

Effective presentation skills

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Speaking Effectively

- **The 10 minute research paper**
- **The 30 – 40 minute lecture**
- **The after dinner talk**
- **The media interview**

The 10 Minute Research Paper

- Approximately 1200 words
- 5 double spaced typed pages
- “to read” or “not to read”
- Check podium angle
and controls before session
- Pocket light



The 10 Minute Research Paper

General rules

- 1 data slide per minute
- 2 – 3 visual slides per minute
- Identify slide changes in script

Computer generated material

- Ensure hookups / resolution before session
- Load all presentations onto one laptop?

Slides

- Confirm slide sequence / orientation
- Never reverse direction

Pointer Pointers

- **Test in advance**
- **Steady with two hands**
- **Activate only when needed**



Never This

Metabolic Alkalosis: Comparison With Saline Controls

5 min

Before 7.28 0.02 2.27 0.05 5.94 0.09

After 7.43 0.02 1.97 0.04 5.44 0.14

▲ ± SE +0.17 0.01 -0.90 0.01 -0.50 0.07

10 Min

Before 7.22 0.03 2.94 0.02 5.88 0.09

After 7.97 0.04 1.91 0.03 5.01 0.01

▲ ± SE +0.15 0.04 -0.43 0.04 -0.67 0.01

20 Min

Before 7.25 0.03 2.30 0.02 5.51 0.07

After 7.40 0.02 2.01 0.06 5.05 0.14

▲ ± SE +0.15 0.04 -0.29 0.05 -0.46 0.14

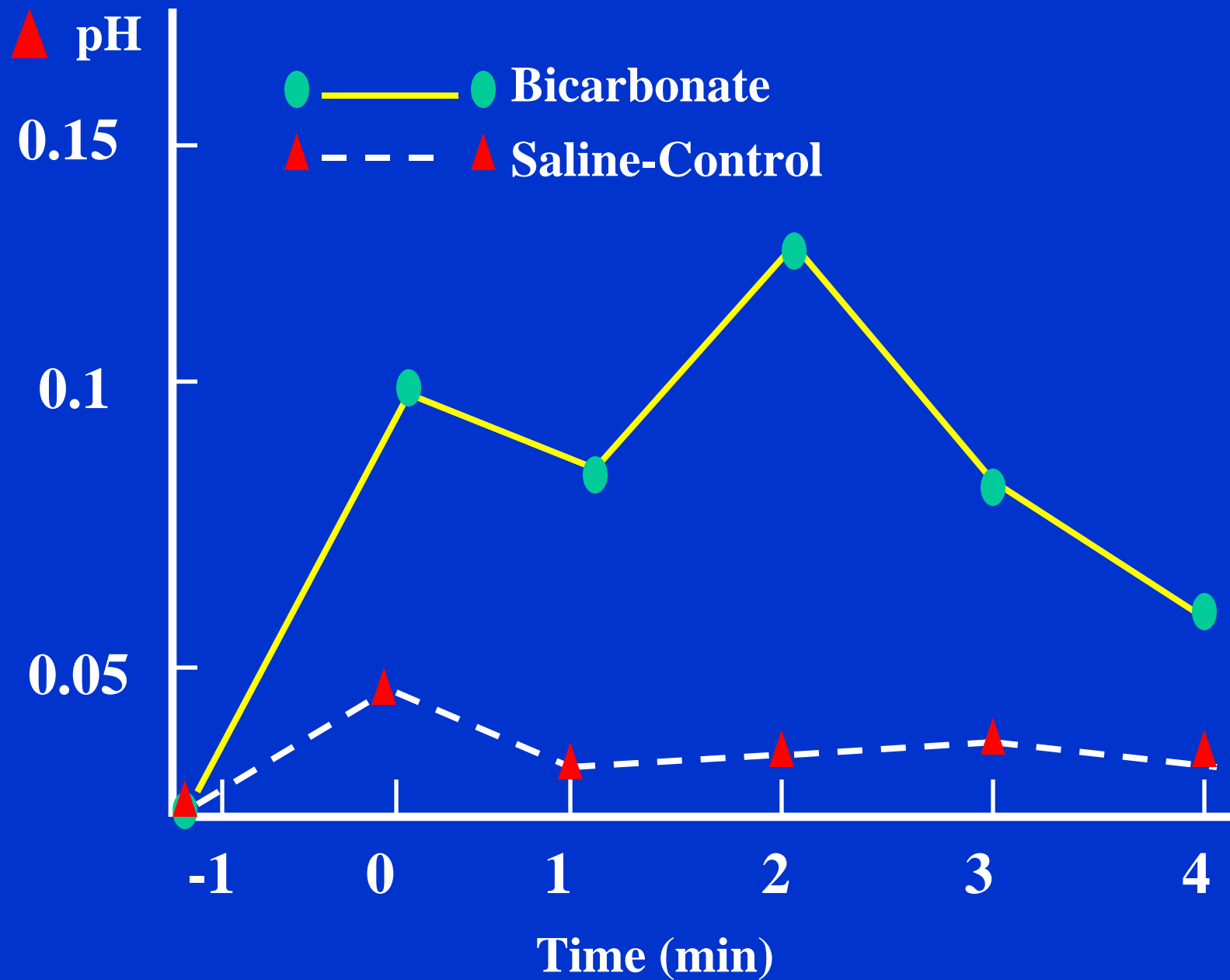
40 Min

Before 7.28 0.01 2.68 0.02 ● 5.83 0.09

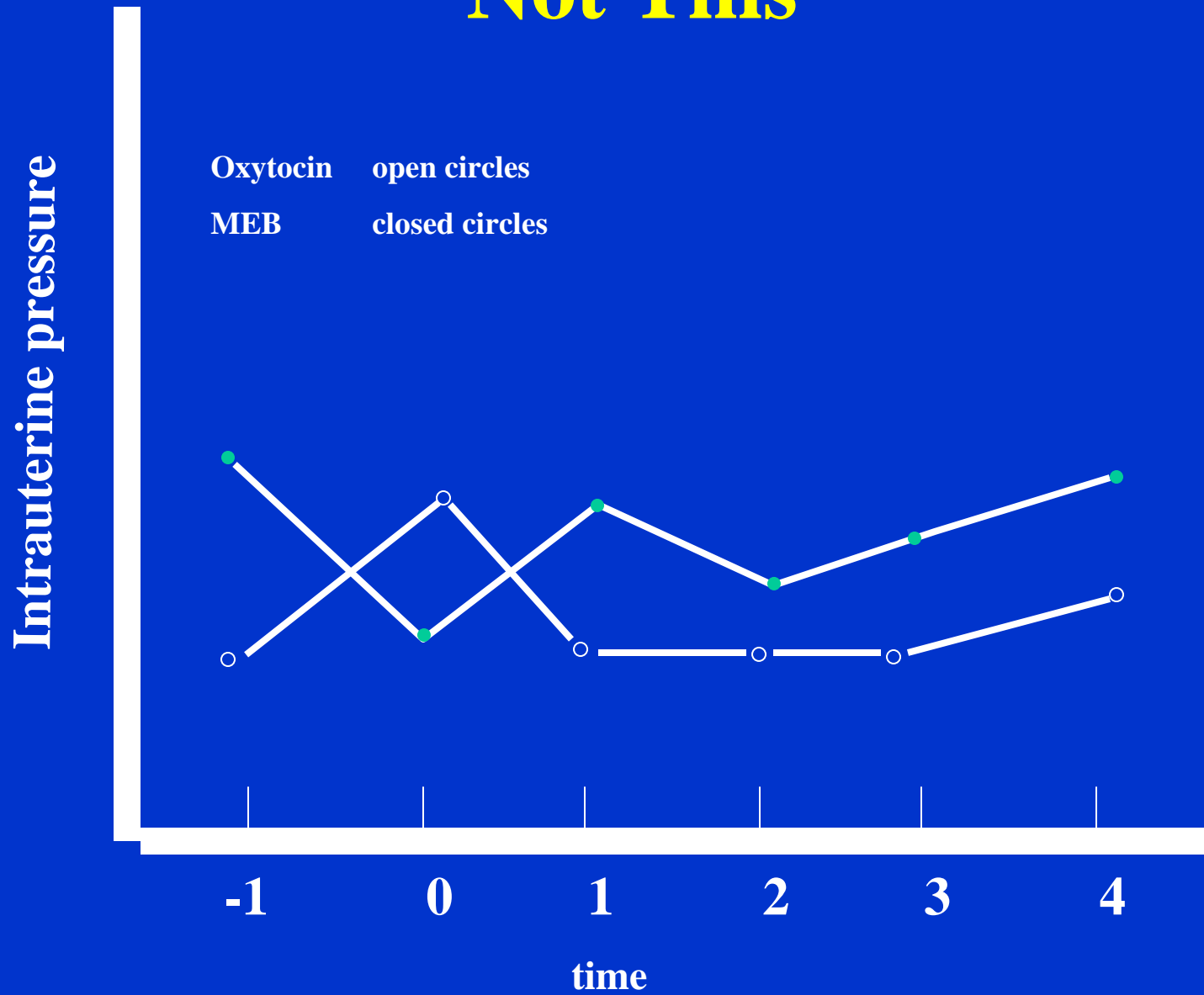
After 7.35 0.01 2.39 0.04 5.85 0.21

▲ ± SE +0.15 0.04 -0.24 0.03 -0.18 0.08

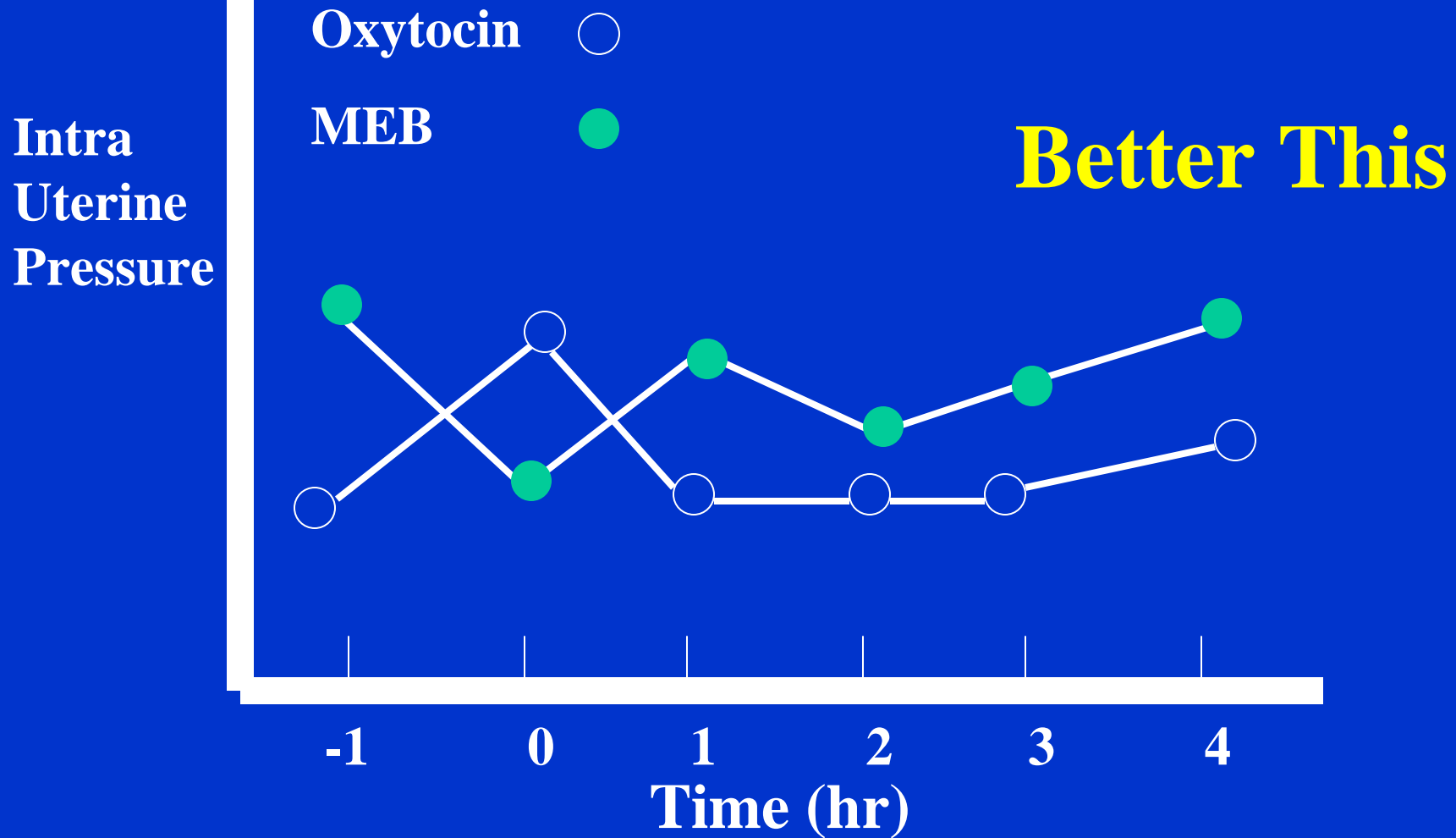
Better This



Not This



Oxytocin vs MEB for Uterine Contractions



Choice of Presentation

Slide

- Plenary Session
- Recognition vs. Risk

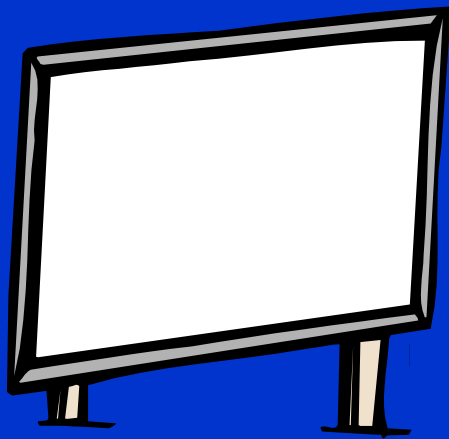
Poster

- Sometimes lonely
- Educational
- Non threatening



It takes intelligence, even brilliance, to condense and focus information into a clear, simple presentation that will be read and remembered.

Ignorance and arrogance are shown in a crowded, complicated, hard-to-read poster



Mary Helen Briscoe

APOG '99



The 30 – 45 Minute Lecture

What it accomplishes:

- **Introduces a new topic**
- **Restructures previous ideas**
- **Leaves a simple message**

Formal Presentations



What they should accomplish:

- **Introduces a new topic or new research findings on an old topic**
- **Restructures previous ideas based on new developments in the field**
- **Provides well researched, evidence-based clinically useful information**
- **Presentation entertains and informs while leaving a simple “take home” message**

Foundation of the ‘Learning Pyramid’

Comfort and Collegiality

Comfort and Collegiality

Welcome your audience

Introduce yourself if necessary

Make audience feel at home by ensuring basic needs are met:

- **Room temperature**
- **Food and drink**
- **Washrooms**
- **Comfortable seating**
- **Notepads / pens etc.**

At all times show “respect” for your audience

RESPECT

Welcome

**Food /
Drink**

**Temp /
Seating**

Washrooms

**Notepads,
pens**

Respect

- Arrive in advance and ensure all equipment is operational
- Punctuality and adherence to time limits
- Audience needs
 - if assigned topic – explain importance
- Targeted
 - simple / not condescending
- Welcome opposing or controversial views
- Involve the audience
 - Rhetorical questions/ touch pad questions
 - Leave time for Q&A



Remember:
Adults rarely seek solutions to problems they don't have.

Develop a speaking style that engages if not entertains the audience

STYLE

**Time
Limits**

**Needs/
Targeting**

**Opposing
Views**

**Audience
Q & A**

Welcome

**Food/
Drink**

**Temp/
Seating**

Washrooms

**Notepads
pens**

Presentation Style



- **State and restate the message**
- **Be original –don't be afraid to try something new**
- **Be dynamic and clear**
 - **Avoid reading long sections of text from slides**
 - **Anecdotes and humour when appropriate**
- **Effective visuals**
 - **Ensure spelling and grammar are correct**
 - **Mix pictures with text**
 - **If you have to say “Don't bother trying to read this” you should not use the slide**
- **Involve the audience – interaction is essential**
- **Move around (don't get stuck behind the podium)**

Your credibility is your most valuable asset

Credibility

**State &
restate**

**Effective
A/V**

**Dynamic /
Clear**

**Time
Limits**

**Needs/
Targeting**

**Opposing
Views**

**Audience
Q & A**

Welcome

**Food/
Drink**

**Temp/
Seating**

Washrooms

Credibility is earned gradually: be careful not to squander it

Reputation

- **Expertise / Knowledge**
- **Unbiased presentation**
- **Experiences (don't be afraid to be human and tell your own experiences both good and bad)**
- **Acknowledge potential “Conflicts of Interest”**
- **Do not endorse specific surgical or pharmaceutical products**

Reputation

Experiences

**State &
Restate**

**Effective
A/V**

**Dynamic /
Clear**

**Time
Limits**

**Needs/
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Welcome

**Food/
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Washrooms

**Notepads
pens**

Learning

Credibility

Style

Respectful

Comfort and Collegiality

The After Dinner Talk

- **Know your audience**
 - Laypeople, spouses, reporters etc.
- **Ensure audiovisual needs in advance**
- **Special circumstances**
 - must catch their attention
 - Keep it short (Q & A)
 - Goals of your host

Physician – Pharmaceutical Company Relationships

“An ethical physician will recognize that the profession demands of her/him integrity and dedication to its search for truth and its service to mankind – and will avoid advocacy of any product when she/he is identified as a member of the profession”

CMA Code of Ethics 1984

The Media Interview

Why & When

- Responsibility to ensure accuracy and completeness of public education
- Response to a crisis
- Commentary **after** publication in Medical Journals



When is public commentary on research inappropriate?



We don't know the answer yet, but we're really getting off on all the attention

**EYEGASSES
WHILE-YOU-WAIT**



“I want to look youthful, yet wise beyond my years. Can you paint a twinkle on one contact lens and a cataract on the other?”

How the **media** skewers doctors...

The medical society is negotiating a new contract with the province and things have not been going well. You switch on the local TV news hoping for an update, maybe even some good news. What's this? A roving reporter is interviewing your school mate, Bob Carter, in the parking lot of his clinic. Great! Bob's got his head screwed on straight. He's articulate. He'll tell it like it is. Set the

...and how an hour or two of training could turn an interview into a love-fest

by Evan Dyer

view, but the same physician will be being used to comment on a

National Media Training Program For Ob/Gyn Residents



How to Deliver a Medical Message with Impact

Understanding the Philosophy of News Reporting

**Good news can wait
Bad news is urgent!**

**If it is not in the New York
Times it never happened**

NYT Motto

When the phone rings: Avoid an ambush

Your receptionist should enquire:

- **What particular aspect of that subject interests you?**
- **What's the angle you're pursuing on this story?**
- **Who else will be interviewed?**

Prepare For The Media Interview

- Be as prepared as the reporter



Get Copies of Same Article

- Find out reporters deadline – Then call back after thinking out your message.
- Input from your colleagues

The Media Interview

- **Be personable**
- **Use lay language**
- **Consider the perspective of the readership**



The Media Interview

Be prepared to challenge a
reporters biases or assumptions:

“Its been said that...”

“Who said that?”

Don't respond to hypotheticals:

“If your only neurosurgeon dies.....”

“I'm sorry but I can't address a hypothetical”

Get Your Message Across

**Seek an opportunity to state your case
using:**

Bridging Strategies

“Lets focus on the underlying problem”

“Have you considered the other issue of...”

“The real issue is...”

When Interrupted

Mario Cuomo:

“Did you want the answer –you asked the question!”

Or try:

“Will you let me finish? I’m sure the mothers of children with Abes Disease will want to hear what I have to say!”

How to answer the question that you don't want to answer

That's an important question
that demands some serious
evasion.



“No Comment”

- **Has the ring of a cover – up**
- **Tell the reporter why you can’t answer**
- **Send the reporter to another source**

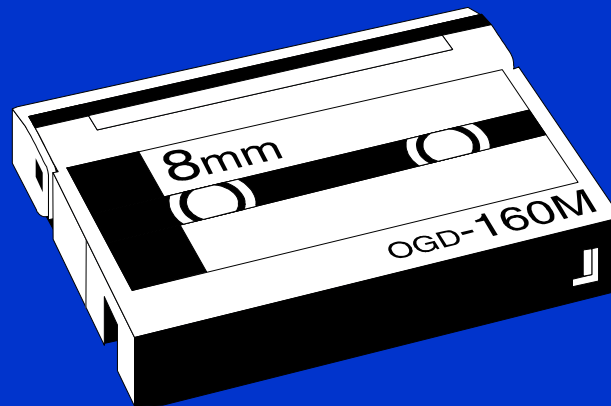




“Meow, but don’t quote me on that.”

“Off the Record”

If you aren't prepared to see it in
print don't tell a reporter
something “Off the Record”



People magazine

Connie Chung has no regrets

During a TV interview on Chung's **Eye to Eye** show, Kathleen Gingrich hesitated to say what her son thought of Hillary Rodham Clinton. Chung coaxed her with a *“just between you and me”* line and Gingrich whispered audibly ... **“she’s a bitch.”**

The Media Interview

Can you think of a Quotable Quote?



**Picking the quotation that
will appear in tomorrow's
paper:**

**“We think too much about the
good luck of the early bird and
not enough about the bad luck
of the early worm.”**

The Hostile Interview

➤ Remain calm but assertive

➤ **Initially deflect the attack:**



“Not at all”

“Quite the contrary”

“There is really little evidence...”

➤ **Follow – up with positive statement**



“In fact we have attempted...”

“There has been significant progress”

Traps

If Rattled:

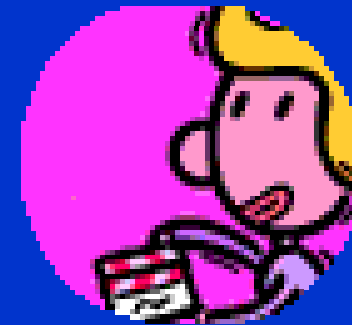
- Stop thinking out loud
- Pause ...
- “Let me put it another way”

“Uh Huh” or “the stare”:

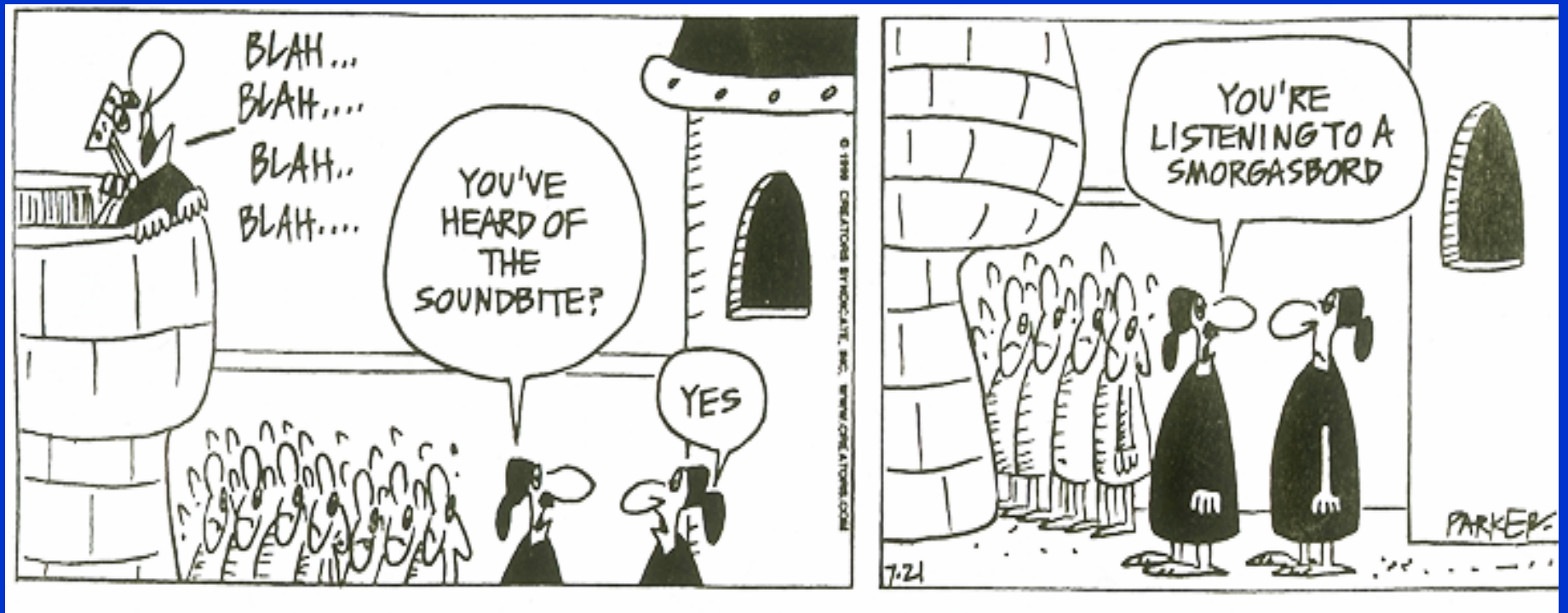
- The reporter’s silence is a ploy to make you expanded on your message

When you draw a blank or stumble in a TV interview

- Start over : stop and reload
- “Well anyway
- (and back to your key message)
- “What’s really important...”
- Remember they are looking for **“the 15-20 second sound bite”**

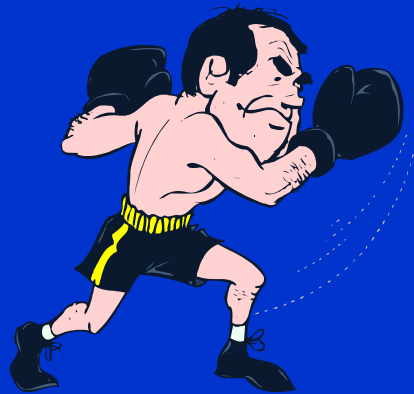


Keep the message short!



The Media Interview

Prepare your clearly defined
‘PUNCHLINE’
before the interview starts



Closing The Interview

- If asked if you wish to add anything - reinforce your message
- Ask reporter if necessary info was obtained
- “If you need more information or clarification this is where I can be reached.”

Follow - Up

- **Contact reporter and compliment on a good story**
- **Correct reporter – Re: unfair or inaccurate info**
- **If essential – write to Editor with tone of:**
- **“In the interest of better communication and clarity ...”**