

A person is shown from the chest up, wearing a black t-shirt. The t-shirt has the text '> Hello World!' printed in a bright green, monospaced font. The person is holding a silver, handheld microphone in their right hand. The background is a dark, solid color.

> Hello
World!

Präsentieren für Geeks

Dirk Haun

FrOSCon 2017

Das Problem mit den "Bullet Points"

- Publikum fängt an zu Lesen
- wird Dir also nicht zuhören, während Du über den ersten Punkt sprichst
- danach wissen sie schon, was noch kommt
- und werden Dir beim Rest auch nicht mehr zuhören

Abhilfe?

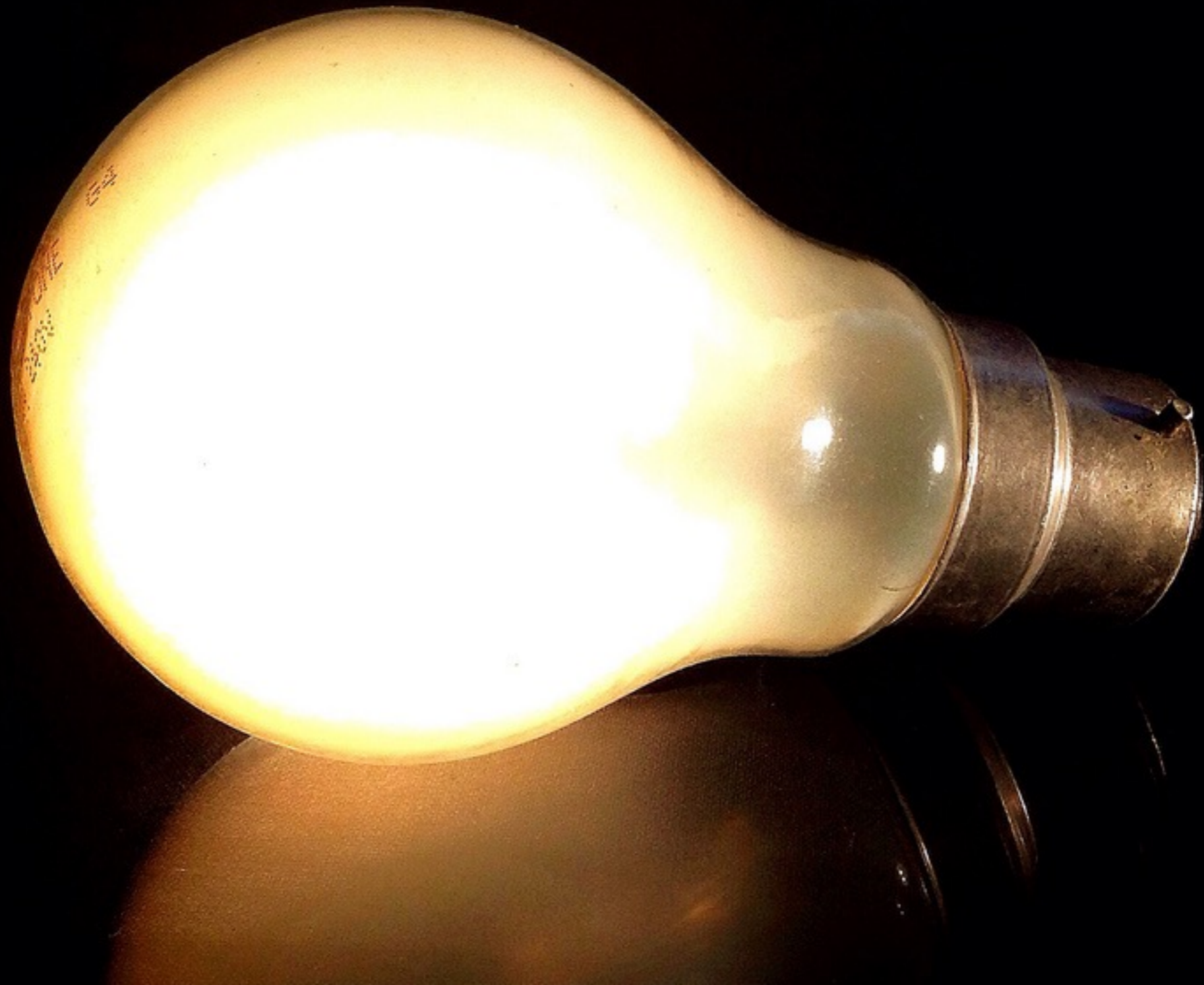
- Nur eine Idee pro Folie diskutieren

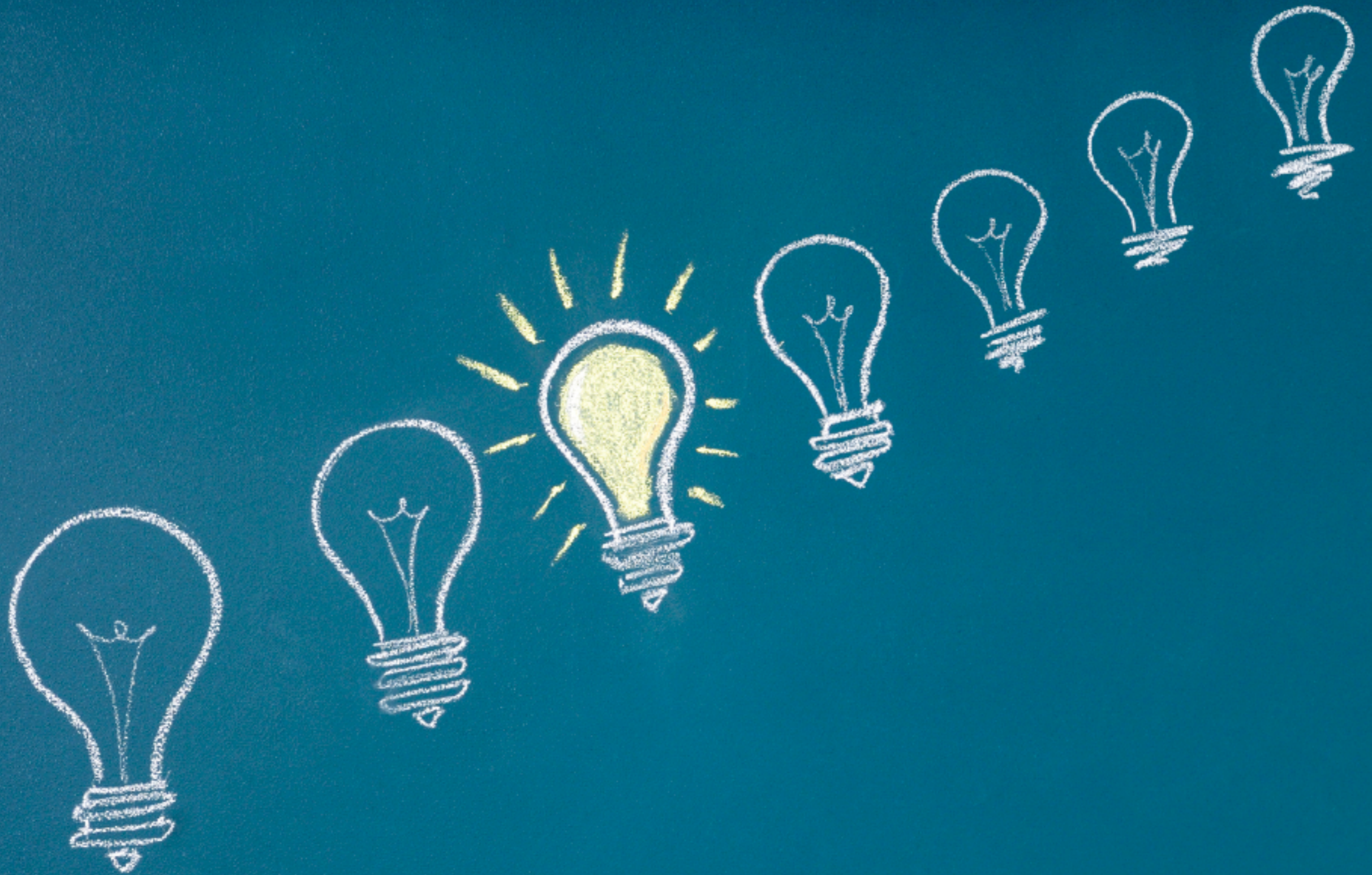
Eine Idee pro Folie



Eine Idee pro Folie

Eine Idee
pro Folie





Eine Idee pro Folie

3

Vorbereiten
Ausgestalten
Präsentieren



All the information in the world
is available right here in this room.
It's just a matter of presentation
to make sense out of it.

– R. Buckminster Fuller

Was ist das

Wichtigste

an einer Präsentation?

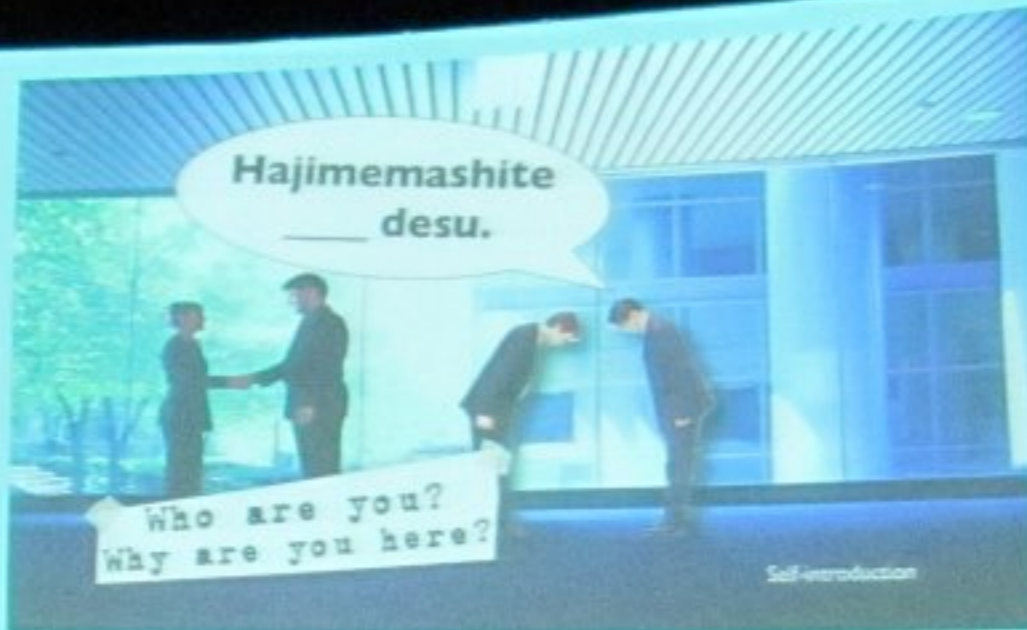
Das Publikum!



DER FLUCH
DES WISSENS

Erklär's mir!





Übung:
Wer bin ich?
Was mache ich?



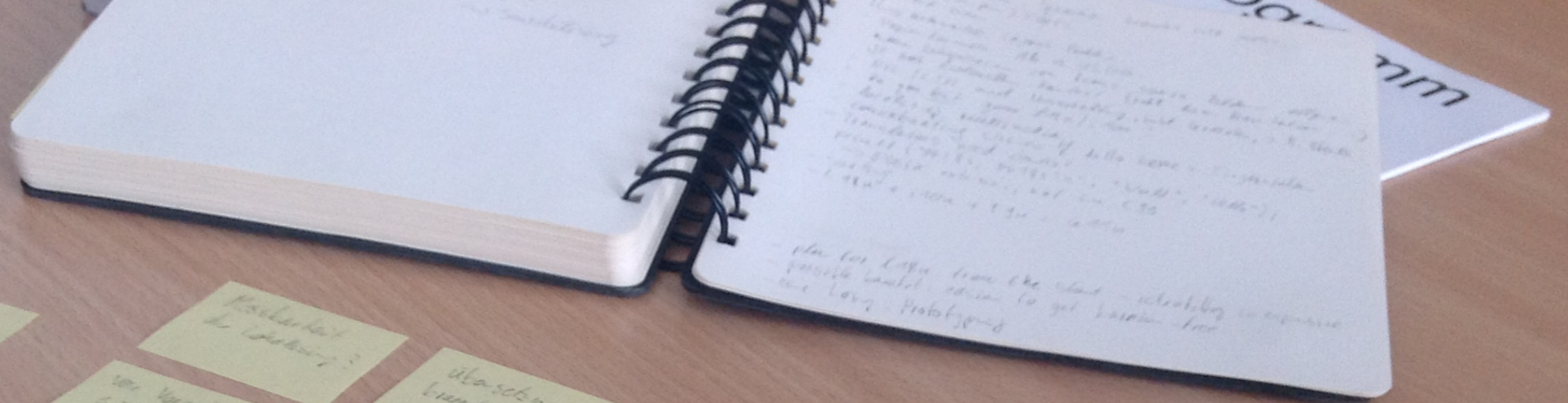
Nicht gleich lostippen ...



Zum Bearbeiten doppelklicken

- Zum Bearbeiten doppelklicken





Obstaktion
Lage, 100%
Tief, 50%

Übersetzung
vs.
Lokalisierung
vs.
Interkulturalität

Länder
vs.
Regionen

Handarbeit
de. Lokalisierung?

Übersetzen
kann man
kannst nicht
kann

von manchen
Ländern
kannst nicht
kann

Vorausplanung
für reines
Zielmarkt

Testen
de. Lokalisierung
= Übersetzen

fühlst sich die
SW für den User
"natürlich" an?
oder nur übersetzt?

Prototypen-
frühe Tests
③

Steuerung
u.a. nicht übersetzt

gesetzl. Vorgaben
z.B. zu
sprachliche Spalten

(GUI)?

Icons
und andere
Grafiken

Papier-
(und. Druck)

Adressen

Grundstruktur?
③

Rechtliche
Kontexte?
③

Farbe
grün = okay,
Apfel ist "rot"

Kalender
&
Datums

Tastaturhilfen
Lokalisierung
(Tastaturübersetzung)

Anordnung
v. Eingabefeldern

keine Tools
(Text- und sound?)

Übersetzen
haben wir die
keine Tools

Hand-Copier
SW-Teststände
(DV-Fremd)

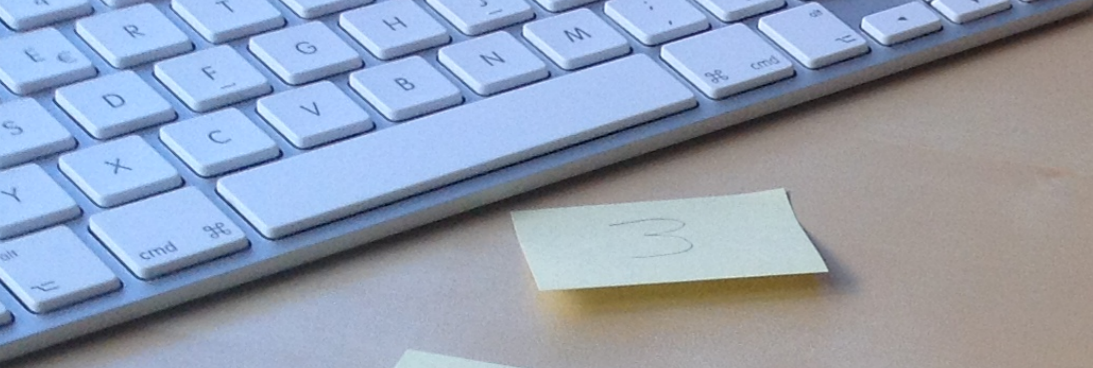
Dokumente
die kultur angepasst
werden, z.B.
Visuelle

Photos
von Personen
(Farbige, Ankle, ...)

Sortierung

Multi-media
um zu vermeiden
Platzbedarf
von Übersetzern
Text +/-

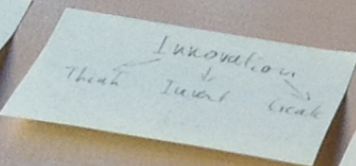
Sätze durch
String Variable
(Platzhalter)



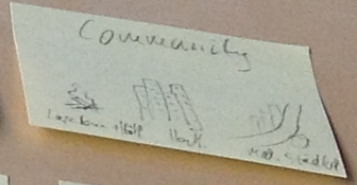
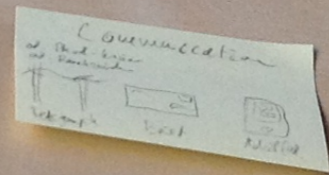
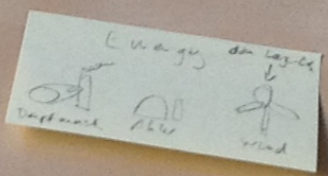
3



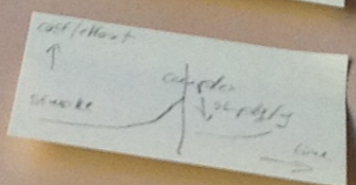
Innovation



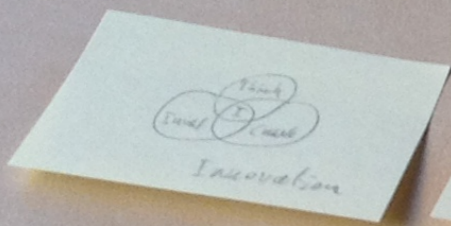
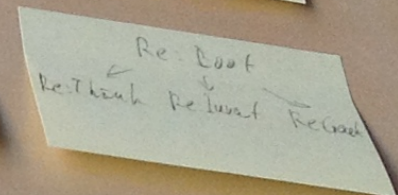
Robility
Share, Build, Web, Cool



armpits | a/coll. | (value)
chubby | die | futurist
Kidd



Re-Boot



Who had's a hater?
Swan Edison

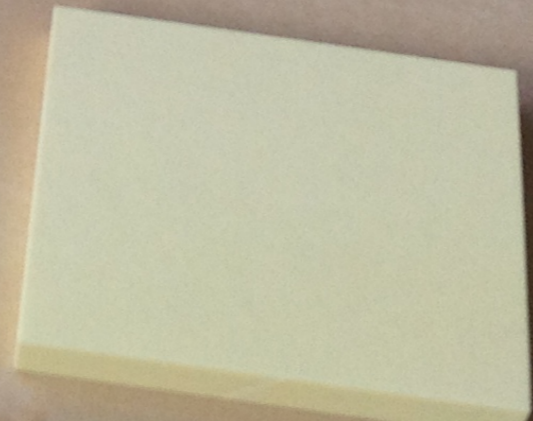
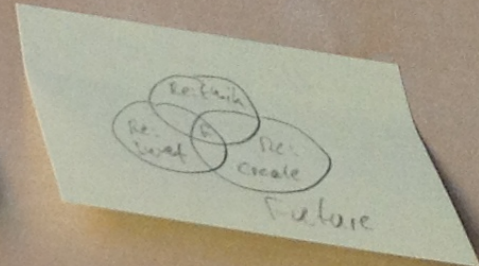
Who had's a hater?
(Stephen) walls

ditto:
- Auto
- Compute
- ...

Small things
can have
HUGE effects

all Ideas
are
Incremental

"standing on the
shoulders of giants"
- Newton



We don't know where we get
our **ideas** from. We do know
that we do **not** get them
from our laptops.

-- John Cleese

Vergessen



Simple
Unexpected
Concrete
Credible
Emotional
Stories

MADE
TO
STICK

A piece of grey duct tape is shown diagonally across the bottom right of the image. The words "MADE TO STICK" are printed in white, bold, sans-serif capital letters on the tape. The tape has a textured, woven appearance and is slightly wrinkled.

Simple



Einfach

Unexpected



Unerwartet

Concrete



Konkret



1000 songs in your pocket

Credible

Glaubwürdig



Emotional

Gefühle

Stories



Geschichten

Simple
Unexpected
Concrete
Credible
Emotional
Stories

MADE
to
STICK

A piece of grey duct tape is shown at an angle, partially covering the text 'MADE to STICK'. The words 'MADE' and 'STICK' are in a large, white, sans-serif font, while 'to' is smaller and positioned between them. The tape has a textured, woven appearance and is slightly wrinkled.

Was ist wirklich dran an Storytelling?



Gesichtern

ca. 20000 Jahre

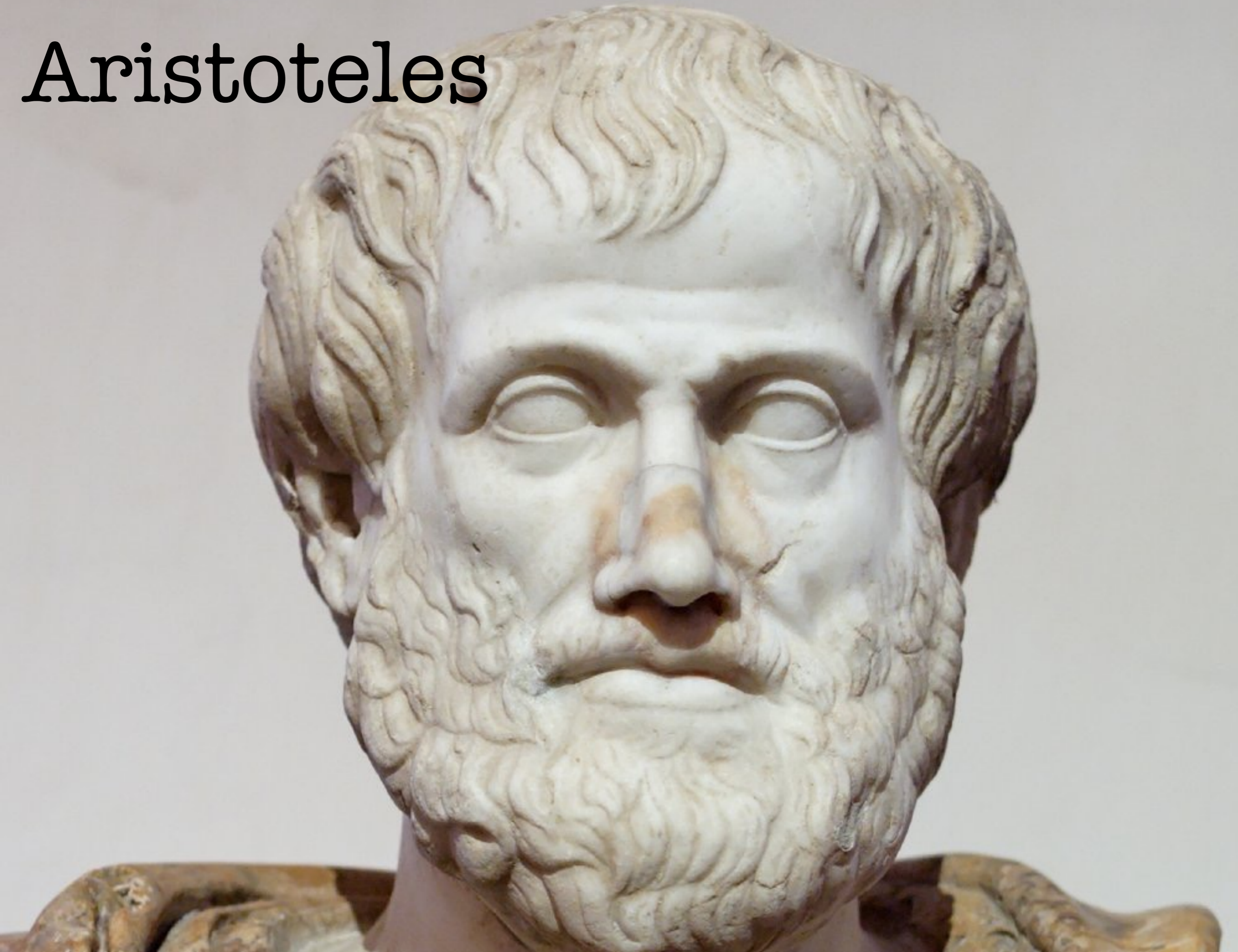




Gesichteten
ca. 20000 Jahre

Schrift
ca. 6000 Jahre

Aristoteles



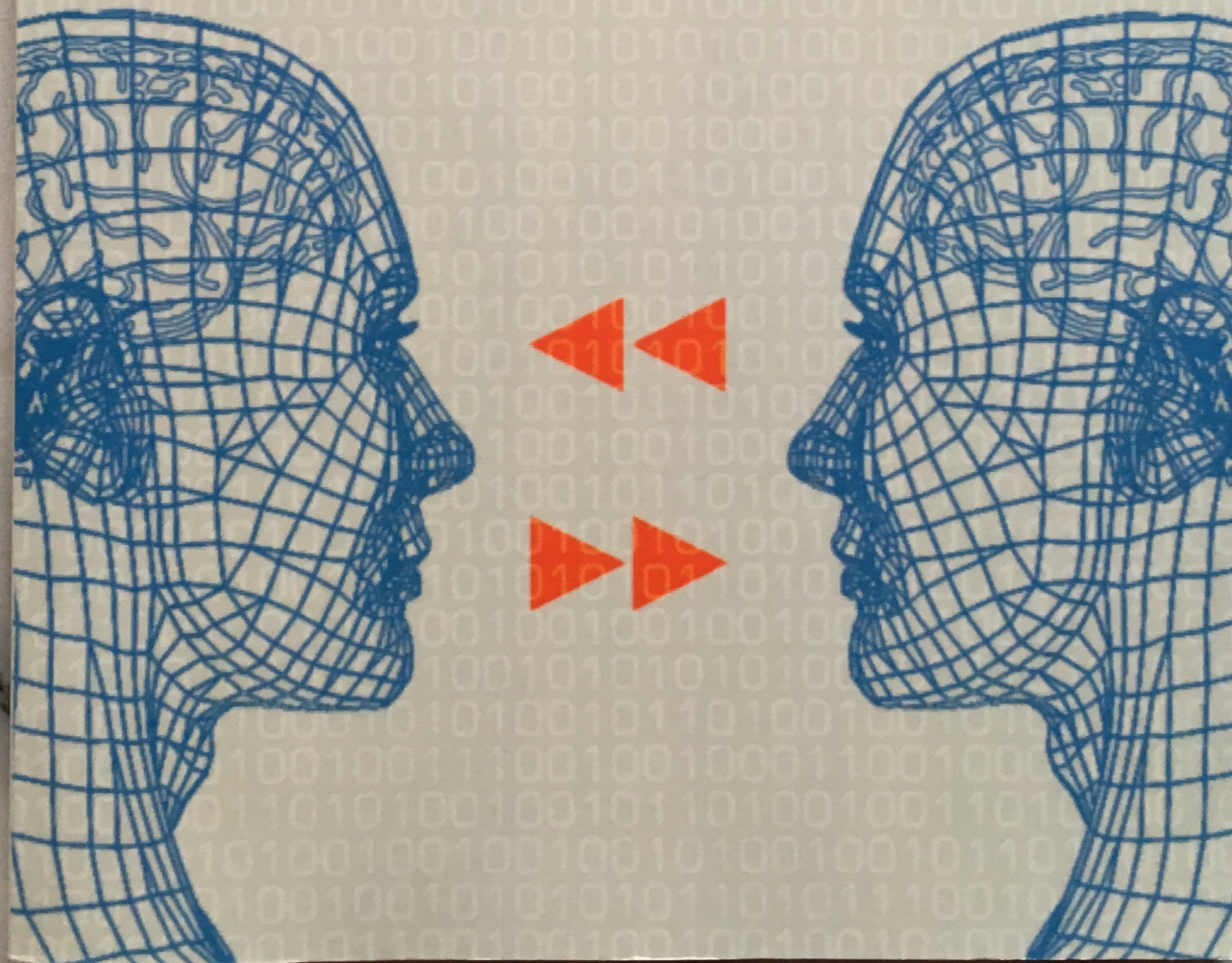
A close-up photograph of a classical marble bust of a man with a full, curly beard and thick, wavy hair. The man's eyes are closed, and he has a serene expression. The sculpture is made of white marble with some natural staining, particularly on the nose and cheeks. The background is a plain, light-colored wall.

Anfang - Mitte - Ende

Story Proof

KENDALL
HAVEN

the science behind
the startling **power of story**



Konflikt



Anfang - Mitte - Ende

(nach Kendall Haven)

Anfang - Konflikt - Ende

Problem - Konflikt - Lösung

The Hero's Journey



3

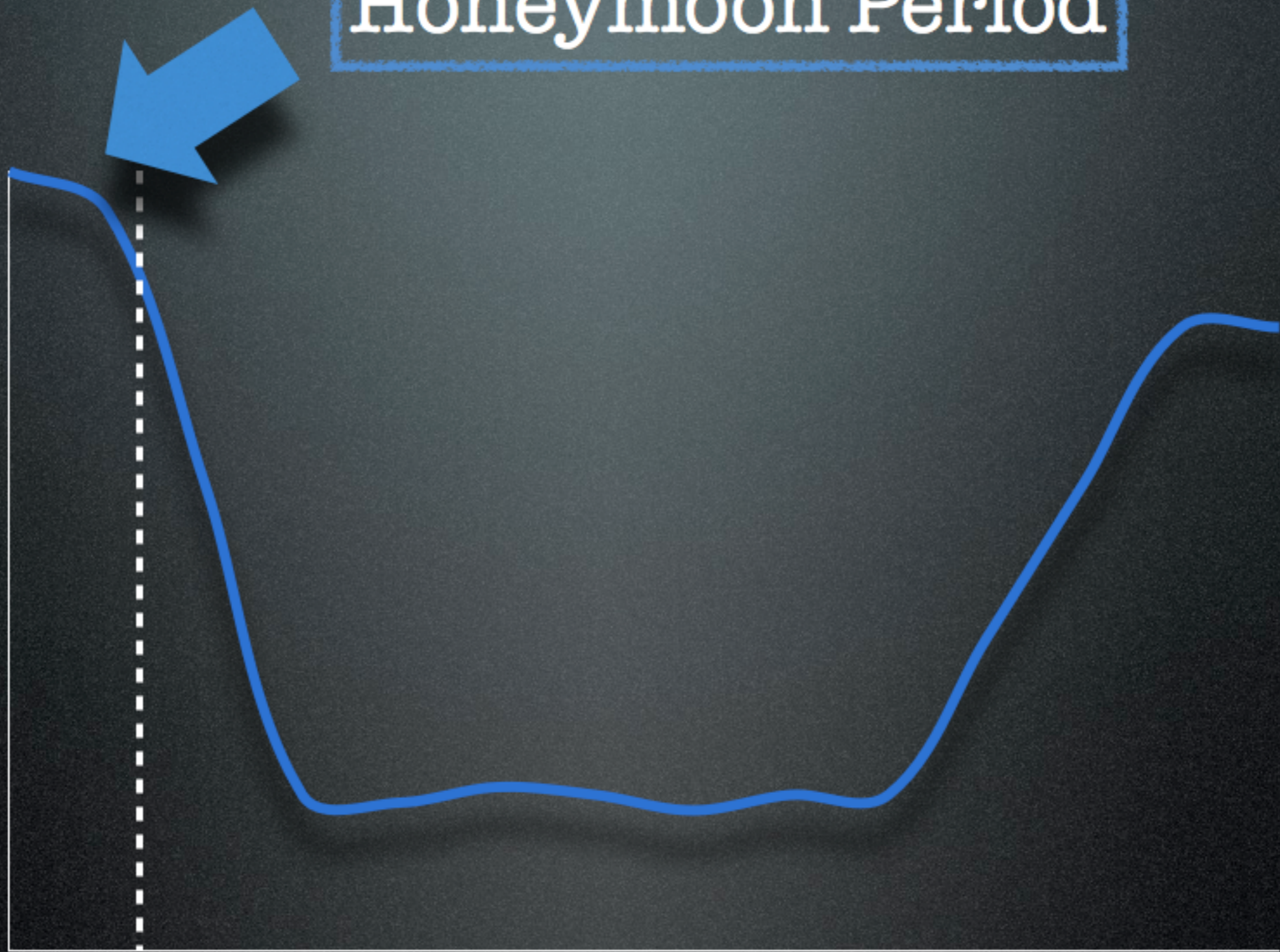
Vorbereiten
Ausgestalten
Präsentieren



The slides
are not the performance:
you, the speaker,
are the performance.

-- Scott Berkun

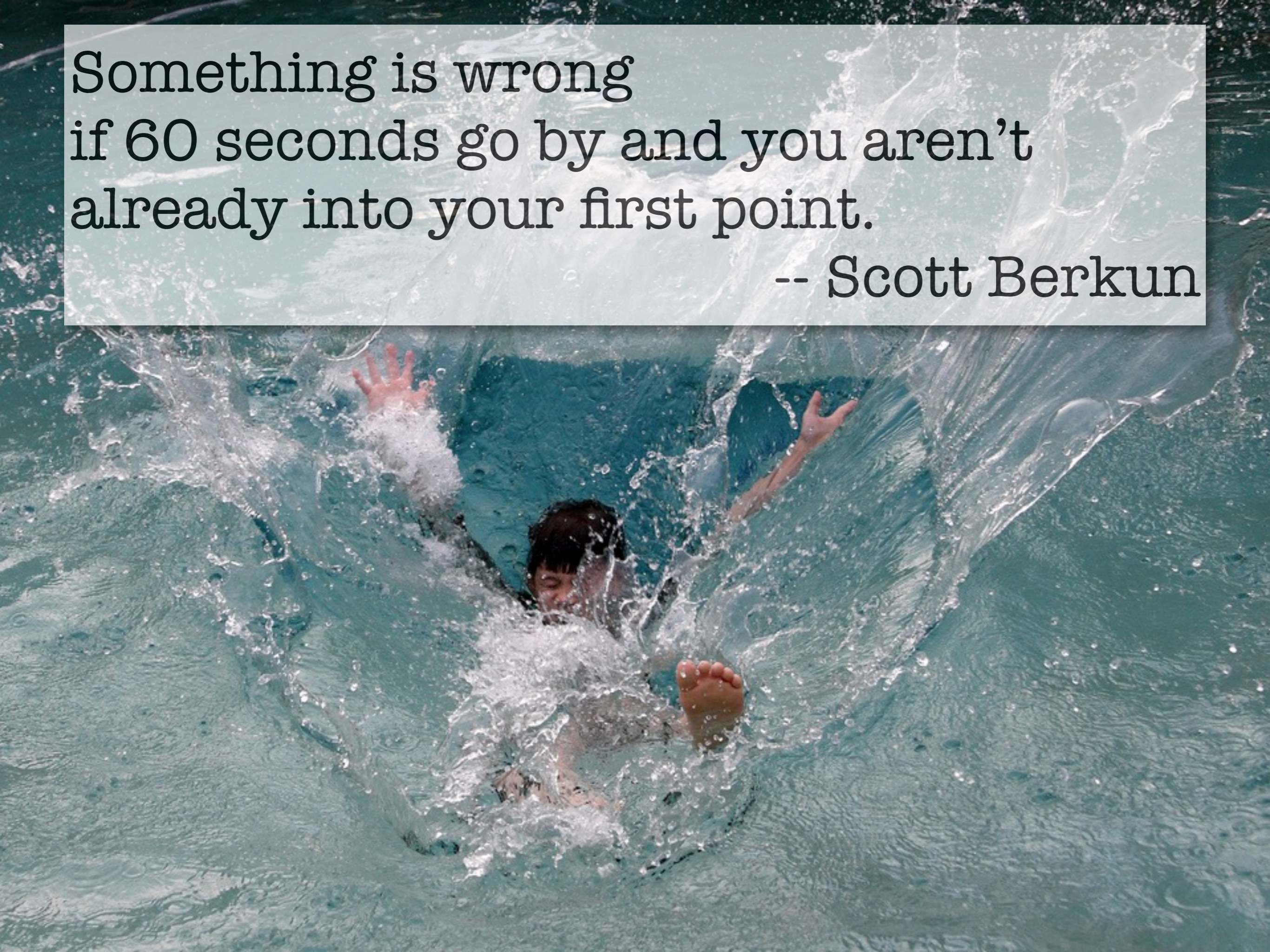
Honeymoon Period



Aufmerksamkeit des Publikums

Something is wrong
if 60 seconds go by and you aren't
already into your first point.

-- Scott Berkun



Bullet Points
vermeiden





Präfrontaler Cortex



7




4

4

einfach / bekannt

C++11

- Is a better approximation of my ideals for support of good programming
 - Significantly better than C++98
 - Has tons of distracting “old stuff”
 - Going back to C in 1972
 - We must focus on the essentials
 - And the “good stuff”
 - “Elegance *and* efficiency”
 - C++11 is not the end, we can do much better still
 - Anyone who says *I have a perfect language* is a fool or a salesman
 - Stability/compatibility is an important feature in itself
 - And not free
- 

The more **visual**
the input becomes,
the more likely it is
to be recognized -
and **recalled.**

-- Dr. John Medina





2500 Fotos



63% nach einem Jahr

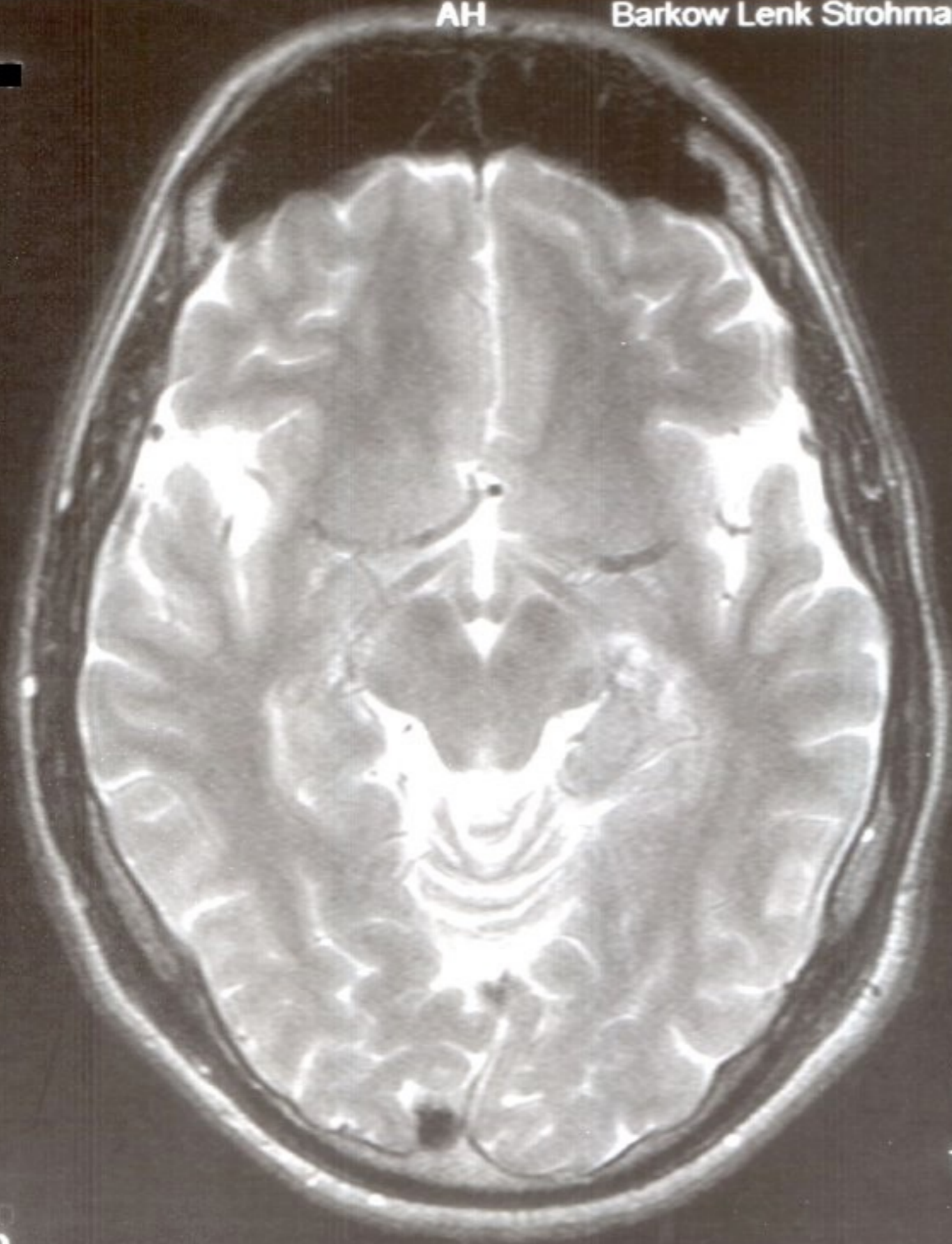
1 HAUN, Dirk
127864

AH

Barkow Lenk Strohmaier Schöneke./1

Harmony
MR 2004A
HFS
+LPH

STUDY 1
20.03.07
08:51:50
2 IMA 8 / 19



R

MF 1.05

10cm

TR 4620.0
TE 116.0
TA 03:14
BW 130.0
M/ND

SP F2.9
SL 5.0
FoV 191*240
204*512s
Tra>Cor(-13.4)

A3
HE
*tse2d1_15 / 150

W 1112
C 574

Radfahren lernen

- Stützräder am Fahrrad anbringen
- Stützräder anheben, damit man lernt, das Gleichgewicht zu halten
- Schutzkleidung tragen, um sich gegen Verletzungen zu schützen
- Stützräder abmontieren und das Abrollen auf dem Gras üben
- Geschafft! Jetzt kannst Du jederzeit Dein Fahrrad benutzen

Radfahren lernen

- **Stützräder** am Fahrrad anbringen
- Stützräder anheben, damit man lernt, das **Gleichgewicht** zu halten
- **Schutzkleidung** tragen, um sich gegen Verletzungen zu schützen
- Stützräder abmontieren und das **Abrollen** auf dem Gras üben
- **Geschafft!** Jetzt kannst Du jederzeit Dein Fahrrad benutzen

Radfahren lernen


- **Stützräder**
- **Gleichgewicht**
- **Schutzkleidung**
- **Abrollen**
- **Geschafft!**

Radfahren lernen





Übung:
Konzepte zeichnen

A dense collage of numerous small, overlapping photographs in various orientations and subjects, including nature, animals, and architecture, serving as a background for the text.

www.pixabay.com

Flickr,
[www.flickr.com/
creativecommons](http://www.flickr.com/creativecommons)

Wikimedia Commons,
commons.wikimedia.org



www.istockphoto.com

www.fotolia.com

www.shutterstock.com

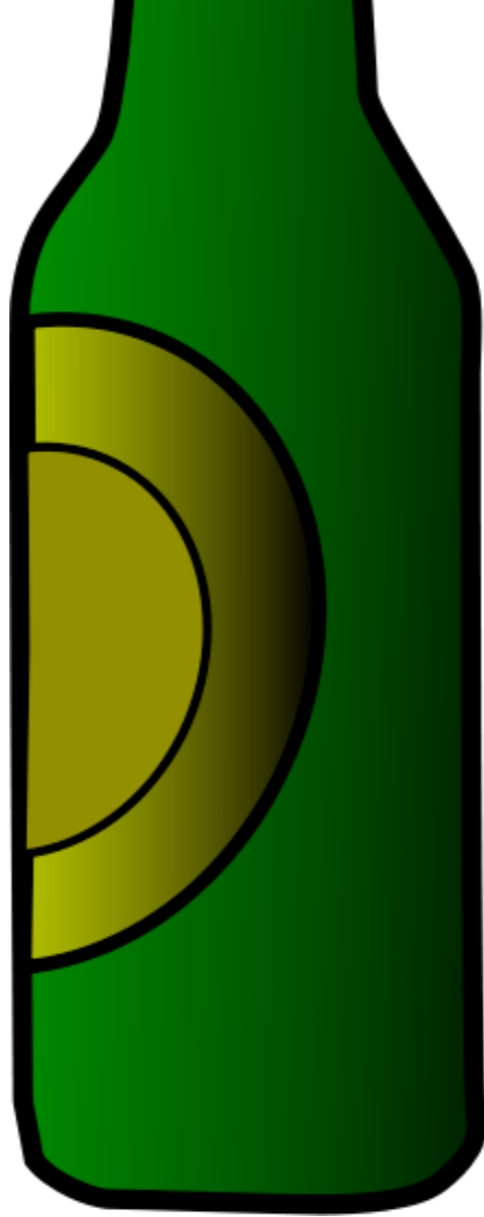
... und viele andere ...



Fotos selbst machen

Übung

- Flasche
- Glas
- Gesicht



Bleeding



zentriert

=

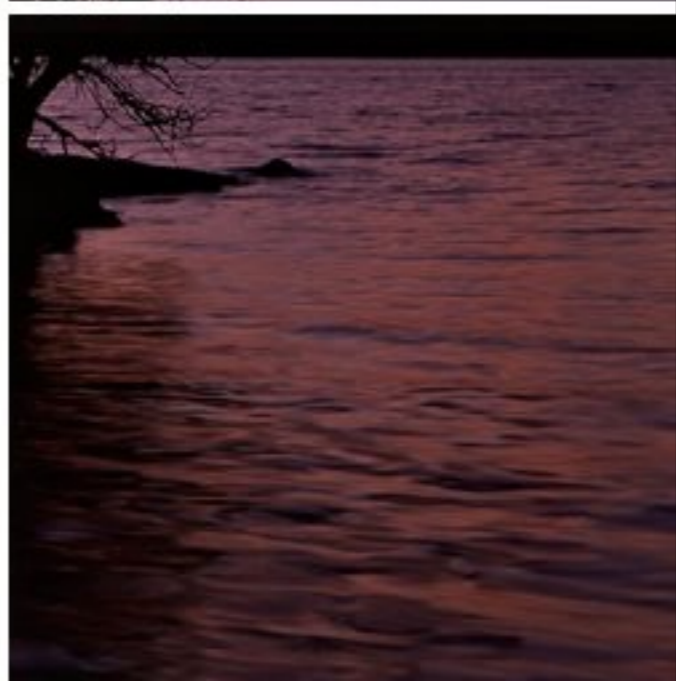
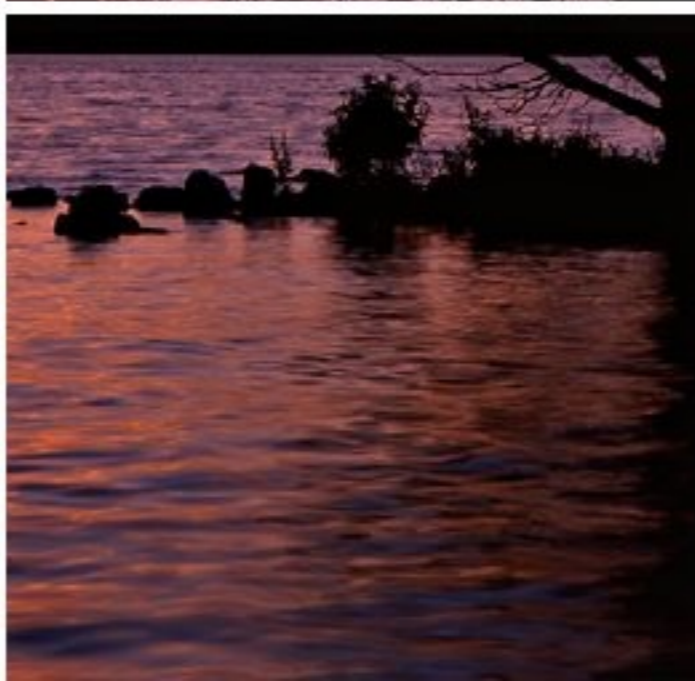
langweilig

Rule

of

Thirds





Eye Gaze









Klarstellung

- (kurze) Listen sind okay
- Code ist okay

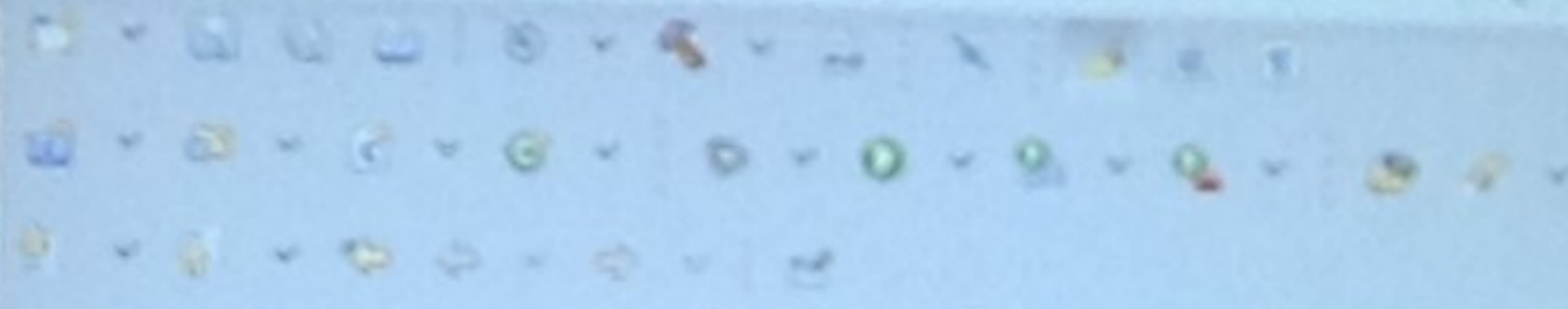
An die letzte Reihe denken





Terminal-Fenster vergrößern!

```
dirk — ssh — 80x25
-rwxr-xr-x 1 root root 2168 Nov 1 2011 xzmore*
-rwxr-xr-x 1 root root 5468 Oct 17 2011 ybmtopbm*
-rwxr-xr-x 1 root root 47308 Apr 17 06:52 yelp*
-rwxr-xr-x 1 root root 22048 Apr 1 05:12 yes*
-rwxr-xr-x 1 root root 9580 Oct 17 2011 yuvsplittoppm*
-rwxr-xr-x 1 root root 5480 Oct 17 2011 yuvtoppm*
-rwxr-xr-x 1 root root 13820 Apr 20 03:02 zdump*
-rwxr-xr-x 1 root root 9568 Oct 17 2011 zeisstopnm*
-rwxr-xr-x 1 root root 416412 May 4 06:12 zeitgeist-daemon*
-rwxr-xr-x 1 root root 92524 Apr 11 15:51 zeitgeist-datahub*
-rwxr-xr-x 1 root root 87900 May 10 19:55 zenity*
-rwxr-xr-x 1 root root 189256 Jun 11 2011 zip*
-rwxr-xr-x 1 root root 84380 Jun 11 2011 zipcloak*
-rwxr-xr-x 1 root root 2953 Jan 28 2011 zipgrep*
-rwxr-xr-x 2 root root 153236 Jan 28 2011 zipinfo*
-rwxr-xr-x 1 root root 80120 Jun 11 2011 zipnote*
-rwxr-xr-x 1 root root 84216 Jun 11 2011 zipsplit*
-rwxr-xr-x 1 root root 61732 Feb 14 2012 zjsdecode*
-rwxr-xr-x 1 root root 46576 Mar 31 20:08 zsoelim*
dirk@metis:bin> uname -a
Linux metis 3.2.0-29-generic #46-Ubuntu SMP Fri Jul 27 17:04:05 UTC 2012 i686 i6
86 i386 GNU/Linux
dirk@metis:bin> pwd
/usr/bin
dirk@metis:bin> the action happens here ...
```



Quick Access

C/C++

Resource

*Test.cpp

```
#include "cute.h"
#include "ide_listener.h"
#include "cute_runner.h"
-void newTestFunction()
    ASSERTM("start writing tests", false);
)

+void runSuite() {
    cute::suite s;
    s.push_back(CUTF(newTestFunction));
```

Writable

Smart Insert

4 / 21

3

Vorbereiten
Ausgestalten
Präsentieren

There are always three
speeches, for every one you
actually gave.

The one you practiced, the one
you gave and the one you wish
you gave.

— Dale Carnegie



Früh ankommen



A man in a dark blue suit, white shirt, and blue tie stands behind a wooden podium. Two microphones are positioned on the podium. The background is plain white.

Das leidige Rednerpult

g Ideas
usiness

101
1010101
10110110000
10101
10101010001

STAR COOPERATION®
Your Partner in Excellence

EVERYWHERE COMMERCE

Commerce Audit

**KOSTENLOSE
SCHNELLANALYSE**

Wir analysieren Ihre Online-Präsenz und geben Ihnen wertvolle Tipps an.

VAIO

literaturhaus
stuttgart

Share yo
on Sales

Scalpel

- Easy to market/explain
- Easy to adopt
- Does 1 thing well
- Quick to build & test

Swiss Army Knife

- Hard to market/explain
- Hard to adopt
- Does nothing well
- Long time to build



Fernbedienung



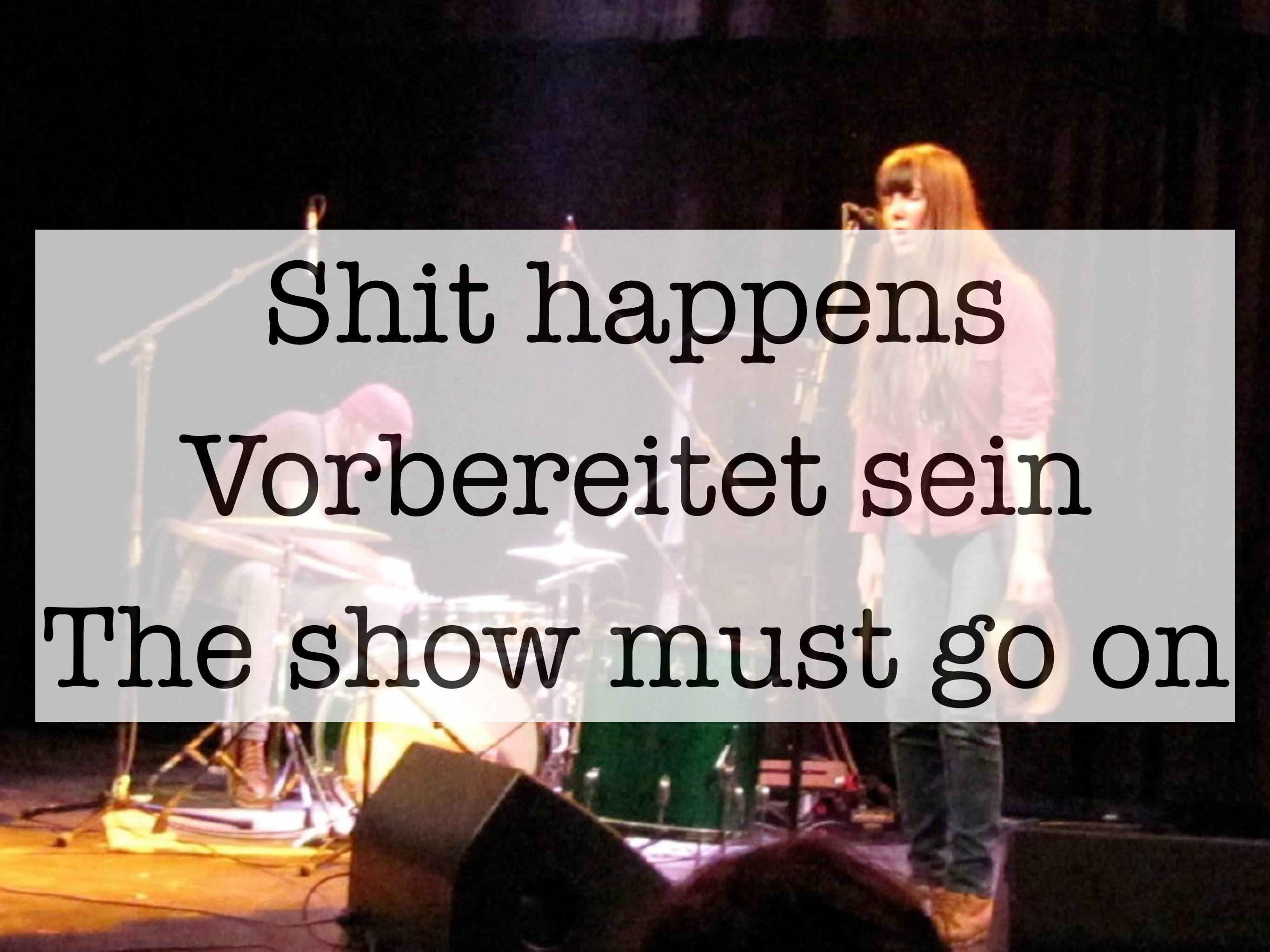


Both class and Context instances can play Roles

- ... in which case, *we really don't need classes any more*
- *They never were part of the OO vision*
- The **trygve** language supports more or less arbitrary scope nesting (anything inside anything)
- Classes become truly *operational models*, exactly the Piagetian ideal that Kay strove for



Nimm das Mikrofon

A photograph of a band performing on stage. A female singer with long brown hair, wearing a pink jacket and dark pants, stands on the right side of the frame, singing into a microphone. To her left, a drummer is seated behind a drum kit, wearing a pink beanie and a white shirt. The stage is lit with warm, yellowish light, and the background is dark. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

Shit happens

Vorbereitet sein

The show must go on

Was soll schon schief gehen?



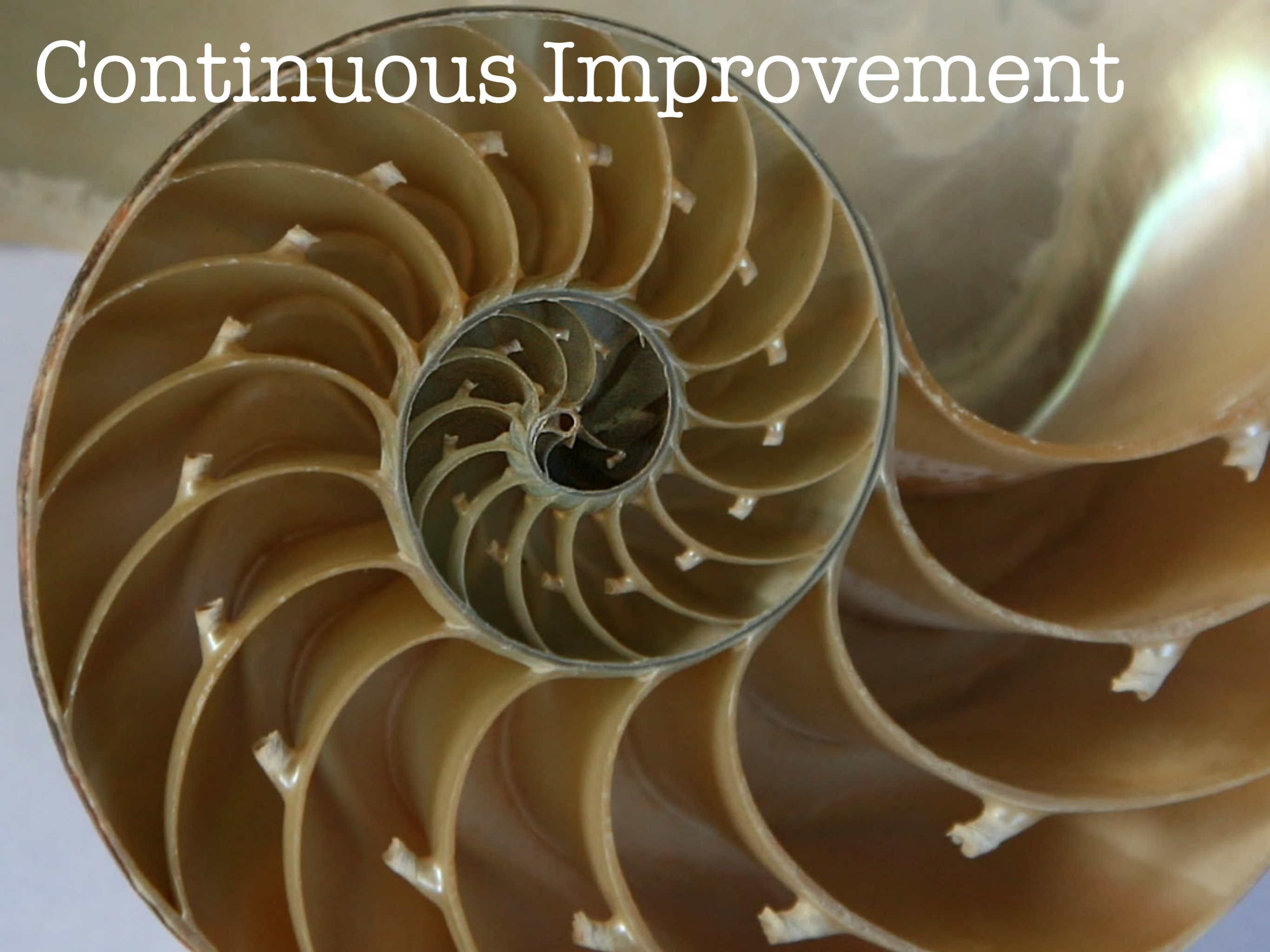
0:01

Nicht überziehen

Zusammenfassung



Continuous Improvement



Immer an das
Publikum denken



www.TheMobilePresenter.com
dirk@haun-online.de
@dirkhaun



Dirk Haun

**Presenting for
Geeks**



Dirk Haun

**Präsentieren für
Geeks**

Credits & Sources

Presenting for Geeks by Jessica Berghs & Dirk Haun,
Lightbulb by James Rowe,
"Magic lightbulb" by Grant Rambojun,
Light Bulbs Sketched on Blackboard by Lisa-Blue,
iStockphoto file #18887141
R. Buckminster Fuller by Dan Lindsay,
Röck!! on the right by Jeremy Keith,
Burnt Scroll by Parée + Pieces of Eight font by Steve Ferrera,
Working 1 by mmagallan,
Grass & Sky by 柏翰 / ポーハン / POHAN,
Thinking Girl, iStockphoto file #483672345,
Enso by Alex Castro,
Wondering by bigevil600,
iPod product photo (c) Apple,
Doctor writing down prognosis on medical chart by STEEX,
iStockphoto file #15187147,
Happy by godofilte,
Relaxed by nu-creation, iStockphoto file #1877645,
Campfire photo from pixabay.com, CCO,
Cave pointing photo from pixabay.com, CCO,
Bust of Aristotle, photo by Jastrow from Wikimedia
Commons,
The Hero's Journey, taken from Resonate by Nancy Duarte,
Scott Berkun by Jonas Strandell,
Honeymoon Period diagram via Garr Reynolds,
Water Splash by Steve Garner
Hole in the sky by Jo Naylor,
Prefrontal Cortex from Wikimedia Commons,
Dr. John Medina from his media kit,
"Stack of photos - background" by thinkomatic, iStockphoto
File #4743375

A CT scan of my brain (Dirk Haun),
Learning to Ride example taken from Nancy Duarte,
"slide:ology", O'Reilly, 2008, page 222,
Zoom again by Richo.Fan,
Draw By Night (Nov '11) by VFS Digital Design,
Polaroid_8 by Brenda Clarke,
Lining Up the Shot by symbot,
Clipart: Long thin face, Beer Bottle, Beer from Open Clip Art,
Rivertree by Moondigger, via the Wikipedia entry for "Rule of
Thirds",
40+50 Spider? by bark,
Scarce Palmnut (Fish-eagle) Vulture 2 by doc_,
Seagull by visualpani,
Its a Bird Its a Plane by Aaron Murphy,
Binoculars by Chase Elliott Clark,
Audience by takje,
Untitled (red alarm clock) by Alex,
Business man in seminar, iStockphoto file #500147965,
Business of Software 2014 by Betsy Weber, CC BY,
Laser pointer, iStockphoto file #2699367,
Shure SM58 by Chris Metcalf,
Rocket Firefall by Steve Jurvetson,
La minute by Fanch Sans colorant et Sans conservateur,
Overflowing[sic!] Cup by danielrcook, iStockphoto file
#8592211,
Chambered Nautilus Shell - detail by Jitze Couperus.

All other photos by Dirk Haun.



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