Attention

Original

First I will give you a brief introduction to my work. Then I will outline the reasons that led me to conducting this research. Next I will explain my methodology before discussing my results.

Revised

First, I'd like to tell you about why I am interested in incompetence in the workplace. Then, I'll be showing you how we managed to investigate this potentially embarrassing area in 10 different multinational companies. And finally, I'll show you our results that indicate that around 80% of middle managers have been promoted into a position for which they simply don't have the skills.

How has the Internet affected parent/child relationships?

The Internet has

➤ **replaced time previously dedicated to family interactions**

➤ **replaced educational role of parents**

➤ **given parents a mass of info on good parenting**

➤ **provided opportunities for shared entertainment**

Original

The method was carried out as follows. Initially, X was done which led to a failure as a consequence of . . . The next attempt involved . . .

Revised

First I tried this, but it didn't work because . . . so I tried that . . . unfortunately that failed too probably because . . . finally, one of the members of research group had a brainwave and . . .

Original

OK, that's all I wanted to say at this particular point about the infrastructure. What I would like to do next in this presentation is to take a brief look at the gizmo. This picture in this slide shows a gizmo. As you can see a gizmo is a . . .

Revised

OK, here's something that you may not know about a gizmo: blah blah blah. In fact you can see here that a gizmo is . . .

Transitions

1. you can slow down

Transitions

2. audience can relax

Transitions

3. regain their attention

Variety

1. turn the screen off

Variety

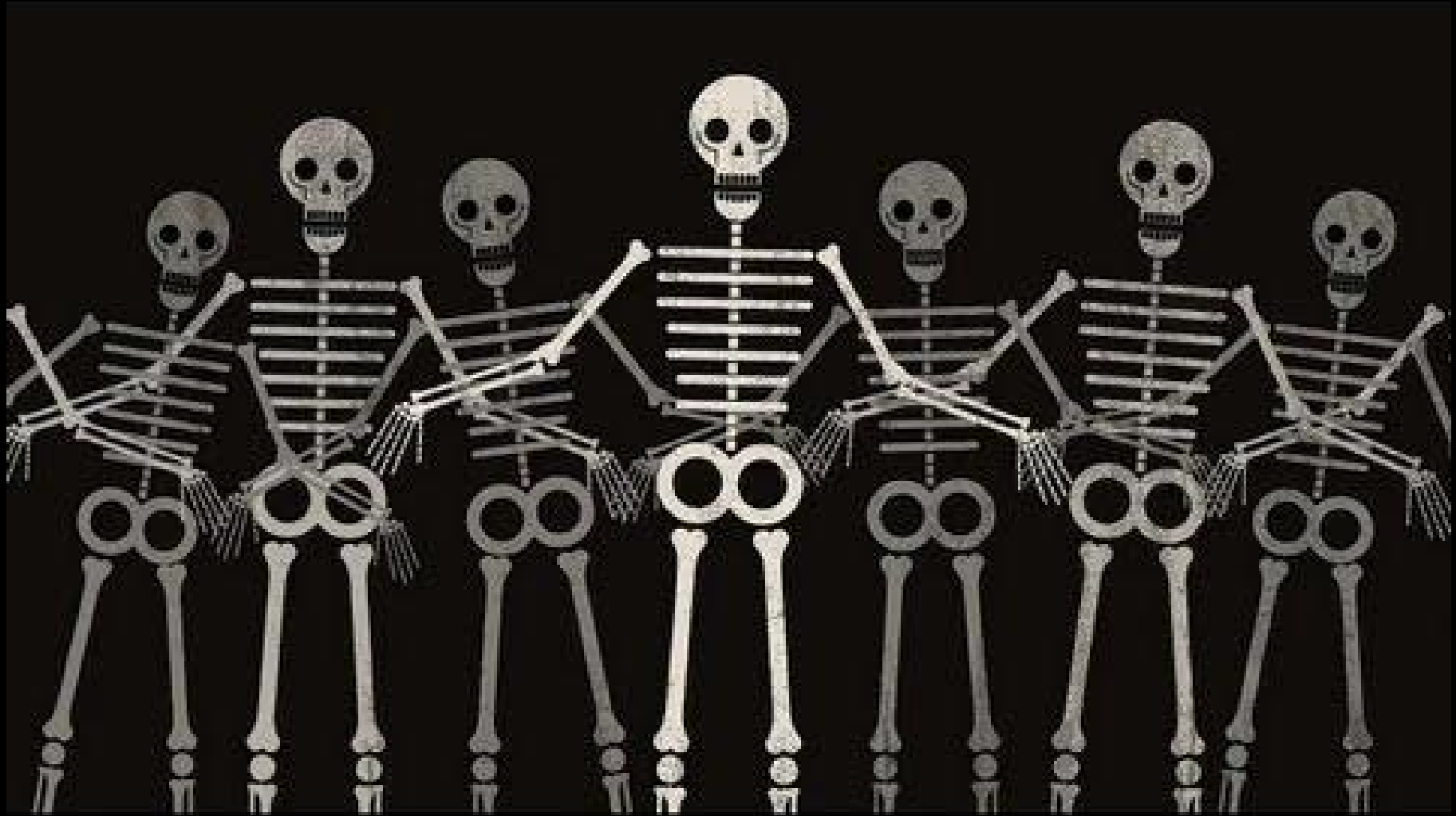## 2. ask a rhetorical question

Variety

3. signpost: tell them where you are in your presentation.

As you can see, this picture shows the framework of our software and illustrates that the storage of the information can be arbitrarily distributed, that the registration of the resources is guaranteed by a library, and that the discovery of the information is simplified by another library.

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So here's the framework. jscope has loads of features. [*pause for two seconds while audience looks at the diagram*] I particularly like three things about it. First, you can get anyone to store the info, completely randomly. Second, this library here took us months to compile. But what it does is to guarantee that resources are registered. Third, this other library helps you to find the info you want.

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Conclusions:

- **what did you find?**

- **was it what you expected?**

- **what does it mean?**

- **why should we be interested?**

wins