

# How I See Optimal Presentation

Karel Kubíček

# The art of scientific presentations

Michaela Palatá, MBA

## The Craft of Scientific Presentations

Critical Steps to Succeed  
and Critical Errors to Avoid

Michael Alley

With 41 Illustrations



NORTHWESTERN  
UNIVERSITY



**CLIMB**  
Collaborative Learning and  
Integrated Mentoring in the Biosciences

Susan K. McConnell, Ph.D.

Department of Biology  
Stanford University



iBiology

Bringing the World's Best Biology to You

**TED**  
Talks

# Outline of this talk

1) Introduction

2) Who are you going to talk to?

3) Where are you going to give the talk?

4) General rules – fonts, colors, sizes, sans serifs etc.

**5) Timing / practicing**

6) Description of gel, description of graph, of anything ...

7) Structure of your talk - Intro, Goals, Methods, Results, Conclusion, Take Home Message, Acknowledgment

**Make things as simple as possible, but not simpler**

Albert Einstein

# Science, too, deserves to be presented in style

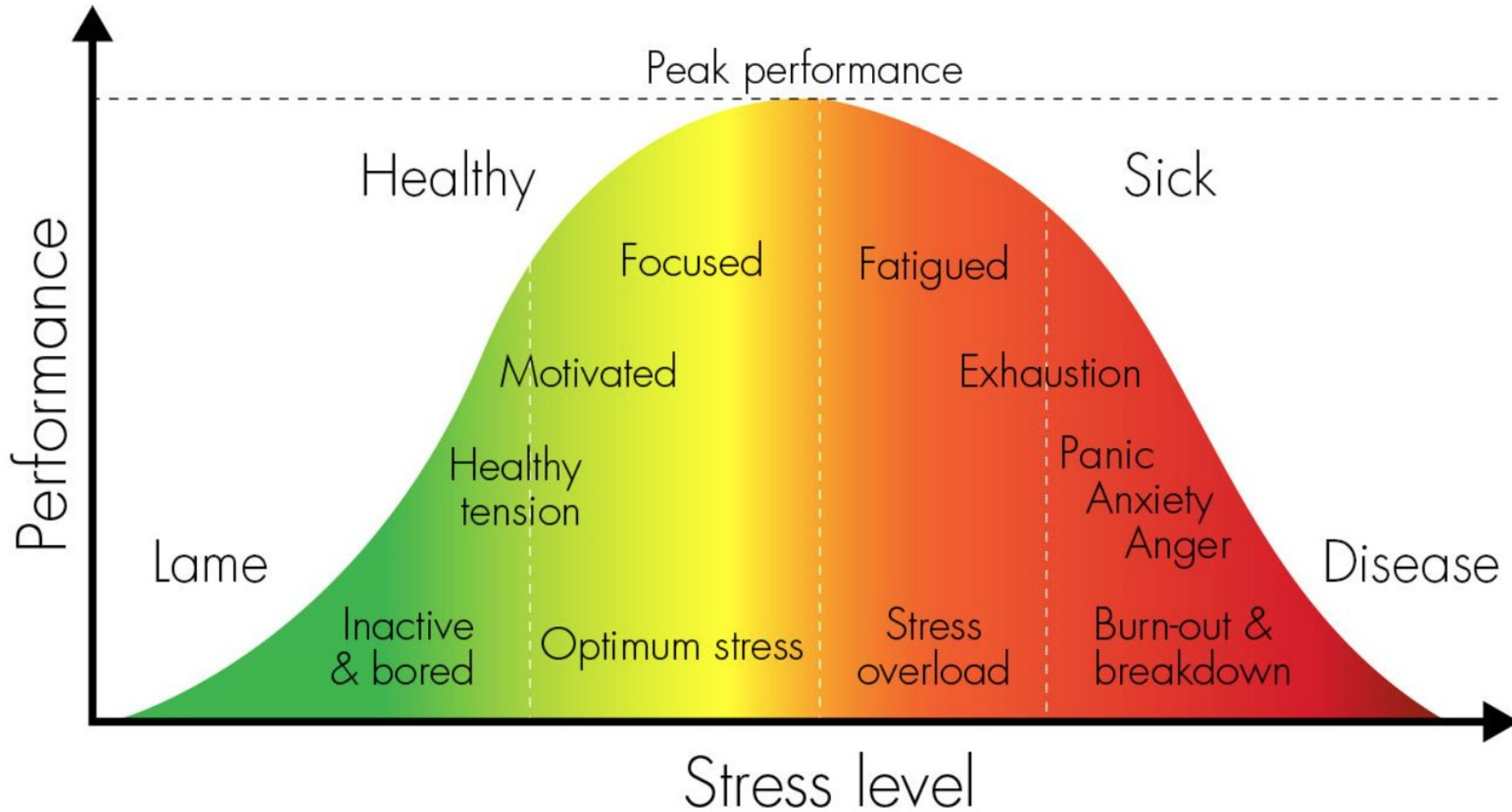
*„Style is the vehicle for communicating the content.“*

*„Strong presentations require both content and style.  
Content without style goes unnoticed, and style  
without content has no meaning.“*

# Most people are afraid of public speaking

73%

# Finding just the right level of stress



# How to overcome anxiety

- Breathing





# How to overcome anxiety

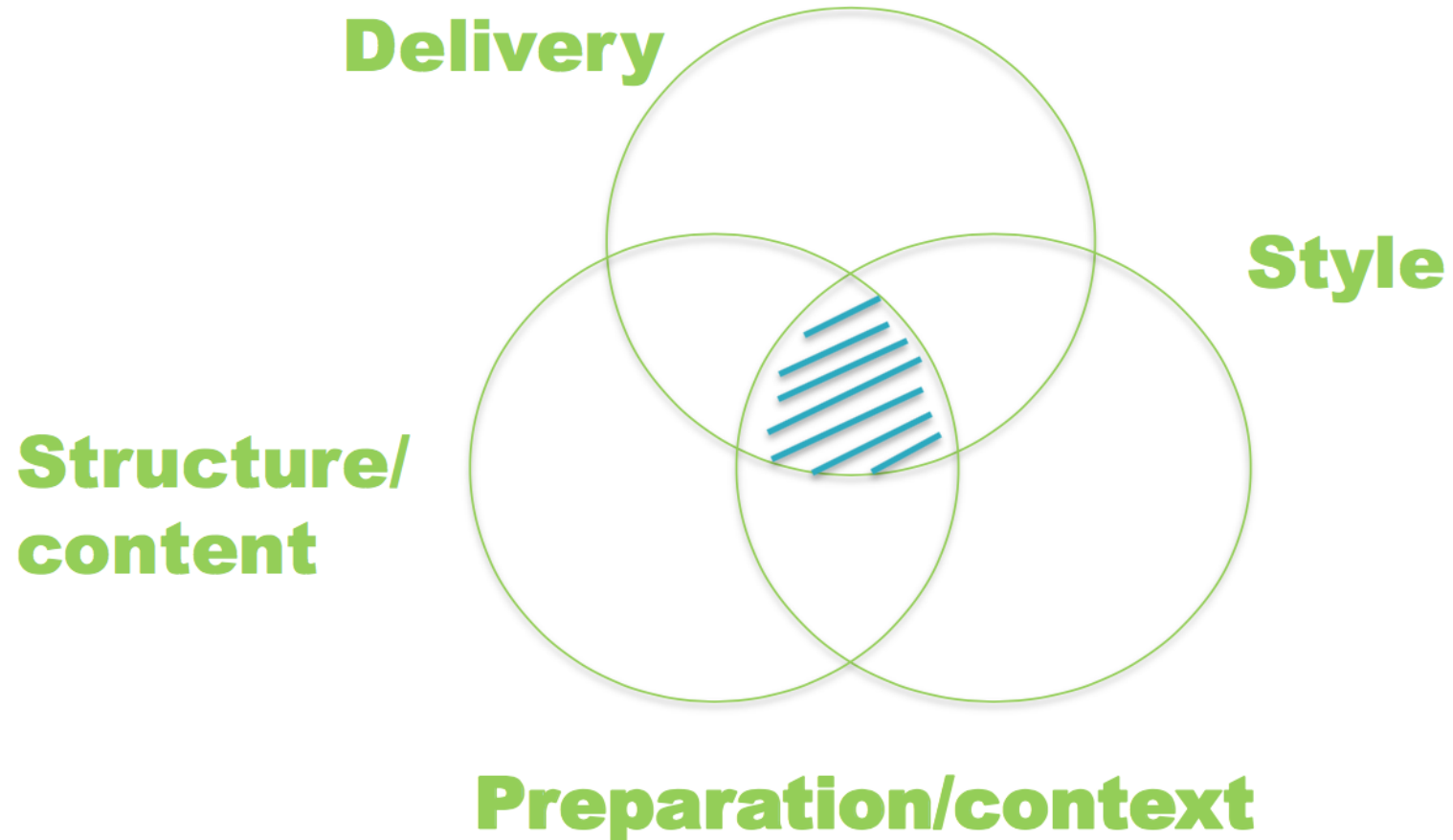
- Come early
- Map out the room
- Try out the technical equipment
- Try out moving around the stage
- Dress appropriately
- Eat & drink in moderation

# How to overcome anxiety

- Allies in the audience



# Great presentations are about controlling these 4 aspects:



# Specific aspects to consider when presenting

## ADVANTAGES:

- Opportunity to interact with audience
- Opportunity to revise on the spot
- Opportunity to use delivery for emphasis
- Ability to incorporate visual aids
- Assurance the audience has witnessed the information

## DISADVANTAGES:

- One chance only
- No chance for audience to look up background information
- Audience restricted to speaker's pace
- Success depends on speaker's ability to deliver
- Difficulty in assembling the speaker and audience at one time

# What is the biggest challenge for you when presenting?

- Timing
- Keeping attention of the audience
- Delivering the information at appropriate level given a particular audience
- The main struggle is to find the right balance to explain things in a clear and understandable way without spending too much time on it and going into unnecessary details. The biggest challenge is to judge the level of knowledge of my audience (i.e. how much and how deep to explain certain things)
- Stress
- Time to prepare
- Presenting in another language (non-native)
- Anxiety about presenting in public. I fear to be judged by others

# Understanding your audience is critically important

- Who are they?
- Why are they here?
- What do they already know?
- What do they NOT know?
- What do they need to know?
- What do they NOT need to know?
  
- What questions may they ask me?
- What do I struggle to explain?
  
- How can I best interact with this audience?

Depending on whether you are going to speak to experts in your field or to broad audience, your talk should reflect that

You do not need to explain the experts all technical details!  
All others may need / want to know what do you mean when saying:

“from the pictures / graph / gel it is obvious ...”

## Find out if audience includes

- many non-experts: include basics, simple pictures
- mostly theorists: explain which quantity are you measuring, skip experimental details
- people who have done work relevant to yours  
**Be sure to mention their work**
- “friendly” competitors: be generous

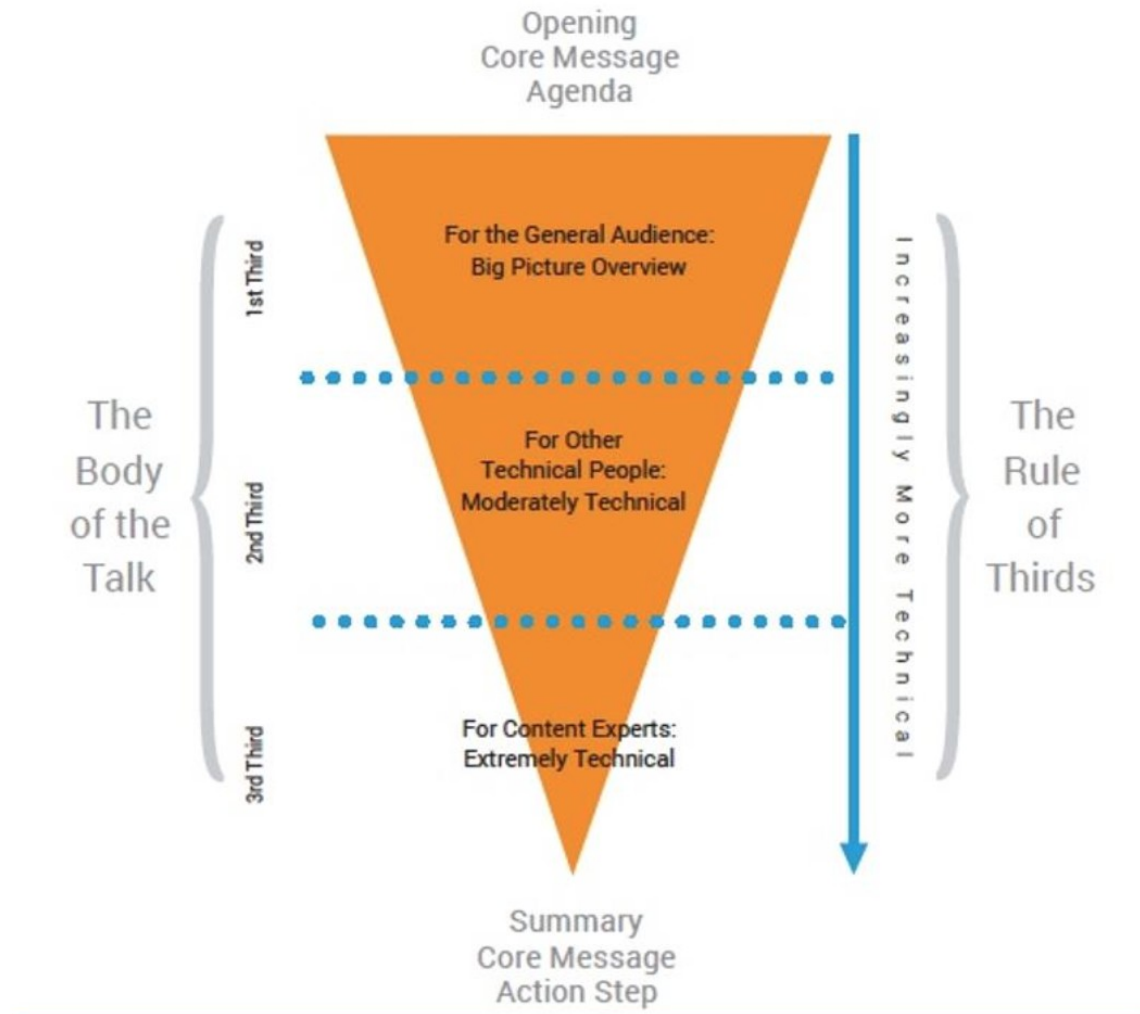


We may not be experts at public speaking...

We may not be experts at public speaking...

... but we are all experts at listening to talks

# Using rule of thirds when presenting to mixed audience



## Check:

- i) The room – size, acoustic, lights, screen size ...
- ii) Beamer – resolution, colors, brightness / contrast
- iii) Technique available – not everywhere you are welcome to use your notebook (ERC – Acrobat XY, USB stick communicating with Windows XY ...)

## **Use a Sans Serif font:**

This font is Arial.

This font is *Comic Sans*.

This font is Trebuchet.

## **Serif fonts take longer to read...**

This font is Times New Roman.

This font is Courier (monospace=fixed-width,  
e.g., good for alignments)

This font is Didot.

**AVOID USING ALL CAPITAL LETTERS  
BECAUSE IT'S REALLY HARD TO READ!**



# Use an online color generator to find the right colors

[www.colors.co](http://www.colors.co)





# What a good presentation cannot do

There is no substitute for

- good data (let's assume you got some)
- knowledge of the subject area

Most scientific audiences will figure out quickly if you don't know what you are talking about In preparing your talk, think about

- precedents
- possible questions from the audience

You should be able to say something sensible in response to almost every question

Talks are the most important way to demonstrate that

- you have done excellent work
- you understand the scientific background and motivation of your work
- you can develop ideas and perspectives for future work

Talks are decisive factors in

- job appointments and promotions
- funding
- recognition for the work you do

## Motivation

In a few words: **Why should the audience be interested in what you have to say?**

## Coworkers

make sure list is complete

highlight key people

mention in beginning no chance to forget later

## Outline

For long talks, diverse topics: repeat to keep audience oriented

## Conclusion

- restrict to a few key points
- indicate if conclusion is tentative

## Outlook

- further exciting experiments you are about to do  
(or could do with more money / right position)

# Structure of a good talk

Start broad -> get specific -> End broad



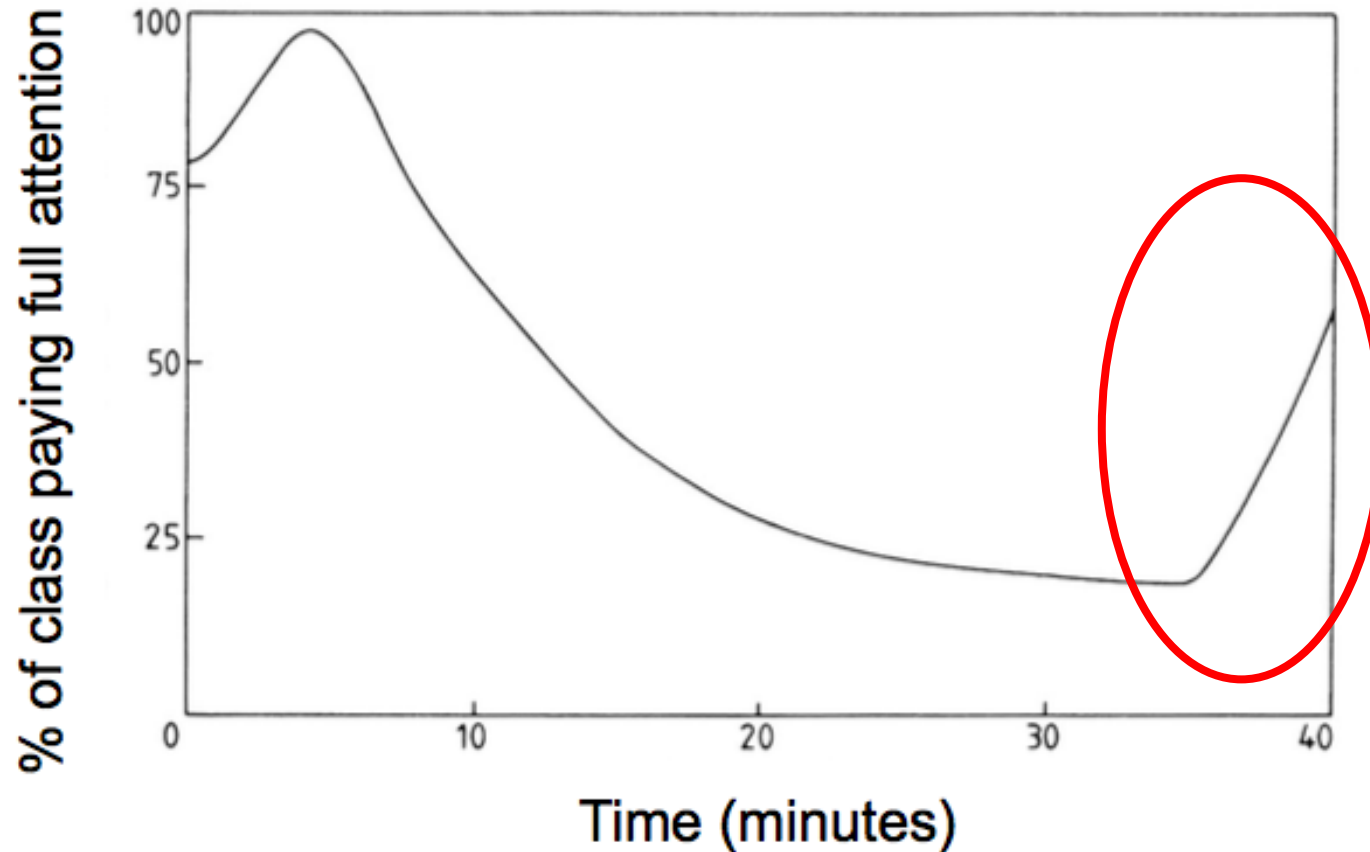
Go into depth, but then use your me slide to make transitions



Go into depth, but then use your me slide to make transitions



Audience attention increases as you signal the end of the talk



**Audience attention curve**



## Time your talk!

**Running over your allotted time is a mark of incompetence**, and displaying your incompetence is a poor way to get someone to read your paper. Remember that talking to an audience takes longer than talking to a mirror.

Rule #X: **practice, practice, practice**

Watch time, skip nonessential transparencies if necessary

## You are now thinking:

"All those dull speakers I've listened to should use these rules, but I don't need them because my talks are interesting."

All those dull speakers are now thinking exactly the same thing.  
Read the rules again with the proper humility. They apply to everyone.

**"The only wisdom we can hope to acquire  
Is the wisdom of humility: humility is endless."**



**Time**



**Eye contact**



**Gestures**



**Distance**



**Posture**



**Facial Expressions**



Time

Dista



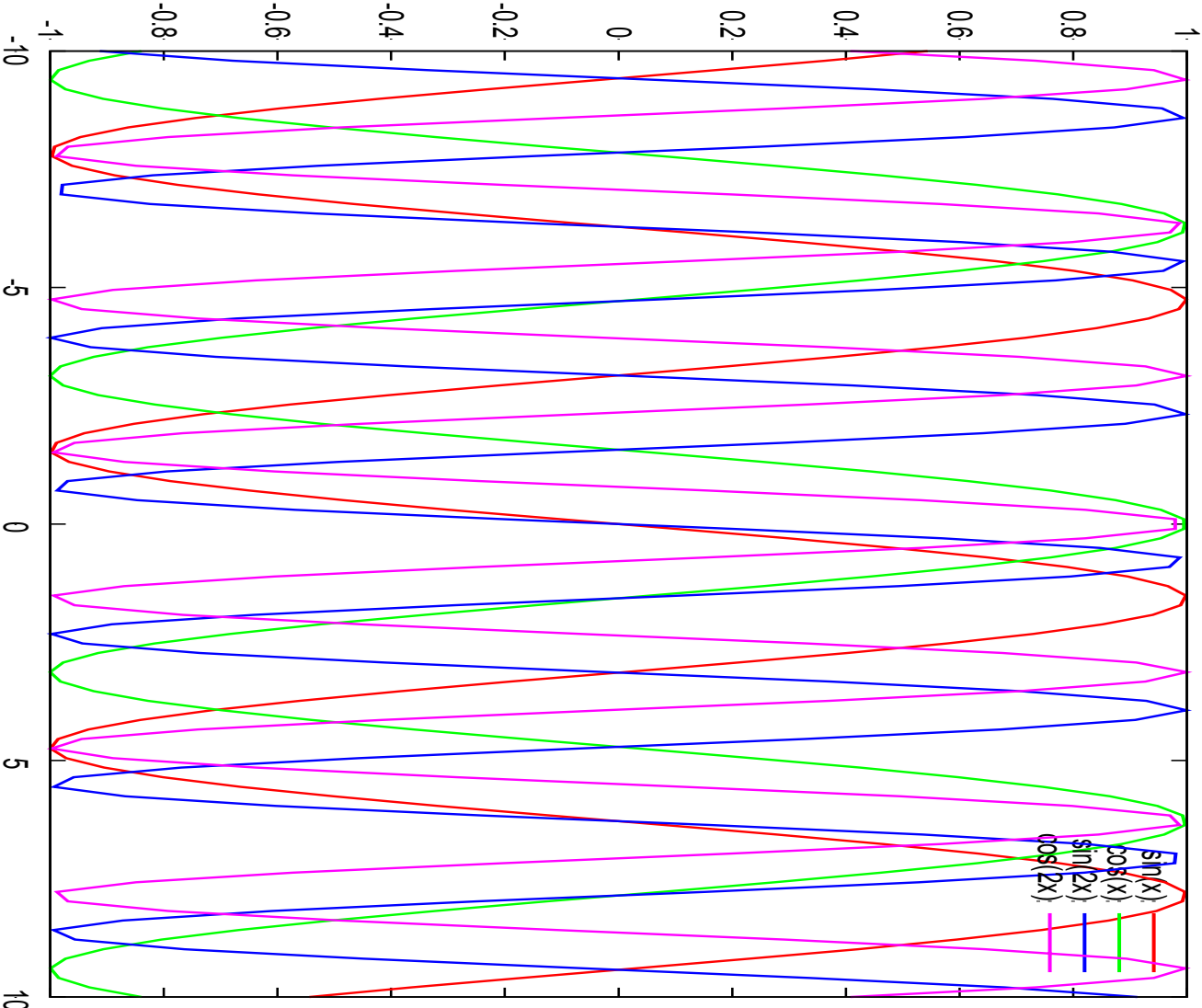
# Facial Expressions



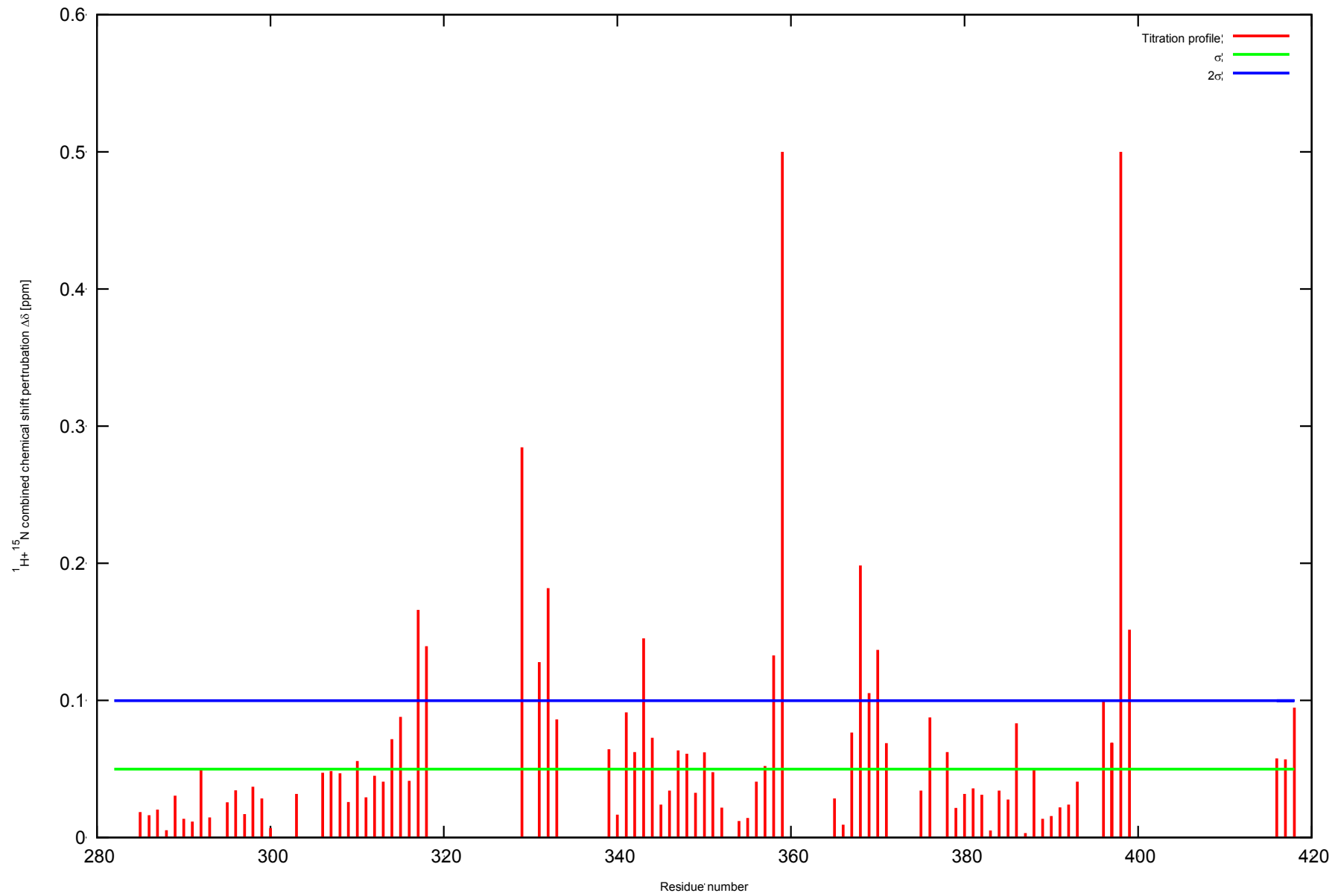
stures



Here you can see a graph!

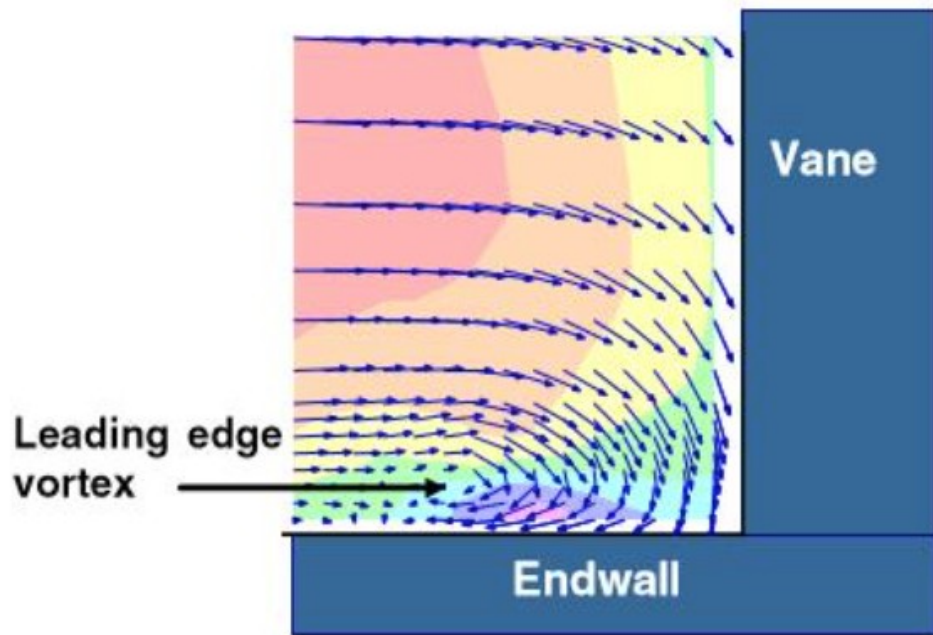


Titration of aRRM with AUCUUGA.



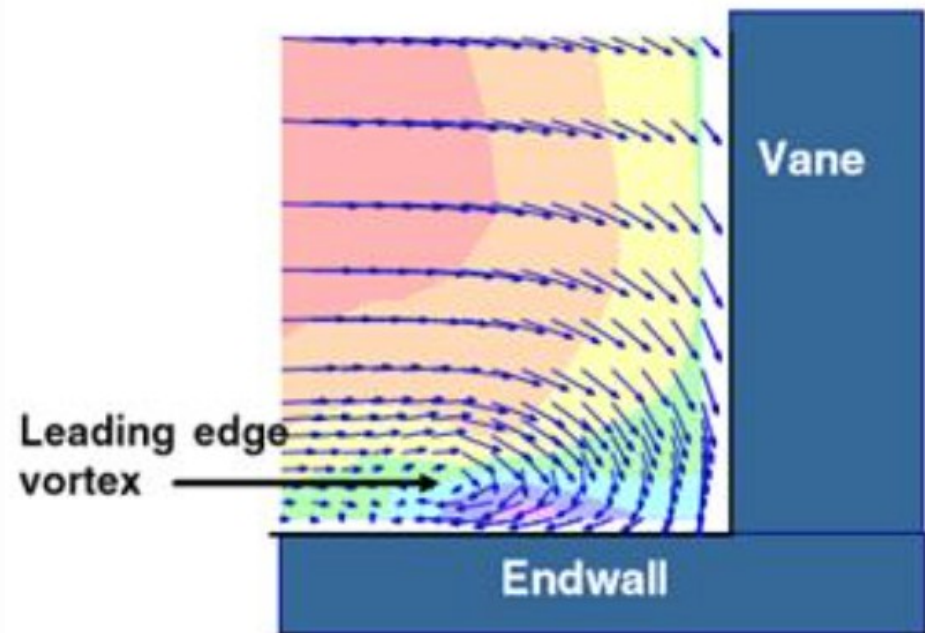
# Each slide should have the key message captured in headline

## Velocity Results



Velocity profile (side view)

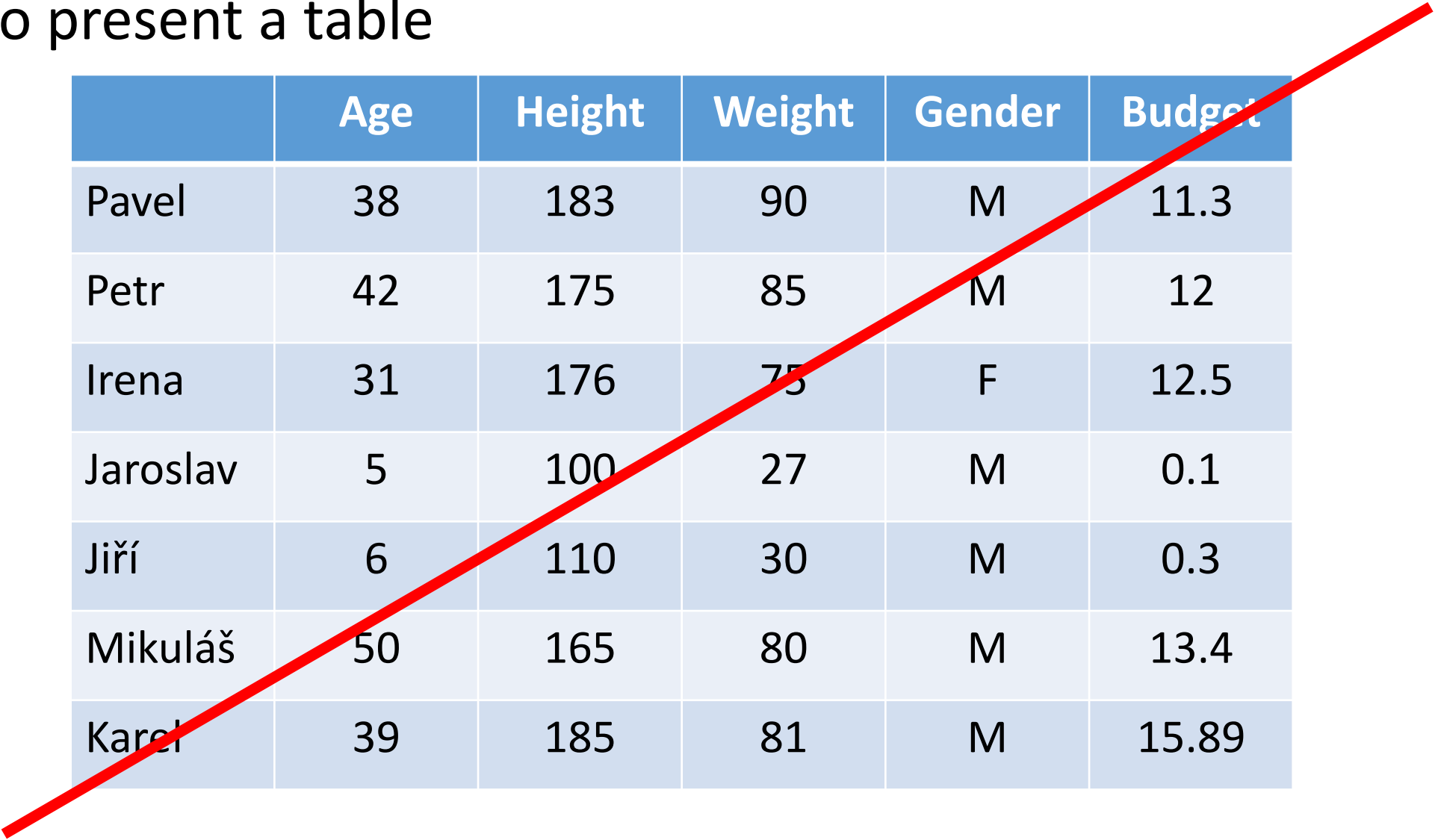
## A leading edge vortex forms at the first set of turbine vanes after the combustor



Velocity profile (side view)

# How to present a table

|          | Age | Height | Weight | Gender | Budget |
|----------|-----|--------|--------|--------|--------|
| Pavel    | 38  | 183    | 90     | M      | 11.3   |
| Petr     | 42  | 175    | 85     | M      | 12     |
| Irena    | 31  | 176    | 75     | F      | 12.5   |
| Jaroslav | 5   | 100    | 27     | M      | 0.1    |
| Jiří     | 6   | 110    | 30     | M      | 0.3    |
| Mikuláš  | 50  | 165    | 80     | M      | 13.4   |
| Karel    | 39  | 185    | 81     | M      | 15.89  |





# How to present a table

|          | Age | Height | Weight | Gender | Budget |
|----------|-----|--------|--------|--------|--------|
| Pavel    | 38  | 183    | 90     | M      | 11.3   |
| Petr     | 42  | 175    | 85     | M      | 12     |
| Irena    | 31  | 176    | 75     | F      | 12.5   |
| Jaroslav | 5   | 100    | 27     | M      | 0.1    |
| Jiří     | 6   | 110    | 30     | M      | 0.3    |
| Mikuláš  | 50  | 165    | 80     | M      | 13.4   |
| Karel    | 39  | 185    | 81     | M      | 15.89  |

# How to present a table

|          | Age     | Height | Weight | Gender | Budget |
|----------|---------|--------|--------|--------|--------|
|          | [years] | [cm]   | [kg]   |        | [MKč]  |
| Pavel    | 38      | 183    | 90     | M      | 11.3   |
| Petr     | 42      | 175    | 85     | M      | 12.0   |
| Irena    | 31      | 176    | 75     | F      | 12.5   |
| Jaroslav | 5       | 100    | 27     | M      | 0.1    |
| Jiří     | 6       | 110    | 30     | M      | 0.3    |
| Mikuláš  | 50      | 165    | 80     | M      | 13.4   |
| Karel    | 39      | 185    | 81     | M      | 15.9   |

# How to present a table

|          | Age<br>[years] | Height<br>[cm] | Weight<br>[kg] | Gender | Budget<br>[MKč] |
|----------|----------------|----------------|----------------|--------|-----------------|
| Pavel    | 38             | 183            | 90             | M      | 11.3            |
| Petr     | 42             | 175            | 85             | M      | 12.0            |
| Irena    | 31             | 176            | 75             | F      | 12.5            |
| Jaroslav | 5              | 100            | 27             | M      | 0.1             |
| Jiří     | 6              | 110            | 30             | M      | 0.3             |
| Mikuláš  | 50             | 165            | 80             | M      | 13.4            |
| Karel    | 39             | 185            | 81             | M      | 15.9            |

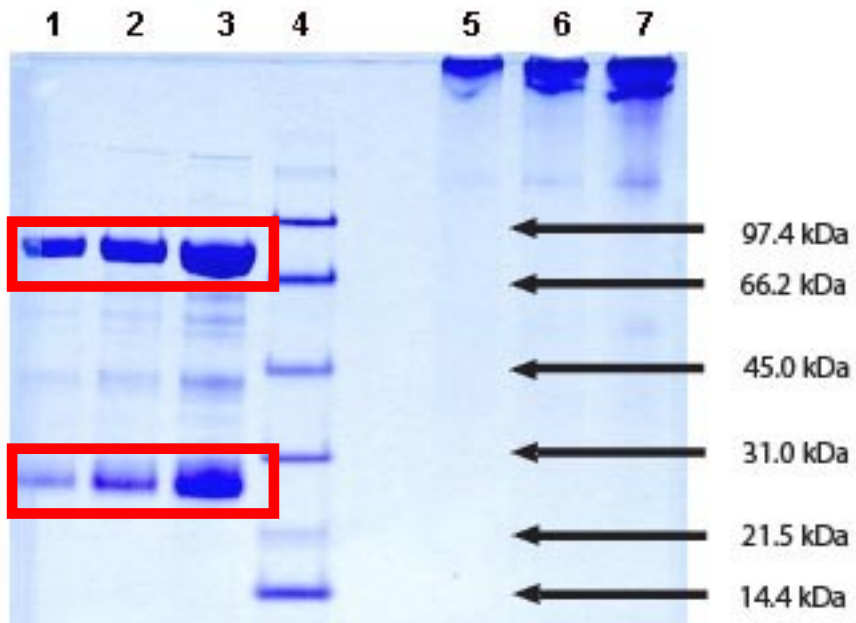
# How to present a table

|          | Age<br>[years] | Height<br>[cm] | Weight<br>[kg] | Gender | Budget<br>[MKč] |
|----------|----------------|----------------|----------------|--------|-----------------|
| Pavel    | 38             | 183            | 90             | M      | 11.3            |
| Petr     | 42             | 175            | 85             | M      | 12.0            |
| Irena    | 31             | 176            | 75             | F      | 12.5            |
| Jaroslav | 5              | 100            | 27             | M      | 0.1             |
| Jiří     | 6              | 110            | 30             | M      | 0.3             |
| Mikuláš  | 50             | 165            | 80             | M      | 13.4            |
| Karel    | 39             | 185            | 81             | M      | 15.9            |

# How to present a table

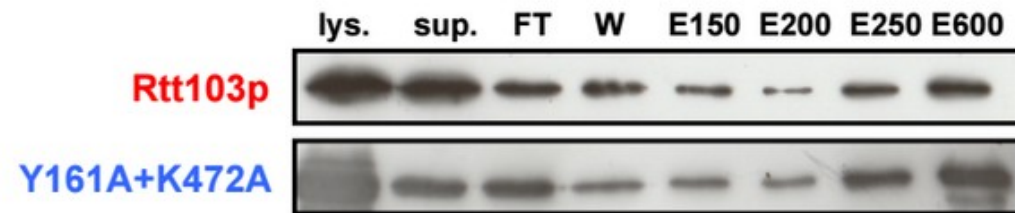
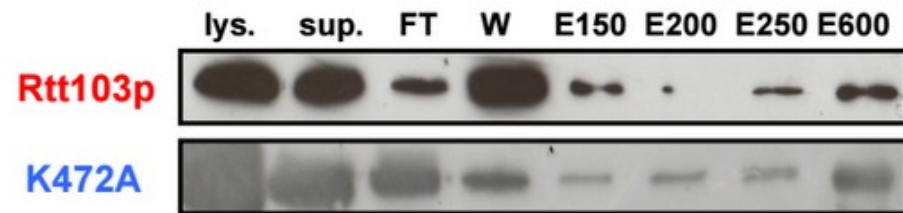
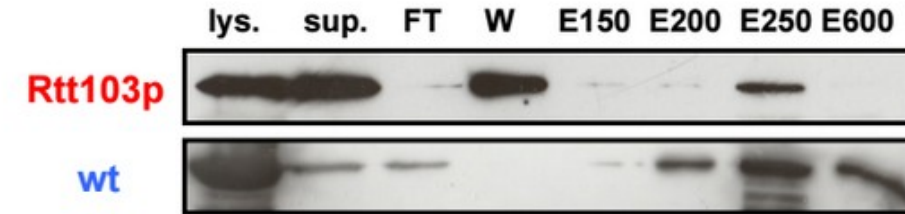
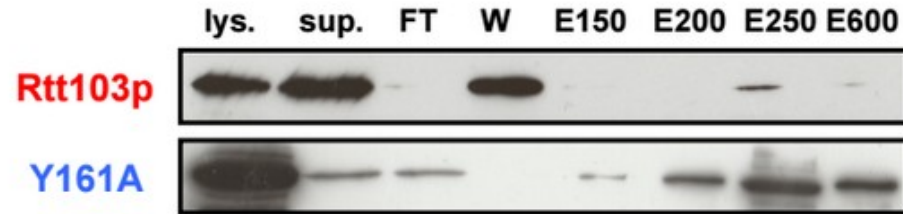
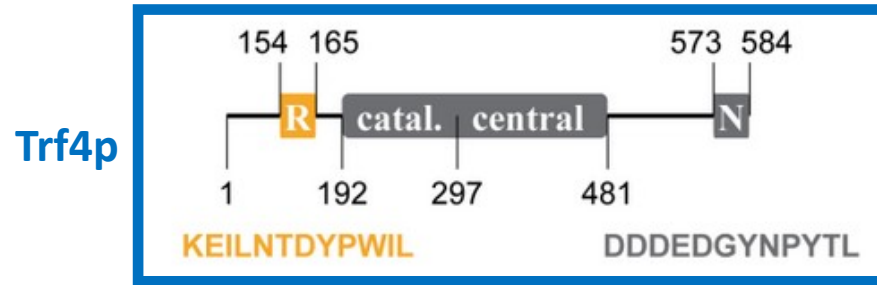
|          | Age<br>[years] | Height<br>[cm] | Weight<br>[kg] | Gender | Budget<br>[MKč] |
|----------|----------------|----------------|----------------|--------|-----------------|
| Pavel    | 38             | 183            | 90             | M      | 11 .3           |
| Petr     | 42             | 175            | 85             | M      | 12              |
| Irena    | 31             | 176            | 75             | F      | 12 .5           |
| Jaroslav | 5              | 100            | 27             | M      | .1              |
| Jiří     | 6              | 110            | 30             | M      | .3              |
| Mikuláš  | 50             | 165            | 80             | M      | 13 .4           |
| Karel    | 39             | 185            | 81             | M      | 15 .9           |

# How to present a gel



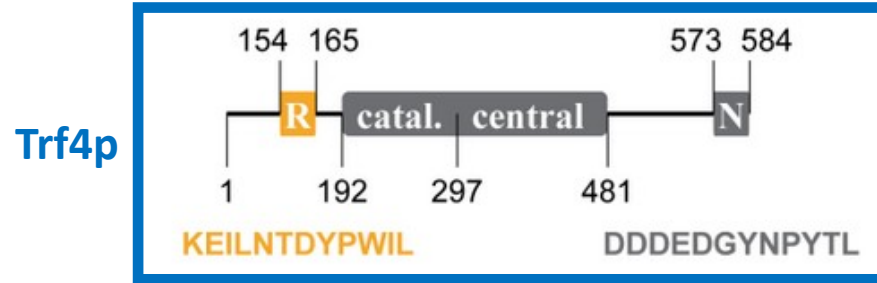
$M_w$  of my protein is  $\sim 80$  kDa, here you can see the band of the protein and here presumably some degradation of it. As it is multi-domain protein, may be one of the domain is auto-cleaved, protein is tagged with SUMO ( $M_w=XY$ ), GST ( $M_w=XY$ ) etc. so it may be also some of these ...

# Does Trf4 interact with Rtt103?



**Rtt103 – FLAG-tagged, Trf4 – His-tagged**

# Does Trf4 interact with Rtt103?

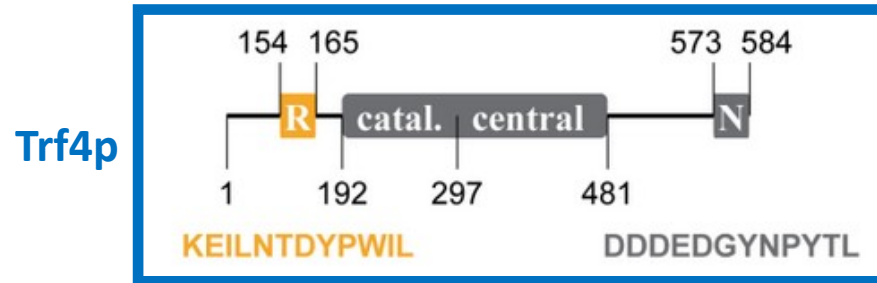


Anti-His – control

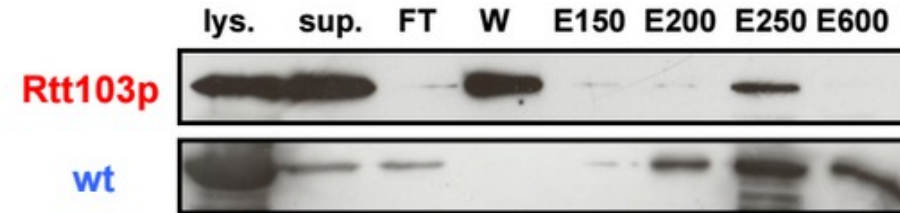
**Rtt103 – FLAG-tagged, Trf4 – His-tagged**



# Does Trf4 interact with Rtt103?

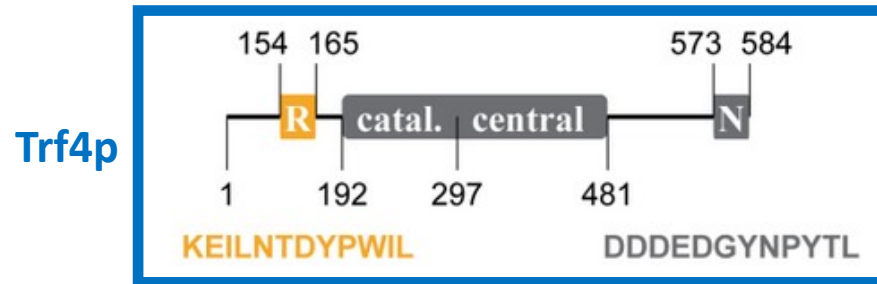


Anti-His – control

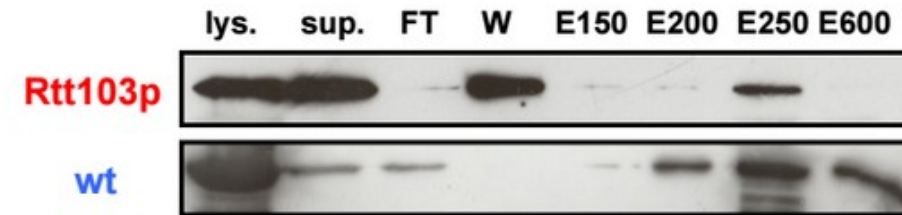
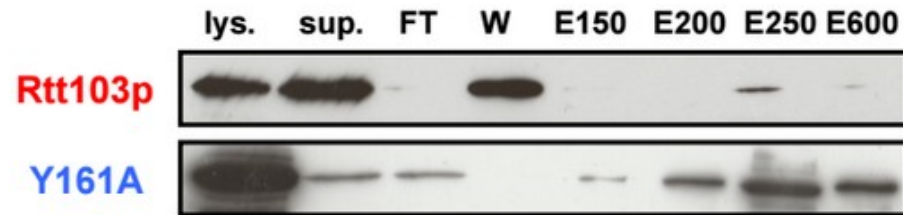


**Rtt103 – FLAG-tagged, Trf4 – His-tagged**

# Does Trf4 interact with Rtt103?

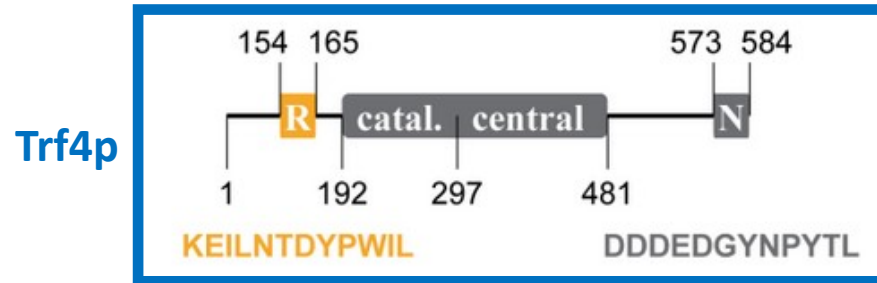


Anti-His – control

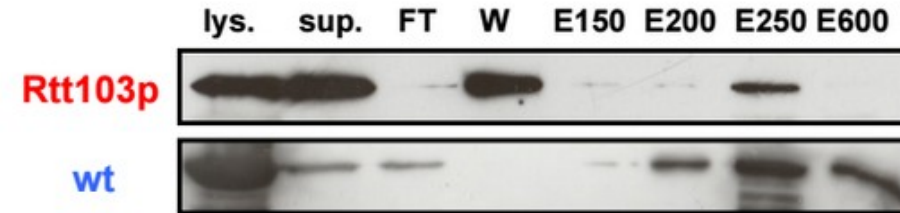
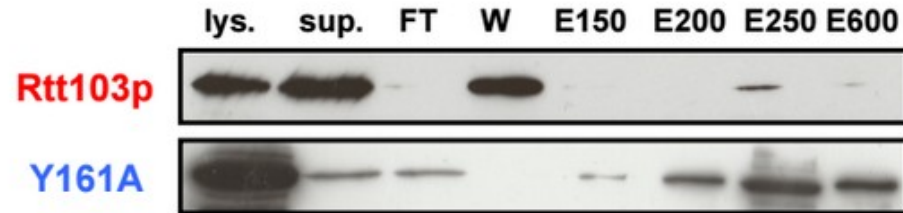


**Rtt103 – FLAG-tagged, Trf4 – His-tagged**

# Does Trf4 interact with Rtt103?

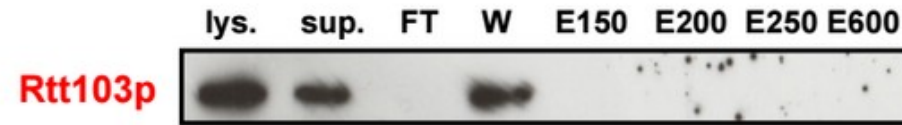
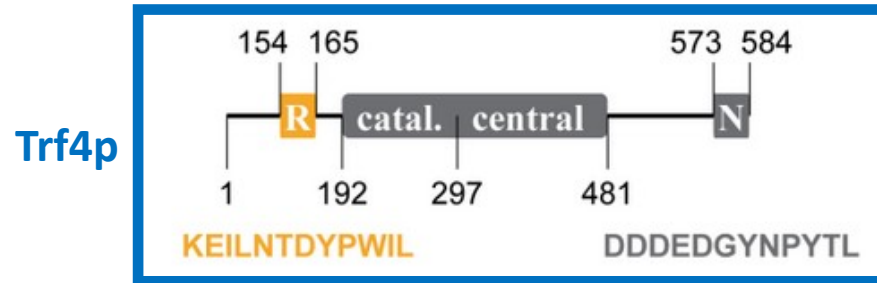


Anti-His – control

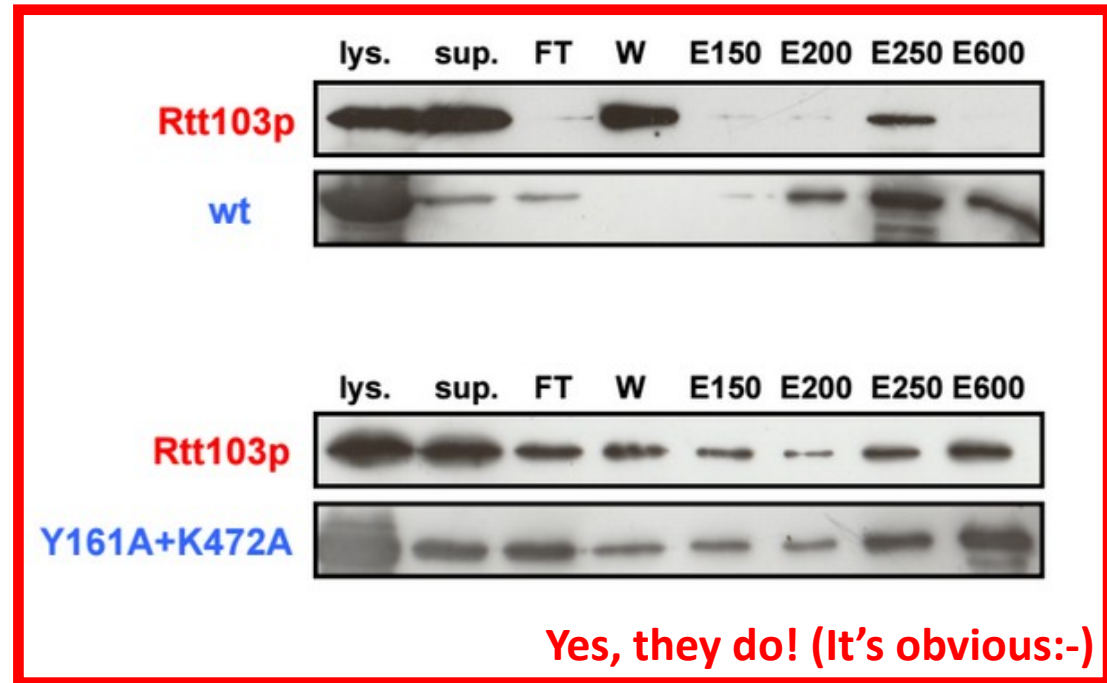
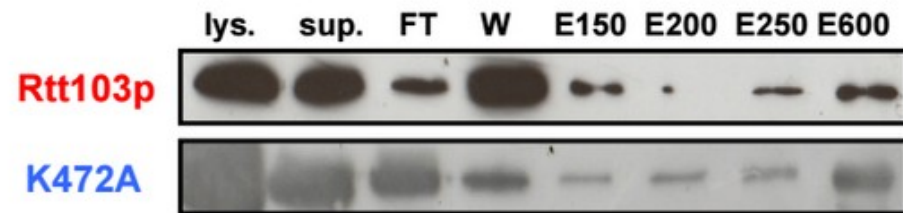
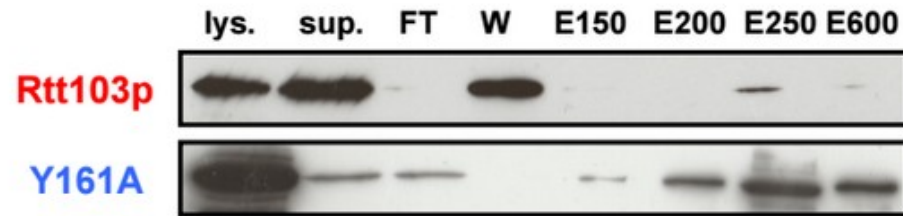


**Rtt103 – FLAG-tagged, Trf4 – His-tagged**

# Does Trf4 interact with Rtt103?



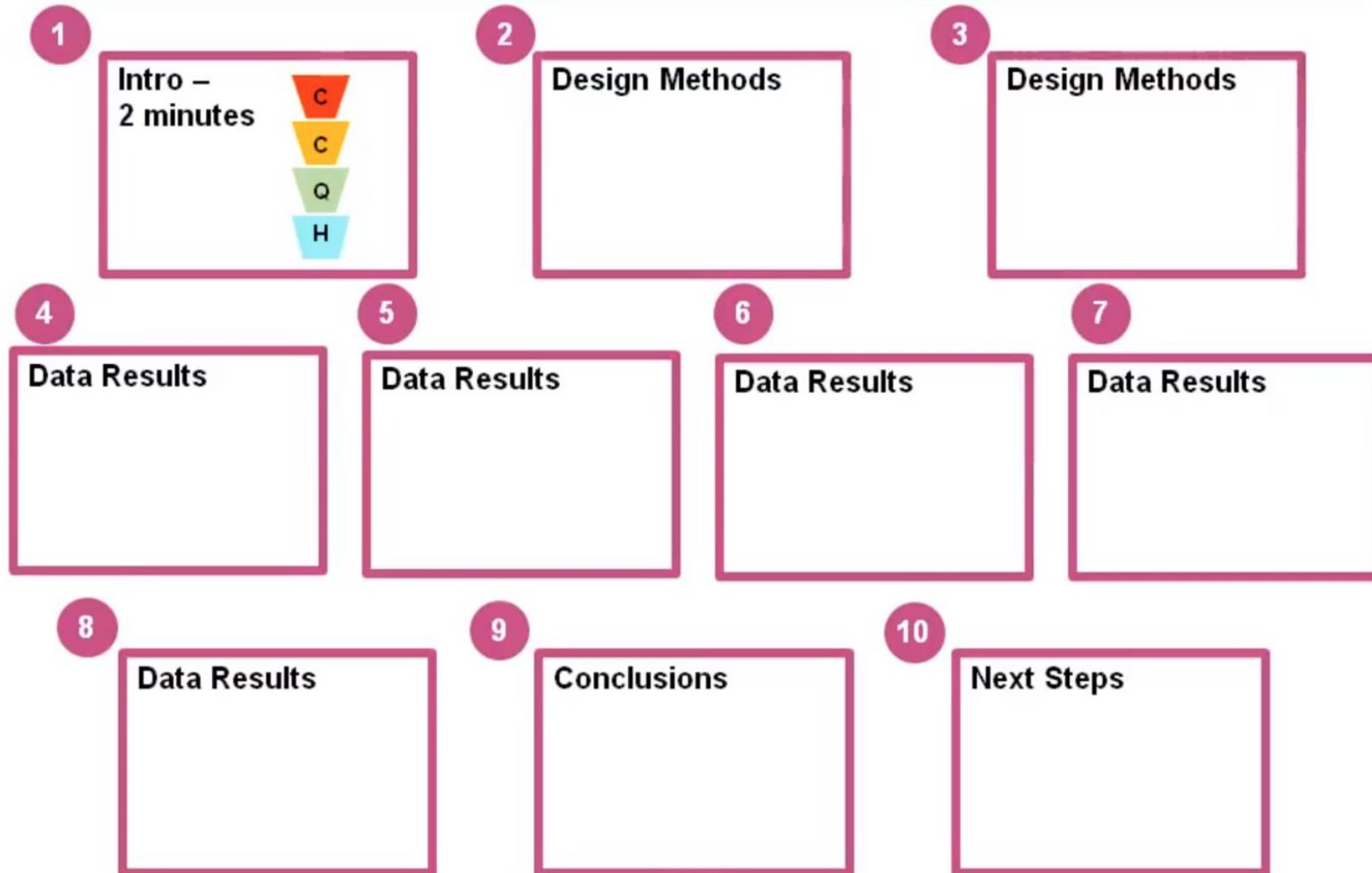
Anti-His – control



Yes, they do! (It's obvious:-)

**Rtt103 – FLAG-tagged, Trf4 – His-tagged**

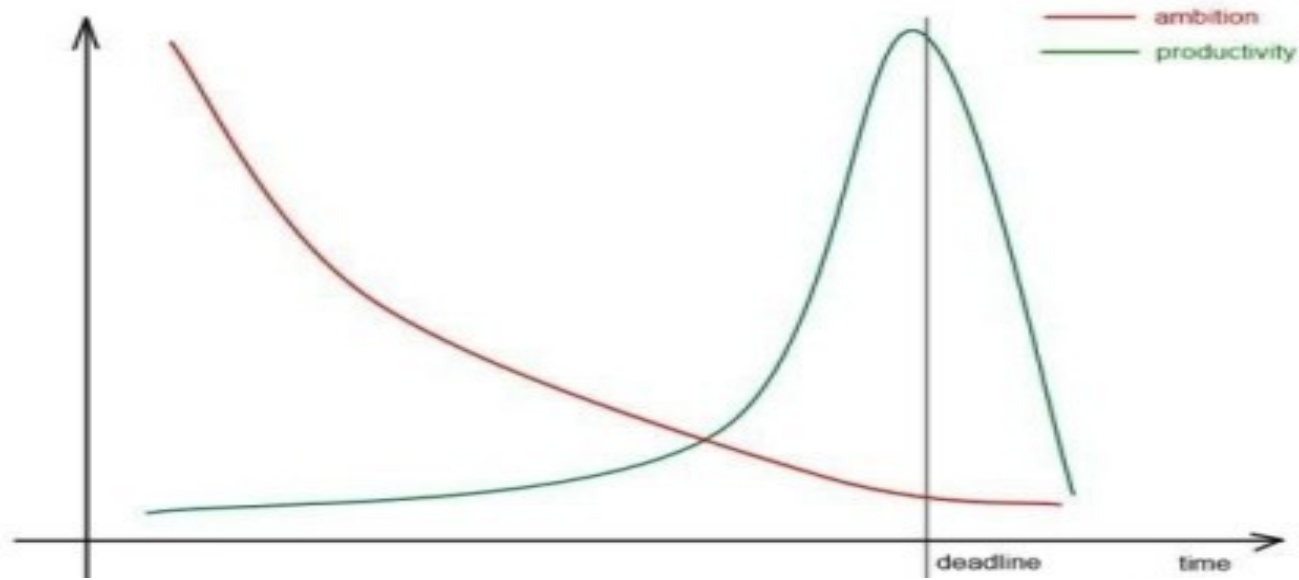
# Final structure / storyboard



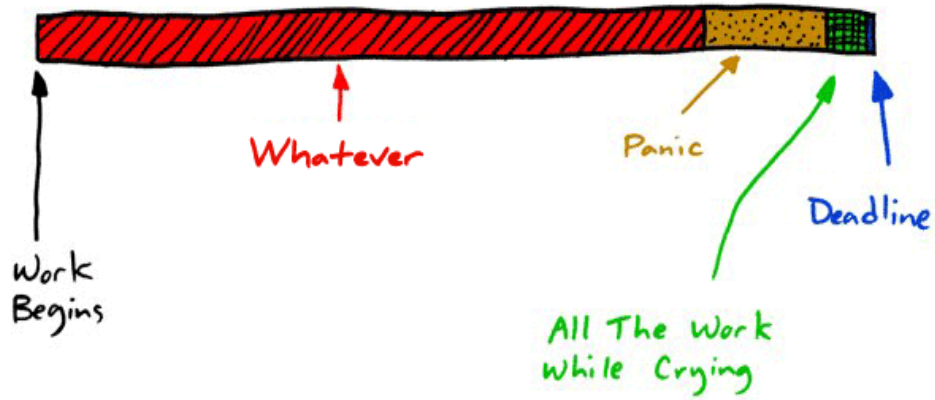
“Naše mládež miluje přepych, je špatně vychovaná, vysmívá se představeným a vůbec si neváží starých lidí. Děti jsou hotoví tyrani. Nepovstanou, když do místnosti vejde starší člověk. Odmlouvají rodičům. Řečeno jednoduše: jsou velmi špatní ...”  
Seneca, roku 50 p. K.

“Ztratil jsem všechny naděje, pokud jde o budoucnost naší země až dnešní mládež převezme do svých rukou otěže řízení. Je to mládež neukázněná, drzá a nesnesitelná.”  
Hesiodos, 720 př. K.

“Náš svět je v kritickém stavu. Děti neposlouchají rodiče, neučí se, nemají snahu po vzdělání. Konec světa není příliš daleko.”  
neznámý egyptský kněz, 2000 př.n.l.



## THE CREATIVE PROCESS



# THE LAWS OF HERMAN

**1.** Your vacation begins after you defend your thesis.

**2.** In research, what matters is what is right, and not who is right.

**3.** In research and other matters, your adviser is always right, most of the time.

**4.** Act as if your adviser is always right, almost all the time.

**5.** If you think you are right and you are able

to convince your adviser, your adviser will be very happy.

**6.** Your productivity varies as (effective productive time spent per day)<sup>1,000</sup>.

**7.** Your productivity also varies as 1/(your delay in analysing acquired data)<sup>1,000</sup>.

**8.** Take data today as if you know that your equipment will break tomorrow.

**9.** If you would be unhappy to lose your data, make a permanent back-up copy of them within five minutes of acquiring them.

**10.** Your adviser expects your productivity to be low initially and then to be above threshold after a year or so.

**11.** You must become a bigger expert in your thesis area than your adviser.

**12.** When you cooperate, your adviser's blood

pressure will go down a bit.

**13.** When you don't cooperate, your adviser's blood pressure either goes up a bit or it goes down to zero.

**14.** Usually, only when you can publish your results are they good enough to be part of your thesis.

**15.** The higher the quality, first, and quantity, second, of your publishable work, the better your thesis.

**16.** Remember, it's your thesis. You (!) need to do it.

**17.** Your adviser wants you to become famous, so that he/she can finally become famous.

**18.** Your adviser wants to write the best letter of recommendation for you that is possible.

**19.** Whatever is best for you is best for your adviser.

**20.** Whatever is best for your adviser is best for you.

These laws were inspired by the 'Laws of the House of God' from *The House of God* by Samuel Shem (Richard Marek, 1978), which provided a somewhat different brand of advice to medical interns. The author thanks Jonathan Spanier, Yigal Komem and other colleagues for suggestions.



# What makes a good (PhD) student

- a) Choose a supervisor whose work you admire and who is well supported by grants and departmental infrastructure.
- b) **Take responsibility for your project.**
- c) **Work hard** — long days all week and part of most weekends. If research is your passion this should be easy, and if it isn't, you are probably in the wrong field. Note who goes home with a full briefcase to work on at the end of the day. **This is a cause of success, not a consequence.**
- d) *Take some weekends off, and decent holidays, so you don't burn out.*
- e) **Read the literature** in your immediate area, both current and past, and around it. You can't possibly make an original contribution to the literature unless you know what is already there.
- f) **Plan your days and weeks** carefully to dovetail experiments so that you have a minimum amount of downtime.
- g) Keep a good lab book and write it up every day.
- h) Be creative. Think about what you are doing and why, and look for better ways to go. Don't see your PhD as just a road map laid out by your supervisor.
- i) **Develop good writing skills:** they will make your scientific career immeasurably easier.
- j) To be successful you must be at least four of the following: *smart, motivated, creative, hard-working, skillful* and *lucky*. **You can't depend on luck, so you had better focus on the others!**

Time management story to show/understand how **planning of tasks is the key** to time management.

Start with a **bucket**, some **big rocks** enough to fill it, some **small stones**, some **sand**, and **water**.

The bucket is your available time. The rocks, stones, sand and water are your tasks - a few big ones, some more medium-sized ones, and lots of small jobs and continuous demands and interruptions.

Put the big rocks in the bucket - is it full?

Put the small stones in around the big rocks - is it full?

Put the sand in and give it a shake - is it full?

Put the water in. Now it's full.

The point is: **unless you put the big rocks in first, you won't get them in at all.**

In other words: Plan time-slots for your big issues before anything else, or the inevitable sand and water issues will fill up your days and you won't fit the big issues in.

Note that a big 'task' isn't necessarily a work task - it could be your child's sports-day, or a holiday.



<http://www.visjonaer.com/blog/put-the-big-rocks-in-first-in-the-jar-of-life>

Neumíš?

Naučíme Tě!

Nemůžeš?

Pomůžeme Ti!

Nechceš?

Nepotřebujeme Tě!

## LANGUAGE SKILLS

---

Slovak native  
English fluent spoken and written  
German beginner

## COMPUTER LITERACY

---

Latex  
MS Office, Windows 7

## WORK HISTORY

---

**Summer jobs**  
Manual work in construction site in Austria

## INTERESTS & OTHERS

---

Skiing, Trekking, Cycling, Football, Documentaries  
Driving license B

## EDUCATION

### 2012-present

- Bachelor degree program in Biophysical Chemistry, Faculty of Science, Masaryk University, Brno, Czech republic

### 2007-2012

- Bilingual English-Slovak Grammar School of Milan Hodža, Sučany, Slovakia

## SCIENTIFIC EXPERIENCE

### 2014 - present

- [redacted] Faculty of Science Masaryk University

Supervisors: [redacted]

### 2013 – 2014

- [redacted] Faculty of Science, Masaryk University

Atomic force microscopy

Supervisors: [redacted]

## COURSES AND SCHOLARSHIPS

### January 2015

- Practical course: Advanced Methods of Fluorescence Microscopy, Central European Institute of Technology, Faculty of Science, Masaryk University

Lecturer: Mgr. Ctirad Hofr Ph.D.

- Practical Introduction to Supercomputing, National Centre for Biomolecular Research, Faculty of Science, Masaryk University

Lecturer: Mgr. Petr Kulhanek Ph.D.

### March 2014

- [redacted]

### Academic years 2012 – 2013 and 2013 – 2014

- Honors Scholarship, Faculty of Science, Masaryk University

## LANGUAGE SKILLS

- Slovak mother tongue
- Czech proficient user (C2)
- English advanced user (C1)
- German intermediate user (B2)

### 2012

- Certificate in Advanced English (CAE), Cambridge English (C1)
- Specialized State Language Examination of Professional English, field Science (C1)

### 2011

- Basic State Language Examination (B2)

## COMPUTER SKILLS

- Operating systems Windows, Linux
- Scripting languages Bash, PHP, basics of AWK, Gnuplot
- Software Pymol Molecular Graphics System, AutoDock Vina, AutoDock 4, basics of Gaussian

## INTERESTS

- singing, hiking, climbing, travelling
- tutoring English, Mathematics and Chemistry

Gender:

Male

**Education**

2011 - At present

Faculty of Science  
Masaryk University in Brno, Czech Republic  
Subject field: biophysics

2006 - 2011

[Redacted]

2002-2006

[Redacted]

1998-2002

[Redacted]

**Work experience**

2009 - At present

Instructor at Lanoland ropes course Koliba, Bratislava  
-communication, assistance and helping clients

2008-2009

Palace Cinemas, Bratislava  
- communication, assistance and helping clients

**Personal skills and competences**

Languages:

French C1  
English B2

Driving license B

**Hobbies**

Sport, Travelling, Theatre, Reading,

Gender:

Male

**Education and Training**

2014 – present

Faculty of Science  
Masaryk University in Brno, Czech Republic  
Subject field: Molecular biophysics  
Master's degree

2011 - 2014

Faculty of Science  
Masaryk University in Brno, Czech Republic  
Subject field: Biophysics  
Bachelor's degree

2006 - 2011

[Redacted]

**Work experience**

2014 – present

Central European Institute of Technology  
-measurement of CD and NMR spectra, native and denaturing PAGE

2013

Volunteering for Joint Research Centre of the European Commission

2010 - 2014

**Instructor at Lanoland ropes course Koliba, Bratislava**  
-communication, assistance and helping clients

2011

**Waiter in Fun Zone Bratislava**

2008-2009

**CETELEM, Bratislava**  
-administrative work

2006-2009

**Shop assistant, ProSport, Bratislava**  
- communication with clients  
- helping and advising clients

**Personal skills and competences**

Languages:

French C1 Certificate  
English B2 DALF C1  
German A1 graduation B2

**Social skills and competences**

Communicative, Responsible, Hardworking, Intelligent, Friendly, Honest

**Computer skills and competences**

MS Excel, MS Word, MS PowerPoint, QtiPlot, Matlab

Driving license B

**Hobbies**

[Redacted]

Sport (football, skiing), Reading, Travelling, Science

- Related stories and links

From nature.com

- **Sexist attitudes: Most of us are biased**  
06 March 2013
- **Inequality quantified: Mind the gender gap**  
06 March 2013
- **Laboratory life: Scientists of the world speak up for equality**  
06 March 2013

Science jobs from naturejobs

**Senior Research Scientist**

Philip Morris Products S.A

**Director, Quantitative Bioinformatics Lead**

Pfizer

**Physics Instructor (Male)**

Alfaisal University

**Faculty Positions in Pediatric Biology, Biodesign, Ecology, Human Immunology and Infectious Diseases**

Translational Health Science and Technology Institute



## Education

- 2010-2013 Bachelor's degree programme, Field of Study Medical physics  
Faculty of Science, Masaryk University
- 2012-Now Bachelor's degree programme, Field of Study Applied informatics  
Faculty of Informatics, Masaryk University
- 2013-Now Master's degree programme, Field of Study Biophysics  
Faculty of Science, Masaryk University

## Employment History

2013-Now



## Scientific Experience

- **Programming Languages**  
*BASH, C/C++, Python, Java*
- **Computation**
- **Visualization**  
*gnuplot, VMD*
- **Other**  
*Microsoft Windows and GNU/Linux workstation, L<sup>A</sup>T<sub>E</sub>X*

## Languages

Czech (native)  
English



CV

- **Why to write one**

**Apply for**

- Job
- Funding
- Speculative application
- Collaboration
- People remember you
- Ask for supporting letter

- **What does the reader expect**

**What you have**

- Done
- Achieved

=> **Selected or Not?**

Your CV is a **marketing** document, not just **information** record

“Students need to be reminded that the CV is a piece of personal marketing that has to engage the reader immediately”

### **How many CVs?**

Each reader is looking for something different => shape your CV according to the position you're applying for.

## CV –structure

University of Cambridge recommends **NOT** to put Curriculum Vitae, rather your name

- 1) Name
  - 2) Contacts - something that is secure, stable, and reliable (and verifiable),  
“intelligent” contacts – hchkrdtn@html, beruska@html, brouk@html, 42353478@html ...
  - 3) Education - not before high-school degree
  - 4) Employment / Work Experience - your roles, achievements
- 1) Additional Skills - **RELEVANT** to the position you’re applying for
  - 2) Activities and Interests - what do you want to show – responsibility and sense of personality or motivations
  - 3) References / Referees - their position and contacts – make sure they know (and agreed) about being referees for you

## Most Frequent Mistakes (???)

- Photo
- Formatting
- Structure – priorities – time or thematically organized
- Typos
- Rarely **Achievements / Awards / Recognitions**
- Qualification – tasks you're able / experienced with

## Tomáš Nováček

mobile: +420608468558

e-mail adress: 423609@mail.muni.cz

Přední Padělký street 3243/20

Ostrava – Martinov

Czech Republic

72300

### Education

2013 – present Masaryk University - Brno  
- *Medical Physics (full-time student) – 2<sup>nd</sup> year (Bc degree)*

2009 – 2013 Olga Havlová High School – Ostrava  
- *Final exam - english A, physics A, mathematics B, Biology A*

### Languages

Czech Native

English Cambridge certificate (FCE)

German Basic knowledge (A1)

### Additional Information

Computer skills Word, Excel, Power point  
- *ordinary user knowledge*

## Tomáš Nováček

**Address:** Přední Padělký 3243/20  
Ostrava - Martinov  
CZ - 723 00

**Phone:** +420 732 43 54 67

**E-mail:** [tomas.novacek@mail.muni.cz](mailto:tomas.novacek@mail.muni.cz)

**Date of Birth:** 30.2.2016

**Nationality:** Czech

### Education

2013 - present **Faculty of Science, Masaryk University (Brno, CZ)** - 2nd year in Bachelor degree programme in Medical Physics

2009 - 2013 **Olga Havlová High School (Ostrava, CZ)**  
final exam: - **passed with distinction**

|             |   |         |   |
|-------------|---|---------|---|
| english     | A | physics | A |
| mathematics | B | biology | A |

### Languages

Czech native

English Cambridge Certificate (FCE)

German beginner (A1)

**Additional Skills** Computer skills - familiar with windows operating system  
- regular use of Microsoft office

### Awards and Recognitions

recognized amongs three top talented student of the Olga Havlova High School in 2012

### Personal qualities

coping with competitiveness, stamina, motivation, self-discipline drive, independence

### Other Interests

**Science** attended project popularizing science "100 vědců" (<http://www.100vedcu.cz>)

**Sport** cycling - 1. place in Plesenská 20

**Music** piano

### References

|   |                          |
|---|--------------------------|
| Mgr. Marta Freislerová  | Olga Havlova High School |
| <b>E-mail:</b> <a href="mailto:marta.freislerova@gyohavl.cz">marta.freislerova@gyohavl.cz</a> | Marie Majerové 1691      |
| <b>Phone:</b> +420 595 693 824  | CZ-708 00 Ostrava        |

# Practice makes the master!

## Acknowledgement:

Tomasz Kabzinski  
Magdaléna Krejčíková  
Jiří Chaloupka

## Materials used:

Susan K. McConnell (Stanford University)  
Prof. Keimer (MPI Stuttgart)  
Leslie Lamport, 4 August 1979

# THE MOST MOTIVATIONAL POSTER

$$1.01^{365} = 37.8$$

$$0.99^{365} = 0.03$$

**EVER**

VIA 9GAG.COM

# What Is a Motivation Letter?

- short letter that explains why you're the perfect fit for a job.
  - one page
  - It's chance to highlight achievements and showcase interests.
- 
- for a job.
  - applying to a college or university
  - an educational program
  - an internship
  - or even a volunteer role



# Motivation Letter vs. Cover Letter

- might seem pretty similar at first glance
- both are 1 page or less and go along with your resume and application
- to impress the hiring manager and make them seriously consider your application.

## One key difference

**Cover letters** dive into the nitty-gritty, with specific examples of how your education, skills, job experience, and achievements perfectly align with the job requirements. They concentrate on highlighting your work experience.

**Motivation letters** take a broader approach. Instead of focusing on specifics, they showcase your interests, personality traits, and the reasons behind your application. They're great when you don't have much relevant experience to share. We'll dig into this more in the next section.

# Motivation letter

- motivation letter is actually “part two” of your application
- CV is a summary of the facts (educational background and work experience)
- motivation letter allows to show a bit more of personality and indicate why you are suitable for the particular position
- make sure that your motivation letter supports your CV
- emphasise relevant information about skills and experience

Before you start, analyse the vacancy and make sure you have enough information to write a good and compelling motivation letter.

- e.g. LinkedIn can also help

## General tips

- Use short, active sentences - get to the point
- Ensure your motivation letter is in line with your CV but avoid identical overlap. In your CV, you can mention aspects about which you provide further details in your motivation letter
- Avoid negative/denying words
- Carefully check the name and job position of the receiver
- Write convincingly, but not obtrusively. Don't draw conclusions in your text, but rather formulate your arguments in such a way that the receiver can reach the desired conclusion
- Try to imagine the perspective of the reader. They want to know "What's in it for me?" So don't focus on what the company and/or the job position means to you

## General tips

- Customise your motivation letter for every application, delete, clarify or move items
- Avoid abbreviations and technical jargon
- Make sure there are no spelling mistakes in your motivation letter
- A motivation letter should be a maximum of 1 A4 sized page about 2/3 filled with text
- Always send your CV and motivation letter in PDF format and put your name in the title of your CV, motivation letter and email
- Have your motivation letter read by someone else before you send it.

# Structure of the motivation letter

- General info
- Motivational paragraph
- Paragraph(s) about yourself
- Conclusion of your motivational letter

# Structure of the motivation letter

- General info

Address details

Company details and contact person

Place and date

Subject

Dear Mrs \_\_ or Mr \_\_, **Make sure you have a name and do not send the letter to “Dear Mr/Mrs”**

# Structure of the motivation letter

- Motivational paragraph

Choose a neutral opening or a real distinctive, compelling phrase if you have a talent for writing. (DeepL/Write, Grammarly, ChatGPT ...)

Be sure to use wording that is right for you and is appropriate for the job position.

## Example:

Hereby, I respond to the \_\_\_ vacancy which I found on the Faculty of Arts Career Services website. This vacancy caught my attention, because I see a great deal of similarity between the job requirements and my experiences.

If possible, refer to a previous contact moment that you may have had by phone or email.

## Example:

I would like to respond to the \_\_\_ vacancy which I found on the website [www.muni.cz](http://www.muni.cz). Our phone call on [date] stoked my interest in the vacancy and has made me very enthusiastic about fulfilling this exiting job position.

# Structure of the motivation letter

- Paragraph(s) about yourself

Convince the recipient that you are the right candidate. Explicitly argue and name characteristics, work experience, and skills which you possess and which match the requirements of the vacancy.

Writing these paragraphs is easiest if you have first made a list of the most important requirements of the job position and the desires of the company along with a list of your characteristics, experiences and skills that match the profile. Based on this scheme, you can “build” your argument.



# Structure of the motivation letter

- Paragraph(s) about yourself

## Possible arguments:

I have the right education.

I have relevant work experience.

I have the right characteristics/attitude/mentality.

I'm specifically interested in this job position / organisation because ...

Please note: you **may not be required** to include a motivation letter with your CV, instead you may be asked to provide a short motivation. In this case, include the information from the “paragraphs about yourself”.

## Structure of the motivation letter

- Conclusion of your motivational letter

Briefly indicate your goal for this application - getting an invitation for a job interview. Also here you can choose a neutral conclusion or a distinctive and compelling phrase. Just make sure the writing style is consistent with the paragraphs above.

### Example:

I would like to further clarify my motivation in a personal conversation. I look forward to your swift response.

Kind regards, Jan Novák

Annex: Curriculum Vitae

# Proofread your motivation letter

Proofread your motivation letter to make it more concise and professional.

Correct any spelling and grammatical errors and awkward phrasing.

Edit information already listed in your application form or resume to ensure your motivation letter contains only unique information.

You may need to proofread your motivation letter **several times** to identify all problem areas. If time permits, complete this step two days or more after writing your motivation letter as time away from your work allows you to view it more objectively. To help ensure your letter has **professional grammar and spelling**, ask a trusted friend or family member to proofread your motivation letter after you.