

The background is a whiteboard filled with various hand-drawn business diagrams and charts. These include line graphs, bar charts, pie charts, and flowcharts. Some diagrams are labeled with words like 'PLAN', 'PROGRESS', 'MANAGEMENT', 'IDEA', 'MAX', 'OPTIONS', 'NEXT', 'START', 'SUCCESS', and 'UP/DOWN'. The drawings are in blue ink and represent various aspects of business strategy and data analysis.

Presenting Your Research Better

Workshop (Shimane University)

Todd J. Allen, PhD

tjallen@kansai-u.ac.jp

Today's Plan

Who are you?
Who am I?

Why is
presenting
your research
important?

Getting back to
basics

Slide design

Storytelling
your research

About the 3MT

Presenting
effectively in
three minutes

Activities

Wrap up and
Q&A

- I want you to write down:
 - Your name
 - Your field of study
 - Your interests
 - What you hope to achieve from this workshop
 - Something interesting about yourself
- Once you write this down, I want you to present this information to the class (keeping in mind this is a workshop about presenting information)



Who ARE
you?



Who am I?

**Why is
presenting
your research
important?**





Stop & Think

- What aspects of presenting your research do you find easy?
- What aspects of presenting your research do you find challenging?
- Do you enjoy presenting?

Why Effective Research Presentations Matter

- Presenting your research effectively is not just about sharing findings—it's about amplifying your impact, fostering collaboration, and advancing your career in academia.



Why Effective Research Presentations Matter

Knowledge Dissemination	Presentations allow researchers to share their findings with a broader audience, including peers, potential collaborators, and the public. This dissemination is vital for advancing the field and contributing to the collective knowledge base.
Feedback and Collaboration	Presenting research provides an opportunity to receive constructive feedback from others, which can help refine ideas, address weaknesses, and strengthen the research. It also opens doors to collaboration with others who might be working on similar or complementary topics.
Professional Development	Effective presentation skills are essential for a researcher's career. Being able to communicate complex ideas clearly and persuasively is important for securing funding, publishing papers, and advancing in academia.

Why Effective Research Presentations Matter

Visibility and Recognition	Presenting research at conferences or workshops increases a researcher's visibility in their field. This can lead to recognition, invitations to speak at other events, and opportunities for career advancement.
Impact and Influence	A well-delivered presentation can inspire others, influence ongoing research, and potentially shape the direction of future studies. It ensures that the research has a lasting impact beyond just the written publication.
Building Confidence	Regularly presenting research helps build confidence in public speaking and in the researcher's own expertise. This confidence is crucial when defending one's work in front of peers, committees, or funding bodies.

Getting back to basics

Basic presentation skills





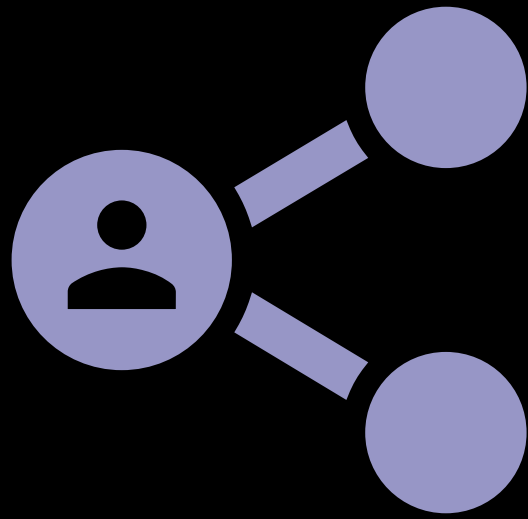
Stop & Think

- In what ways do you prepare for your presentation?
- What do you focus on?

Verbal presentation skills

- Public speaking is a skill that can be improved.
- Always consider your audience.
- You must think about your language choice, rhythm, flow, pitch and timing. Use pauses strategically.
- Use a conversational tone and make eye contact with the audience to keep them engaged.
- Remember, to breathe!
- Avoid scripts and try talking **to** your audience not **at** your audience.





Discussion

- What makes a presentation not so good?
- What makes you stop listening?
- How can we avoid these behaviours?

Non-Verbal presentation skills



Like verbal communication, you should practice and ensure your gestures match your words.



You should think about:

Non-Verbal presentation skills

- posture
- the way you walk
- your eye gaze with the audience
- facial expressions (match them with your presentation)
- your conscious/unconscious movements (e.g., playing with your hair)
- Gestures (illustrators and emblems)



DIANE



CARL



CHERYL



SIMON

Who looks more confident?

Discussion



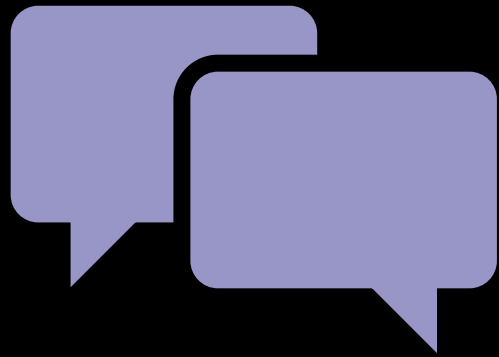
What makes a presentation good?



What makes you keep listening?



How can we further develop these behaviours?



Presentation Challenge

- **Voice & Body Language Practice**
- **Objective:** Improve **delivery skills** through non-verbal communication.

Activity:

- Students practice saying **one sentence** (e.g., “This research is groundbreaking!”) using different tones, paces, and gestures.
- Discuss how **body language, pauses, and vocal variety** influence the audience.



Slide(s) Design

Slide Design



As researchers we spend a great deal of time using PowerPoint, either for research or teaching.



Learning to create impactful and meaningful slides is important.



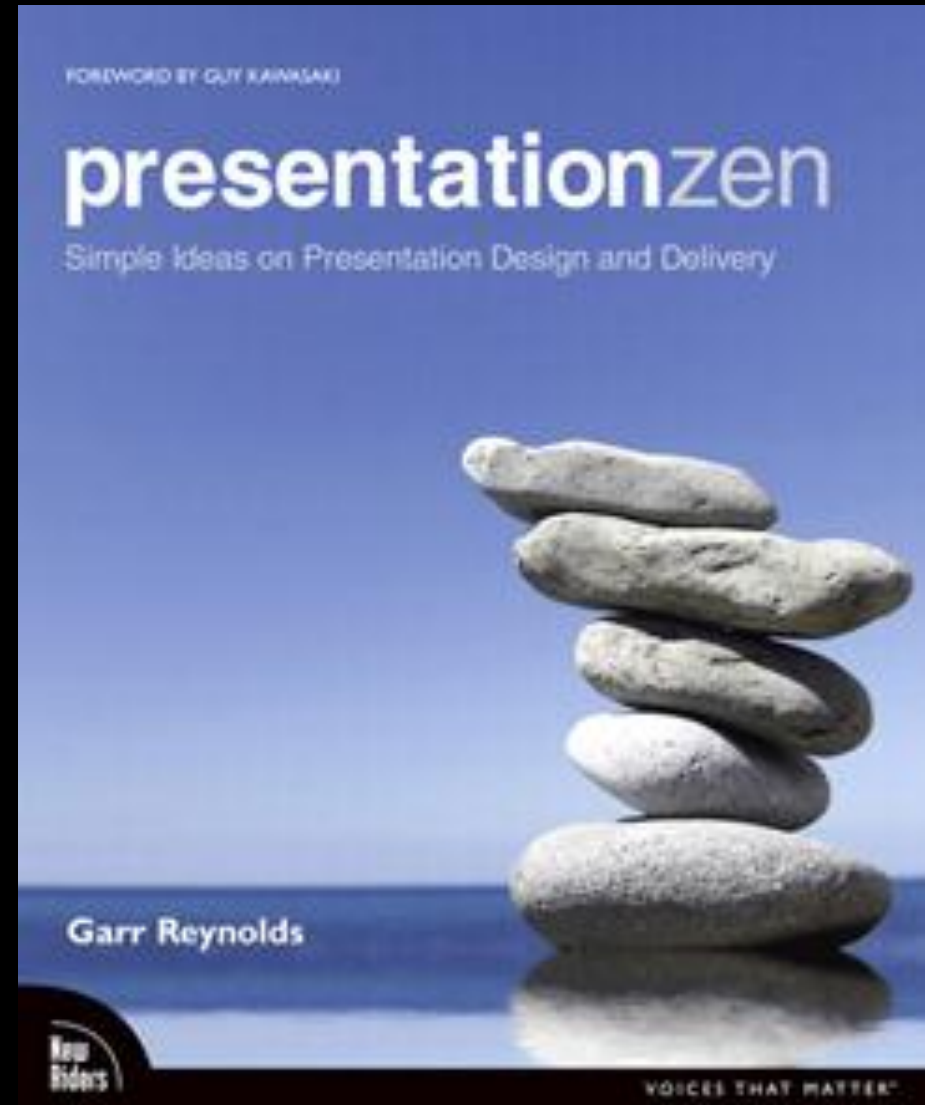
Images are a good way of communicating your message.



You should also keep in mind two points: (1) best practice and (2) know your audience.

Slide Design (Best practice)

- You should avoid:
 - Too much text;
 - Overcrowding the slide;
 - Using multiple fonts;
 - Inconsistent colours and designs;
- Instead, you should have clear design with a purpose.
- I recommend Garr Reynolds's book for reference.



Slide Design: Know your audience

- While the previous points are generally best practice, there are times when this is difficult to follow.
- Teaching and research presentations sometimes fall out of these categories.
- Keep in mind your audience – language choice and choose pictures which are not offensive to your audience.



Images

Research suggests that specific types of images elicit emotional responses (e.g., Green & Brock, 2000). Such images include:

- Human faces and expressions
- Dramatic lighting and colour
- Symbolism and metaphor
- Nature and landscapes
- Vulnerability and fragility



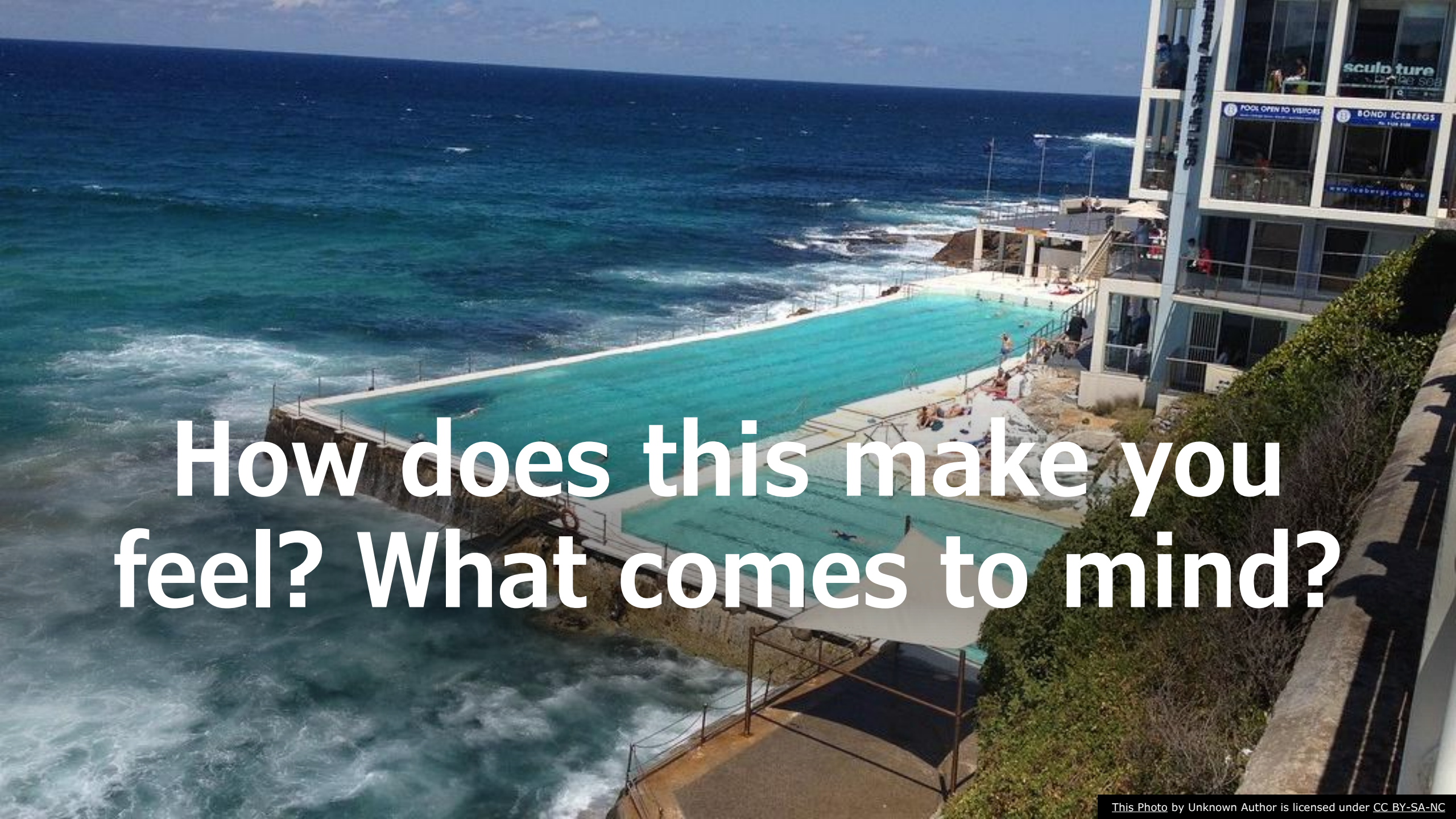
How does this make you feel? What comes to mind?



How does this make you feel? What comes to mind?



How does this make you feel? What comes to mind?



How does this make you feel? What comes to mind?



How does this make you feel? What comes to mind?

A photograph of a red fire truck parked in a field of dry grass. The scene is heavily hazy with a strong orange and yellow tint, suggesting a wildfire or smoke. Several firefighters in full gear are standing near the truck. The background features large, leafy trees. The overall mood is somber and urgent.

**How does this make you
feel? What comes to mind?**

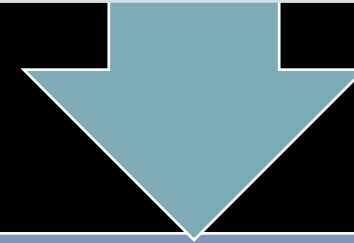
Activity: Slide Design

On the handout, I want you to design your “perfect” slide for your 3MT. You can:

Draw
pictures

Write notes

Sketch/map
out what
you will do



Once you are done, use your device to design a slide.

Presentation Challenge

- **Slide Makeover**
- **Activity:**
 - I am going to show you five slides. In each group and for each slide, I want you to consider what the issue is.
 - Then, in your groups, I want you to redesign the slide for better **clarity, engagement, and professionalism.**
 - What are the best practices for designing a good slide?

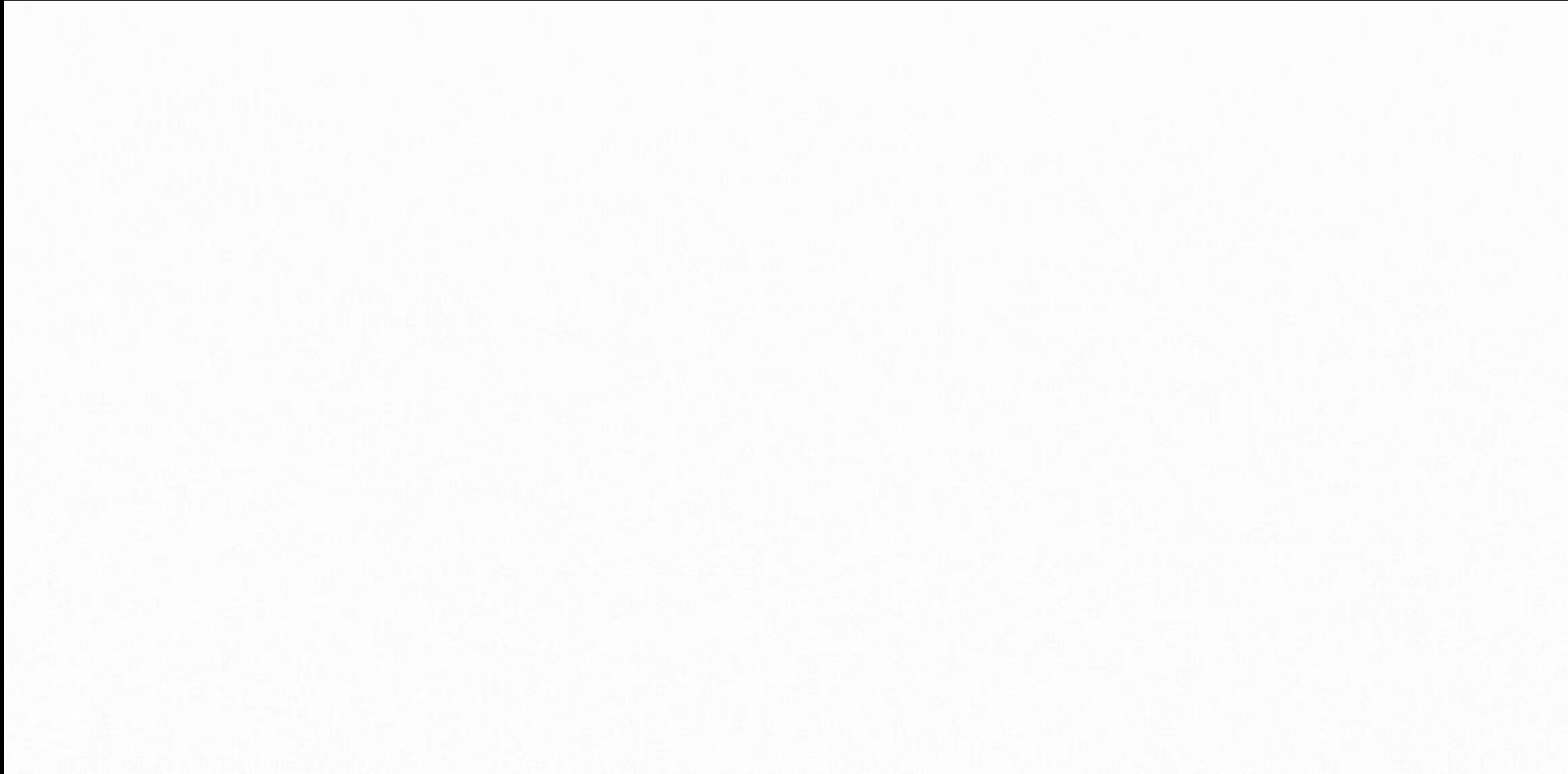


What is a Prioritization Framework?

A prioritization framework is a structured approach or methodology used to make informed decisions about the allocation of resources, time, or attention to various tasks, projects, or goals. It helps individuals or organizations determine what should be done first, what can be delayed, and what might not be worth pursuing at all. Prioritization frameworks are commonly used in business, project management, personal productivity, and various other contexts to ensure that efforts are focused on the most important and impactful activities.

Here are some key elements and principles commonly found in prioritization frameworks:

1. **Criteria:** Establish clear criteria or factors that will be used to evaluate and rank items for prioritization. These criteria could include factors like importance, urgency, cost, potential return on investment, alignment with strategic goals, and feasibility.
2. **Scoring or Weighting:** Assign scores or weights to each criterion to reflect their relative importance. This helps in quantifying the importance of each factor in the decision-making process.
3. **Data Collection:** Gather data and information relevant to the items being prioritized. This could involve market research, financial analysis, customer feedback, or other sources of information.
4. **Ranking:** Apply the criteria and scoring to each item to create a ranked list. This list represents the order in which items should be addressed or pursued.
5. **Review and Adjustment:** Regularly review and update the prioritization list as circumstances change or new information becomes available. Priorities may shift over time.
6. **Resource Allocation:** Allocate resources (such as time, budget, and manpower) to the top-ranked items according to the established priorities.
7. **Communication:** Communicate the prioritization decisions to relevant stakeholders, teams, or individuals to ensure alignment and understanding of the chosen priorities.



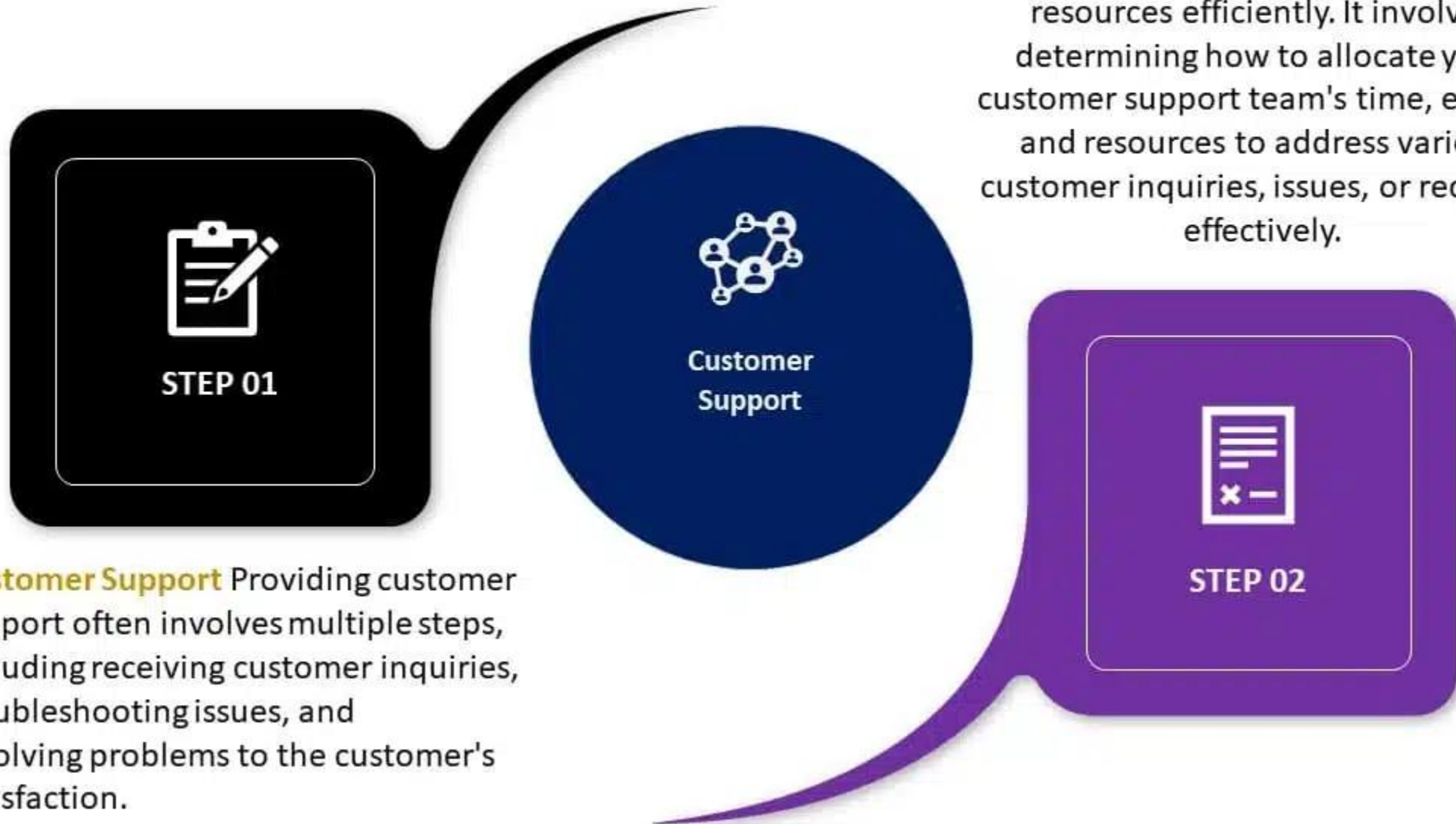
Project Phases Planning



Key Milestones	Completed by	
	4Q 2023	1Q 2024
Developing a detailed project plan, including timelines and resources.	15 Oct	
Reaching milestones in the development of a new product or service.	20 Dec	
Reaching savings, investment, or debt reduction targets.		2 Jan
Building a functional prototype of the product & Ensuring the product meets quality standards.		12 Feb
Reaching key construction milestones like framing, roofing, and finishing.		18 Apr



Customer Support Prioritization



Customer Support Providing customer support often involves multiple steps, including receiving customer inquiries, troubleshooting issues, and resolving problems to the customer's satisfaction.

Customer support prioritization is a crucial aspect of providing excellent customer service and managing resources efficiently. It involves determining how to allocate your customer support team's time, energy, and resources to address various customer inquiries, issues, or requests effectively.

A close-up photograph of a classic blue alarm clock. The clock has two rounded bells on top, connected by a silver metal handle. The clock face is white with black numerals for 11, 12, and 1. The background is a soft, out-of-focus pinkish-orange. The text "Break Time" is centered over the image in a clean, white, sans-serif font.

Break Time



Storytelling
your
research

STORYTELLING



Stop and Think

Who likes movies, TV dramas, books? Which one is your favourite? What is the basic overview of the story?

What is research storytelling?

Involves presenting research findings and concepts in a narrative format, making the content more engaging, understandable, and impactful.

It includes the elements of storytelling—such as plot, characters, conflict, and resolution—to convey complex information and insights

Why is Disney so good?



- Inciting Incident
 - Rising Action
 - Climax
 - Resolution
 - Denouement (conclusion)
(day·**noo**·mon)
- Sleeping Beauty
 - Birth and Blessings
 - Curse Fulfilled
 - Hero's Quest
 - Awakening and Happy Ending

“Well-written research can be composed to create a captivating story... As a result, there is a story-like presentation that can capture the attention of children and adults” (Enago, N.D)

Disney...



- Disney's largely follow a narrative pattern that echoes the classic "hero's journey" or monomyth—a storytelling sequence popularized by Joseph Campbell:
- **Ordinary World:** We first see the hero in their everyday life.
- **Call to Adventure:** Something happens that challenges the hero, urging them to take action.
- **Meeting a Mentor/Allies:** The hero finds guidance or makes friends who help along the way.
- **Crossing the Threshold:** The hero leaves their familiar world and steps into a new, exciting one.
- **Trials and Challenges:** The hero faces various obstacles and tests.
- **Climax/Ordeal:** The hero confronts a major challenge or enemy.
- **Transformation/Reward:** After overcoming the challenge, the hero gains new skills or wisdom.

Research storytelling

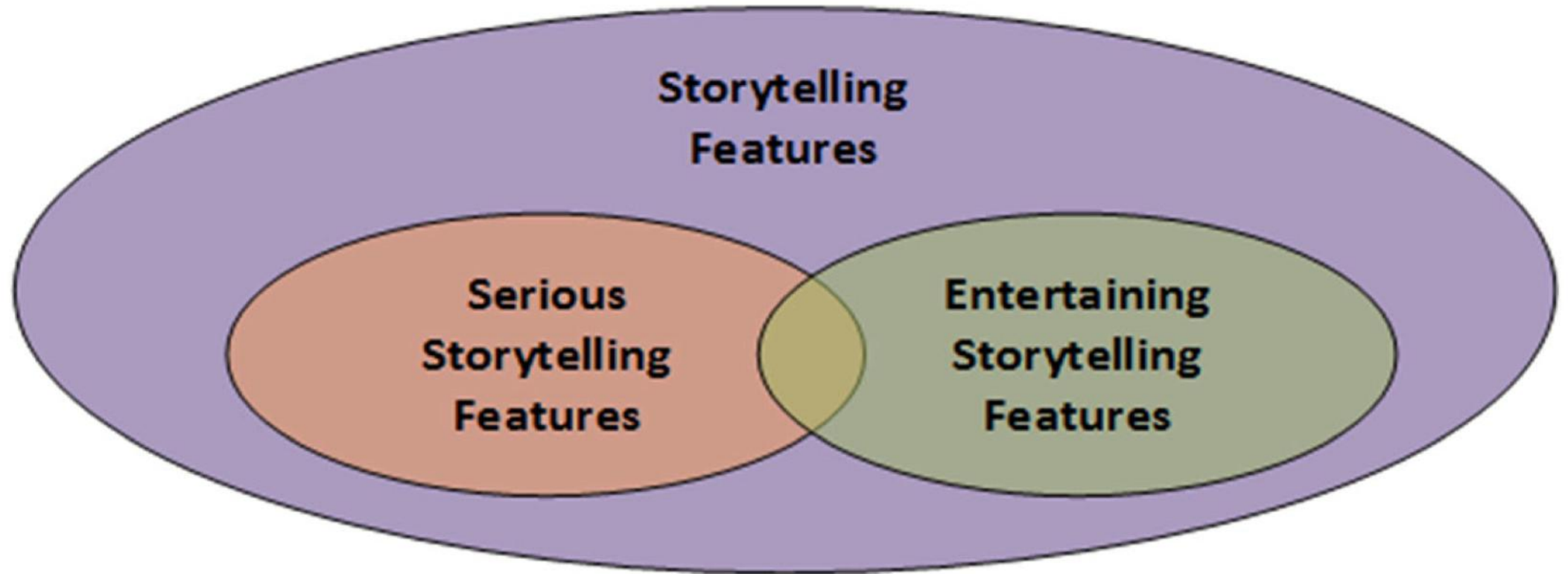


Fig. 1 Overlap between features of Storytelling, **Serious** Storytelling, and Entertaining Storytelling

Why is it important?



Engages the Audience



Simplifies Complex Ideas



Enhances Retention



Builds Emotional Connection



Clarifies Purpose and Relevance



Encourages Action



Steps to Consider

- Step 1: Identify Your Core Message
- Before crafting a story, clarify:
- What is the key takeaway of your research? (e.g., "My research challenges the idea that Japan is culturally homogeneous.")
- Why does it matter? (e.g., "Understanding multiculturalism in Japan has implications for social integration and tourism.")
- Who is your audience? (Academic peers? Non-experts? Policymakers?)
- **TIP: Boil your research down to one sentence that captures its essence.**

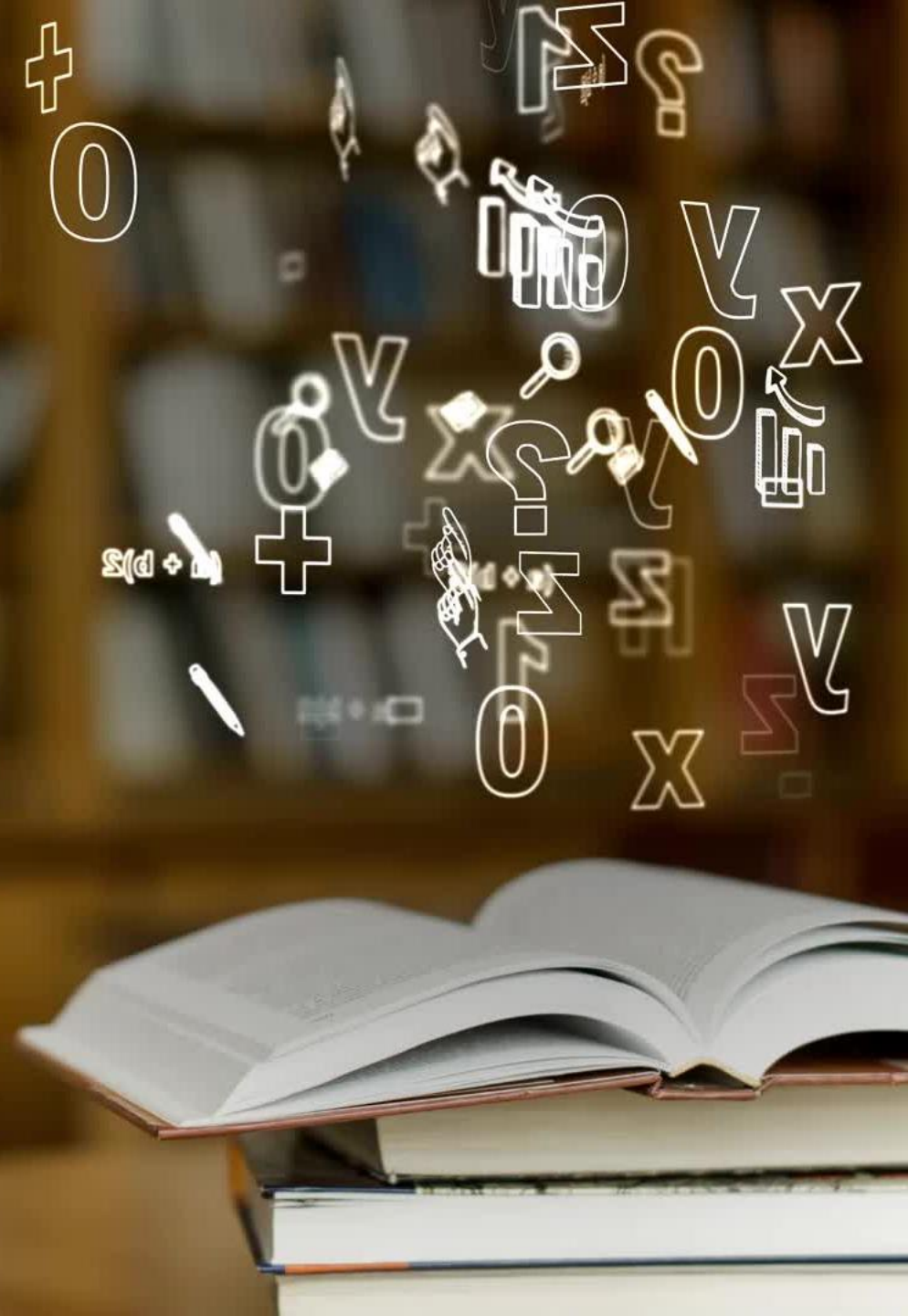
Steps to Consider

- **Step 2: Choose a Story Structure**
- Use a well-known storytelling framework to structure your presentation:



Steps to Consider

- **1. Problem-Solution (Classic Academic Approach)**
- **Example Structure:**
- **The Challenge** → What problem does your research address?
- **The Journey** → How did you investigate it?
- **The Solution** → What did you find, and why does it matter?
- Best for: Persuasive talks, policy discussions, applied research.



Steps to Consider

- **2. The Hero's Journey (Engaging & Personal Approach)**
- A **hero (researcher, case study, or concept)** embarks on a journey, faces challenges, and achieves discovery.
- **Example Structure:**
- **The Call to Adventure** → What sparked your research interest?
- **The Struggle** → What challenges did you face in data collection or interpretation?
- **The Transformation** → What insights did your research lead to?
- Best for: Personal research experiences, fieldwork narratives, qualitative research.



Steps to Consider

- **3. Mystery & Discovery (Good for Data-Driven Research)**
- Unfold your research **like a detective story**:
- **The Mystery** → Present an unexpected question or phenomenon.
- **The Investigation** → Walk the audience through your methods as if solving a puzzle.
- **The Breakthrough** → Reveal the discovery.
- Best for: Experimental research, surprising findings.

Steps to Consider

- **Step 3: Craft a Compelling Hook (First 30 Seconds Matter!)**
- Begin with an engaging **hook** to grab attention:
- **Anecdote:** *“Last year, I walked into a small bar in Shinsaibashi, and the bartender greeted me in Spanish. This moment made me rethink what I thought I knew about Japan’s cultural identity.”*
- **Rhetorical Question:** *“Is Japan really as culturally homogeneous as we assume?”*
- **Surprising Statistic:** *“Over 15% of small bars in Osaka have foreign owners or staff. What does this mean for Japan’s cultural identity?”*



Steps to Consider

- **Step 4: Make Research Data Engaging**
- **Transform dry data into compelling insights.**
- **Use real people (case studies, quotes):** "One bartender told me, 'I feel more at home here than in my country.'"
- **Compare numbers to relatable things:** Instead of saying "15% of bars are foreign-run," say, "That's like one in every six bars in Shinsaibashi."
- **Visual storytelling:** Use photos, maps, or simple graphs that reinforce your story.

Secant
Lines

$$f'(x) = \lim_{h \rightarrow 0} \frac{f(x+h) - f(x)}{h}$$

$$f(x) = \lim_{h \rightarrow 0} (x+h)$$

$$= \lim_{h \rightarrow 0} \frac{x^2 + 2xh + h^2 - x^2}{h}$$

$$= \lim_{h \rightarrow 0} \frac{2xh + h^2}{h}$$

$$g(x+h) - g(x)$$

$$= \lim_{h \rightarrow 0} h(2x + h)$$

Steps to Consider

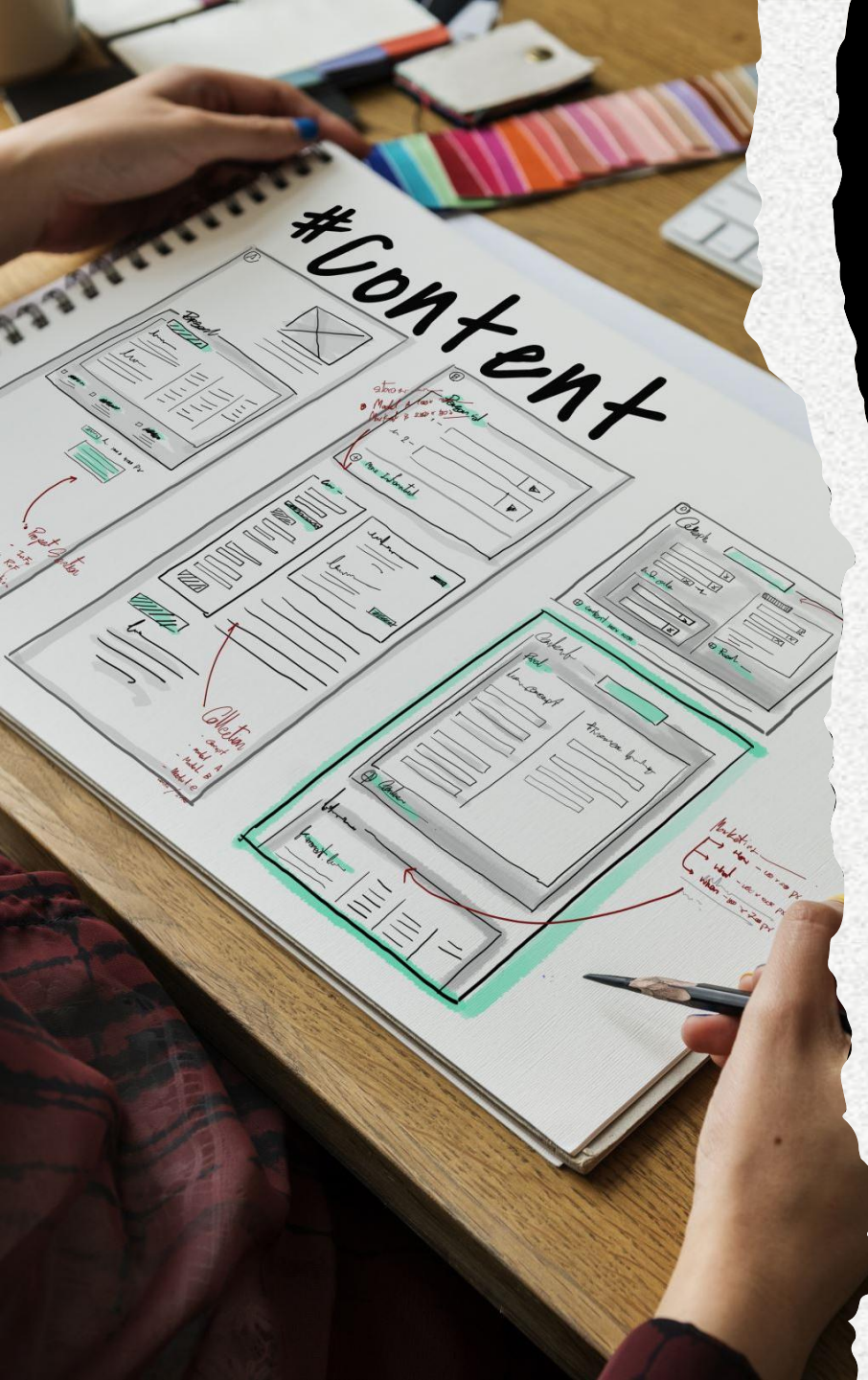
- **Step 5: Create an Emotional Connection**
- Storytelling works because it engages emotions.
- Use **vivid language**: *"Picture a dimly lit bar, jazz playing softly, and a bartender seamlessly switching between Japanese and French."*
- Show **personal stakes**: *"This discovery challenged my assumptions about Japan's identity."*
- Use **contrast**: *"Before this research, I assumed bars were just places to drink. Now, I see them as cultural crossroads."*



Steps to Consider

- **Step 6: End with Impact**
- Instead of a dry summary, end with:
- **A Call to Action** → "What if we embraced Japan's multicultural spaces rather than ignored them?"
- **A Full-Circle Ending** → If you started with an anecdote, return to it: *"Next time I visit that bar, I'll see it not just as a bar, but as a microcosm of Japan's evolving identity."*
- **A Forward-Looking Question** → "How can urban spaces better reflect cultural diversity?"





Let's Practice

Research Storyboarding (Visual Storytelling)

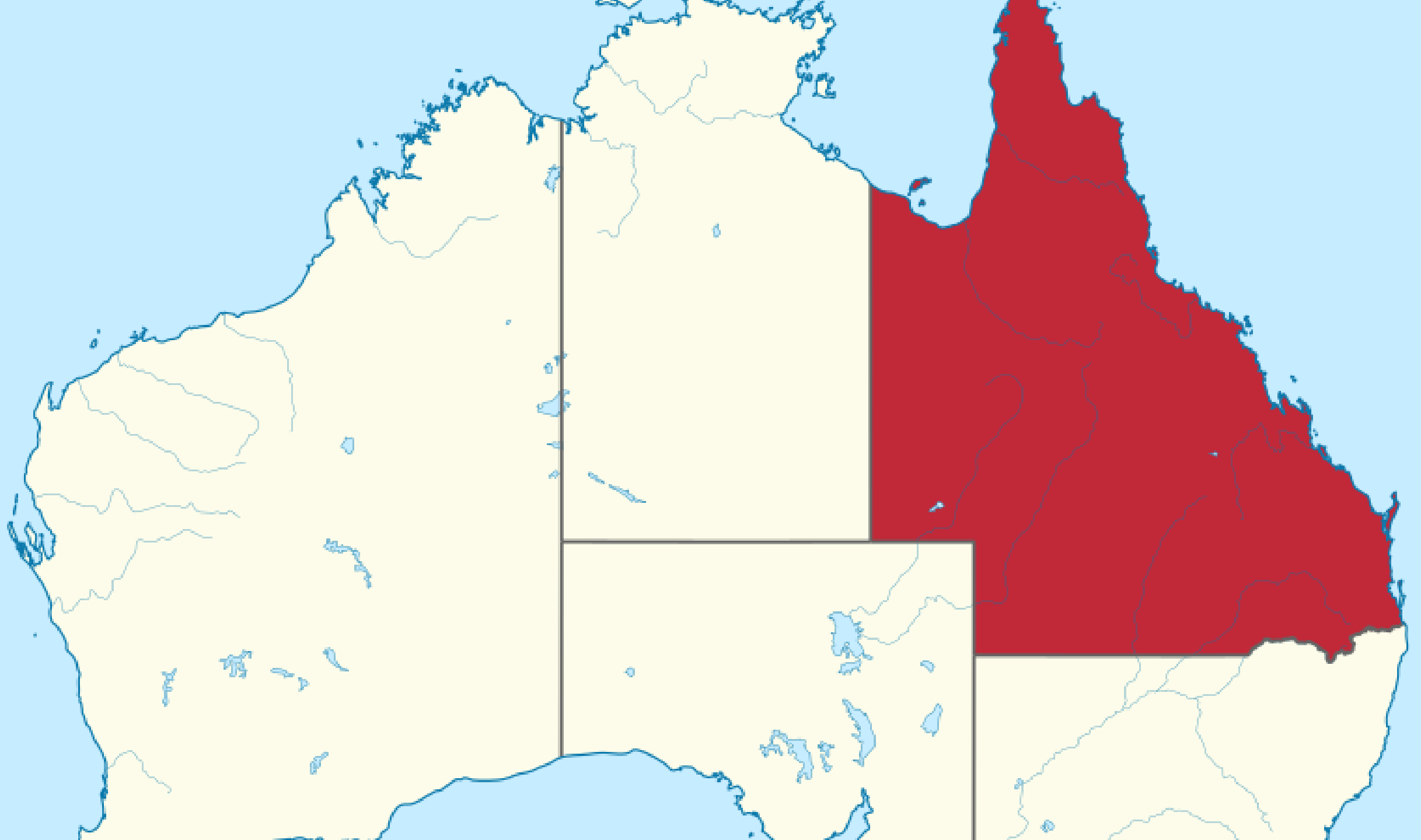
- **Objective:** Help you map out your research as a story.
- **Activity Steps:**
 1. Create a document or PowerPoint slide with 6 boxes or slides. Each box or slide should be titled Hook, Problem, Journey, Discovery, Implication, Closing.
 2. Ask them to **sketch or write bullet points** for each section.
 3. Once you are finish, pair up and **explain your storyboard** to a partner.
 4. Get feedback on **clarity, engagement, and narrative flow**.



3 Minute Thesis Competition

3MT Competition

- The 3MT competition raises awareness about the amazing research produced by PhD Students.
- The competition was developed by the University of Queensland in Brisbane Australia.
- The competition draws together students' academic, presentation and communication skills.
- By competing in the 3MT, students will be able to explain their research in 3 minutes to a non-expert audience.





**THE UNIVERSITY
OF QUEENSLAND**
AUSTRALIA




Key Points of 3MT

- Have you ever seen a really good presentation?
 - What did the presenter do to make it really good?
- Generally, effective presenters use:
 - Language and body language applicable to the audience. Often personalizing their work.
 - Linguistic/paralinguistic devices to “hook” and connect to the audience (e.g., personal stories, humor, emotive language, etc).
 - A style of language that talks to the audience rather than talking at the audience.



Presentation Challenge

- Elevator Pitch Challenge/Cocktail Talk
- Activity:
 - You need to summarize your research in **60 seconds** and share it with your table.
 - Focus on **clarity, impact, and engagement**. Ask you group members for feedback.



Designing your 3MT Slide

- Less is more.
- Use pictures rather than text to describe your research (pictures stay in the mind; text doesn't).
- Use creative techniques to highlight particular areas of the slide (use black & white, color, contrasting, etc).
- Images can be universal (and humans are visual creatures).
- Pictures can change your mood, as they can invoke feelings of happiness, sadness, excitement, fear, etc.
- BE CREATIVE

3MT Rules

1. A single static PowerPoint slide is permitted. No slide transitions, animations or 'movement' of any description are allowed. The slide is to be presented from the beginning of the oration.
2. No additional electronic media (e.g. sound and video files) are permitted.
3. No additional props (e.g. costumes, musical instruments, laboratory equipment) are permitted.
4. Presentations are limited to 3 minutes maximum and competitors exceeding 3 minutes are disqualified.
5. Presentations are to be spoken word (e.g. no poems, raps or songs).
6. Presentations are to commence from the stage.
7. Presentations are considered to have commenced when a presenter starts their presentation through either movement or speech.
8. The decision of the adjudicating panel is final.
9. Take necessary care of intellectual property rights or any other legal rights of other parties to create a presentation slide. The source/attribution needs to be clearly indicated as necessary.

Judging Criteria

Judging criteria is from
two perspectives:

Comprehension and
content

Engagement and
communication



First Impressions: Hooking Your Audience

- When you give a presentation, the first few moments are most crucial.
- They are the moments that will arouse interest in your audience and make them excited to hear your talk, or it will drive them to boredom.
- Research shows that when bored, the human mind does not pay attention.
- As a result, “hooking” your audience is a vital presentation strategy.
- A good hook will allow your audience to form an impression of you and the contents of your presentation.

How to Hook

1. Start with a compelling story
2. Pose a provocative question
3. Share a startling fact or statistic
4. Use a metaphor or a powerful quote
5. Use a captivating visual
6. Create a sense of urgency
7. Present a problem or challenge



A couple of examples

- Immersive Example:
- Imagine you walk into a small, bustling *izakaya* in Osaka. The owner greets you with a warm '*Irasshaimase!*' The regulars nod at you, and the bartender hands you an *oshibori* before you even order. You hear playful banter between customers and staff, a mix of casual speech, honorifics, and humor. But what's really happening beneath the surface of these interactions? In this presentation, we'll explore the unique language of the *izakaya*—how it creates community, reinforces hierarchy, and even influences your experience as a customer.

A couple of examples

- Question Example:
- Have you ever wondered why a simple '*Kanpai!*' in an *izakaya* can mean so much more than just 'Cheers'? Or why the bartender speaks to you differently than to a regular customer? Language in Japanese *izakayas* is more than just words—it's a carefully balanced act of politeness, familiarity, and cultural nuance. Today I am going to break it down and uncover what makes *izakaya* conversations so unique.

A couple of examples

- Data-Driven Example
- In a study of Japanese hospitality language, researchers found that in small *izakayas*, staff use over 30% more casual and personalized speech compared to large chain restaurants. But why? What makes language in an *izakaya* so different, and how does it shape the customer's experience? In this presentation, we'll demonstrate how the unique linguistic features of *izakayas* create a sense of belonging, hierarchy, and even intimacy.

Activity

- I am now going to give you 15 minutes to produce a hook for your 3MT.
- Work in groups; think about how you can develop a specific hook for your research.
- Use the worksheet to help you develop your hook and use your group members to make it better.



Presentation Challenge

- “Hook the Audience” Challenge
- **Activity:**
- Each student drafts and delivers a **30-second opening** for a research presentation.
- Encourage different strategies: a **question, a statistic, a short anecdote, or a bold statement.**
- By the end, you will vote which opening was the best.

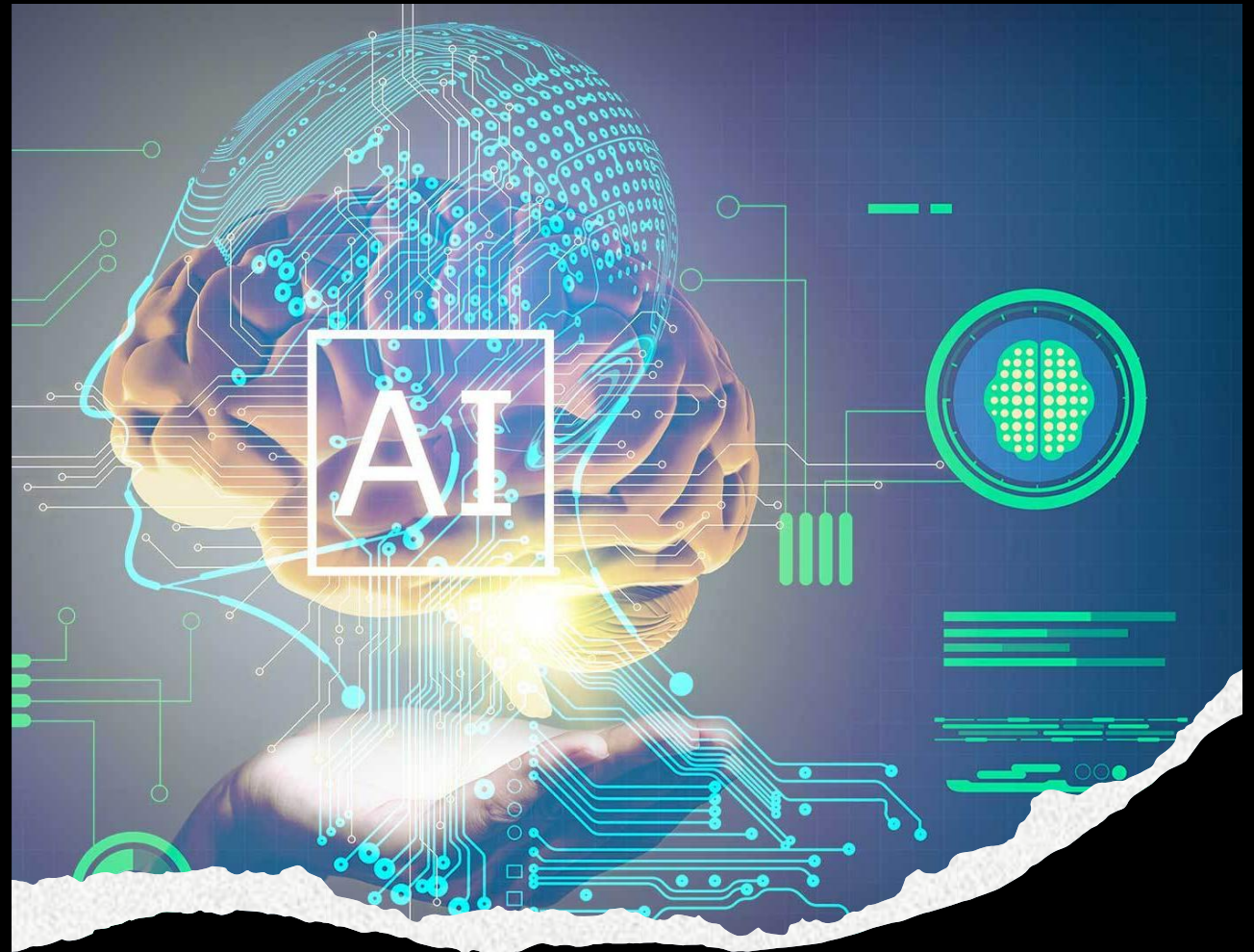


Activity: 3MT Research storytelling

- 3MT Workshop Worksheet: Crafting Your Research Story
- **Objective:** This worksheet will help you apply storytelling techniques to your 3MT presentation.
- By the end of this activity, you should have a clear and engaging narrative for your 3MT, structured to effectively communicate your research within the strict 3-minute time limit.
- You can use the 3MT judging criteria to help you and the research storytelling information you learned about earlier.

Using AI to improve your 3MT

- Crafting a Clear Narrative
- Simplifying Complex Concepts
- Generating Engaging Content
- Optimizing Language and Style
- Practicing Delivery
- Creating Visual Aids
- Time Management
- Gathering Audience Feedback
- Ask AI to help you generate a good hook!





Narrowing Your Research

Narrowing Your Research



One of the most difficult things to do, is to narrow or focus your research down into “bite sized” pieces.



You need to consider two main points:



Time: How much do you think you can talk about in 10 minutes? 20 minutes? 1 hour? 3 minutes?



Audience: Who is the presentation addressing?

Narrowing Your Research

Focus on one or
two main ideas.

This could be your
results, methods,
implications.

Narrowing Your Research

If you try and do too much, you run the risk of drowning out the main idea of your presentation.

In this case, “too much will be too little”.

Why is Your Research Important?



Figuring out this question is a (difficult) process.



You need to step away from your research to fully understand why your research is important.



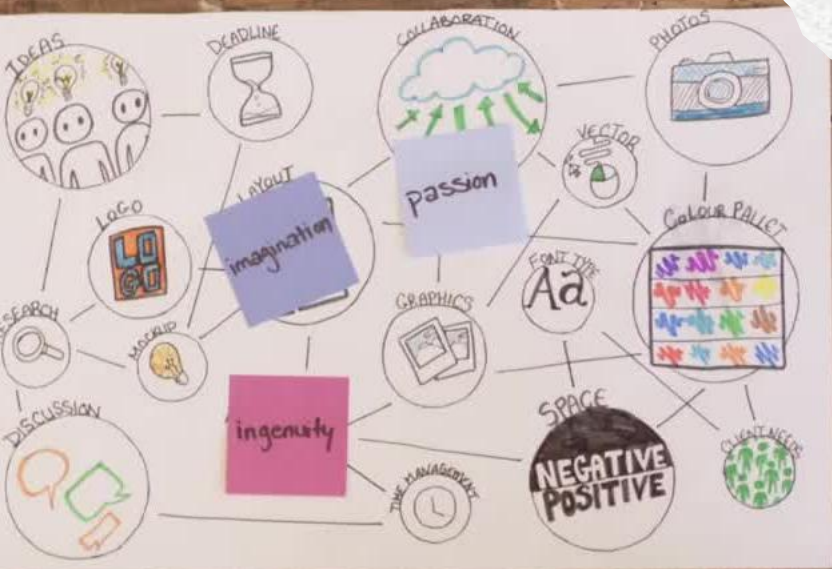
What did you do that was groundbreaking? Innovative? Different?



What did you find? A null hypothesis is still a result.



What implications does your research have?



Activity

- If your previous presentation was a little long, or a little confusing for your audience, or a little boring, use this time now to narrow down your presentation, to focus on one main idea.
- You will have 15 minutes to do this.

Activity

- Once you have focused your research story, re-tell your story to your group.
- Your group members will once again rate your speech and give you feedback.



A close-up photograph of a classic blue alarm clock. The clock has two rounded bells on top, connected by a silver metal handle. The clock face is white with black numerals for 11, 12, and 1. The background is a solid, light pink color. The text "Break Time" is written in a large, white, sans-serif font across the center of the image, overlapping the top of the clock.

Break Time

Q&A Session

