

I Spoke, They Listened: Communication Skills for Effective Presentations

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- **Make eye contact from the start.**
- **Know your audience even before you start.**

- **Show vulnerability.**
- **Make them laugh (but not squirm).**

- **Park your ego.**
- **Tell a story.**

- **The first step in answering a question is to neither agree nor disagree, but to understand.**
- **Focus on concerns, not positions.**

- **Find common ground.**
- **If you don't allow pushback in the room, it happens in the hallway.**
- **Assume they don't know, but speak as if they do know.**

- **Clarify what you don't mean.**
- **We listen to the person who makes it easiest to understand.**
- **Less information, more interpretation.**

- **Anticipate the questions and engage the audience with questions, if needed.**

- **A boring title means a boring presentation.**

The 4 Ps of Giving a Good Presentation!



POSITIVE

- ☐ Why worry?
- ☐ Nothing to Lose!
- ☐ Stay calm!
- ☐ Don't Fear!
- ☐ Brave people do mistakes!
- ☐ Have fun!
- ☐ Think positive!
- ☐ You can do it!



PREPARE

- ☐ Start early
- ☐ Take notes!
- ☐ Don't design yet!
- ☐ Explore, Explore...
- ☐ Challenge your ideas!
- ☐ Know your audience
- ☐ Mind map your ideas
- ☐ Now design!



PRACTICE

- ☐ Practice, Practice..
- ☐ Rehearse:
 - on your own
 - while being recorded, and
 - with an audience.
- ☐ Practice until you feel right!
- ☐ Memorize key points (Not scripts)
- ☐ Let it flow!



PERFORM

- ☐ Adapt your voice:
 - Volume
 - Pace
 - Tone
- ☐ Stay relaxed
- ☐ Face the participants
- ☐ Stay in control
- ☐ Engage participants
- ☐ Storyify & converse
- ☐ Use interactive tools
- ☐ Interruption is fun!
- ☐ Don't apologize!

Celebrate **Q**uestions & **F**eedback!

PRESENTATIONS & TALKS

TIPS & STRATEGIES



Details, focus, order, simplicity, clarity, visuals, emotion.

People will forget what you say and do, but they will never forget how you make them feel. - Unknown

	KNOW YOUR AUDIENCE Age • Daily activities • Fears • Pleasures • Pain • What keeps them up at night • Reason for resisting what you share with them		ASK QUESTIONS Engage brains • Help listeners draw their own conclusions • Replace statements with questions
	FOCUS ON ONE One BIG idea • One dominant emotion • One strong benefit • Drill deep, not wide • Focus on quality over quantity		BE SPECIFIC AND DETAILED Include specific names, numbers, places • Add details that add crystal clarity to my words and ideas
	CLARIFY A COMMON ENEMY A weakness • An entity • A person • A resource (time, energy, etc.)		DRESS UP NUMBERS Give numbers real meaning • If you say 'a billion dollars', explain the size of a billion dollars, or what a billion dollars could buy
	TAP INTO EMOTIONS Make them feel something (happy, excited, curious, amazed, thankful) • Connect with their senses (get them to imagine: sights, smells, tastes)		KEEP IT SIMPLE Less is more • Use simple words, phrases, ideas • Think billboards or Twitter headlines • Summarize concisely
	STICK TO THE RULE OF 3 Highlight 3 'chunks' or messages you want your audience to receive • Develop metaphors or analogies around those messages		LIVEN IT UP EVERY 10 MINUTES Regain attention • Tell a relevant story • Show a relevant visual • Do something out of the ordinary
	CREATE BRIDGES Show the audience how to go from what is to what can be - from where they are now to where they need to be • Connect individual ideas and thoughts (the Bucket Brigade)		BE A GREAT SPEAKER Be natural and enthusiastic • Pause for emphasis • Maintain great eye contact
	CREATE MEMORABLE MOMENTS Share something (a phrase, story, visual) they'll remember and talk about • Start with a story • Take the audience on a journey		CONVEY THE NEXT ACTION What to do, eliminate, change, review, practice, pay attention to • Be specific • Address how they might resist taking action and how to overcome it
	MAKE IT VISUAL Illustrations • Metaphors • Stories • Symbols • Typography • Use Color, contrast, people, emotion-evoking images		PRACTICE ... A LOT! Especially the introduction and conclusion

MAKE THE IDEA CLEAR AND EMOTIONALLY COMPELLING

Good Presentations

- Energy and passion
- Eye contact with audience
- Speaking clearly and loud enough
- Move around the classroom as you speak
- Use appropriate anecdotes and humor
- Wear proper attire
- Well-structured arguments
- Legible slides
- Varied slide types
- No more than 1 slide per minute
- Use of technology, i.e. video
- Finish on time and allow for questions

Bad Presentations

- Lack of purpose
- Poor body posture, no eye contact, and speaking in a monotone voice
- Unnecessary repetition (within presentation or of previous speaker)
- Lack of preparation
- Too complicated/simple for audience
- Too many slides
- Illegible slides
- Overuse of PowerPoint technical effects
- Poor use of color in slides
- Incorrect use of technical equipment
- Over-running your allotted time

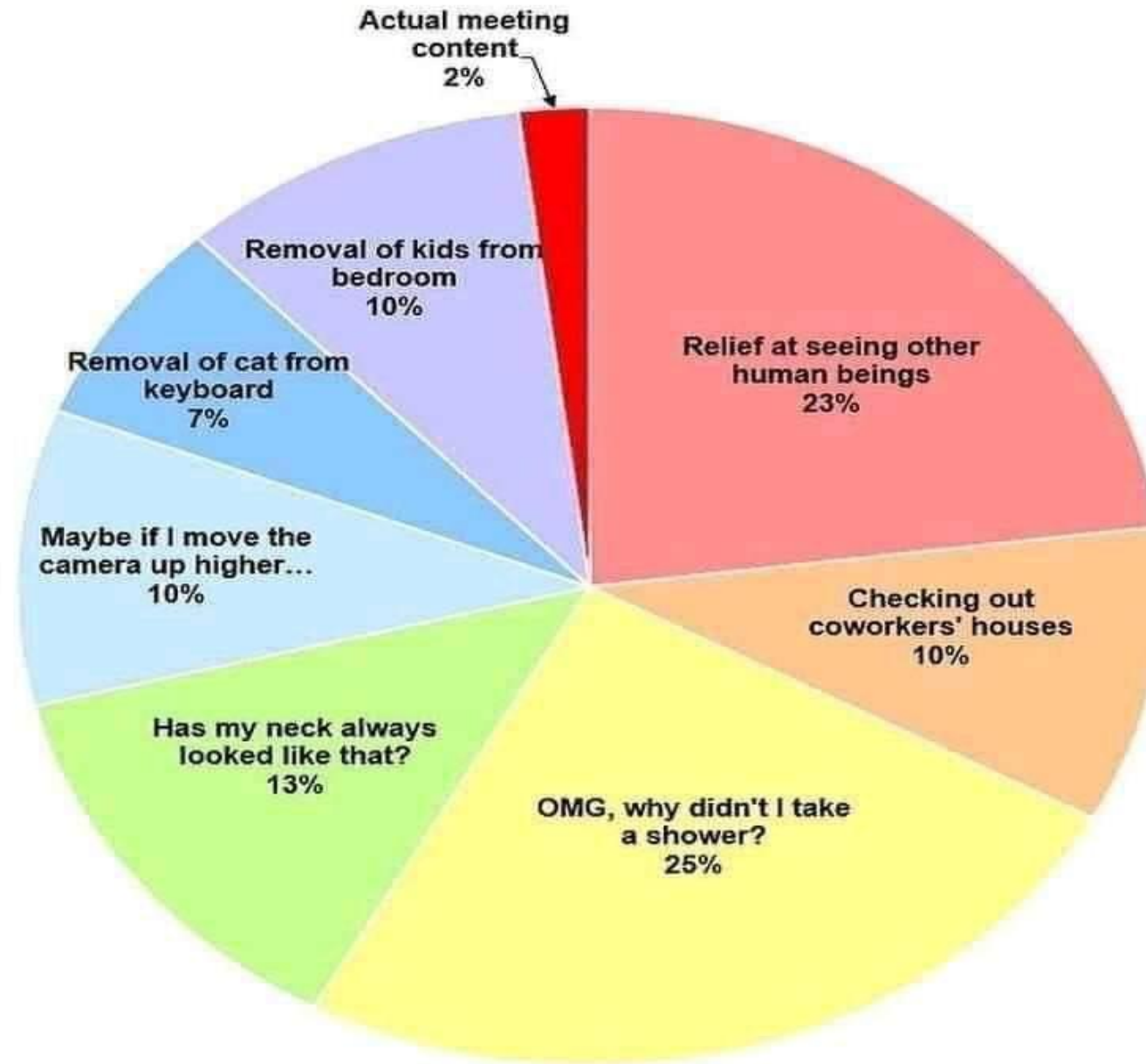
Zoom Tips

- Ask all attendees to use their own laptops/computers and share their cameras to encourage collaboration and discussion.
- Schedule a dry run of the virtual platform with co-facilitators.
- Put the goal—and any ‘anti-goals’—of the meeting on a slide at the beginning of the discussion.
- Set a schedule and stick to it.
- Explain to the group that your role as a facilitator is to advance the conversation to adhere to the schedule and goals.
- Use the chat box to allow attendees to submit questions or comments without interruption.

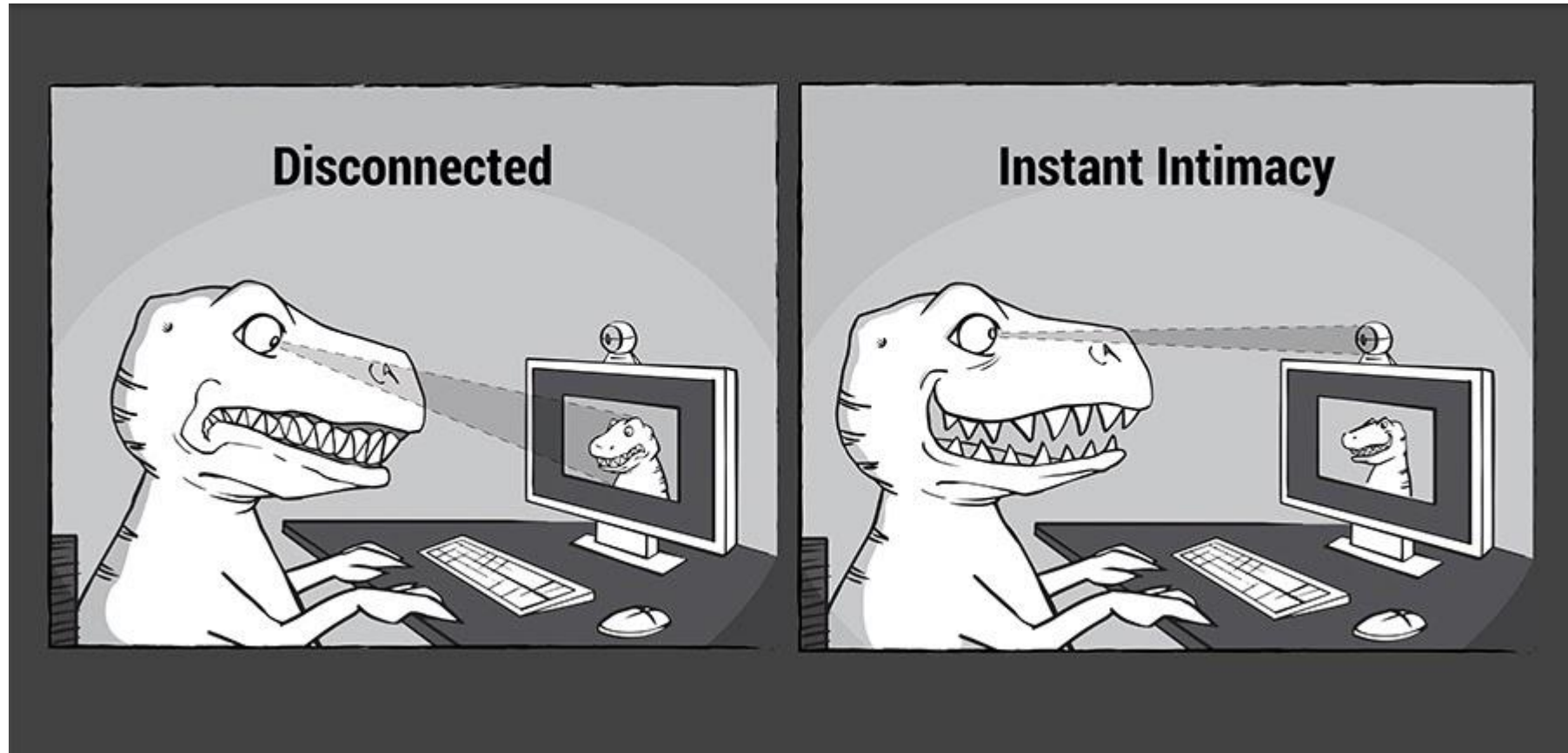
Zoom Tips

- Include prompts before and during the meeting that require an answer to encourage participation.
- Every 10-15 minutes, include an interactive element to break up the flow and re-engage attendees.
- Use time breaks strategically.
 - Include more breaks than you would for an in-person session.
- Have a virtual 'parking lot' to help avoid off-topic tangents.
- If you would like to engage the group in contributing ideas or solutions to a topic for discussion, consider a virtual brainstorming exercise.
- Always leave 5-10 minutes for closing and next steps.

Diagram of Zoom Meeting Attention Span



Look Directly at the Camera



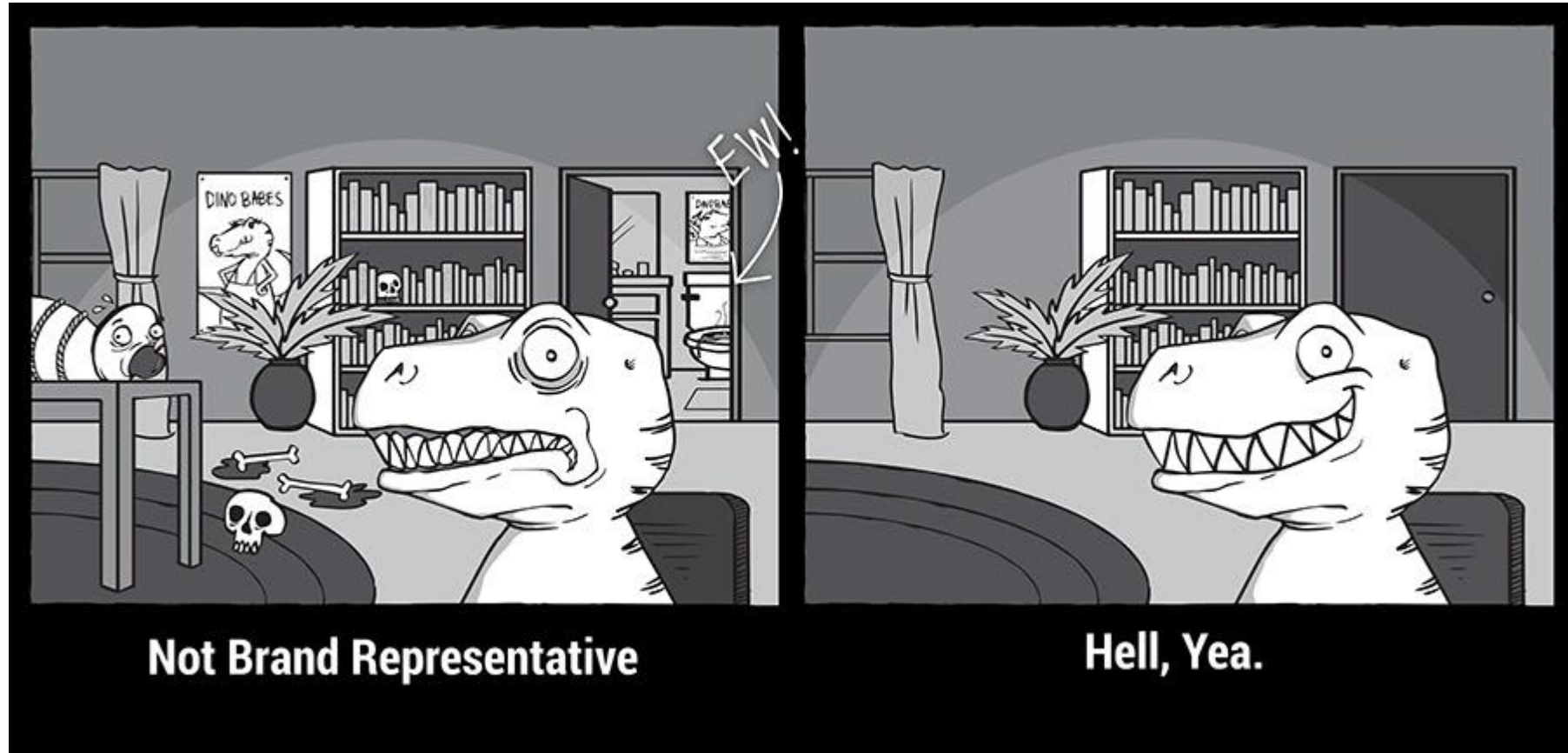
It's Showtime, You're the Star!



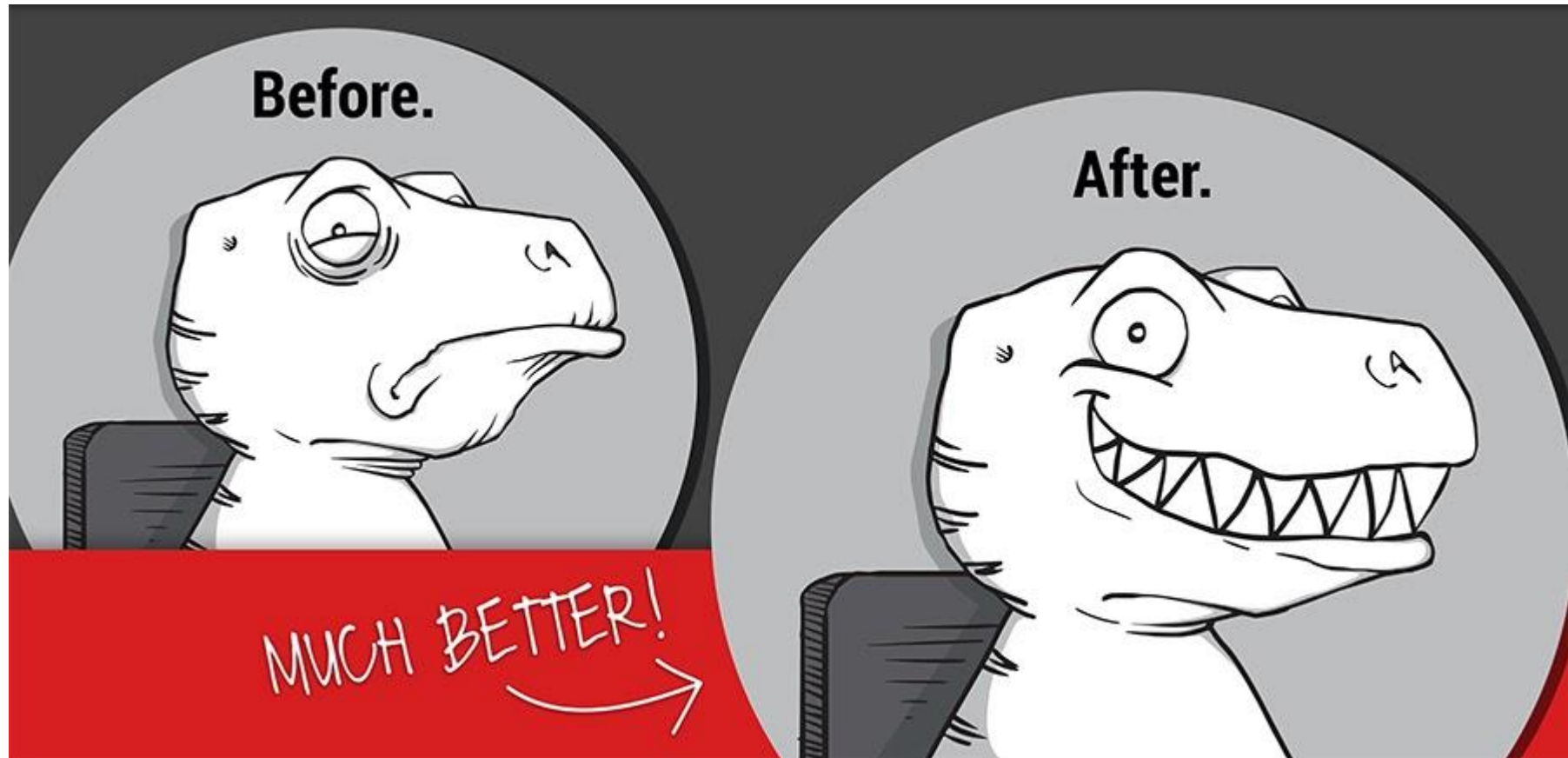
Appropriate Lighting



Backgrounds



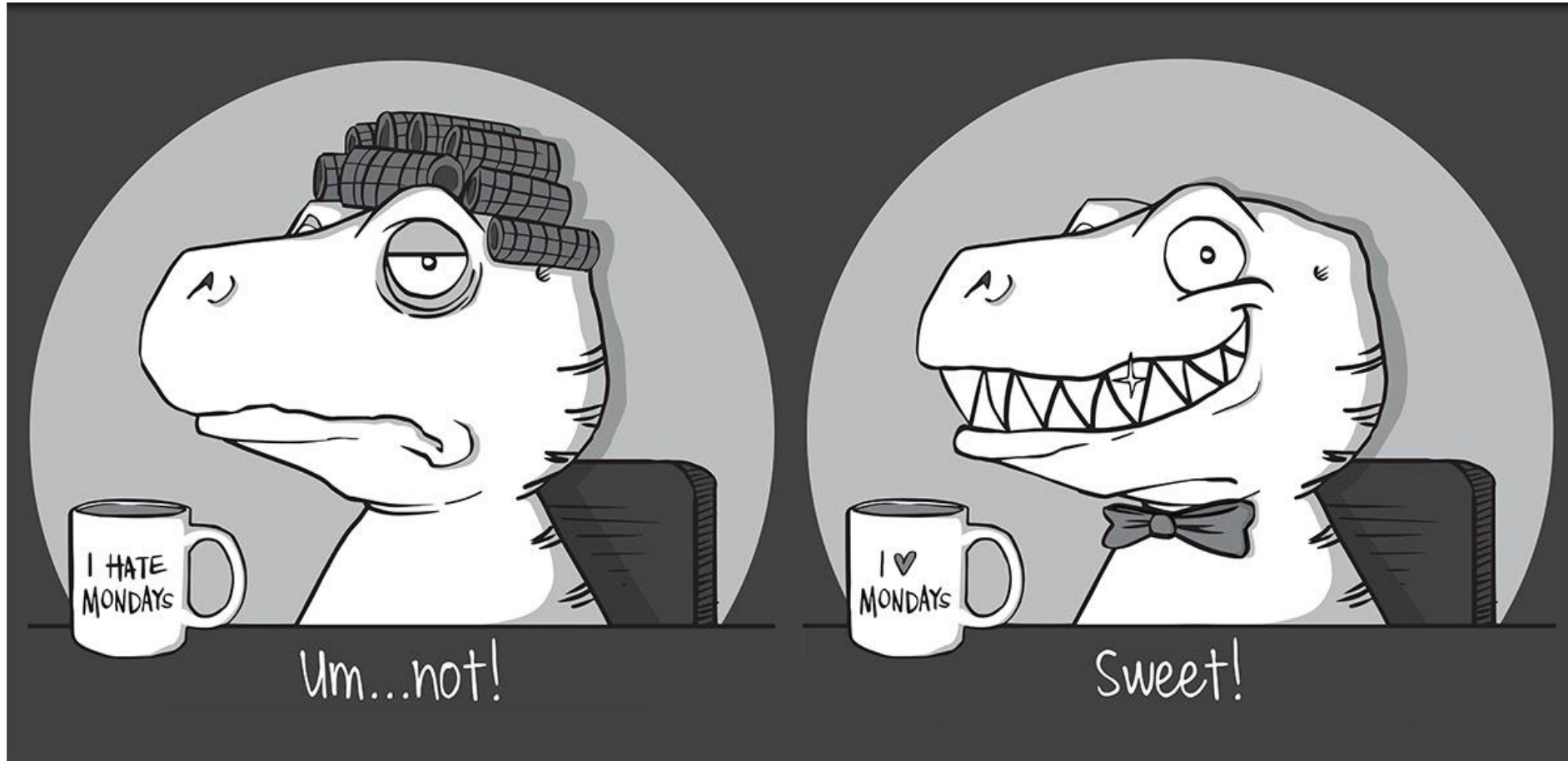
Smile, You're on Candid Camera!



Beware of Pets or Intruders



Dress Code



Pointing is Rude!



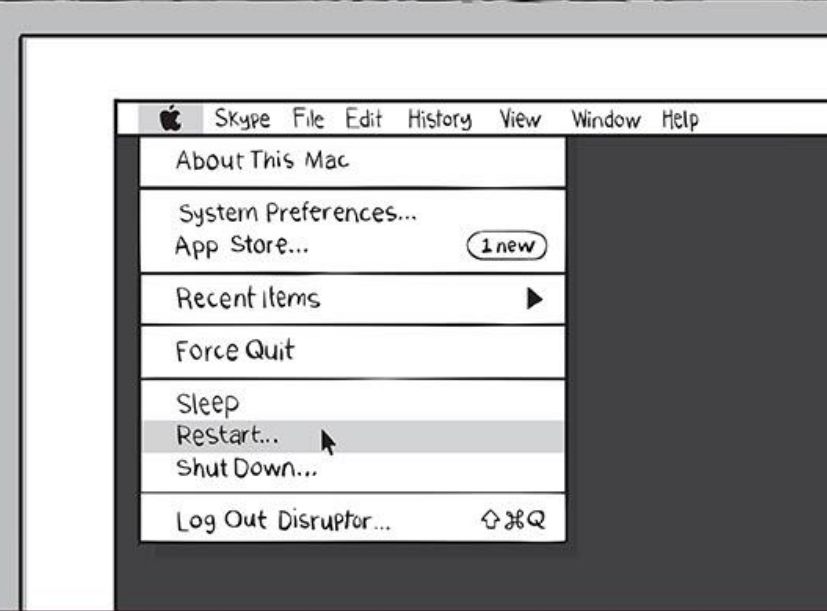
Organize Thoughts and Ideas



Restart Before Each Session

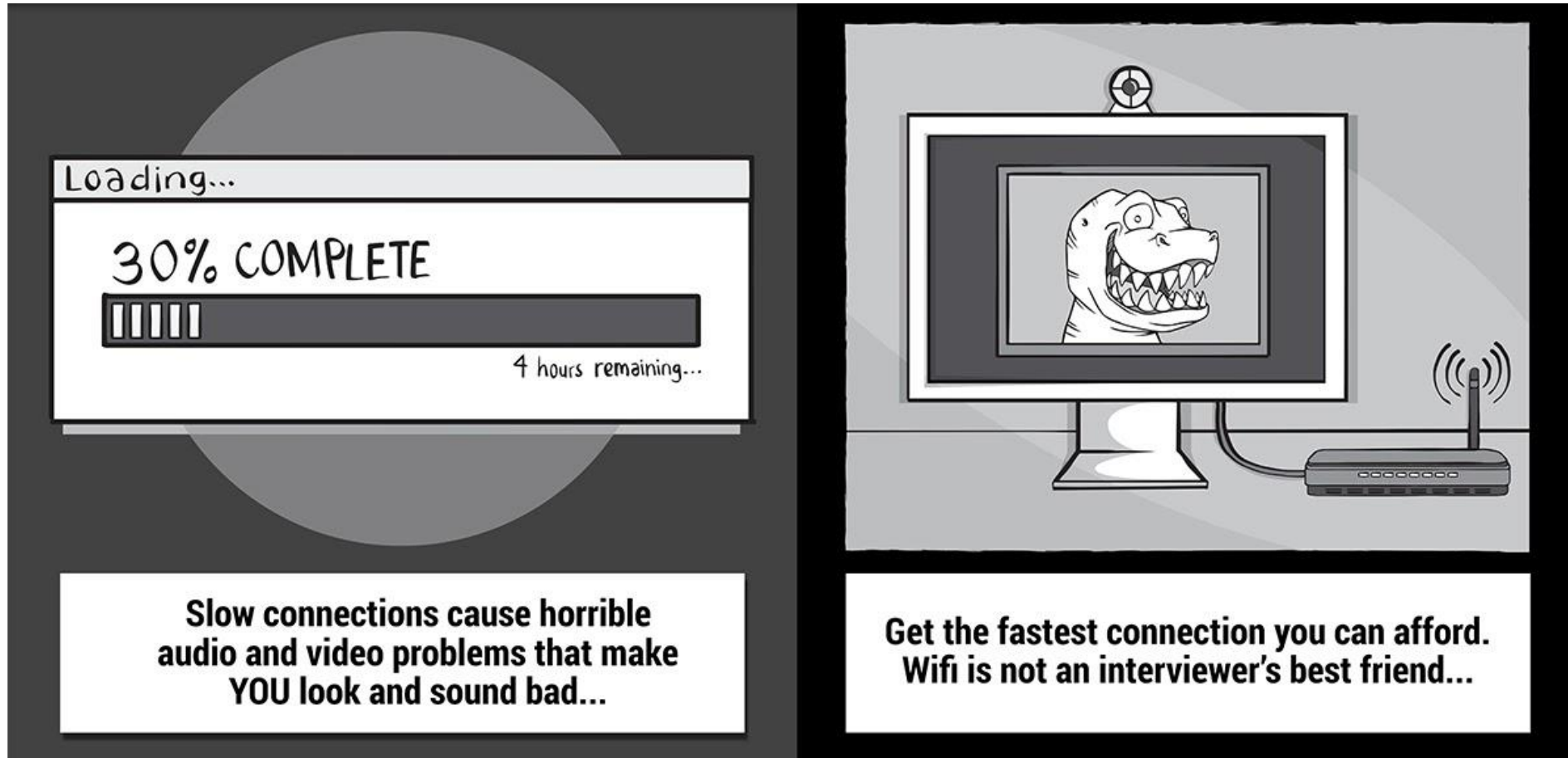


Nothing is worse than having your computer crash in the middle of an interview - especially if it's LIVE! :(



**The solution?
Restart BEFORE the interview begins!**

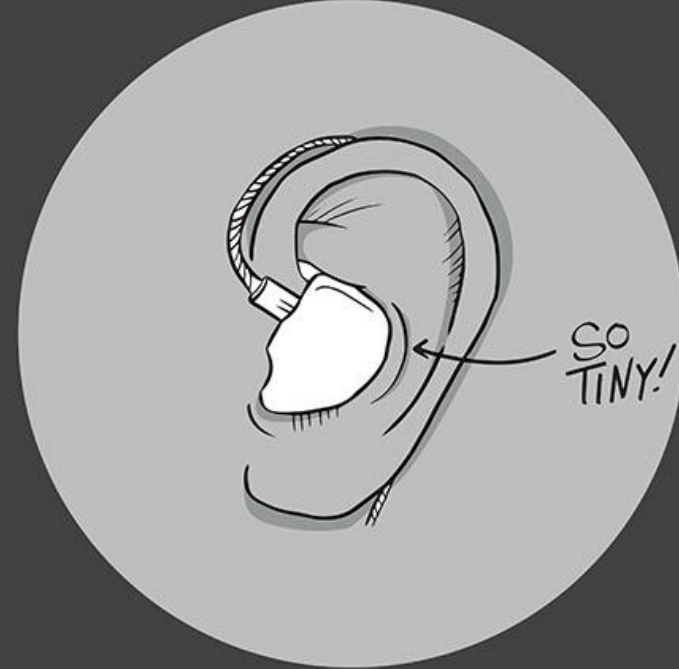
Web Speed



Avoid the Headset if Possible

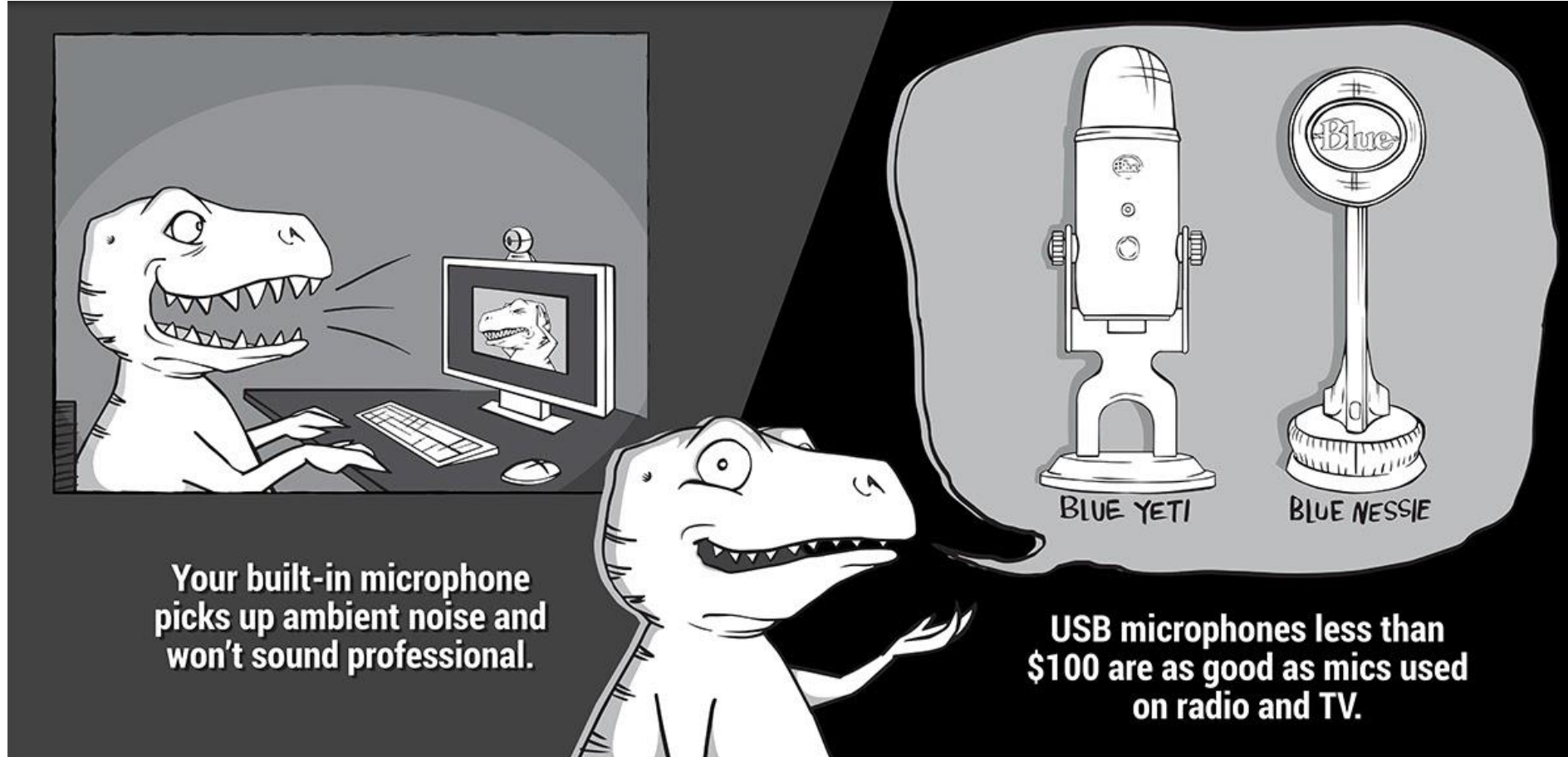


Don't be a dork. Headsets make you look like you live in your grandmother's basement and play video games all day.



Pros wear in-ear monitors. They're tiny and invisible.


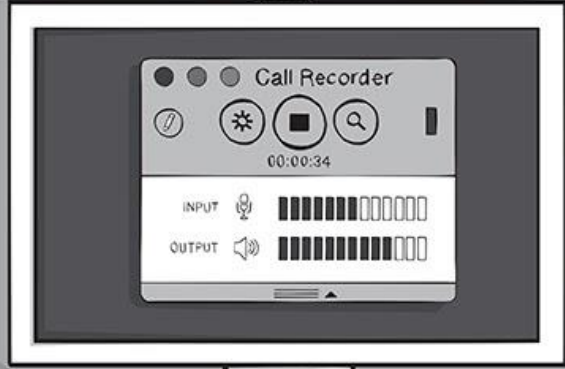
Check Audibility



A Good Camera Goes a Long Way



Record the Session if Possible

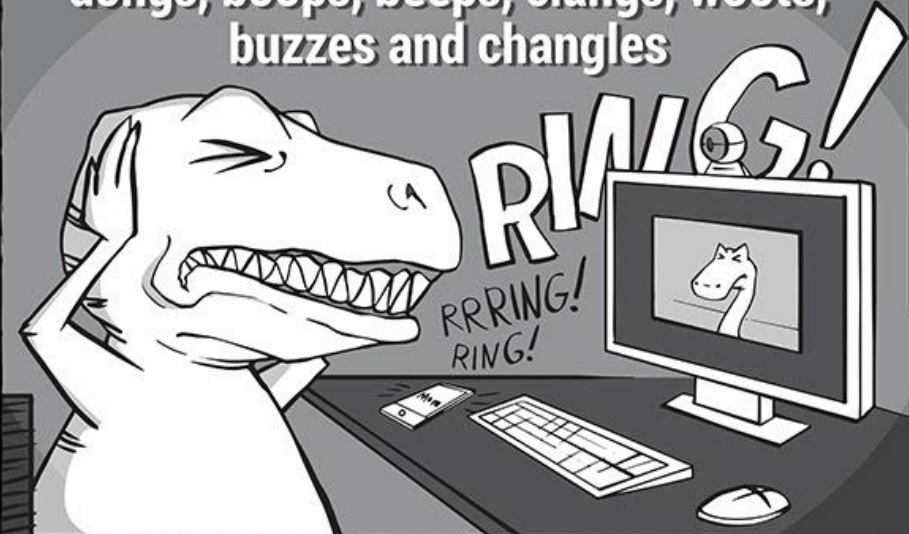
	
<p>What would happen if the interviewer's computer crashed during your best performance?</p>	<p>Both the interviewer and interviewee should record or use Ecamm Call Recorder (Skype)... ...if something goes wrong.</p>

Keep the Audience Engaged



Sound Effects Are for the Movies

Don't annoy your listener or viewer with random sound effects, noises, dings, dongs, boops, beeps, clangs, woots, buzzes and changles



RRRING!
RING!

Notifications

Overview Details

- ☐ Play sounds related to calls
- ☐ Play sounds related messages
- ☒ Play sounds related contact availability

Turn off sound effects including your phone. One random noise can ruin the intimacy and connection you've spent time building with your interviewer and audience.