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6.13 Say something counterintuitive.  
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7 Agenda and Transitions  
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7.2 Consider not having an “agenda” slide.  
7.3 Use an “Agenda” slide for longer presentations and for arts, humanities, and social sciences.  
7.4 Use an agenda to introduce key terminology.  
7.5 Only move to the next slide when you’ve finished talking about the current slide.  
7.6 Use transitions to guide your audience.  
7.7 Learn how to signal a move from one section to the next.  
7.8 Exploit your transitions for other purposes than simply moving to the next topic.  
7.9 Only use an introductory phrase to a slide when strictly necessary.  
7.10 Be concise.  
7.11 Add variety to your transitions.  

8 Methodology  
8.1 What’s the buzz?  
8.2 First, regain the audience’s attention.  
8.3 Give simple explanations and be careful when giving numbers.  
8.4 Give examples first, technical explanations second.  
8.5 Be brief and only talk about what is strictly necessary.  
8.6 Show only the key steps in a process or procedure.  
8.7 Use slide titles to help explain a process.  
8.8 Explain why you are not describing the whole process.  
8.9 Indicate where you are in a process.  
8.10 Tell a story rather than sounding like a technical manual.  
8.11 Bring your figures, graphs, etc., alive.  
8.12 Minimize or cut the use of equations, formulas, and calculations.  
8.13 Use active and passive forms effectively.  

9 Results and Discussion  
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