

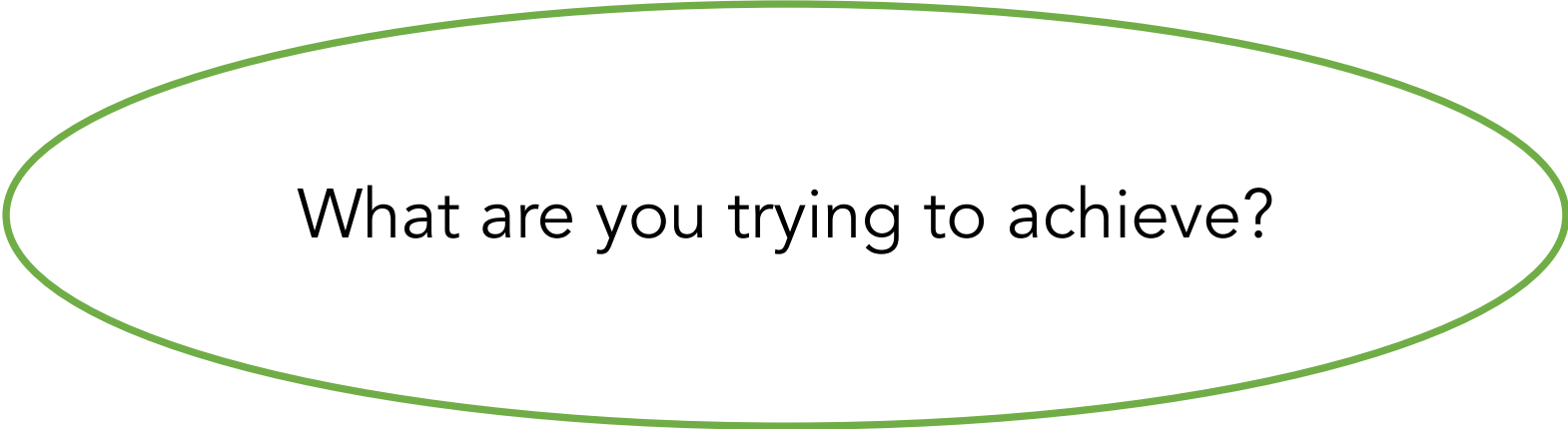
# The Basics – Know Your Goals

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Good grade

Teaching

Persuade the audience



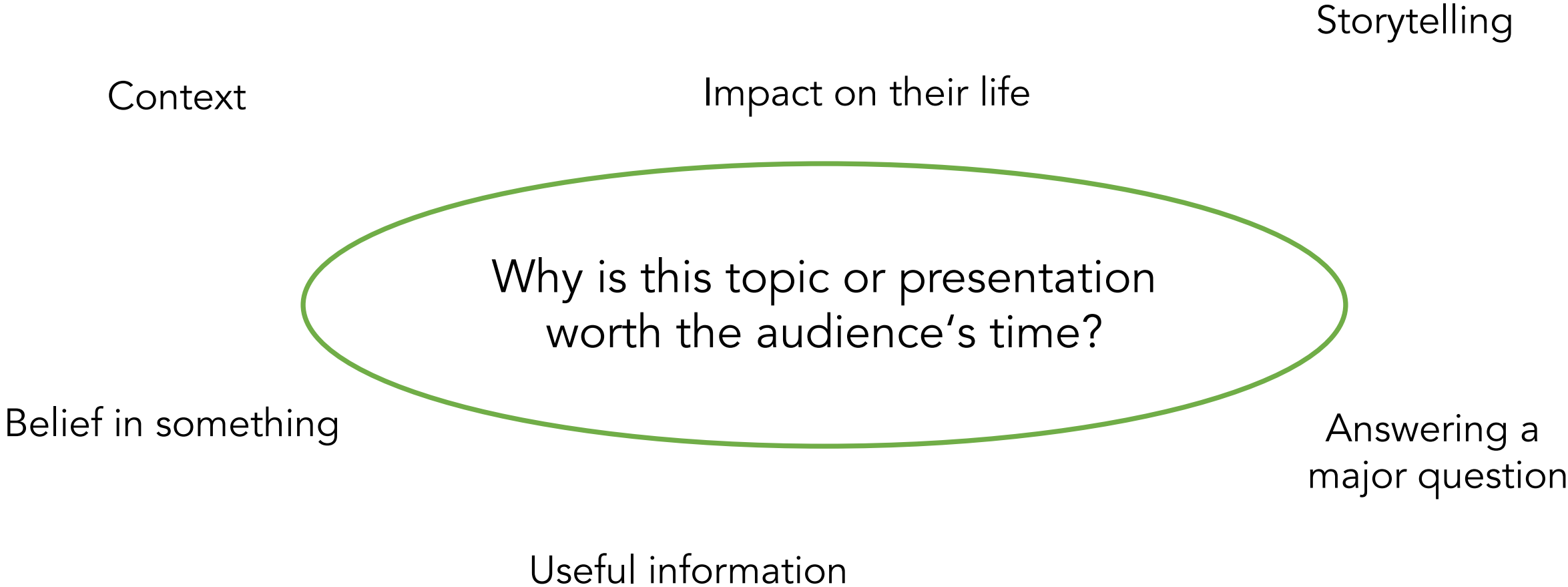
What are you trying to achieve?

Show how well you know your stuff

Spreading an idea

# The Basics – Know Your Why

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# The Basics – Know Your Audience

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How old?

Background?

What do they know?

Is this a controversial  
topic?

Where did they get  
their knowledge?

What do they  
want to know?

Who is your audience?

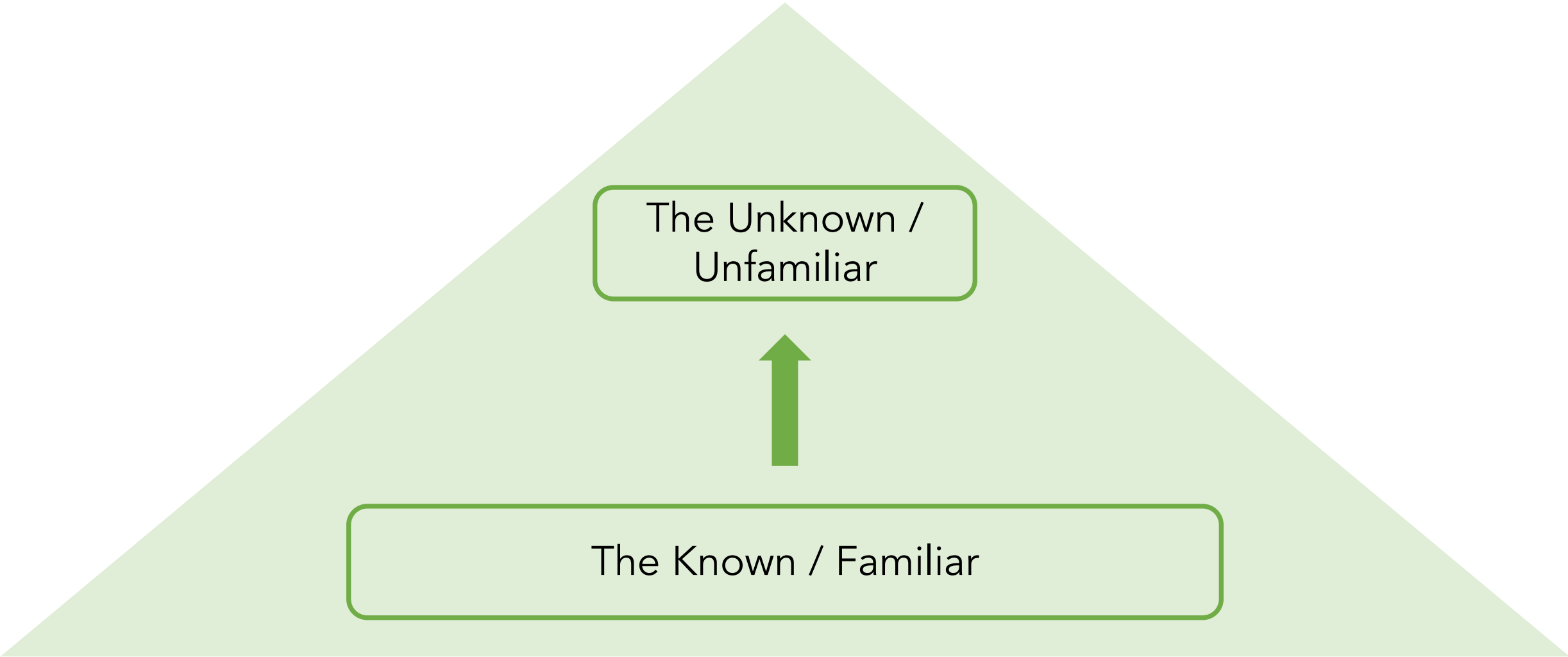
What basics do they need?

Are they here by choice?  
Or is attendance mandatory?

What will be difficult?

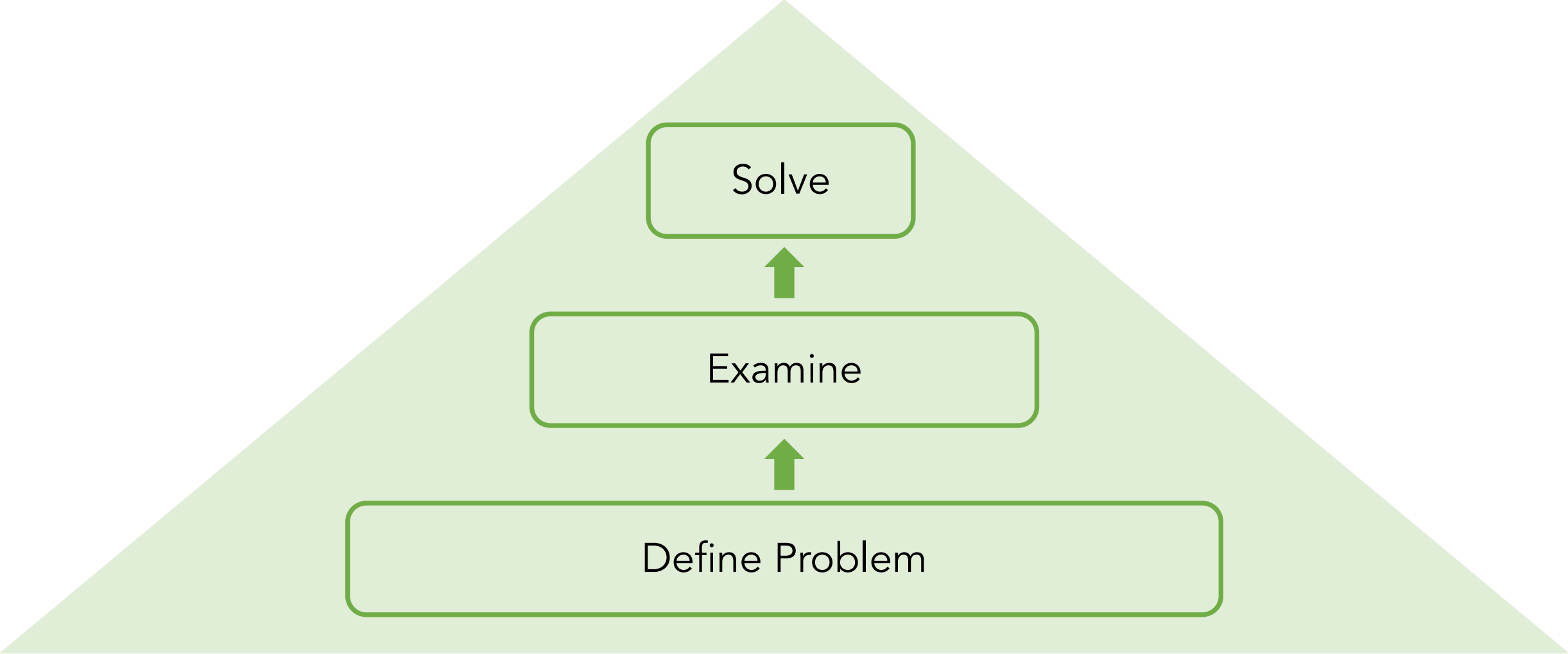
# The Basics – Know Your Structure

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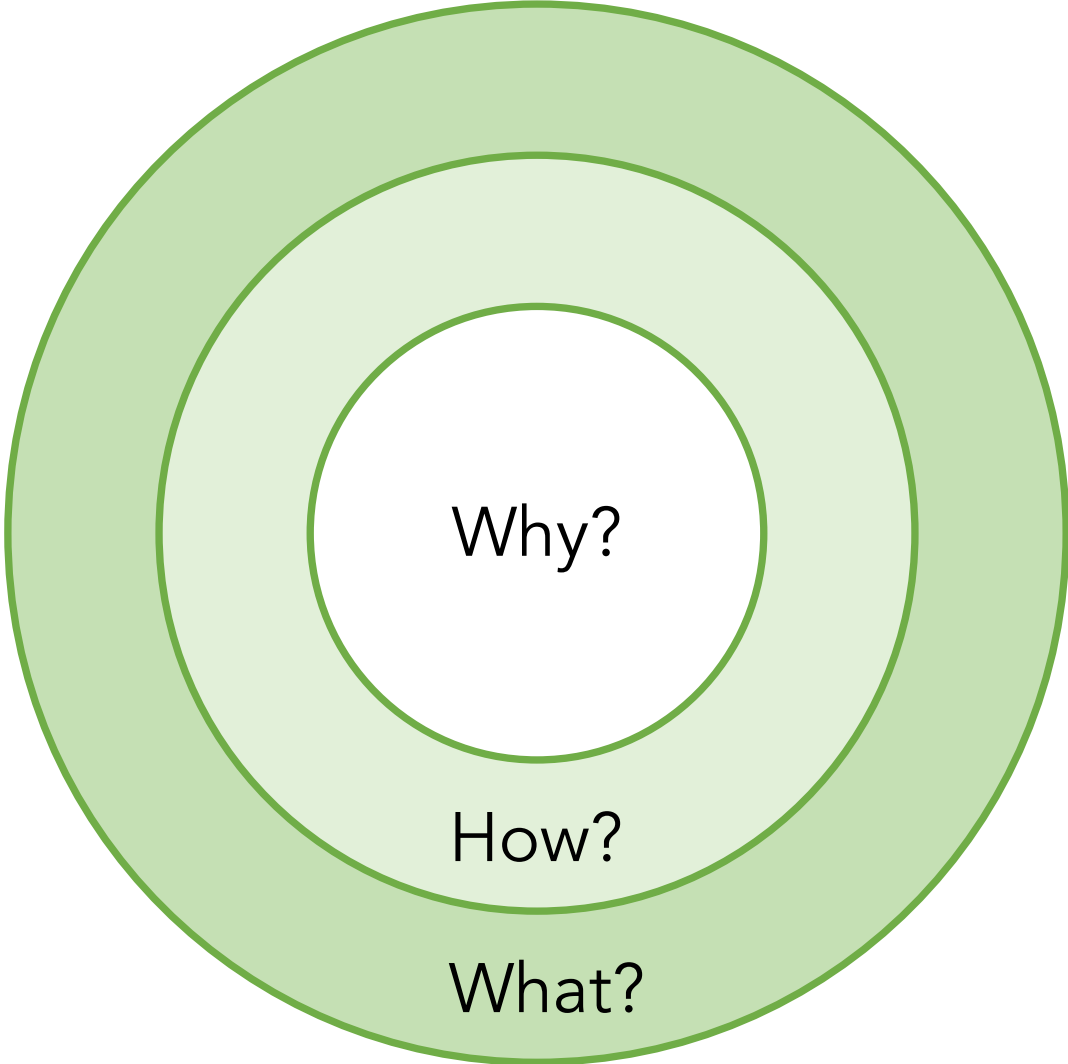


# The Basics – Know Your Structure

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# The Basics – according to Simon Sinek



Why?

Cancer is horrible and millions of people die and we want to stop this

How?

By finding a cure

What?

Sequencing tons of DNA of tumors and analysing it

# Visualization

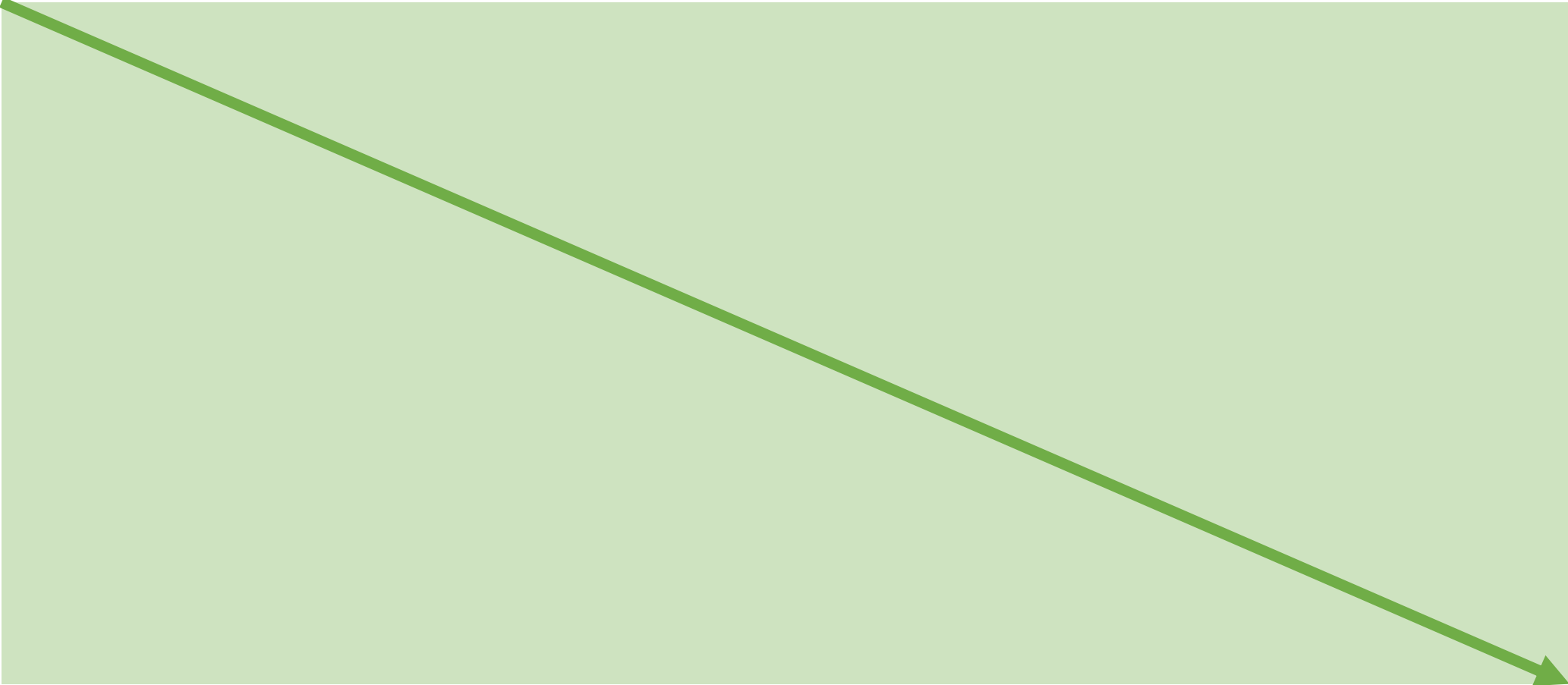
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What is this slide's „take home message?“



How do I visualize that message?

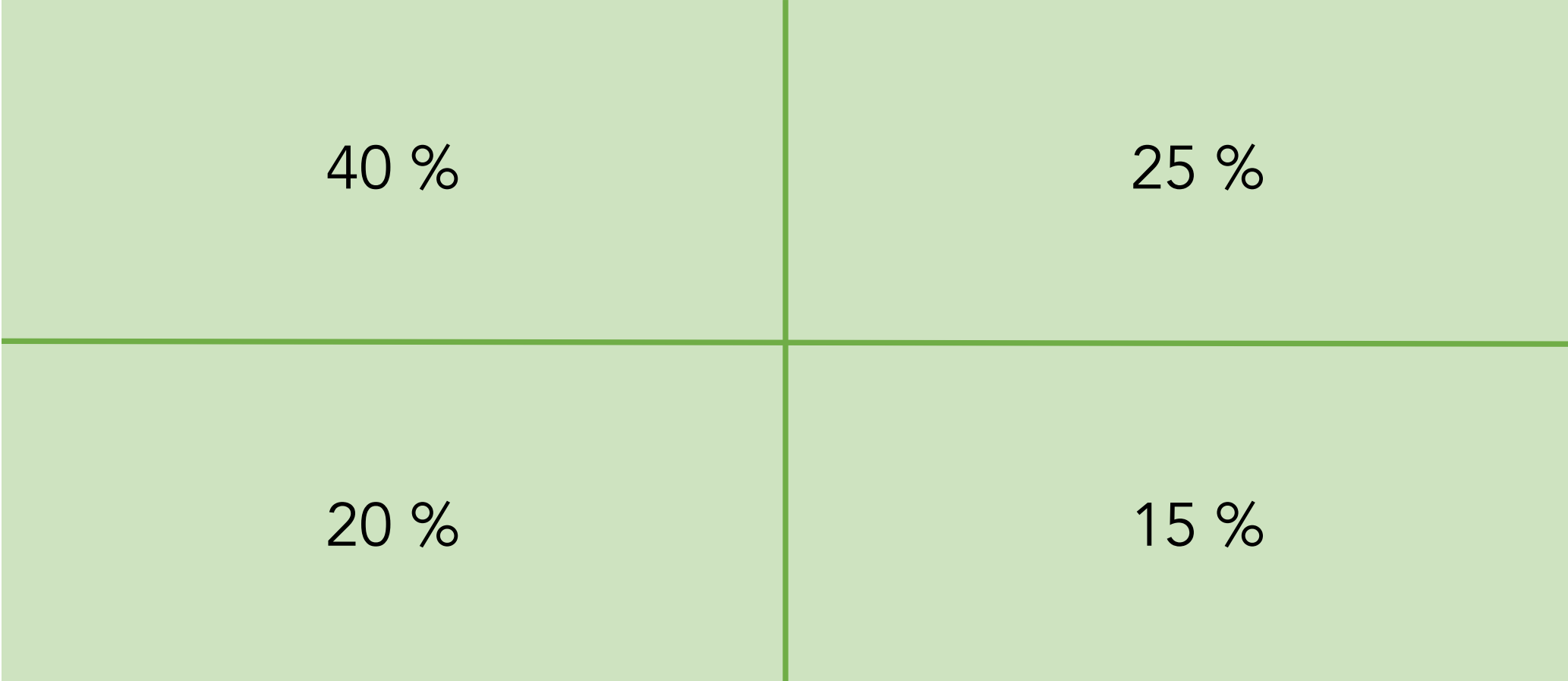
# Visualization – Reading Direction





# Visualization – Attention

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# Visualization – A Few “Rules”

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## Introduction

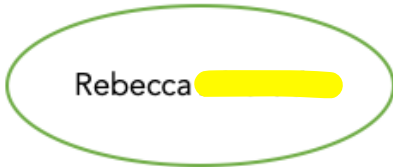
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Tutor



Discussions with  
Non-scientists



YouTube



TEDxUniHeidelberg

## Introduction

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Why am I here?

- Tutor for 7 years
- A lot of discussions with non-scientists about science
- YouTube Channel about Studying & Organization
- Organizer of TEDxUniHeidelberg 2018 & 2019

# Visualization – A Few “Rules”

## Introduction



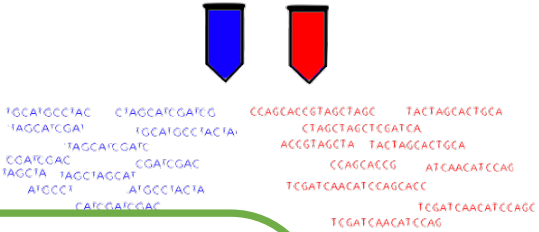
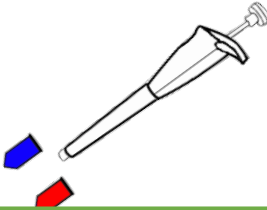
Tutor



Discussions with Non-scientists

Use icons and images where you can and where it makes sense!

# Visualization – A Few “Rules”



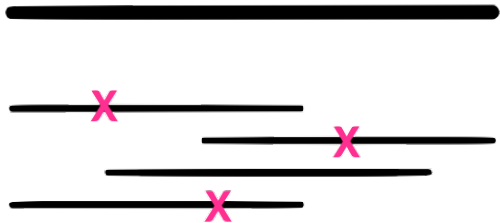
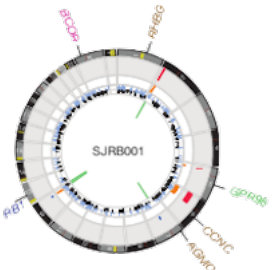
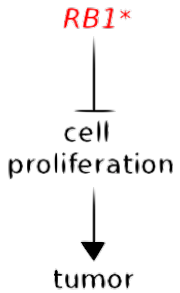
Tissue Collec

Fade elements in or out to help your audience focus

cing

Conclusio

reference  
ne



# Visualization – A Few “Rules”

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2 – 3 colors

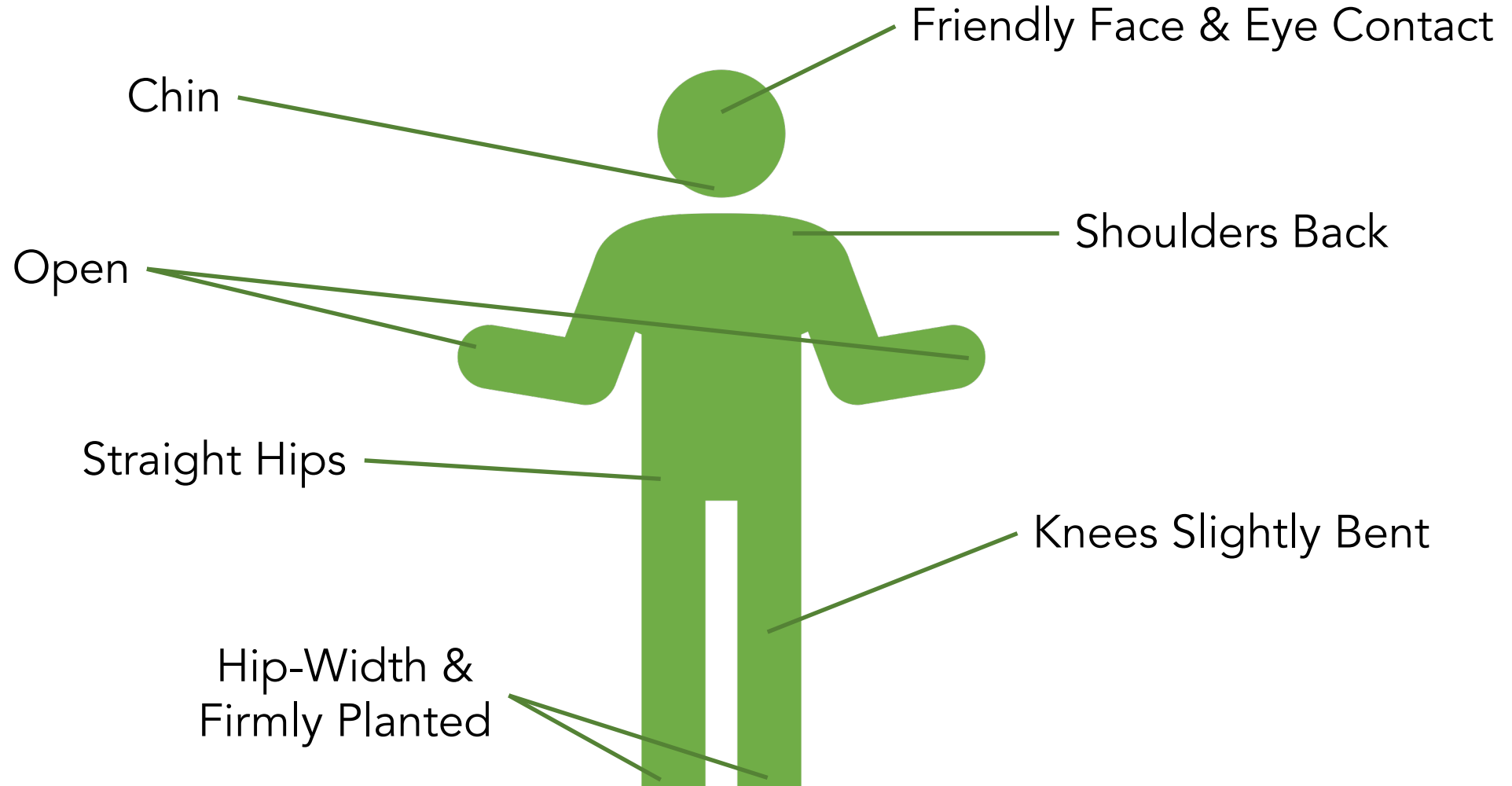
1 type of font

Font size over 20

Alignment & Distribution!

# Presenting – Body Language

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# Discussions – Take Control

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You're not perfect

Leave loopholes

Ask the first question

Listen & Understand

# Discussions – When You Don't Know The Answer...

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...who cares?

Give question back

Brainstorm answers

Build foundation for answer