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
  - Storify & converse
  - Use interactive tools
  - Interruption is fun!
  - Don't apologize!

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Celebrate Questions & Feedback!

Adapted from: [http://www2.hull.ac.uk/Student/pdf/dyspresentskills.pdf](http://www2.hull.ac.uk/Student/pdf/dyspresentskills.pdf)
# 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. — Yehuda	

## Make the Idea Clear and Emotionally Compelling

### Create Memorable Moments
- Make something so strong, smart, funny, or memorable that they remember and talk about it. Start with a story.
- Take the audience on a journey.

### Create Bridges
- Show the audience how to go from what is to what they need to be to what it takes to get there.
- Create emotional, visual, and intellectual (not just logical) connections.

### Convey the Next Action
- What is the outcome, change, review, positive, next step? Include it.
- The specific action to take and how they might start taking action and how to overcome it.

### Make Visual
- Illustrations
- Typography
- Images
- Typography
- Color
- Musical content, people, music, evoking emotion.

### Practice... A Lot!
- Rehearse the introduction and conclusion.

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- **Ask Questions**
  - Engage audience
  - Help listeners draw their own conclusions
  - Encourage questions with questions

- **Focus on**
  - One idea
  - One sentence
  - One strong benefit
  - One deep, not wide
  - Simple, catchy

- **Clarify a Common Energy**
  - A metaphor
  - An analogy
  - A reference (carry, energy, etc.)

- **Tap Into Emotions**
  - Make them feel something: happy, sad, excited, excited, passionate

- **Stick to the Rule of 3**
  - Multithread or meta or meta or

- **Create Bridges**
  - Show the audience how to go from what is to what they need to be to what it takes to get there.

- **Create Memorable Moments**
  - Make something so strong, smart, funny, or memorable that they remember and talk about it. Start with a story.

- **Make It Visual**
  - Illustrated
  - Images
  - Typography
  - Color

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# 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

- Actual meeting content: 2%
- Relief at seeing other human beings: 23%
- Checking out coworkers' houses: 10%
- OMG, why didn't I take a shower?: 25%
- Has my neck always looked like that?: 13%
- Maybe if I move the camera up higher…: 10%
- Removal of cat from keyboard: 7%
- Removal of kids from bedroom: 10%
Look Directly at the Camera
It’s Showtime, You’re the Star!

Bad Framing and bad neighbors won’t make you look good...

It’s SHOWTIME and you’re the STAR! Make sure the camera knows it.
Appropriate Lighting

HITCHCOCK HORROR!   Instant PRO
Backgrounds

Not Brand Representative  Hell, Yea.
Smile, You’re on Candid Camera!

Before.

After.

MUCH BETTER!
Beware of Pets or Intruders

Your pet pterodactyl is NOT a welcome interview guest

MUTE your claws, snorts, snuffles, babies and pets...
Dress Code

Um...not!  Sweet!

I HATE MONDAYS  I LOVE MONDAYS

Mike Koenigs, www.entrepreneur.com
Pointing is Rude!

Would you poke a baby in the eye?

Probably not. Never point at the camera. Use your hands and arms to show you care about them!
Organize Thoughts and Ideas

Don’t you hate it when your audience stares at you with a blank look in their faces?

It only takes 15 minutes to look and sound sharp when you follow the 15 minute rule!
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

Slow connections cause horrible audio and video problems that make YOU look and sound bad...

Get the fastest connection you can afford. Wifi is not an interviewer’s best friend...
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

Your built-in microphone picks up ambient noise and won’t sound professional.

USB microphones less than $100 are as good as mics used on radio and TV.
A Good Camera Goes a Long Way

Your built-in webcam won’t look as good as an external webcam or video camera.

$100 will get you a really nice webcam that looks 3 times better than your built-in camera.
Record the Session if Possible

What would happen if the interviewer’s computer crashed during your best performance?

Both the interviewer and interviewee should record or use Ecamm Call Recorder (Skype)... if something goes wrong.
Keep the Audience Engaged

Your audience is distracted… texting, Twittering, Twaddling, Facebooking…

Give your audience something to do or write down to keep them engaged.
Don’t annoy your listener or viewer with random sound effects, noises, dings, dong, boops, beeps, clangs, woots, buzzes and changles.

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.