Technical Communication 2
ENGR 1181
Class 9
Technical Communications in the Real World

As previously mentioned, communication, both written and verbal, is extremely important in the business world. The best communicators are often the most successful people. Steve Jobs was an excellent communicator.
Today's Learning Objectives

After today’s class, students will be able to:

• Identify expectations for producing high-quality (i.e., clear, professional) lab memos and reports.
• Evaluate example lab memos and reports based on course expectations.
• Describe expectations for producing high-quality (i.e., clear, professional) PowerPoint presentations.
• Evaluate example PowerPoint presentations based on course expectations.
• Explain good and bad oral communication techniques.
Technical Verbal Communication

- Verbal communication is a large part of the engineering field, as well as other professions.
  - What to present and how to present it?

- Effectively communicate information in a presentation.

- Use visuals to supplement the speaking points.

- Review good versus bad presentations.
Why Verbal Communication?

The purpose is to get practice communicating ideas concisely and effectively.

There are two opportunities in ENGR 1181/1182 to present using different media:

- Ethics case
- Advanced Energy Vehicle (AEV) project
Using the Technical Communication Guide

The *Technical Communication Guide* aids students and contains:

- An introduction to technical communication
- An explanation of the different types of written and verbal presentation assignments in the class
- A description of helpful software tools and grammatical rules
Presentation Organization

- Cover/Title slide
- Introduction to the speaker or team
- Purpose statement/overview slide
- The main “body” of the presentation
- Conclusion/Recommendations
- References
Planning Presentations

- Audience
- Message and Supporting Detail
- Purpose
- Organization Strategy
- Figures/Graphics/Illustrations
- Other Media?
Quality Content Found in Communications

- Clear message presented
- Content focused on message
- Information is obvious while the presenter gives details
- Titles indicate sequence of topics
- Title/text font is consistent
- Research is cited
- Content free of typos, spelling errors, etc.
Presentation Materials

Life After Death by PowerPoint  (4:25)
  • Dan McMillan

Most Effective Use of PowerPoint  (4:03)
  • Nate Ward
How to Effectively Deliver Your Presentation

- Have poise and stay relaxed when in front of audience
- Have a strong voice and speak loudly
- Keep a consistent pace throughout
- Maintain eye contact; scan the room slowly
- Find a good balance using hand gestures
- Use suitable body language to help convey your message and keep attention
Team Presentation Tips

- Establish a speaking order
- When waiting to speak
  - Stand quietly to the side
  - Don’t fidget/draw attention
- Use a verbal transition or segue between speakers
- Practice together
Verbal Communication Material

A presenter can have Powerpoint slides (or other media) to supplement their delivery of content.

The focus should be on the speaker and not the material. The material still needs to be of high quality:

• Concise points in large font
• Good contrast between text and background
• Limited information per slide
• Only use photos (not Clipart) as necessary
Verbal Communication Delivery

DO:
• Tell stories
• Show passion
• Show personality
• Use themes and metaphors
• Polish your performance
• Use humor
• Involve your audience

DO NOT:
• Neglect visuals
• Assume the audience understands
• Show your nerves/fidget
• Read directly from the screen or notes
• Use fillers or overly casual words
Verbal Communication Delivery

Bad Presentation Skills

• Example 1  (4:50)
• Example 2  (7:24)

Good Presentation Skills

• Steve Jobs  (7:02)
  ▪ More marketing than technical, but excellent delivery
• Amy Cuddy @ TED Talk  (21:00)
  ▪ Engaging speaker who discusses body language
Important Takeaways

- Lab Memos and Lab Reports continue to include more detail than Executive Summaries.

- PowerPoint slides (or any media) are to assist a presentation, not be the focal point.

- Presentation material should be concise, factual, and easy to read.

- Successful verbal delivery takes practice. Focus on:
  - Eye contact & body language
  - Consistent speech
  - Knowing the material fosters confidence!

- Use the Technical Communications Guide
Preview of Next Class

Introduction to MATLAB

• Students will be exposed to the basic set-up and functionality of MATLAB.

• Complete the pre-class reading and take the Carmen quiz before coming to class.

• Complete your ethics draft presentation by MATLAB 2