a talk that I gave and you can give me feedback on the elements of SUCCEsSs and other things that tie into what we talked about today...

This is who I am: a mother, a wife, a professor

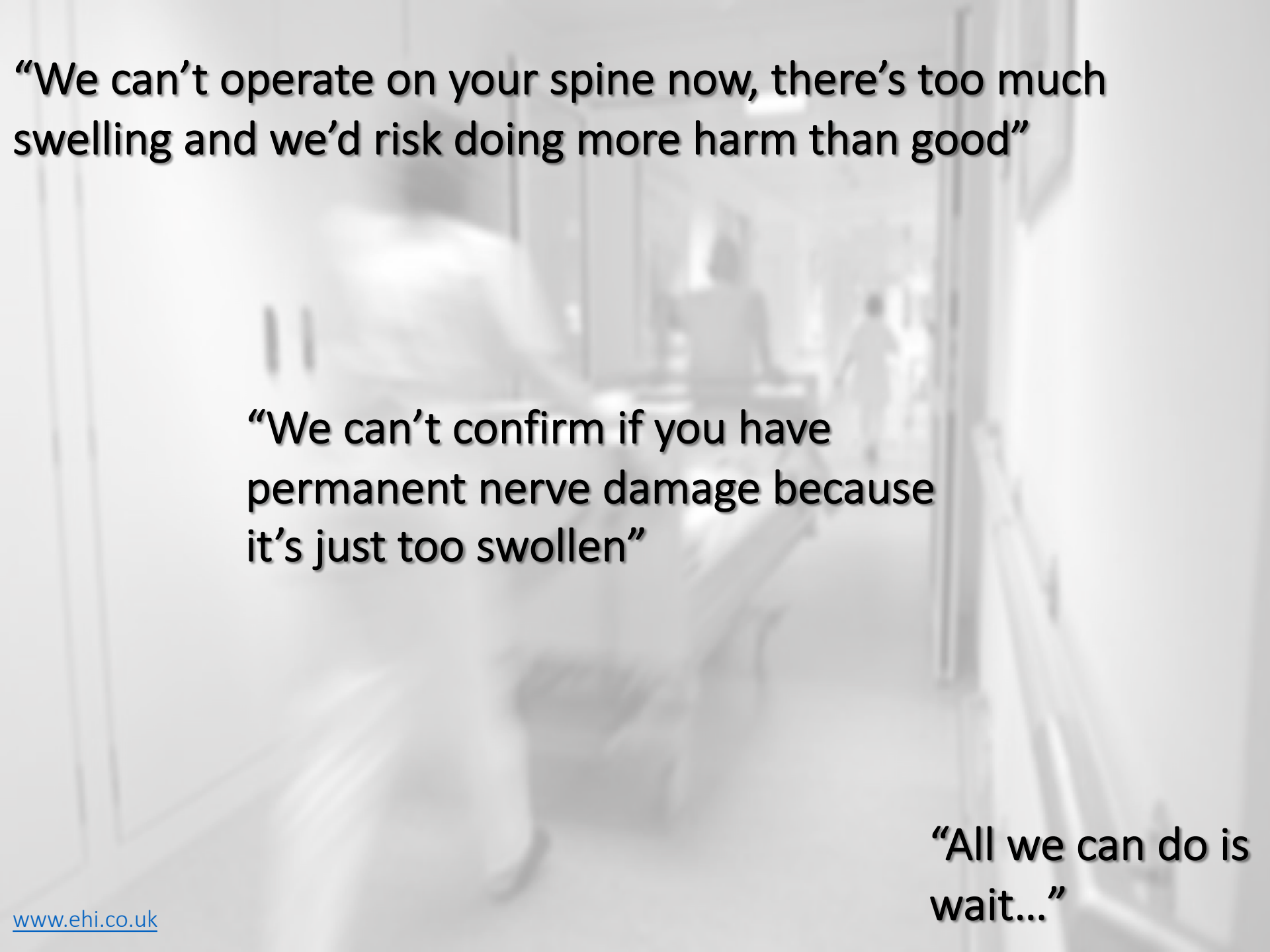




This is *also* who I am: 15 years old, paralyzed, afraid I'd never walk again







“We can’t operate on your spine now, there’s too much swelling and we’d risk doing more harm than good”

“We can’t confirm if you have permanent nerve damage because it’s just too swollen”

“All we can do is wait...”

All we can do is wait.



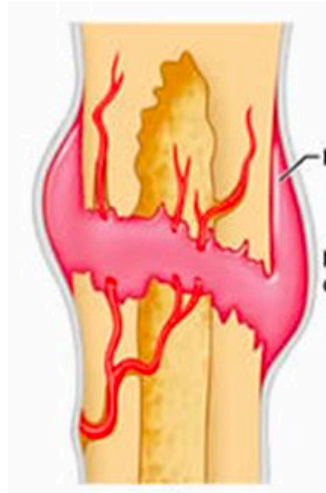
A journey into bone repair and how  
engineers are transforming lives.

Jenny Amos  
Bioengineering

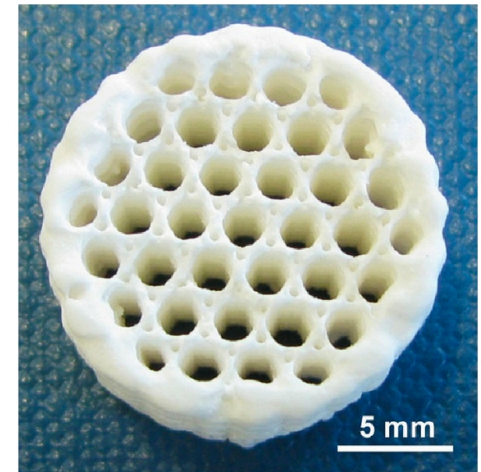
We will cover three topic areas related to tissue engineering for bone today.



Types of bone breaks



How bones heal naturally



Engineered bone

There are several different ways that a bone can break and not all of them can repair in the natural way.



Transverse



Stress



Oblique,  
Displaced



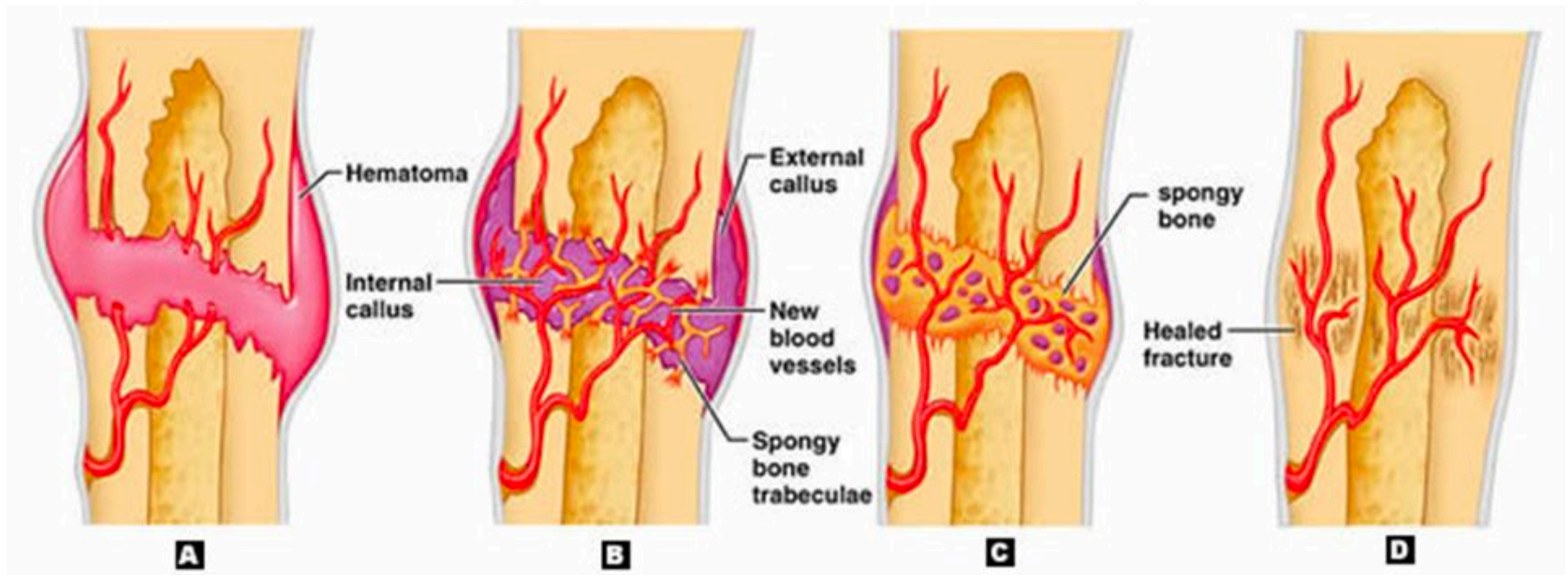
Greenstick



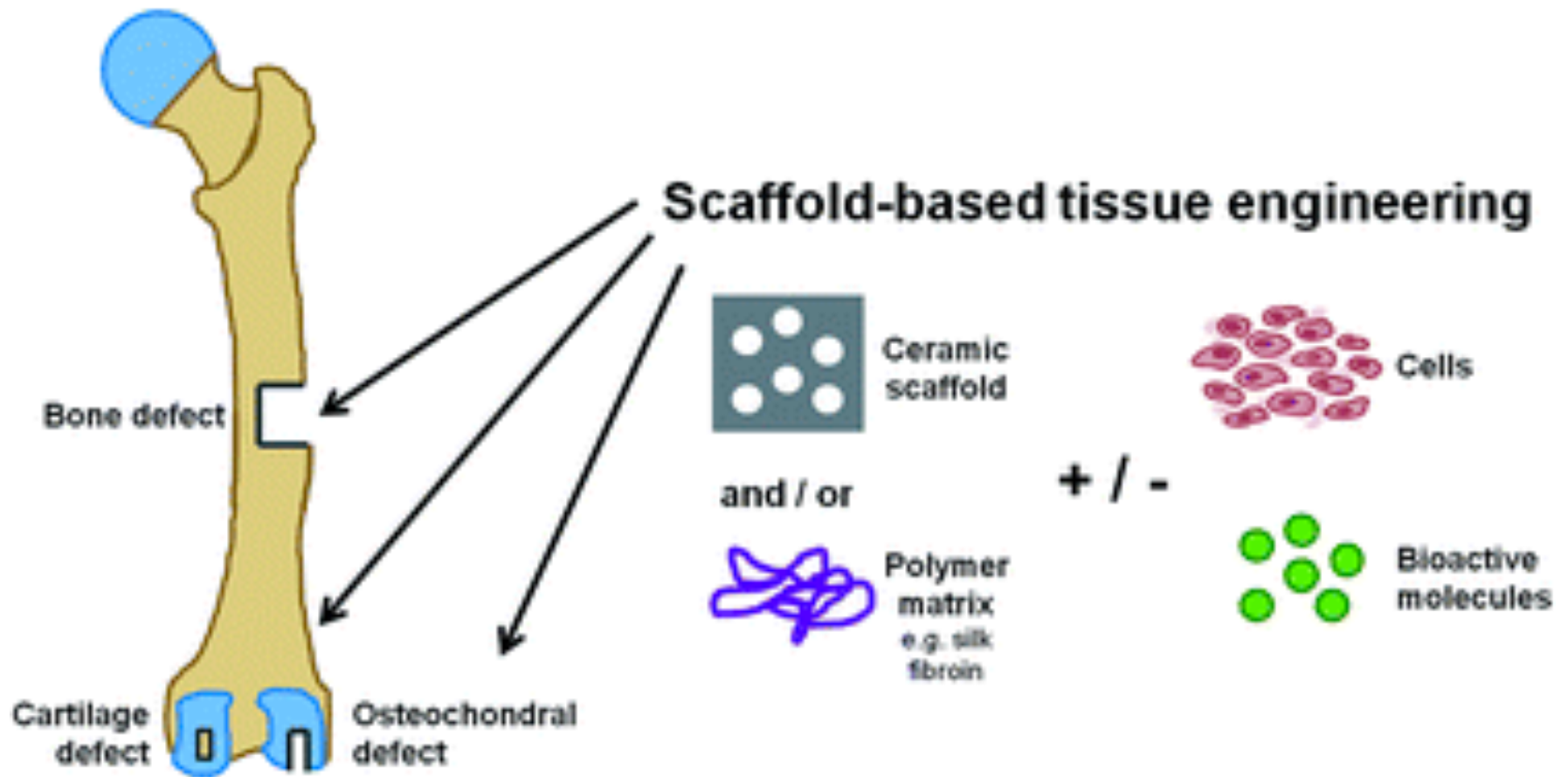
Comminuted



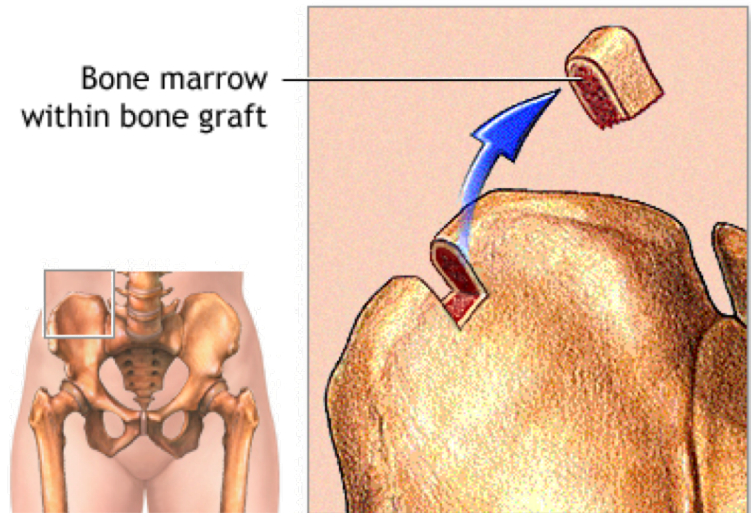
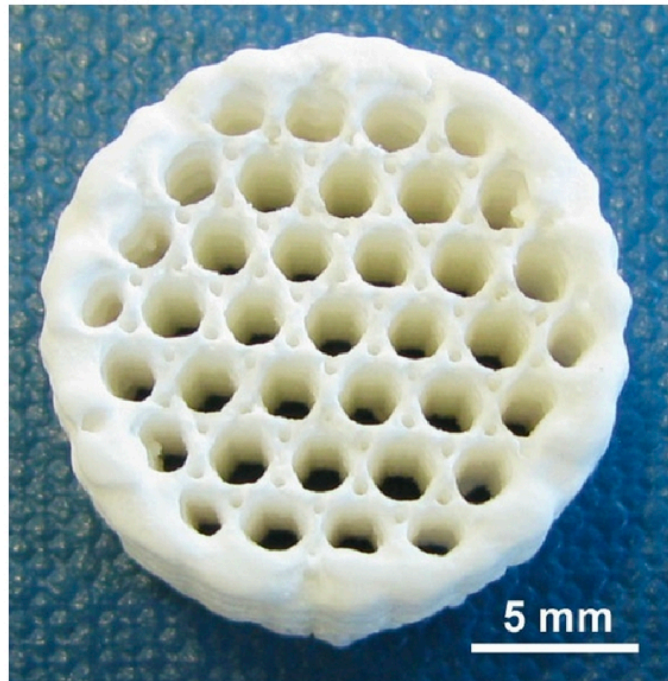
Most bone injuries heal through a 4 step process that starts with bleeding to get cells to invade the area.



Ceramics, polymers, and natural materials can all be used to repair bones and joints.



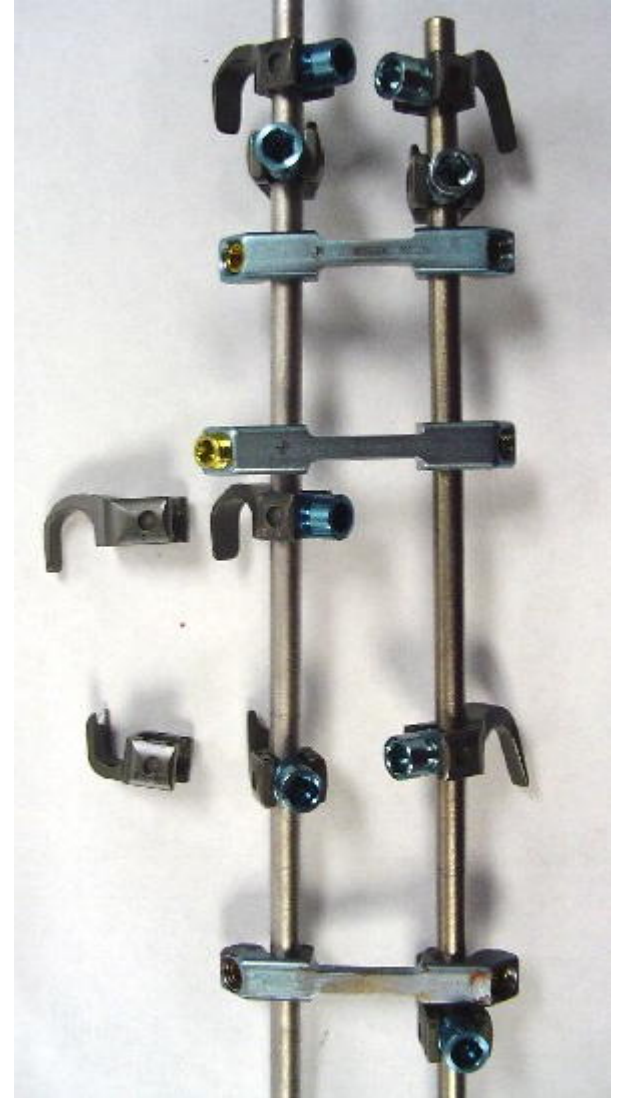
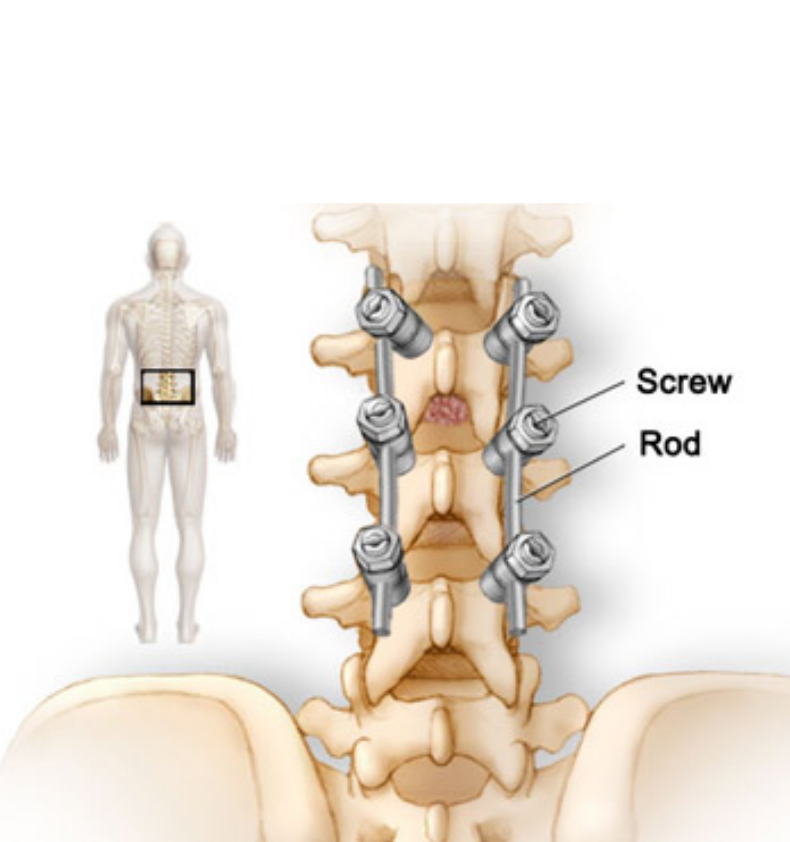
Bone scaffolds can be filled with cells to encourage new bone growth in a large defect.



ADAM.



In addition, sometimes healing bones need help from metals to support the weak bone as it hardens.







Content is more than just information, it's a way of packing information for your audience.



Topics for your 6-minute long second presentation are due November 6th by 6PM



NATIONAL ACADEMY OF ENGINEERING

