MICHIGAN STATE
UNIVERSITY

02/08:
Creating and Giving Presentations

The Capstone Experience

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Spring 2024

From Students…
…to Professionals

Creating and Giving Presentations

- Creating

  - Organizing

  - Writing

  - Formatting

- Giving

Caveats

- Many Variations
  - Opinions
  - Situations
  - Audiences
  - Presenters
  - Etc…
- Seek Lots of Advice
- Hard to Generalize
- Always Exceptions to Every "Rule"
- Do what works for you.

Creating and Giving Presentations

➢Creating

➢Organizing

▪ Writing

▪ Formatting

• Giving

Canonical Organization

- Title

- Introduction

- Contents
  - Section 1
  - Section 2
    ⋮
  - Section N

- Conclusion

Force yourself to be organized.

Your presentation should have

- a beginning

- an ending, and

- flow.

Introduction

- The Point
  - What's the point?
  - What's the purpose?
  - What's the "take away"?

  Assume that your audience will only remember exactly one thing.

  What do you want it to be?

- The Plan
  - Go Over Presentation
    - Contents
    - Organization
  - Solicit Audience Questions About Plan

Contents

- Plan on 30 to 120 seconds per slide.
- Create Continuous Flow
  - From Start to Finish
  - Avoid Forward References
- Keep Audience On Track
  - Use Contents Flow Mechanism
  - Where are we?
    - What's done?
    - What's left?

Contents Divider Slides

Conclusion

- Review
  - The Point
  - The Purpose
  - The "Take-Aways"
- Solicit
  - Comments
  - Reactions
  - Questions
  - Suggestions
  - Action Items
  - Etc.

Assume that your audience will only remember exactly one thing.

What do you want it to be?

Creating and Giving Presentations

➢Creating

✓Organizing

➢Writing

▪ Formatting

• Giving

Process

- Avoid Writer's Block
- Create "Random" Slides (to Avoid Writer's Block)
  - Stream of Consciousness
  - Any Order
  - Title, With No Bullets
  - Bullets, With No Title
  - Ideas Slides(s)
  - Notes to Self
    - Fix Me
    - Insert Illustration/Picture/Graph Here
    - Say Something About…
    - Etc…
- Edit, Prune & Organize Slides
- Create Contents & Divider Slides
- Refine

What messages do you want to convey?

Know and Target Your Audience

- Technical

- Non-Technical

- Business

- Marketing / Sales

- Customers

- Management

- Investors

- Etc...

Know Your Time Limit

- Time Per Slide
  - Variable
  - Plan on 30 to 120 seconds per slide.
- Plan on time for questions.
  - Manage During Talk
  - Allocate At End
- Respect the time limit.
  - Do not go over or under.
  - Over is bad.
  - Slightly under is good.
  - Way under is bad.
- Practice.

Less is more.

- Less
  - Slides
  - Bullet Points Per Slide
  - Words Per Bullet Point
- Chose Carefully
  - Slides
  - Bullet Points
  - Words
- Prune Continually
- Exceptions
  - Slides are Reference Document
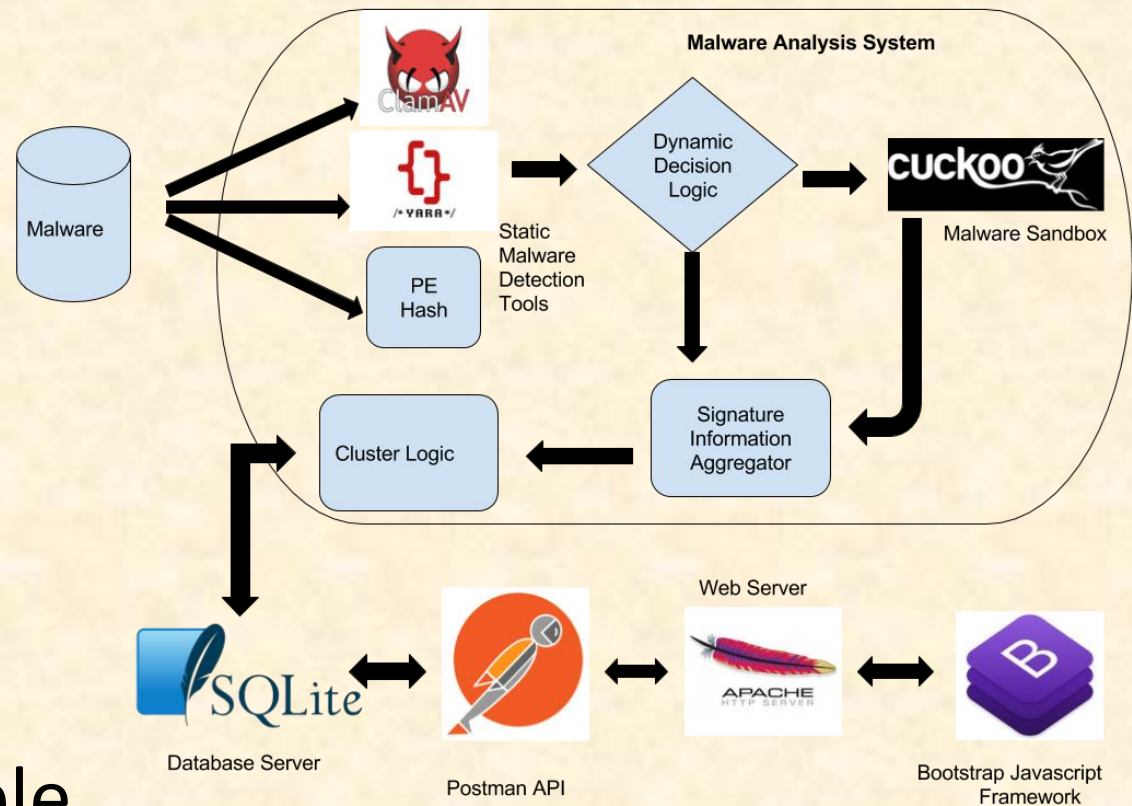 - Trying to Make a Point

"Pictures"

- Worth 1,000 of Words
  - Photos
  - Videos
  - Illustrations
  - Diagrams
  - Graphs
  - Charts
  - Clip Art
- But Keep Simple

Creating and Giving Presentations

➢Creating

  ✓Organizing

  ✓Writing

  ➢Formatting

• Giving

Bullet Points

- Less is more.
  - Less Points Per Slide
  - Less Words Per Point
- Two or More
  - At Each Level
  - Avoid Single Sub Point
- Avoid
  - Single Sub Point
- Exception
  - Slide Deck is Reference Document
  - Details Required

Consistent Case

- Sentence case
  - First word uppercase
  - Other words lowercase
- lower case
  - all words lowercase
  - no punctuation
- Title Case
  - All Words Uppercase
  - No Punctuation
- Hybrid Scheme
  - Title Case For Sentence Fragments
  - I use sentence case for complete sentences.

Your Choice

Be Consistent

Can Use Hybrid Scheme

Inconsistent Styles

- Some people use all kinds of styles in a presentation and on a given slide.

- Annoying

- style guide.

- Use of sentence Fragments Okay.

- important point

- Another Important Point

- Both Title Case and sentence case mixed.

- This slide makes the speaker look careless.
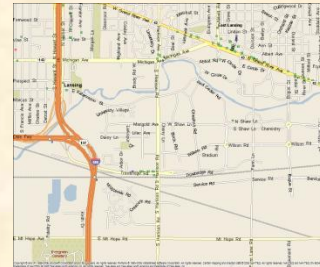
Readability

- Unreadable

- Annoying

- Readability Varies

- Test
  - In Advance
  - In Actual Setting
    - In Actual Meeting Room
    - Using Actual Meeting Software
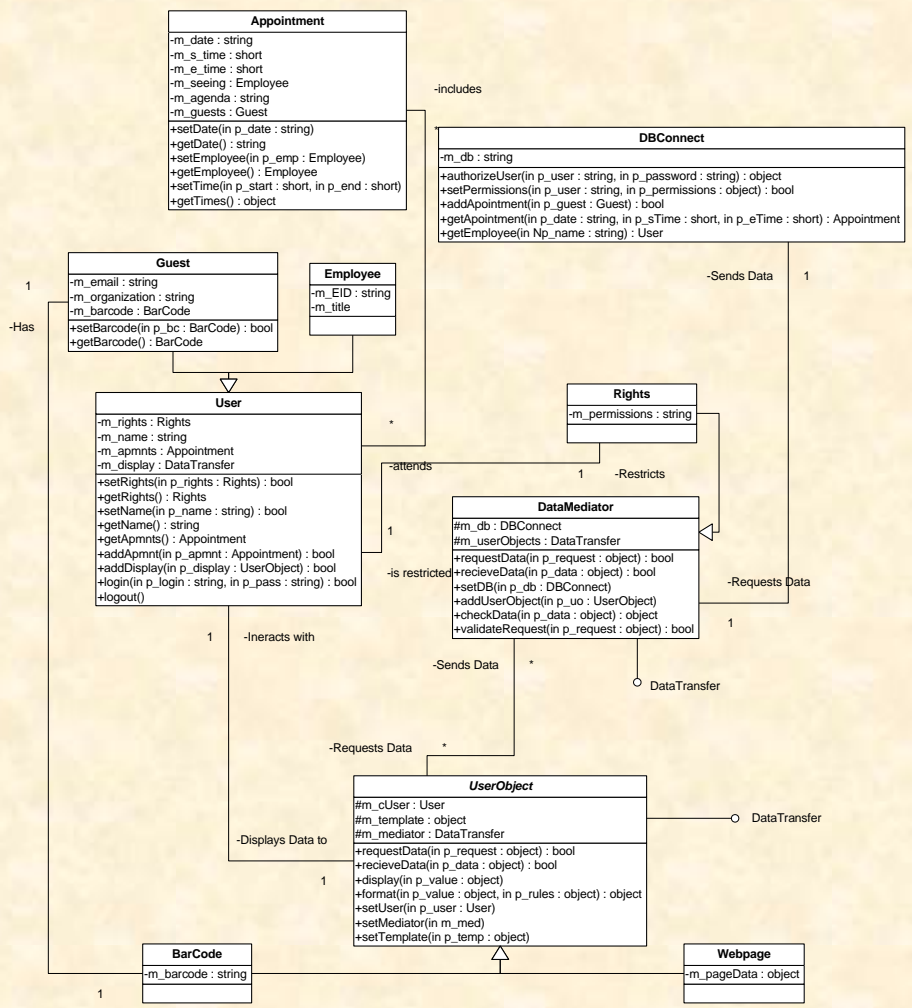
Directions to Spartan Stadium

- US 96 West

- US 127 North

- Exit Trowbridge

- Left on Harrison

- Right on Shaw Lane

- Stadium on Left

"I know you can't see this map but..."

Class Diagram

"I know you can't read this but..."

Really Important Quote

"When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are life, liberty and the pursuit of happiness. That to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed. That whenever any form of government becomes destructive to these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light and transient causes; and accordingly all experience hath shown that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same object evinces a design to reduce them under absolute despotism, it is their right, it is their duty, to throw off such government, and to provide new guards for their future security. --Such has been the patient sufferance of these colonies; and such is now the necessity which constrains them to alter their former systems of government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these states. To prove this, let facts be submitted to a candid world."

"I know you can't read this whole thing but…"

Too Much Information

- The first thing you should do is ask yourself "What's the point?" Every presentation should have a main point. What message are you trying to get across to your audience? If your audience will only remember one thing from your presentation, what do you want it to be?

- It's important to know your audience. The content will depend on the audience. Research your audience to determine the types of attendees and their expectations.

- Do not put too much information on any one slide. Fewer bullet points is better than many. Use a few words as possible per bullet. Sentence Fragments are okay.

- Chose fonts that are the appropriate sizes. If a font is too small, it may be unreadable. If a font is too large, it may be annoying.

- While a picture may be worth a thousand words, too many pictures or too much clip art can be distracting. And, avoid the use of goofy looking clip art.

Emphasis

- Use One of...
  - **Boldface**
  - *Italics*
  - <u>Underline</u>   ← IMHO Easiest to See
- Do Not Overuse
- Avoid
  - ALL CAPS IS FROM TYPEWRITER DAYS
  - **<u>BOLDFACE AND ALL CAPS AND UNDERLINE</u>**
  - Lots of Exclamation Points!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Color

- Good If
  - "Right" Colors
    - Readable
    - Coordinates
  - Not Overdone
- Bad If
  - "Wrong" Colors
    - Not Readable
    - Clashes
  - Overuse of color can be very annoying.
- Some people are colorblind.
- Color Varies by Media (LCD, Projector, TV, Paper, Etc.)
- Consult a professional.
- Test
  - In Advance
  - For Actual Usage (Projecting, Printing, Etc…)
  - In Actual Setting
    - Room
    - Equipment
    - Time of Day

Hello World

Hello World

Transitions and Animations

- Transitions
  - From Slide to Slide
  - Simple Better
  - Be Consistent
  - IMHO None Best
- Animations
  - Bullets or Objects Within a Slide
  - Simple Better
  - Use Only If Necessary
  - NB: Take Time

Class Diagram

"I know you can't read this but…"

Really Important Quote

"When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

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"I know you can't read this whole thing but…"

Animated Bullet Points

- Take Time
- To Reveal
- Must Advance and Wait
- For Each Bullet Point Animated
- May Keep Looking at Slide
- To Know When To Press Button
- May Accidently Go to Next Slide

Don't Use Animations

- If

- You're

- Not

- Really

- Going

- To

- Use

- Them

Remember…
Animations use up precious time.

Spelling and Grammar

- Mistaeks
  - Easy Too Do
  - Far To Common
  - Unexceptable
  - Make Uoy Look Bad
- Use
  - Spell Checker
  - Grammar Checker
  - Multiple Other People
  - Corporate Editor

Use Color and Grey to Highlight

- Make Grey Version of Image
  - Copy Image
  - Picture Tools > Color > Recolor
- Overlay Images
  - Select Grey Image
  - Picture Tools > Send Backward > Send to Back
  - Select Both Images
  - Picture Tools > Align > Center
  - Picture Tools > Align > Middle
- Highlight Area
  - Select Color Image
  - Picture Tools > Crop > Crop
  - Grab and Slide Crop Indicators on Edges
- Group
  - Select Both Images
  - Picture Tools > Group > Group

NB: Example of Reference Slide

Player Timer App Features

- Set Period

- Check In/Out Players

- Start/Stop Clock

- Adjust Clock

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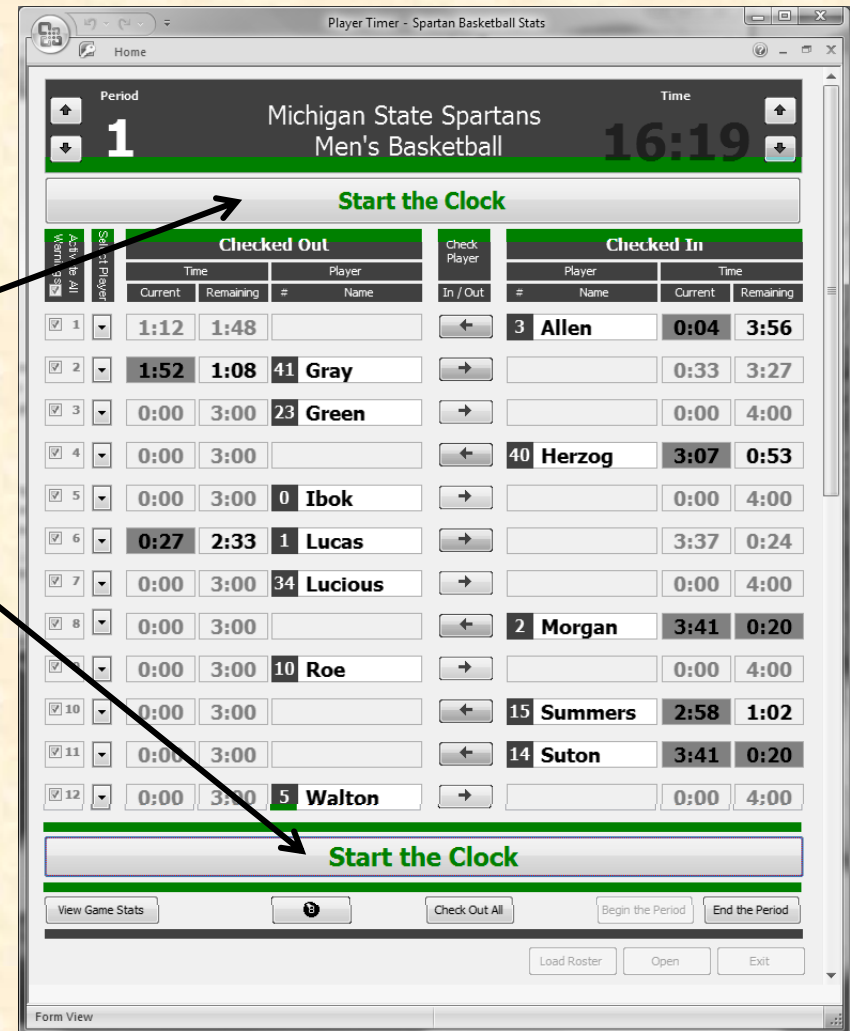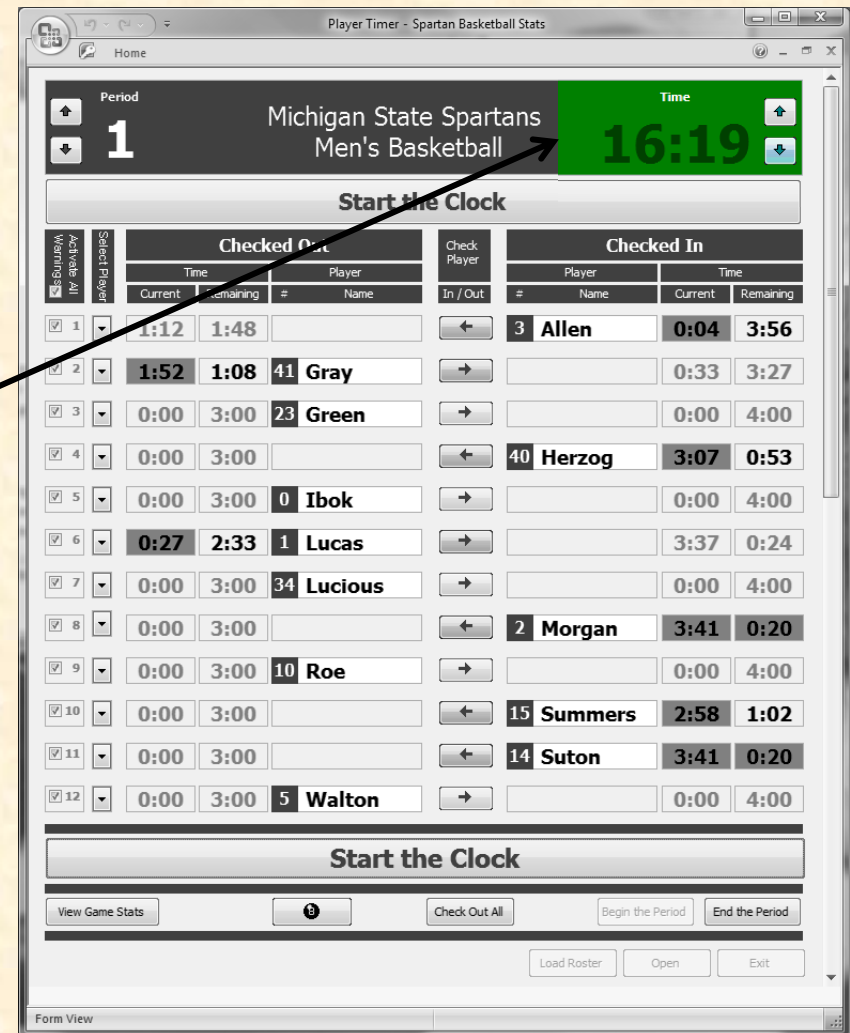- Adjust Clock

Player Timer App Features

- Set Period

- Check In/Out Players
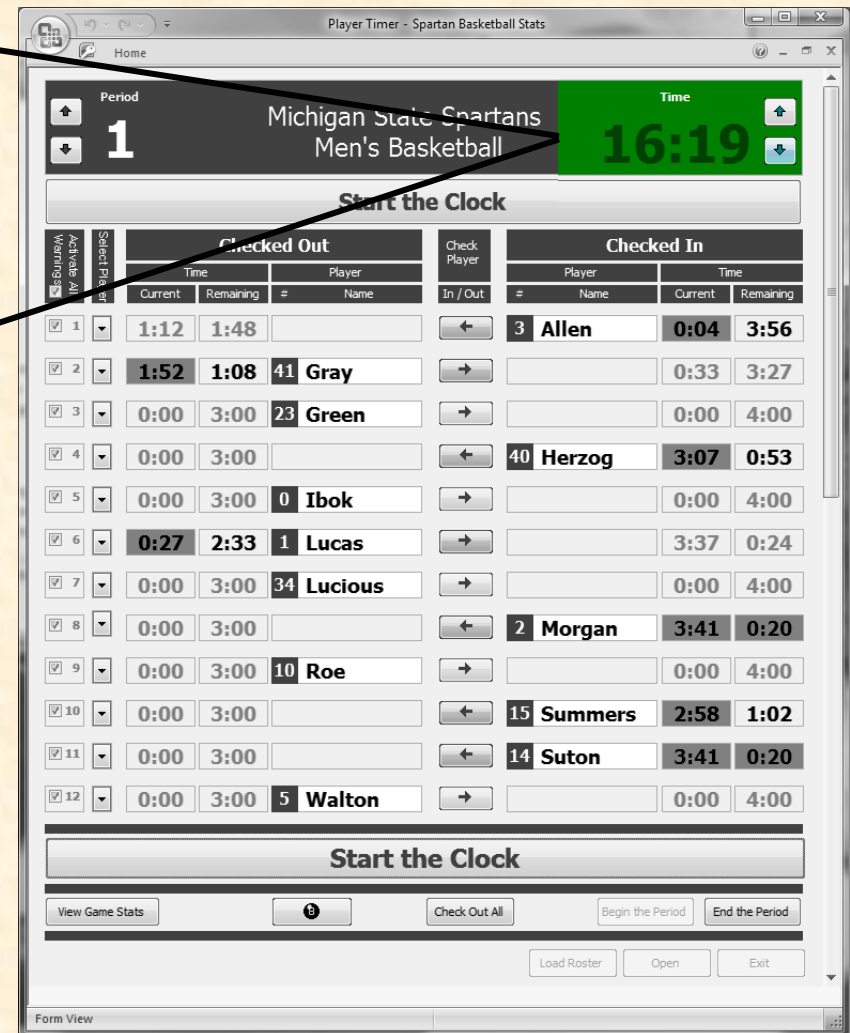
- Start/Stop Clock
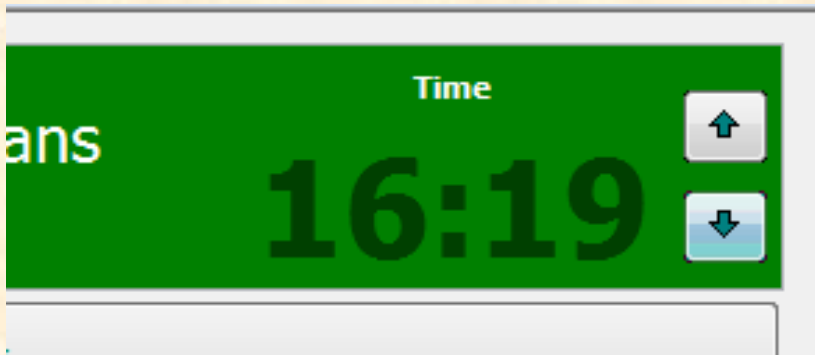
- Adjust Clock

Player Timer App Features

- Set Period

- Check In/Out Players

- Start/Stop Clock

- Adjust Clock

Adjusting the Clock

- When Game Clock Stopped

- Add/Subtract Seconds

- Synchronize with Game Clock

Corporate Resources

- Standards
  - Style Guide
  - Presentation Templates
  - Graphics
- People
  - Writers
  - Graphic Designers
  - Editors

Creating and Giving Presentations

✓Creating

✓Organizing

✓Writing

✓Formatting

➢**Giving**

Managing Equipment

- No Excuses
- Check Everything In Advance
  - Projector / Projection / Laptop Connection
  - Sound
  - Network Connections
  - Wireless Presentation Devices
  - Etc…
- Make Checklist of Things To
  - Bring
    - Power Brick
    - Cables and Adapters
    - Batteries
    - Presentation on USB Stick
    - Etc…
  - Do
    - Plug Laptop to Power Outlet
    - Connect to Network / Register MAC Address
    - Etc…

Managing Yourself

- Look Appropriate
  - Dress
    (Know the Dress Code)
  - Hygiene
- Eliminate Nervous Habit "Temptations"
  - Empty Pockets (Change, Keys,…)
  - Take Off Necklace
  - Spit Out Gum
  - Etc…
- Be Careful With Wireless Presenter

Managing Yourself

- Watch Your Language
  - Grammar
    - Subjects: I, He, She, They
    - Objects: Me, Him, Her, Them
    - Bad
      - ❖ "Him and I are working on that."
      - ❖ "Me and two others on the team…"
      - ❖ "I ain't sure about that."
  - Offensive
  - Regional or Cultural Ism's or Idiomatic Expressions
  - Politically Incorrect and/or Insensitive
    - Use of "He", "Guy", "She", "Girl", "Gal", "You Guys"…
    - Use of "Old" When Referring to People
    - Terms Like "Secretary" or "Janitor" or …
    - Etc…
- Avoid Dry Mouth
  - Use Bottle(s) of Water (But Be Careful)
  - Suck on Cough Drop (But Only If Not Annoying)

Managing Questions

- Strategic

- Can Make or Break a Presentation (Why?)

- Often
  - Not Considered in Advance
  - Not Managed

Creating and Giving Presentations

Managing Questions

- Anticipate Questions &/Or Comments
  - Solicit From Reviewers/Practice Audience
  - Particularly Hard and/or Dreaded Ones
  - Formulate Answers In Advance
- Audience May…
  - Be Confused
  - Be Hostile
  - Disagree
  - Want More Details
  - Make Good Observation
  - Etc.
- Be Prepared

Managing Questions

- Anticipate Questions &/Or Comments

- Formulate Answers In Advance

- Create "Extra" Slides

- Place Past "Fake" All Black "End of slide show. Swipe right to exit." Slide

- Use

  - PowerPoint Hyperlinks

  - Use "Secret" Hidden Box (Upper Right) with Link

Managing Questions

- Say During Introduction When Okay to Ask
  - During?
  - Preferably at End?
  - But Only if You're In Position to Do So
- What if you don't understand the question?
  - Because
    - Didn't Hear
    - Couldn't Parse Accent
    - Don't Understand the Question
  - Politely Ask Questioner to Repeat

Managing Questions

- Good to Repeat Question
  - Others Hear It
  - Gives Speaker Chance to Think
  - May Need to Summarize Question
  - "The question is…"
- Good to Say
  - "That's a great question."
  - "That's a great idea."
  - Etc…
- Okay to Say…
  - "I'm sorry I didn't quite hear that. Can you repeat it?"
  - "I'll get to that later in the presentation."
  - "I'm sorry. I'm not sure what you're asking."
  - "Why don't we talk off-line later."
  - Etc…

Managing Time

- Practice Timing
- Be Aware
  - When and Where You Are
  - Adjust Dynamically
- Don't Look Directly At Time
  - Clock or Watch
  - Put a Clock/Timer Somewhere
- Never Have to Ask
  - "What time is it?"
  - "How much time do I have left?"

- Faculty Candidates
- President Bush I

In Person: Managing the Big Screen

Do Not…

- Stand (Permanently) Behind Podium
- Stand (Permanently) in Front of Screen
- Stand in One Place
- Read From Screen
- Turn Your Back to Audience
- Point Up at Screen Overhead
- Point at Laptop
- Whip Around Laser Pointer

Online: Managing the Little Screen

Do…

- Test Camera and Microphone Before
- Adjust Camera Before Meeting
- Look Into Camera
- Gesture with Head and Hands

Do Not…

- Look Around Your Room
- Read From Screen
- Point At Your Screen

Managing Your Slides

- Slides
  - Merely Aid To Presentation
  - Not a Transcript
- Glance at Big Screen or Laptop Screen
- Talk "About" Slide
- Three "Don't"s
  - Don't Read Slides to Audience
  - Don't Memorize and Recite Slides to Audience
  - Don't Ask Audience to Read Slides
- Better Miss a Point Than Bore an Audience
- Use PowerPoint Presenter View

Use PowerPoint Presenter View

- Presentation on Projector

- Presentation View on Laptop
  - Current Slide
  - Notes (Zoomable)
  - Slide # of #
  - Timer
  - Clock
  - Drawing Tools
- But Don't Use as a "Crutch"

PowerPoint Presenter View

Managing Your Audience

- Don't Hand Out Slides In Advance
- Look at Audience
  - Don't Stare At…
    - Ceiling
    - Floor
    - Screen
  - If Necessary, Look at Back Wall
- "Read" Your Audience
  - Faces
  - Body Language
- Solicit Questions/Reactions

Practice

- With An Audience
  - Yourself (Record Video)
  - Critical Friends
- As Close to Actual As Possible
  - Hardware and Software
  - Room
  - Clothing
  - Lighting
  - Timing
  - Time of Day (For Lighting)
  - Audience
  - Questions
  - Etc...

Creating and Giving Presentations

✓Creating

✓Organizing

✓Writing

✓Formatting

✓Giving

Comments?
Questions?
Suggestions?

End of slide show. Swipe forward to exit.

Hyperlinks in PowerPoint

- Can Link to
  - Existing File or Web Page
  - Place In This Document
- Inserting a Hyperlink
  - Highlight Text
  - Right Mouse Click
  - Select "Hyperlink…"
- Returning
  - Automatically From Existing File or Web Page
  - Via Another Hyperlink From Place In This Document

What's ahead?

- Upcoming Meetings
  - ~~02/06:   Design Day Booklet Production Process~~
  - ~~02/08:   Creating and Giving Presentations~~
  - 02/09:   Artwork Clinic
    - 10:00 a.m. – 3:30 p.m., EB 3149
    - Same Schedule as Team Photos
    - Upload DDB Project Page docx File
    - To MS Teams Folder "Design Day Booklet Artwork Clinic to DrD"
    - Before Meeting with Dr. D. ← Note
  - 02/13:   No Meeting
  - 02/15:   Team Status Reports
  - 02/20:   Alpha Presentations
  - 02/22:   Alpha Presentations
                     ⋮
  - 03/28:   Beta Presentations

What's ahead?

Artwork Clinic Schedule, Friday, February 9

- 10:00 AM: Ludus
- 10:10 AM: Auto-Owners
- 10:20 AM: TechSmith
- 10:30 AM: DRIVEN-4
- 10:40 AM: HAP
- 10:50 AM: WK Kellogg's Co
- 11:00 AM: MillerKnoll
- 11:10 AM: United Airlines Training
- 11:20 AM: Vectra
- 11:30 AM: Meijer
- 11:50 AM: Michigan State University CSE
- 12:00 PM: GM
- 12:10 PM: Ford
- 12:20 PM: Michigan State University Enviroweather
- 12:30 PM: Urban Science

- 12:40 PM: Google
- 12:50 PM: Anthropocene Institute
- 01:00 PM: Evolutio
- 01:10 PM: Ally
- 01:50 PM: RPM
- 02:00 PM: Union Pacific
- 02:10 PM: Roosevelt Innovations Knowledge Science
- 02:20 PM: Amazon
- 02:30 PM: Whirlpool
- 02:40 PM: Stryker
- 02:50 PM: MSUFCU
- 03:00 PM: UWM
- 03:10 PM: Elektrobit
- 03:20 PM: Magna
- 03:30 PM: Lockheed Martin Space

What's ahead?

- Important Dates for Planning
  - 02/09: Artwork Clinic
    - Screen Captures of Working Software
    - Design Day Booklet Artwork Complete
  - 02/10: Design Day Booklet Assets Zip File Due
    - Project Description and Artwork Complete
    - Project Page Template (docx File)
    - Artwork (png Files)
  - 02/19: Alpha Slide Decks Due
  - 02/20: Alpha Presentations Start
    Start Working Towards Beta Presentations
  - 03/27: Beta Slide Decks Due
  - 03/28: Beta Presentations Start
    Start Working on Project Videos

What's ahead?

- Alpha Presentation
  - Convince Everyone
    - Project Completely Scoped
    - Specifications Complete
    - All Risks Mitigated
    - Will Deliver Project On Time
  - Alpha Presentation Plan
    - Very Brief Review of Project Overview
    - Very Brief Review of System Architecture
    - Software Demonstrations (Most of Presentation) **← Note**
    - Brief Summary of What's left to do?

DDB Artwork Feedback Clinic

- Who?
  - Dr. D.
  - Artwork Person or Persons from Your Team
- What?
  - Design Day Booklet (DDB) Project Page
  - Feedback on Artwork
- Where?
  - Dr. D.'s Office
  - EB 3149
- When?
  - Friday, February 9
  - Same Schedule as Team Photos
- Why?
  - Have Best DDB Pages
  - Short Timeframe

DDB Artwork Feedback Clinic

- To Do
  - Create Artwork
    - Capture high-resolution screen images of working software.
    - If necessary, embed the images in platform frames.
    - Layout the artwork on DDB Project Page.
      - Delete unneeded artwork templates.
      - Right mouse click > Change Picture >.
      - Resize and move using the red handles.
      - Read the instructions.
  - Upload DDB Project Page docx File
    - To MS Teams Folder "Design Day Booklet Artwork Clinic to DrD"
    - Before Meeting with Dr. D. ← Note
  - Only Need to Show Artwork Layout

The Template

Dr. D. Creates

[3 of 4]

67

The Template

You add artwork.

All you need for artwork clinic.

The project description is not due until midnight Saturday, so for artwork clinic it can still be the template text.

[4 of 4]

The Capstone Experience

Design Day Booklet Project Sponsors

- Read Instructions
- May Include Names
  - You Don't Recognize
  - People You Don't Interact With
- Examples
  - Garret Gaw, VP, Amazon
  - Julie Wilkinson, CIO, Auto-Owners
  - Laura Vetter, Co-Founder, Evolutio
  - Wendy Hamilton, CEO TechSmith
  - Elizabeth Klee, CIO, Urban Science
  - Etc…
- Check Locations
- Use Updated Templates ← **Note**

DD Booklet Zipped Assets Folder

- Zip File Uploaded by Team
  - united-airlines-airport-operations-assets.zip

- Zip File Contents
  - united-airlines-airport-operations-page.docx
  - united-airlines-airport-operations-artwork-1.png
  - united-airlines-airport-operations-artwork-2.png
  - united-airlines-airport-operations-artwork-3.png
  - ~~united-airlines-airport-operations-artwork-4.png~~ **← Deleted**

- Check out
  Design Day Booklet Artwork Whitespace Demo

The Capstone Experience

United Airlines
Performance Scorecard Automation

United Airlines is a Fortune 500 airline company that flies over 850 aircraft and has flights to hundreds of destinations. In 2019, over 160 million passengers flew on United Airlines flights, an all-time-high for the company.

When it comes to air travel, safety is of the utmost importance. That is why at United Airlines, various safety and compliance metrics are used to keep track of safety at each of their seven hubs in the continental United States.

Our Performance Scorecard Automation is used to quickly generate attractive scorecards, which eliminates human error and the tedium of manually selecting and entering data in manually.

When the Performance Scorecard Automation runs, the user enters three fields, the data input, the template file, and the design file. The user may also specify a destination to save the completed scorecard.

The data file is one-or-more Excel files containing the data that the user would like to input into the scorecard.

The template file is a PowerPoint file that the user would like to use for the appearance of the scorecard.

The design file is a custom file type generated by the program which creates associations between the Excel data and the PowerPoint text boxes. The associations are created by the user within the program.

With the design file generated, the user can then input different data files while maintaining the look and desired values from the data. This allows the user to easily create future scorecards without manual adjustment, while also making the program customizable in case the data needs to be changed.

The Performance Scorecard Automation is written using C# with the .NET Framework. It uses Microsoft's Office Interop Libraries for interfacing with Excel and PowerPoint.
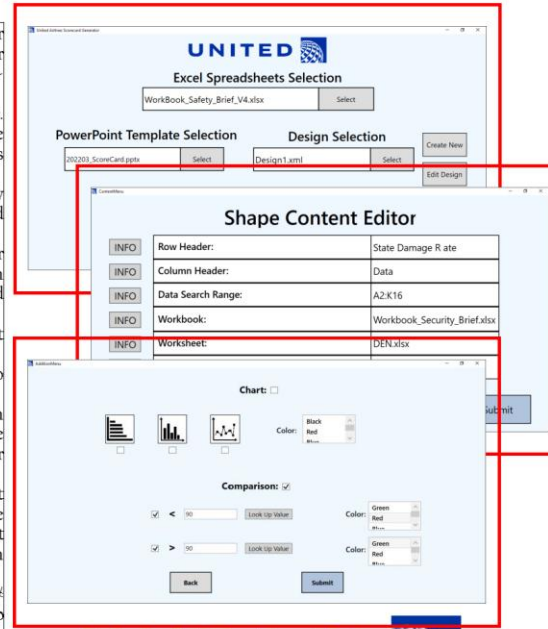
Michigan State University
Team Members (left to right)

Danny Lee
Okemos, Michigan

Guanzhang Zheng
Canton, Guangdong, China

Cynthia Trocinski
Hastings, Michigan

Noah Little
Pinckney, Michigan

Griffin Klevering
South Lyon, Michigan

United Airlines Airport Operations
Project Sponsors

Adriana Carmona
Chicago, Illinois

Christine Clarida
Chicago, Illinois

John Kleberg
Chicago, Illinois

Moin Siddiqui
Chicago, Illinois

The Capstone Experie

united-airlines-airport-operations-artwork-1.png
1368 x 730

united-airlines-airport-operations-artwork-2.png
1368 x 730

united-airlines-airport-operations-artwork-3.png
1368 x 730

Personal Travel During Semester

- Required to Meet in Person if MSU in Session
- Travel at your own risk.
  - Work
  - Personal
  - Etc.
- Travel Issues Not Excuse for Missing Meetings Including but not limited to…
  - Delays
  - Cancellations
  - Weather
  - Health
  - Etc…
- Read the syllabus.

Capstone Due Dates / Deadlines

- Published at Start of Semester
  - See <u>Weekly Schedule</u>
  - See <u>Major Milestones</u>
- Immovable
  - Your team depends on you.
  - You must get your tasks done on time.
  - Plan well in advance.
- If you are "stuck," ask for help sooner rather than later.
- If you are not going to complete your tasks…
  - …tell your team well in advance of the deadline.
  - ….another team member will complete your task.
  - …your team may be told they no longer need to depend on you.
- Cannot Tell Teammates They Cannot Complete Your Tasks