

## Giving a presentation

1. Watch the video and take notes on your favorite invention.
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2. Read about a presentation strategy called Sparklines.

### Sparklines

Sparklines are a way of mapping presentation structures. Graphic designer Nancy Duarte uses sparklines to analyse famous speeches graphically in her book *Resonate*. She argues that the very best speeches succeed because they contrast our ordinary world with an ideal, improved world. They compare *what is* with *what could be*.



By doing this the presenter draws attention to the problems we have in our society, our personal lives, our businesses. The presenter creates and fuels a desire for change in the audience.

It's a highly emotional technique that is sure to motivate your audience to support you.

### Good for:

- Inspiring the audience to action
- Creating hope and excitement
- Creating a following

Martin Luther King's speech is famous the world over because it contrasts the racist, intolerant society of the day with an ideal future society where all races are treated equally.

3. In groups, prepare a presentation using the Sparklines technique.

**Problem:**

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**Solution:**

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**Life now:**

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**Life after the solution:**

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