

The Center for Faculty
Development & Diversity presents...

Powerful Presentations: Delivering Presentations with Impact

Seminar Leader: Paula Lyons, Bates Communication

Monday, March 10, 2008

12:00 – 1:30 PM

Powerful Presentation Skills



For Brigham and Women's Hospital

March 10, 2008

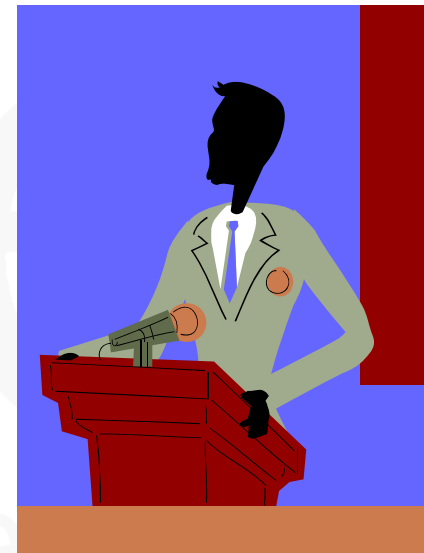
Paula Lyons

Bates Communications

What Makes A Great Presentation?

Identify someone you know or have seen give excellent presentations

Be specific in describing exactly what makes that person effective



As a speaker.....

- ❑ What do you like about giving presentations?
- ❑ What's the hardest part about preparing?
- ❑ What would you like to learn today?

As an audience member....

- What's the one thing you'd like scientific presenters to DO...to make their presentations better or more valuable for you?

Your Presentation



Talk About Ideas!
People Think in Ideas Not
Facts!

What is the Big Idea or Theme?



- Choose a presentation you are likely to deliver in the near future.
- What's the big idea, theme, mission or conclusion?
- What do you want the audience to walk away knowing or believing?

What is the Big Idea, Theme or Conclusion?

1. Write down your big idea, mission or theme of the presentation.

2. What do you want your audience to walk away knowing or believing?

Rules of Thumb

- ❑ Never assume your audience CARES about your topic.
- ❑ Assume they are intelligent but know nothing about your subject.
- ❑ Write for the ear and not the eye.
- ❑ You don't always need to give them everything.
- ❑ Answer THEIR questions. It's not about you.

Quick Prep Method

How to Prepare An Informal,
Audience-Focused Presentation In
30-Minutes or Less

Quick Prep Method

How to Prepare an Audience Focused Presentation in 30 Minutes

- Determine a topic or theme for your remarks.
- Ask yourself - who is the audience?
- What questions would your audience ask? Write them down!
- Organize those questions in a logical sequence.
- Answer the questions in bullet point style.

Reading: Quick Prep Audience Focus

Most formal presentations require careful thought, preparation and practice time. When you take short cuts you don't hit the mark. A major presentation requires you to research, think through the topic, outline, write key messages and practice out loud many times. This is how you develop a reputation as a "natural born" speaker. However, typically, this process takes days, or even weeks.

In the real world, you don't always have weeks, or even days to get ready for every presentation. You may have hours, or minutes. That's where our "Quick Prep Method" comes in. Imagine walking into a meeting and being asked on the spot to speak-- on a familiar topic. What questions would your audience ask? How would you respond? What would be the major points?

The procedure for preparing in Quick Prep format is simple:

- Write down the questions you know your audience would ask
- Organize those questions in a logical sequence
- Answer the questions in bullet point style

If you write down the questions that you know are on the minds of your audience you are guaranteed to give an "audience focused" presentation that engages and makes everyone feel the time was well spent. This can even be used in preparing formal presentations. Think of it as an important First Step.

180 Thinking

The best way to get into the right frame of mind and ask truly audience focused questions, is to imagine you are a member of the audience. This is what we call "180 thinking."

Imagine yourself actually sitting in the audience, or around the table. If you have audience members with different agendas and interests, imagine sitting in each of their seats. As you consider the questions each of them would ask, you cannot help but create an audience focused presentation.

This is one of the great secrets to effective speaking. Presentations are not about you, or even your topic. They're about the audience - always. When you're trying to decide what to put in, audience focus is the answer.

“Quick Prep” Questions - Exercise

Now it's your turn.

Identify your topic:

Identify your audience:

Write down **their** questions. After you've written all the questions, go back and answer them in short, bullet-point fashion. Write enough to prompt you to speak, but not so much that you have to read:

Question

Answer

Question

Answer

Question

Answer

Question

Answer

“ Quick Prep ” Questions - Exercise

Question

Answer

Question

Answer

Question

Answer

Question

Answer

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“Quick Prep” Questions - Exercise

Question

Answer

Question

Answer

Question

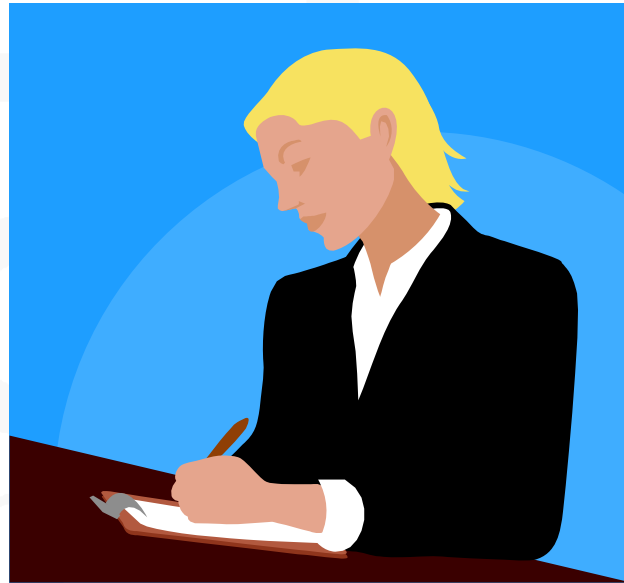
Answer

Question

Answer

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Outlining Your Presentation



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Open

Big Idea, Mission
Or Theme of Presentation



Body

Talking Point 1
Talking Point 2
Talking Point 3



Close

Summary, Call to Action

Open a Scientific Presentation

- ❑ Capture attention...with something interesting: a startling fact, a question, an anecdote that came out of your work that crystallizes an important point.
- ❑ Intro: Tell them what you are going to tell them and how it will benefit THEM, or what they will learn
- ❑ Don't forget the WHY. Why this topic? Why now? What sparked your interest?

To make it interesting, ask yourself:

- ❑ Why should the audience care about your topic?
- ❑ What surprises people about your topic?
- ❑ What do you want them to know and feel about your topic?
- ❑ What would they be fascinated to learn about your topic?
- ❑ Tell me a story that illustrates the importance of your topic, especially to them.
- ❑ How is your topic related to the other topics?
- ❑ What do you want them to leave this event believing?
- ❑ What do you want them to do, what action do you want them to take as a result of this presentation?

Sample Body

Talking Point

- **Story**
- **Background, study**
- **Charts, graphs, quotes**

Talking Point

- **Startling facts**
- **Charts and graphs**
- **Anecdote or analogy**
- **Testimonial or quote**

Talking Point

- **Plan**
- **Current event**
- **Story**

Jargon

“Jargon is the foundation of
obscurity”



Why Business People Speak Like Idiots

What Is Jargon?

- Phrases people don't easily recognize
- Invented words, product names, ideas
- Words that don't belong together
- Acronyms and abbreviations
- Scientific words that people hide behind
- Obscure, flowery or frilly language

Group Exercise: Explain It To Your Mom

- ❑ Imagine you have to explain what you do to your mother. (Assuming your mother is not in your industry!)
- ❑ Take what is jargon in your area of expertise
- ❑ Translate it into plain English

Explain It To Your Mom Exercise

Imagine you have to explain it to your mother. (Assuming your mother is not a scientist!) Identify five words or phrases that are jargon in your industry. You may choose acronyms, invented words or phrases that are not commonly used or understood. Explain them...in PLAIN English!

1. _____

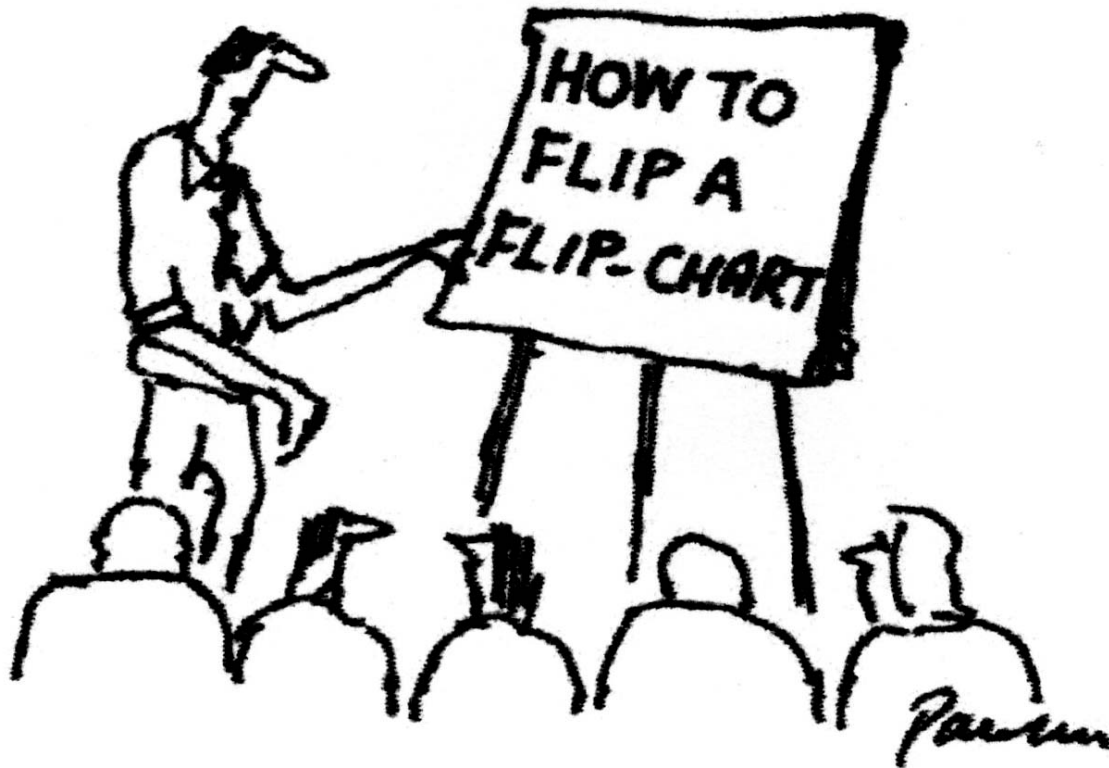
2. _____

3. _____

4. _____

5. _____

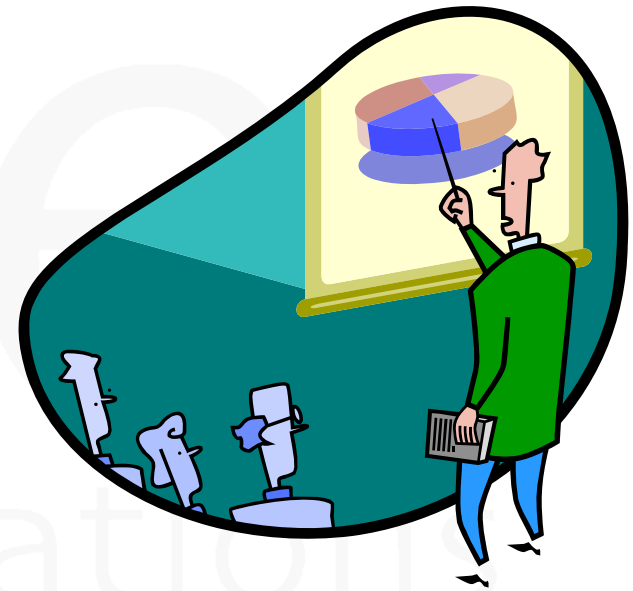
Visuals and Slides



"Ok, here's where it gets tricky."

Why Use Visuals?

- ❑ Audiences learn visually so it reinforces your message
- ❑ They help you organize and recall key points
- ❑ Good visuals are interesting and memorable
- ❑ They're a reflection of your professionalism



Guidelines For Visuals

Important words

One idea

Clean typeface

Simple graphics

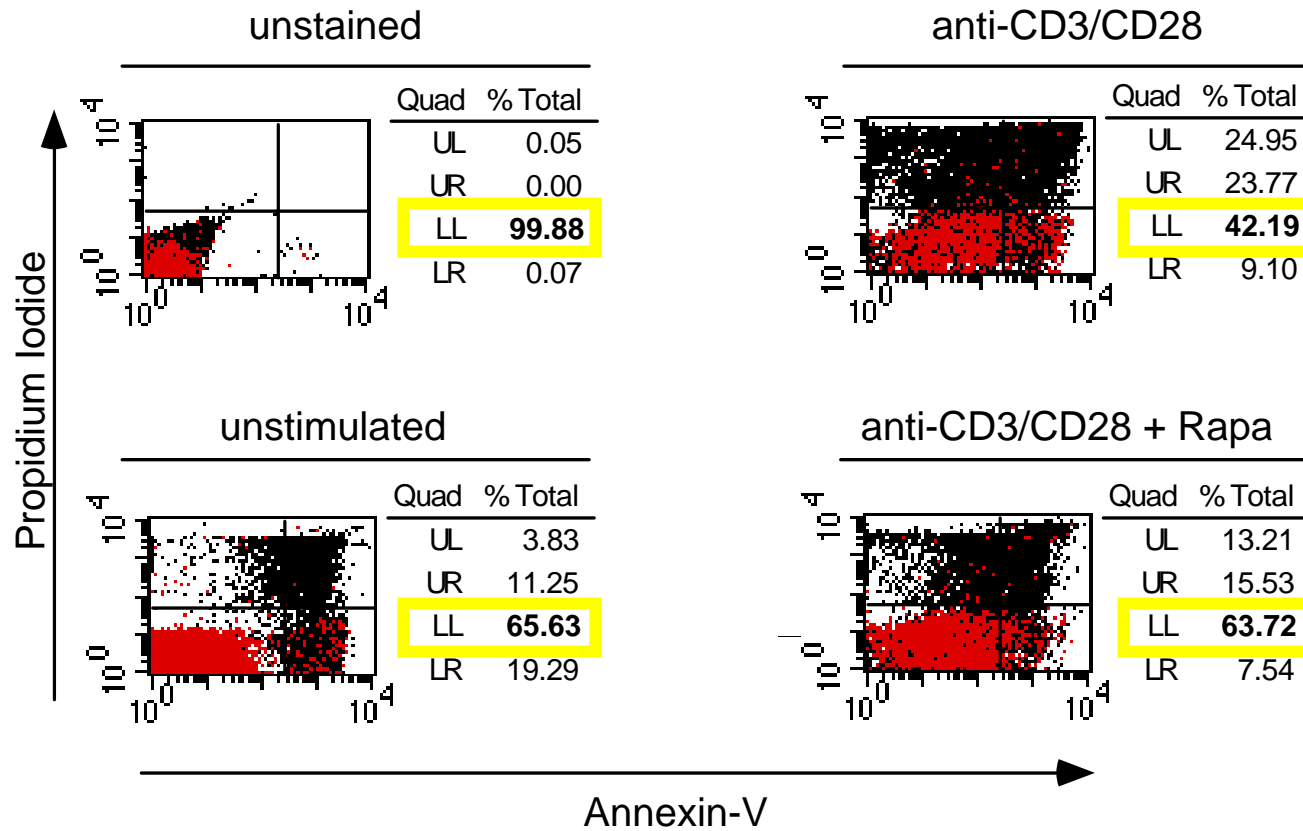
Color/contrast

Consistent background

Readable font size

Visually appealing

(Drug) increases the number of live CD8+ T cells after CD3/CD28 stimulation



Slide #1 – Example

The results of a recent informal survey of 425 people found that most people feel they spend about 40% of their time sleeping, 30% of their time working, 10% of their time eating, and 20% of their time doing other things such as spending time with family, watching TV, reading, or exercising.

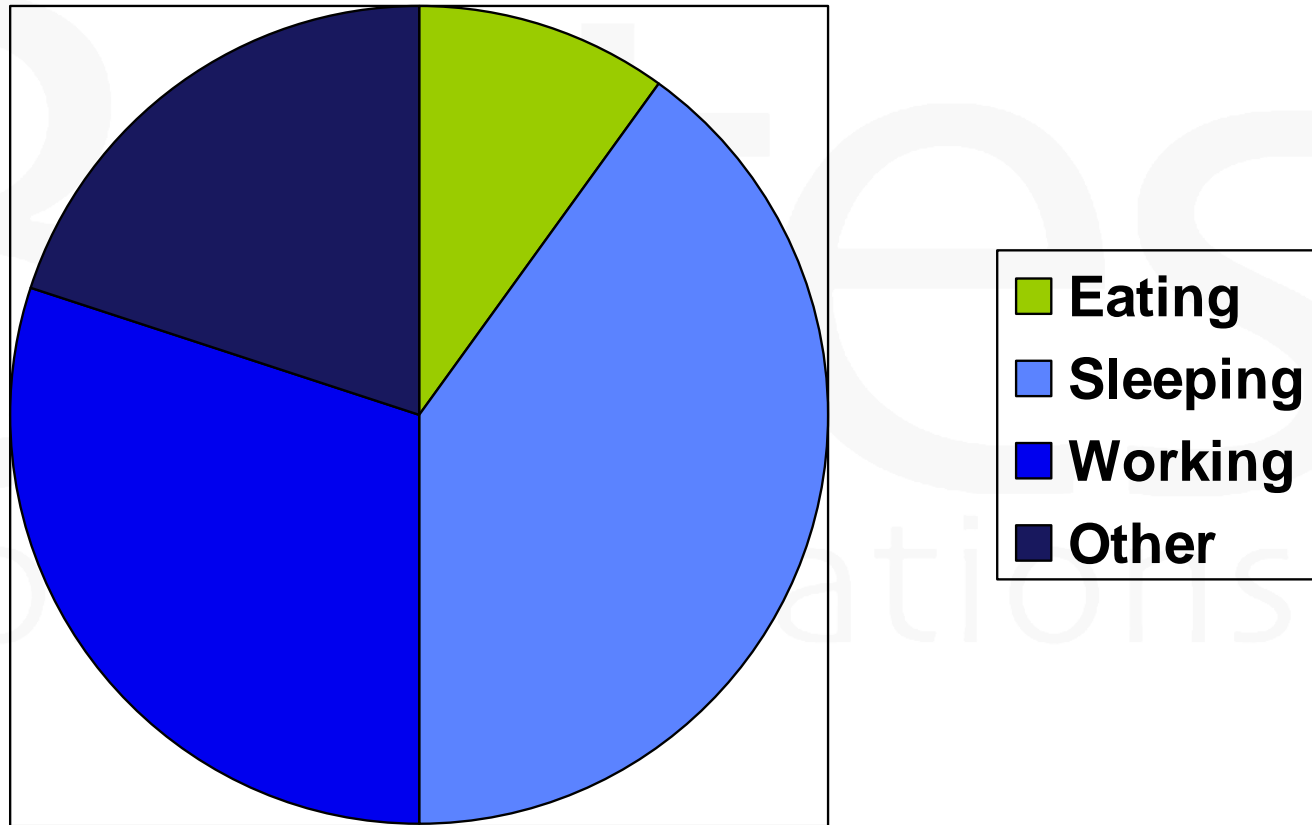
The survey was done to find out where people are placing their priorities.

The survey did not take into account age, gender, location, occupation, or any other demographics. Those surveyed came from a variety of industries, locations, and backgrounds.

Slide #2 - Example

Survey Results to Question:

“How do you spend most of your time?”



A Phase I/II, Open-label, Pilot Trial To Evaluate The Safety and Efficacy of (Drug) in Participants With Multiple Sclerosis

15 patients, 6 months

(Drug) given daily (orally)

Active disease (at least 1 exacerbation in the last 18 months)

Primary endpoint will be safety and tolerability

Secondary outcome variables include efficacy

Another secondary outcome variable is measurement of the effect of Rapamune® therapy on the immune function of participants with relapsing-remitting multiple sclerosis (MS)

Trial Goal: How safe and effective is (Drug) for patients with MS?

- 15 patients, orally, daily, for 6 months
- All: active disease (at least 1 flare-up in the last 18 months)
- Primarily: evaluated safety, tolerability
- Secondarily: efficacy & drug's affect on immune function

Success With Visuals



- ❑ Outline your presentation first
- ❑ Create visuals last
- ❑ Remember they are an accompaniment
- ❑ Verbally tell the audience where to look
- ❑ Don't turn your back to look at screen
- ❑ Don't read your slides, refer to them

Action Plan

What have you learned from this workshop?

What are your goals as a presenter?

How and when will you begin work on these goals?

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