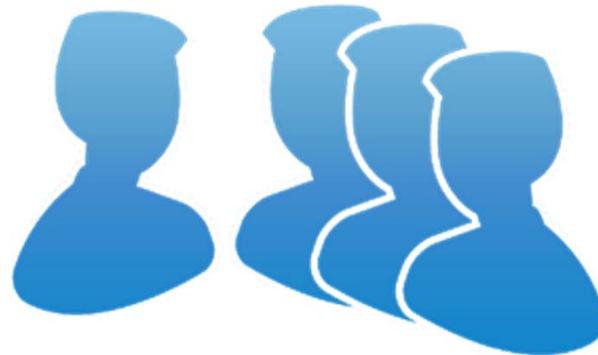


Improving Your Communication Skills

Rhetoric and Other Techniques

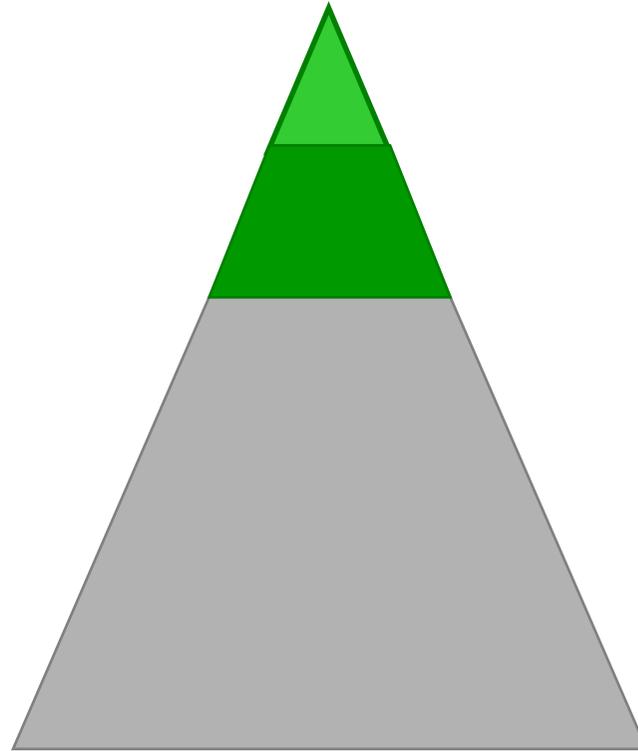
The Art of Persuasive Writing,
Speaking and Presenting



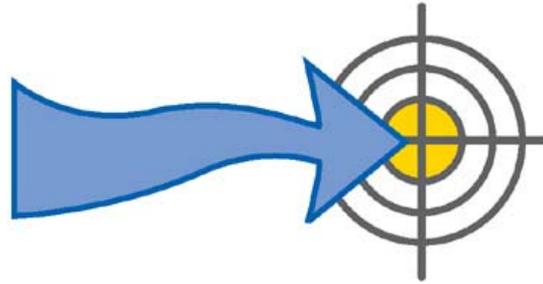
Rhetoric for Persuasive Writing, Speaking and Presenting

© Dr. Günter Umbach www.umbachpartner.com

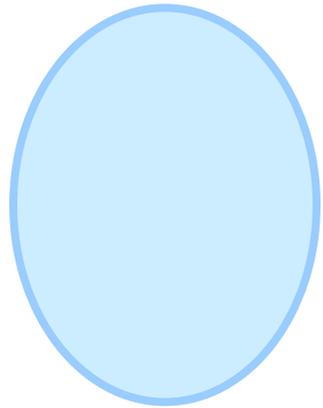
1/15



You are already successful

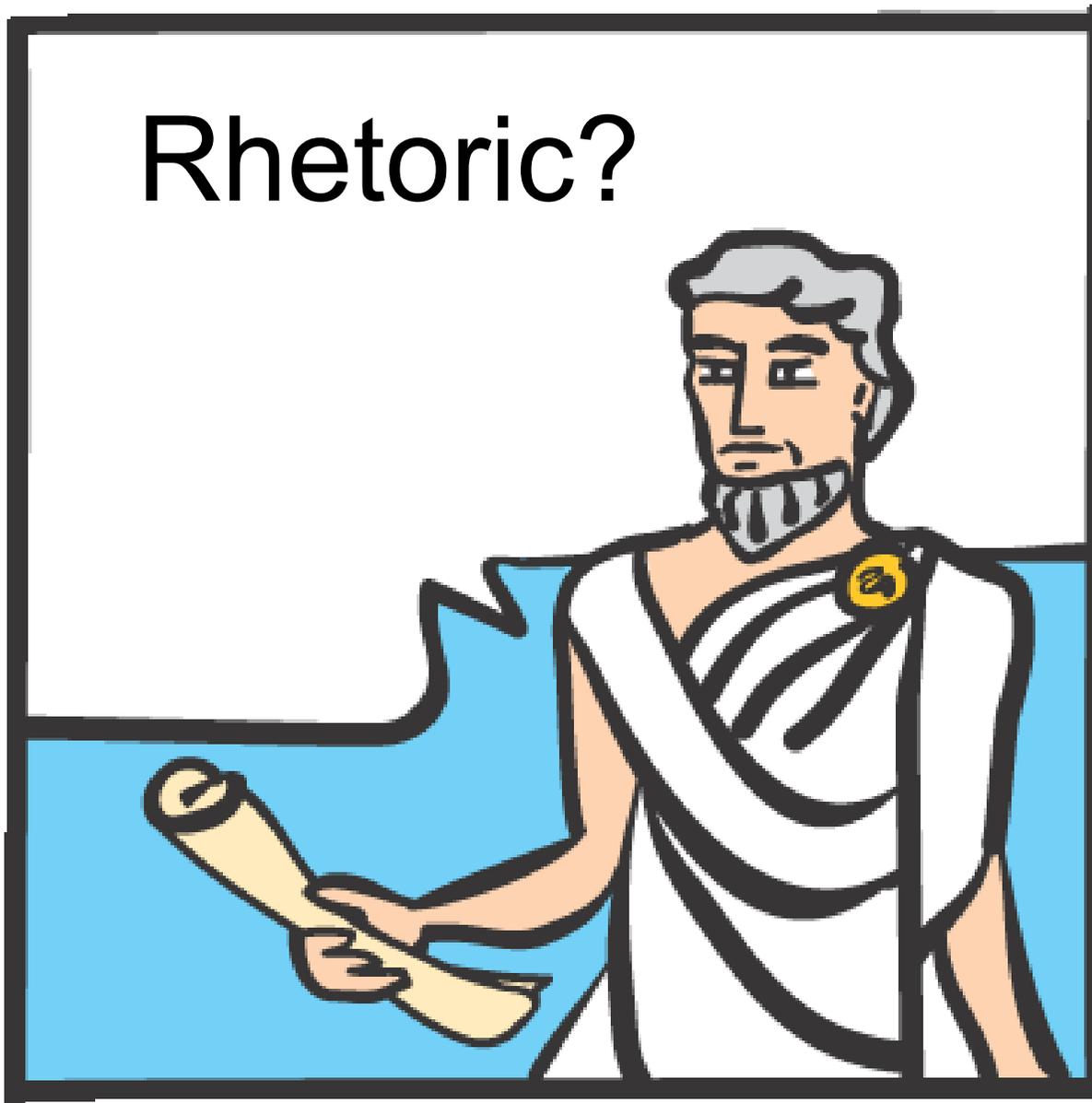


Objective



Take you to the next
level of success

Rhetoric?



Effective communication

Rhetoric

The art of speaking, presenting or writing effectively in order to inform, educate, persuade or motivate specific audiences in specific situations.

Your Audience

***Not in philosophy, poetry
or politics***

**Other healthcare professionals in
the medical scientific community**

Rhetoric is *not* an end in itself,
but a means to an end

How do you know that
you are successful?

Reach certain

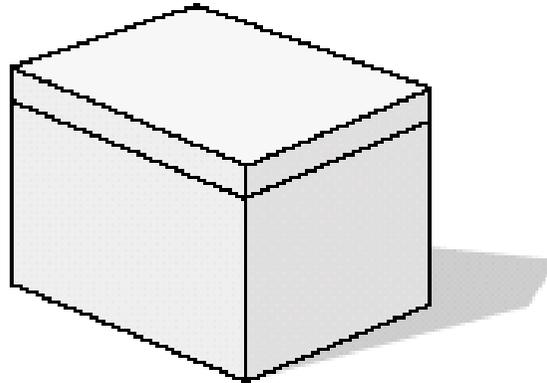
Key Performance Indicators

(KPI)

KPIs

- Organizers invite you
- People want to listen to you
- People follow your suggestions
- Become a sought-after speaker at conferences

Tips and Techniques To Increase Your Impact





You choose

Notes



Your mindset

A positive, optimistic attitude

Tone of Communication

Conversational and confident
but *not* over-confident



We are
not actors

but we can **learn** from actors

"All the world is a stage"

People want new information,
but they also love to
be entertained.

Address Emotions



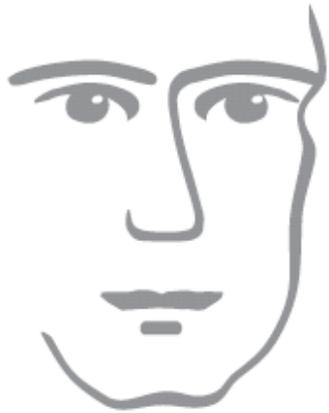
Elicit feelings

Pathos:

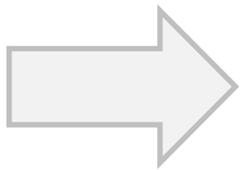
An appeal to emotion

Tell a Human Interest Story

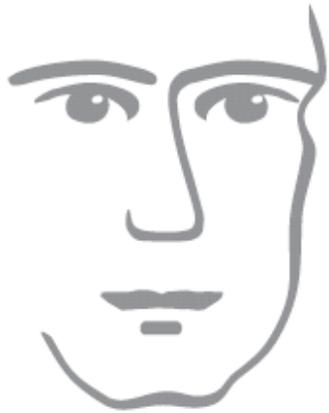
"Story Telling"



- Case Study: Patient
- Personal Anecdote
- ...



You bring your data to life

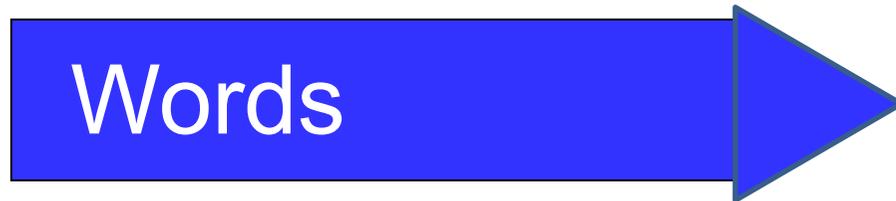


Tell a story or case study
only you can tell because
you have experienced it

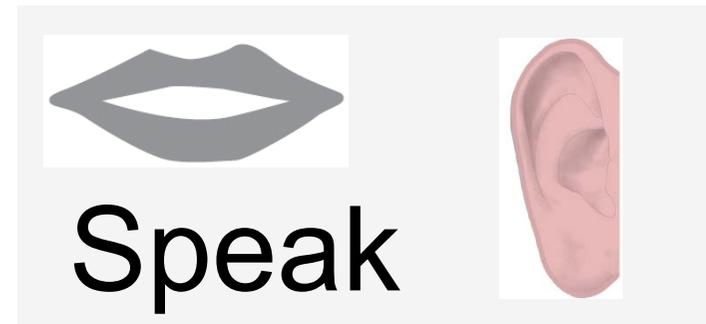
Your audience has
not come to see your slides,
but to listen to you

Conveying Information

Publication



Presentation



"Minds move
faster than lips"

Content

Your Job is *not*

to give large amounts of data

(People can read the publications)

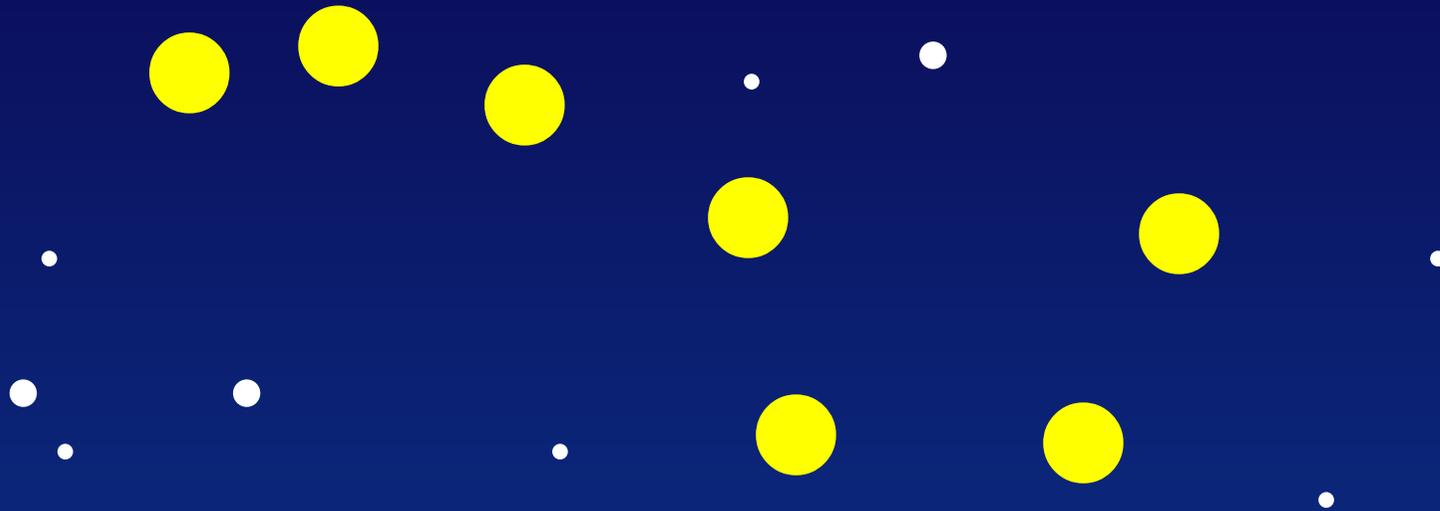
...

... to give

the right amount of data
combined with

- explanations
- insights
- advice

Make Meaning



Making science make sense

Data is just raw material

Connecting the dots

Presentations

Step-by-Step Approach

Prepare

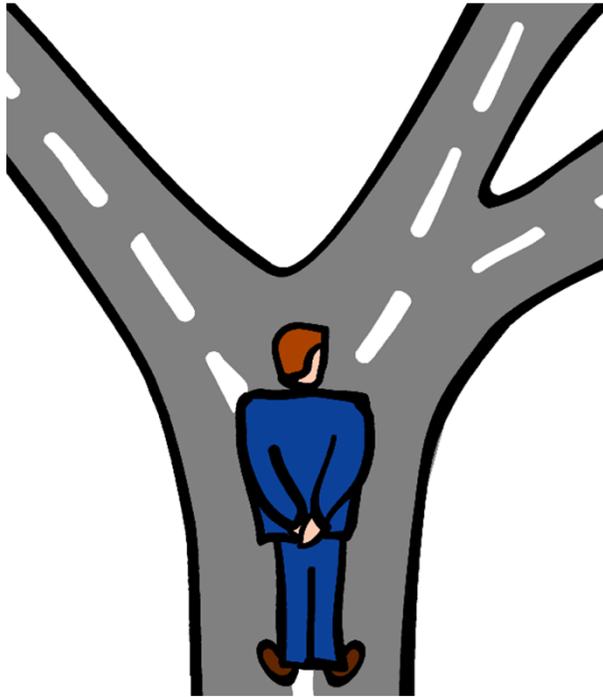


Before the Presentation

Arrive early

(the evening before)

Part of Your Preparation



Rehearse your
answers to
questions that
might be asked

Prepare one chart with the
3 most frequent questions

*(In case you are asked to
present longer)*

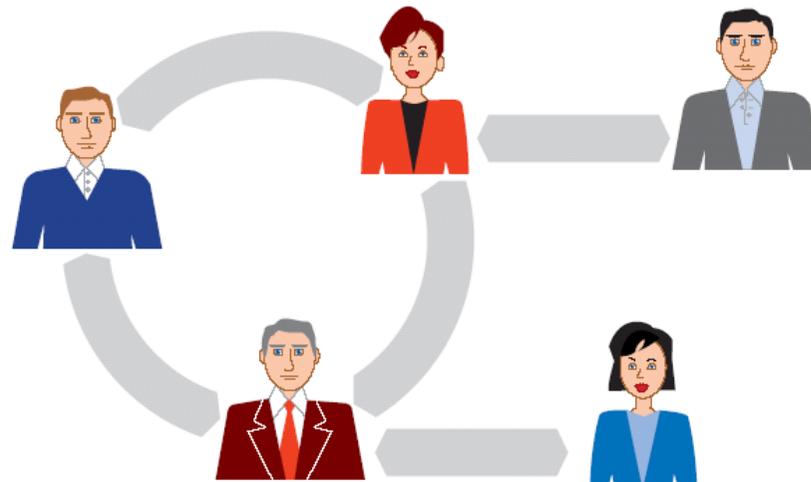
Before Your Presentation

Speak to

- Chairperson
- Co-speakers ...

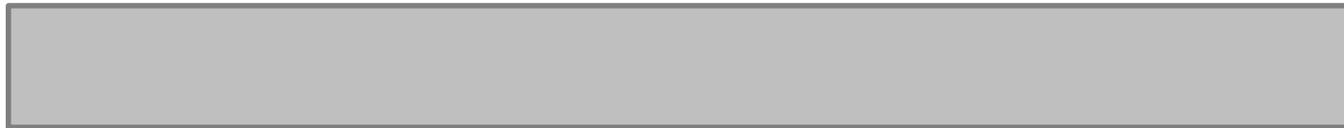
Connect to

Members of the audience



"Networking"

Tips for the Stage / Platform



Watch your steps
(entering and leaving)



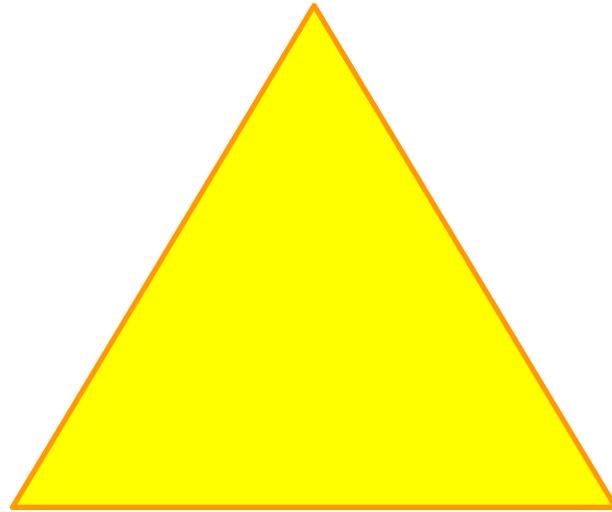
When possible



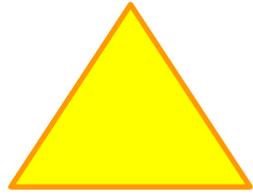
Get out from
behind the
lectern

"Barrier between you
and the audience"

Impact



Triangle



3 Drivers for Impact

- **Content** Scientific data
- **Modes of Expression**
How you articulate and illustrate
- **Delivery**
"Stage Performance"

How you start

Introduction

Poor

~~Is the microphone on?~~

Better

Let us look at ...

Build Rapport

Create an emotional
connection to the audience ...

Target Audience

Healthcare Professionals in the
scientific-medical community

A sense of belonging to
that community or group

...

Example

Mention something that both
you and your audience share:

Say something that you
have in common ...

Trust

Example

Profession

"Since we are all physicians"

"We are all gynecologists"

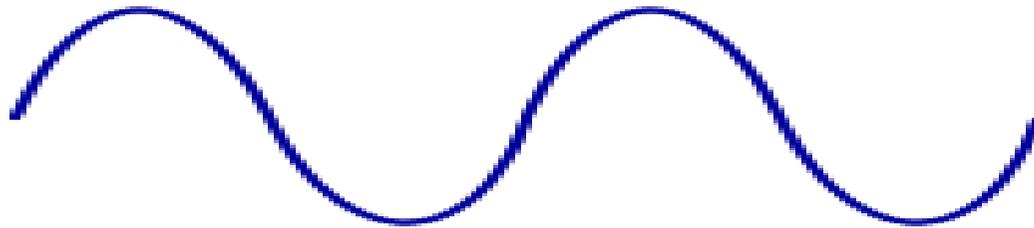
"We as oncologists know"

Example

Patients

"We are all treating
patients with allergies"

Wavelength



This helps the audience feel

- important
- understood
- appreciated ...

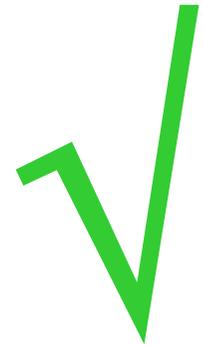
Some Rhetorical Options Or "Rhetorical Devices"

Help you give a
vivid, lively, captivating
presentation

Ethos



Due to your experience, your expertise and your proven knowledge in your field, you have authority and credibility.



The repetition of a word at the beginning of every clause.

(Anaphora)

Example

The disease is new.

The disease is dangerous.

The disease challenges us all.

A comparison made by referring to one thing as another. (*Metaphor*)

Example

"This is like comparing apples to oranges"

"Eyes are the windows of your soul"

Repeating a word for emphasis, often using additional adjectives to clarify the meaning. (*Amplification*)

Example

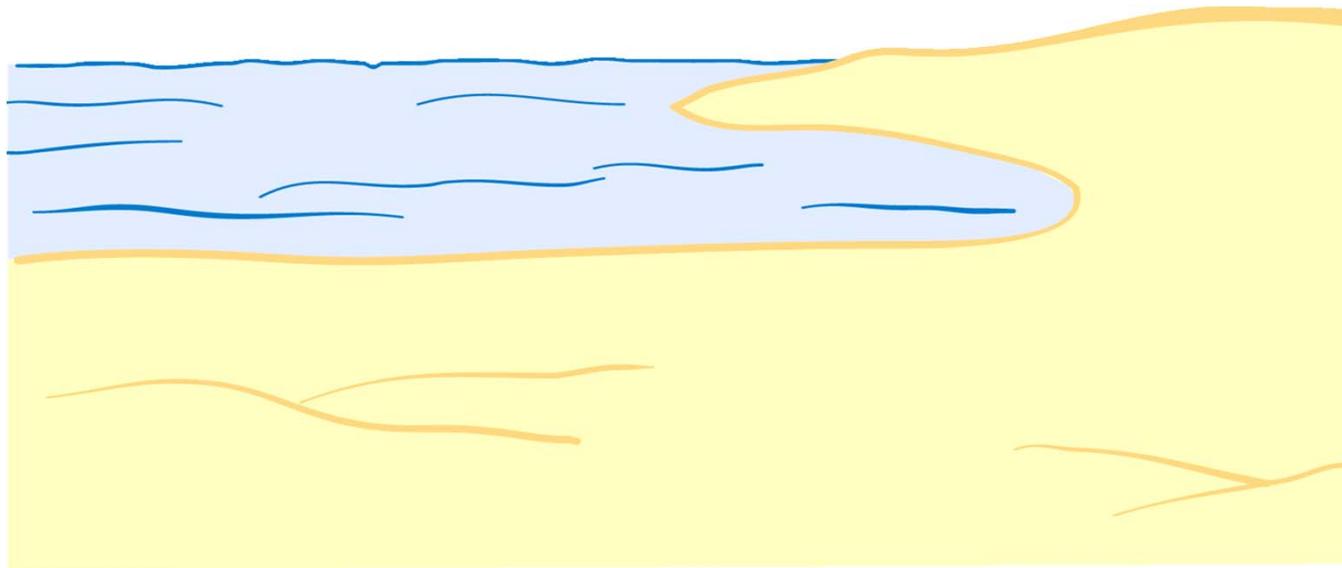
"A diagnostic process, a really a good diagnostic process, takes time."

The attribution of human properties toward things. (*Personification*)

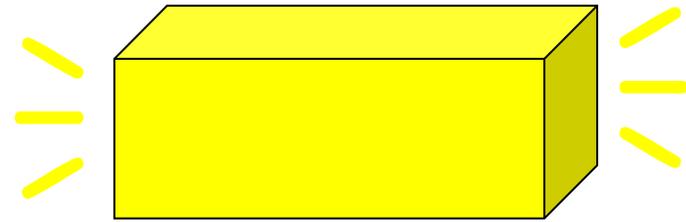
Example

"The new computer works like a personal assistant"

Flood of data

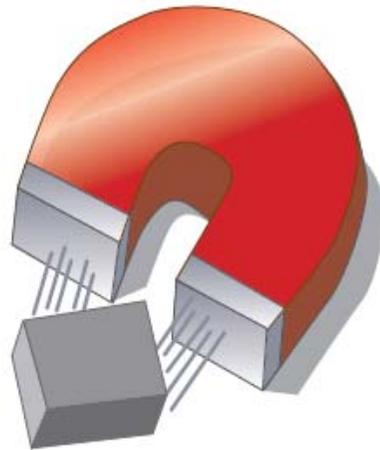


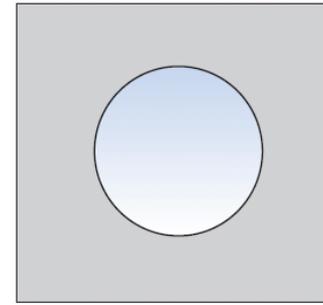
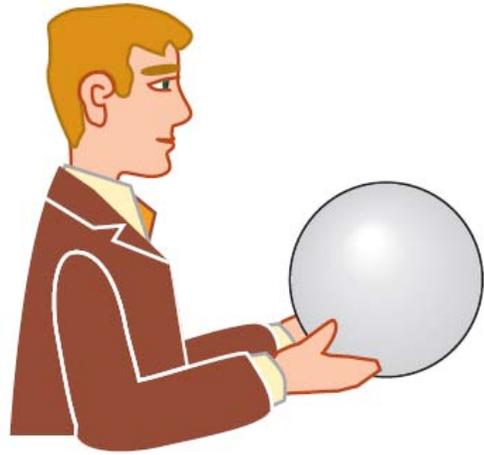
Attention



Start

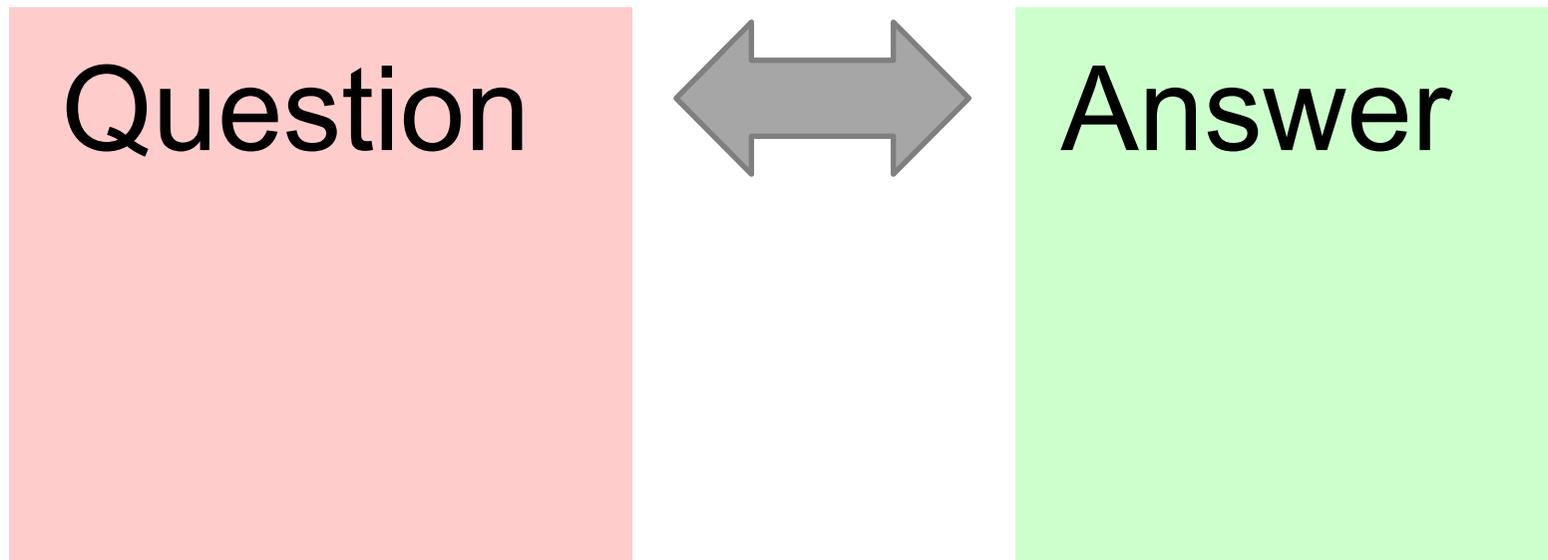
Arouse Curiosity





Fill the gap between
what they did not know and
what they want to know

Rhetorical Question

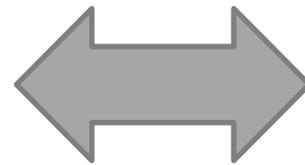


Example

"Should we really treat
all patients with ... ?"

"The answer ..."

Challenge

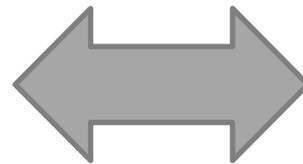


Solution

Example

"We are facing the challenge of having to diagnose and treat thousands of new patients every day"

Past



Present
or Future

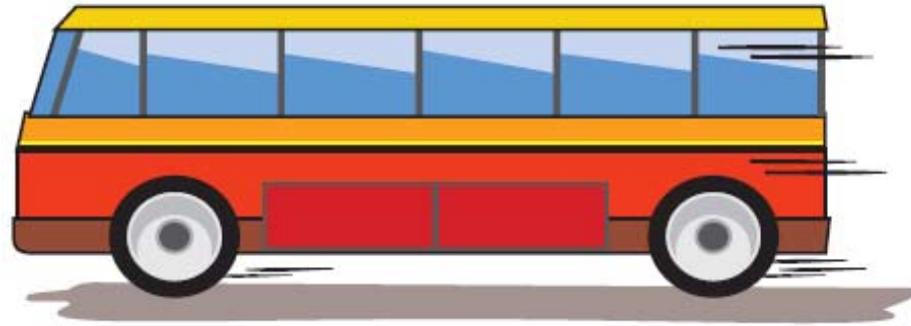
Example

Until recently, the
conventional treatment was

...

Now there is a new option

...



Take them on a
journey of discovery

Logos



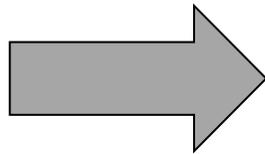
An appeal to reason,
using facts and figures

Spreading content too thin





Resist the temptation
to present many details



Major Results of XYZ Trial

The clinical study of A versus B resulted in risk reductions of

Primary endpoint

- 8% in all-cause mortality (non-significant trend: $p=0.128$)

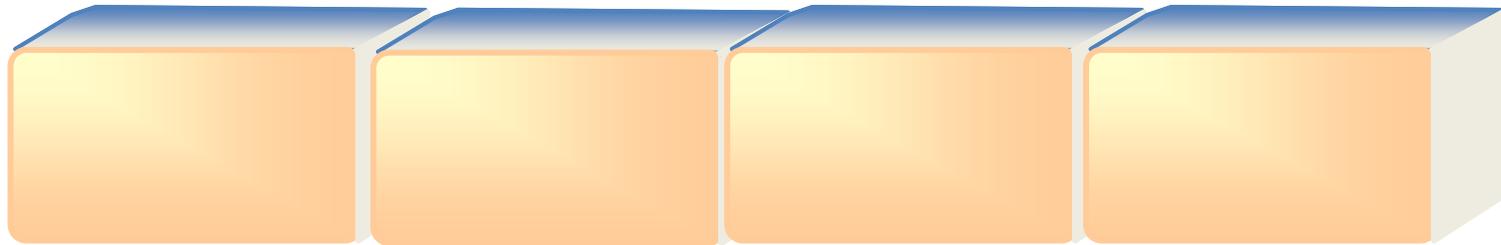
Secondary endpoints

- 12% in combined all-cause mortality and all-cause hospitalization ($p=0.002$)
- 10% in cardiovascular mortality (non-significant trend: $p=0.073$)
- 8% in combined all-cause mortality and cardiovascular hospitalization ($p=0.036$)
- 9% in combined cardiovascular mortality and hospitalization ($p=0.027$)
- 8% in fatal and non-fatal ... and hospitalization ... ($p=0.374$)

Post-hoc analysis

- 15% in combined all-cause mortality and hospitalisation ... ($p<0.001$)

The Verbal Aspect



The Power of Words

Is huge - almost like
psychoactive drugs

They can encourage,
motivate, seduce ...

Words

Boring

Exciting

Interesting

Materials and
Methods

Baseline
Data

Statistical
Analyses

Lesson learned

Insight

Conclusion

Summary

Recommendation

Focus

Narrow down your
key message and
come up with the
main points



Cicero

Key Points /
Core Messages /
Bullet Points

How many ?

Best Number of Bullet Points

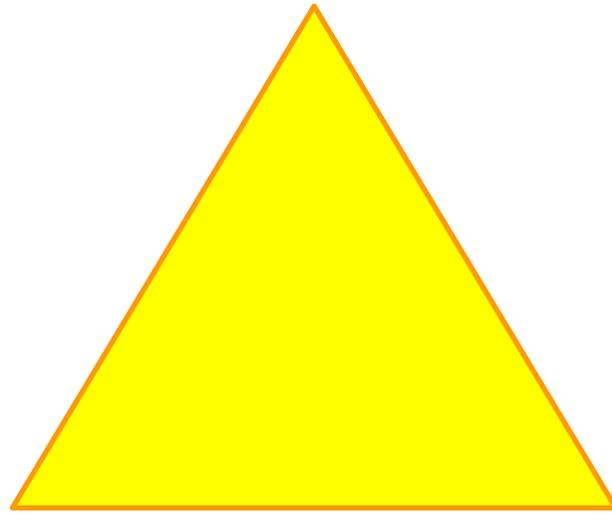
Best Number of Bullet Points

-
-
-

"Triplet" ...

The Big Three in Rhetoric

- Logos
- Pathos
- Ethos



Rhetorical Triangle

**Best Number
of Bullet Points**

**Second
Best Number
of Bullet Points**

-
-
-

"Triplet" ...

Best Number of Bullet Points

-
-
-

"Triplet" ...

Second Best Number of Bullet Points

-
-
-
-
-

To achieve clarity

Good presenters edit
their slides and reduce
the number of slides

In Presentations

(In contrast to scientific publications that people read)

Use short, strong statements

Use the active voice

Example

A difference
was observed

We observed
a difference

Example

20%
difference
in favour of

20%
improvement

Example

Treating Rhinosinusitis

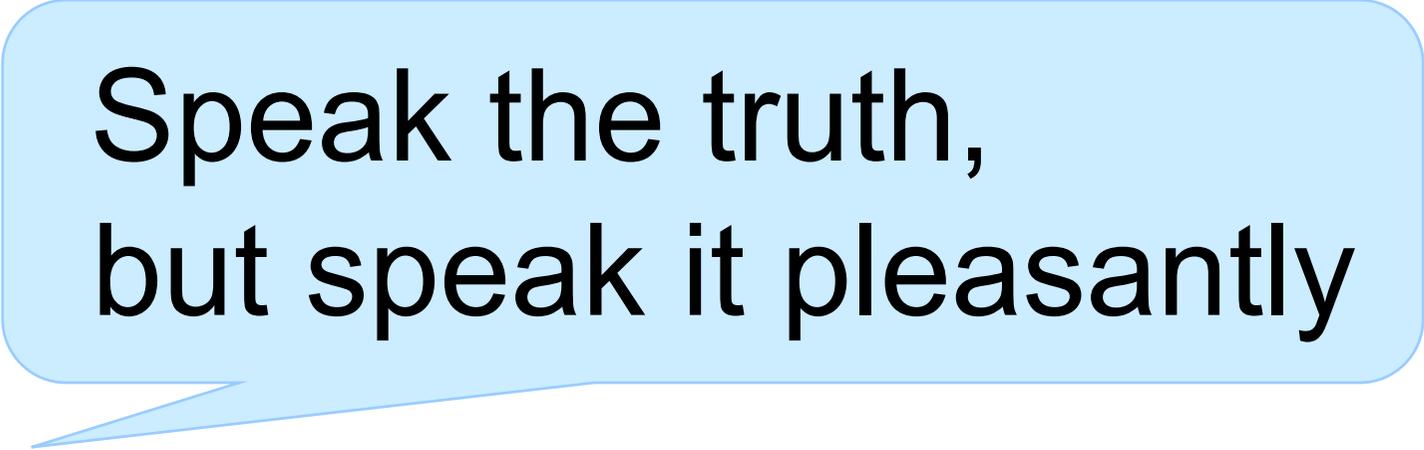
Furthermore, the proportion of patients who were regarded as having been cured (MSS ≤ 1) was significantly higher in the Sinupret[®] eXtract group than in the placebo group (48.4 % versus 35.8 %, $p = 0.0063$)



Compared to placebo, the Sinupret group demonstrated a higher percentage of cured patients*.

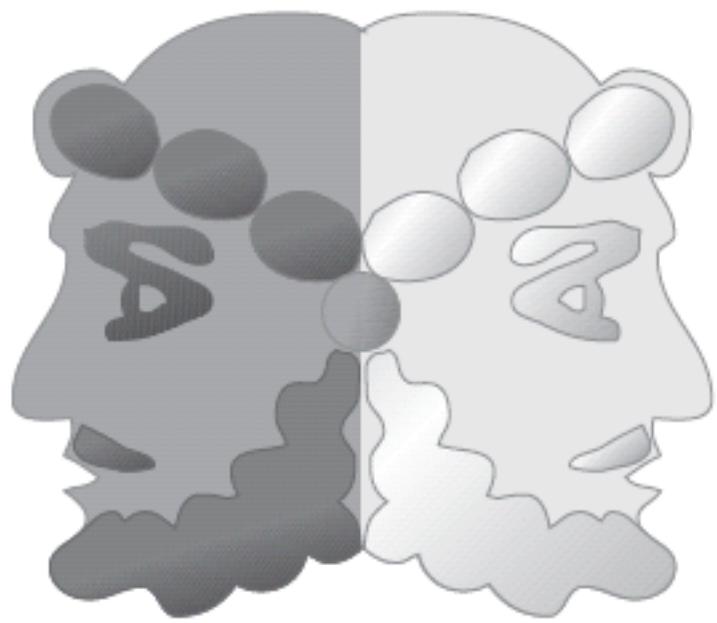
* 36 % for placebo versus 48 % for Sinupret , $p < 0.01$

"Cured": Mean Major Symptom Score ≤ 1



Speak the truth,
but speak it pleasantly

Zarathustra, 1000 B.C.



Make the message positive

Use affirmative statements



-

+

Fewer side
effects

Better
tolerability

-

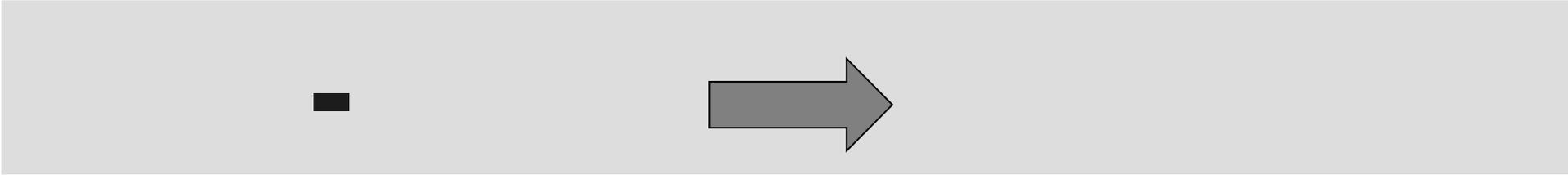


+

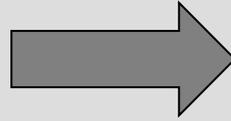
No negative
effect on the
metabolism

Metabolically
neutral

?



-



10% of patients
die within 5 years

90% of patients
are alive after
5 years

-



+

Exampel
reduces
mortality

Exampel
prolongs
survival

-



+

Reduction
of signs and
symptoms

Clinical
improvement

Impact

People should be able
to read your charts



Charts

Most frequent mistake

Poor legibility

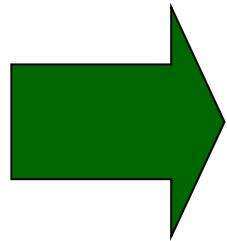
Most frequent reason:

Font size **too small** ...

Font size **too small**

Type of Typography

Negative Typography



Positive Typography

You as speaker are
more important than
your slides

Do ***not*** "copy and paste"
files or scanned documents
into your key charts

...

Various ways to express
your content in your charts

Type

**Speed of processing
information**

Text

Slow

Table

Medium

Diagram

Rapid

Example A: Text

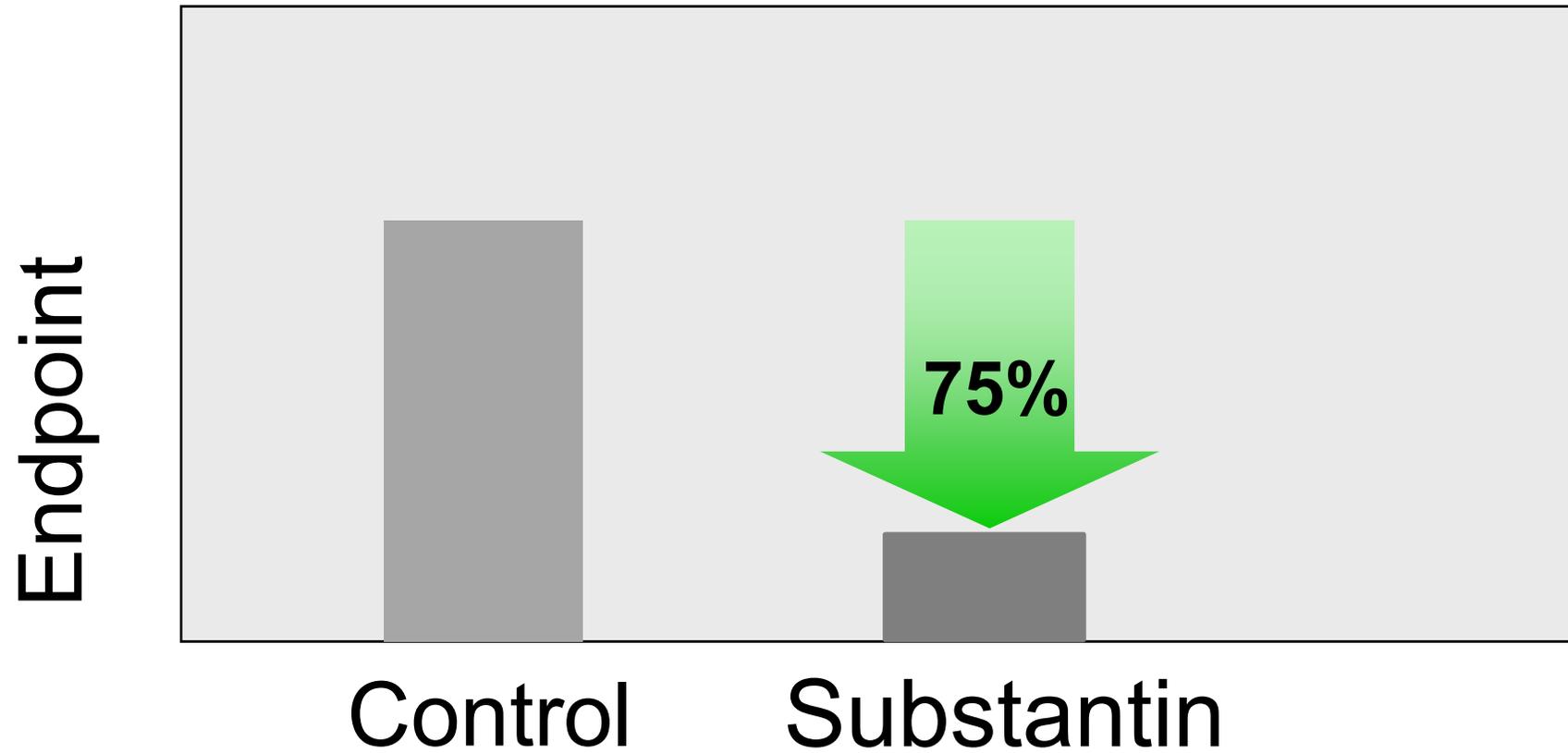
Substantin reduces endpoint
by 75% (from 100 to 25),
compared to the control group.

Example A: Table

Endpoint

Control	Substantin
100	25

Example A: Diagram



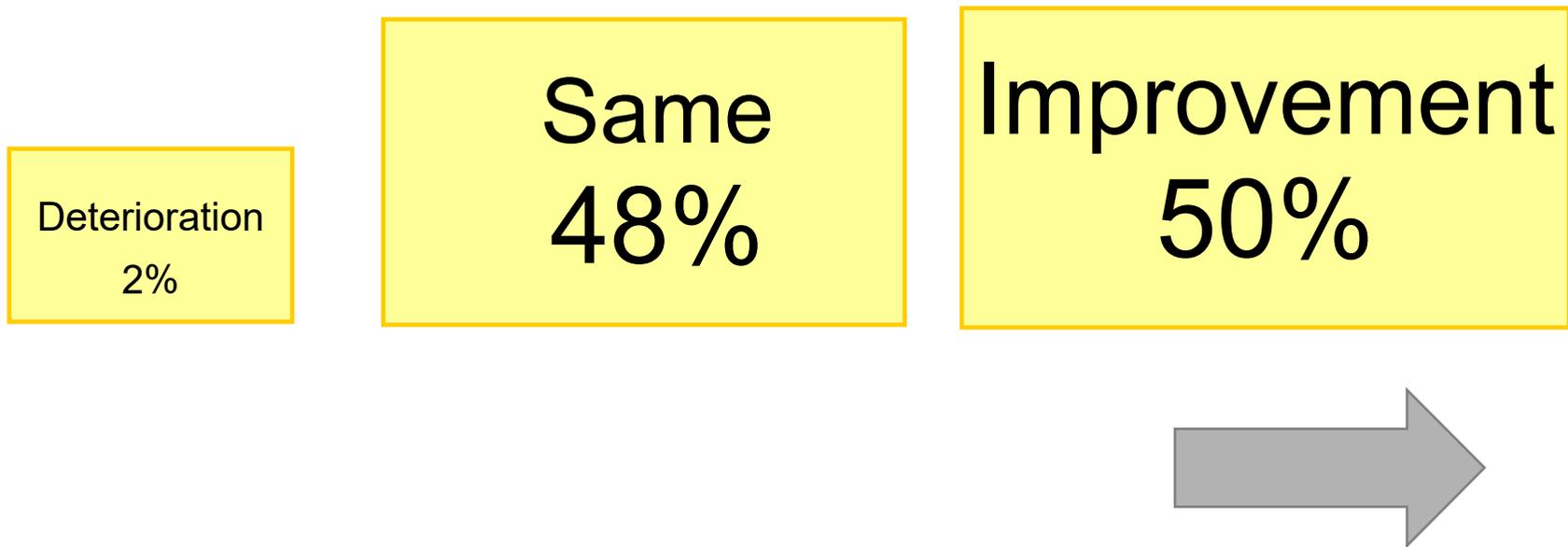
Example B: Table

Results: Recall

Improvement	Same	Deterioration
50%	48%	2%



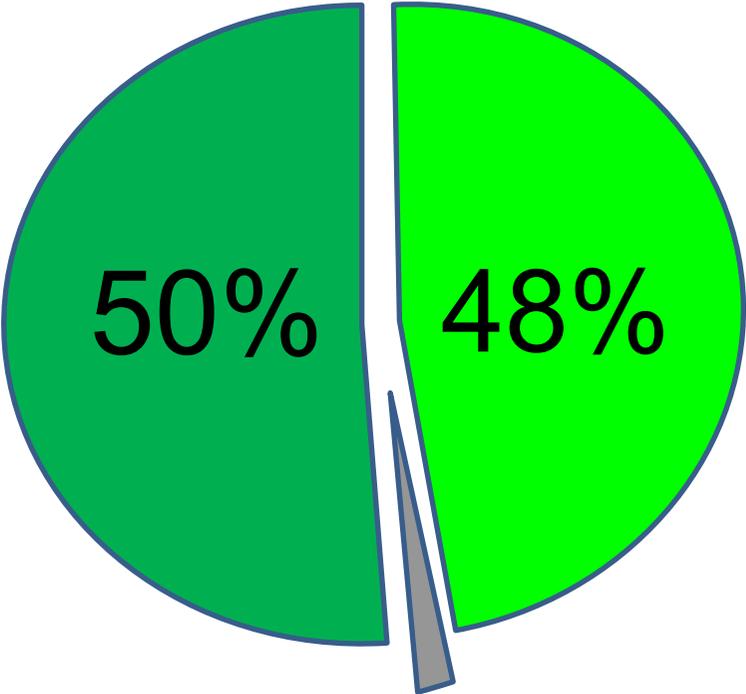
Example B: Diagram 1



Example B: Diagram 2 "Pie chart"

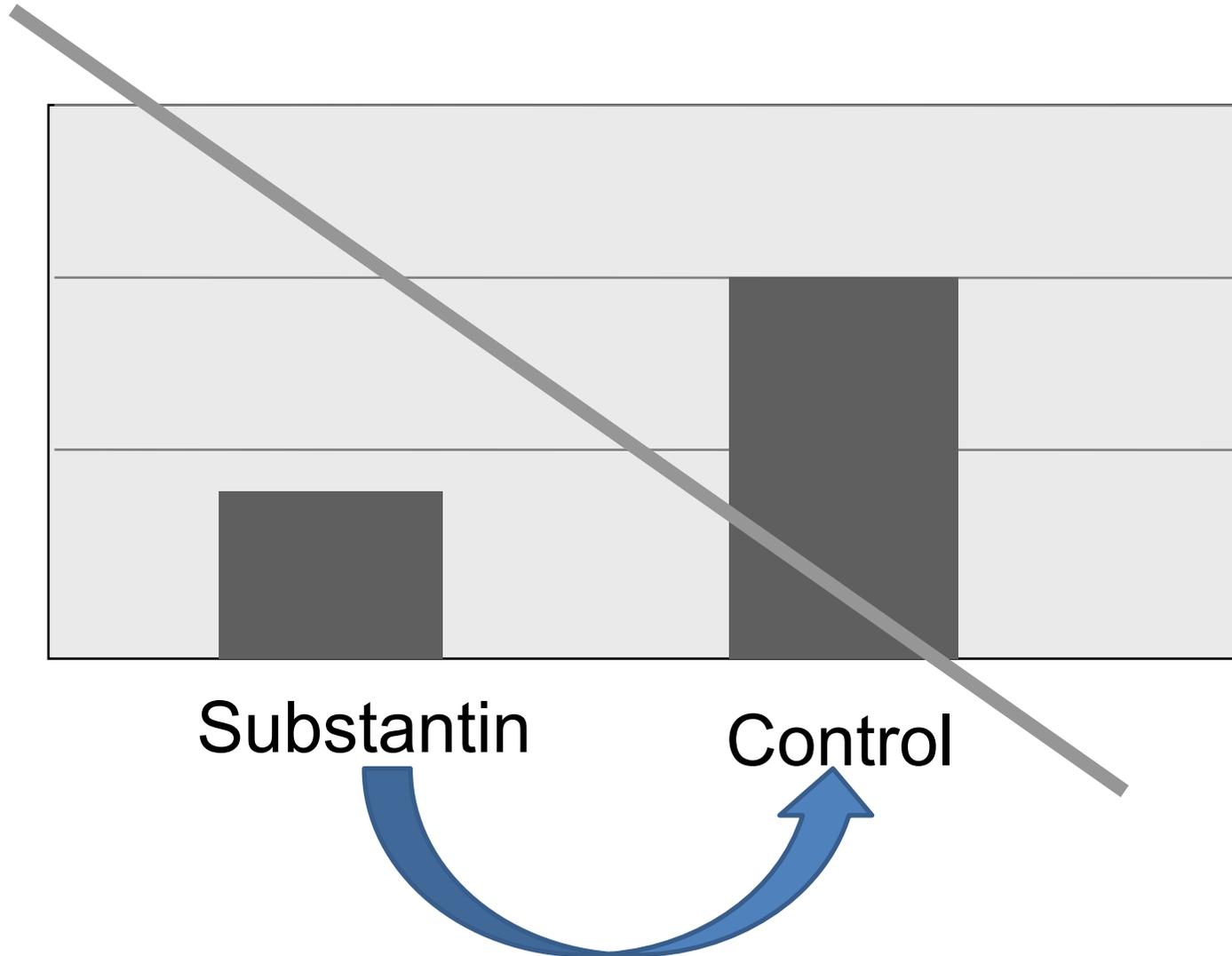
Improvement

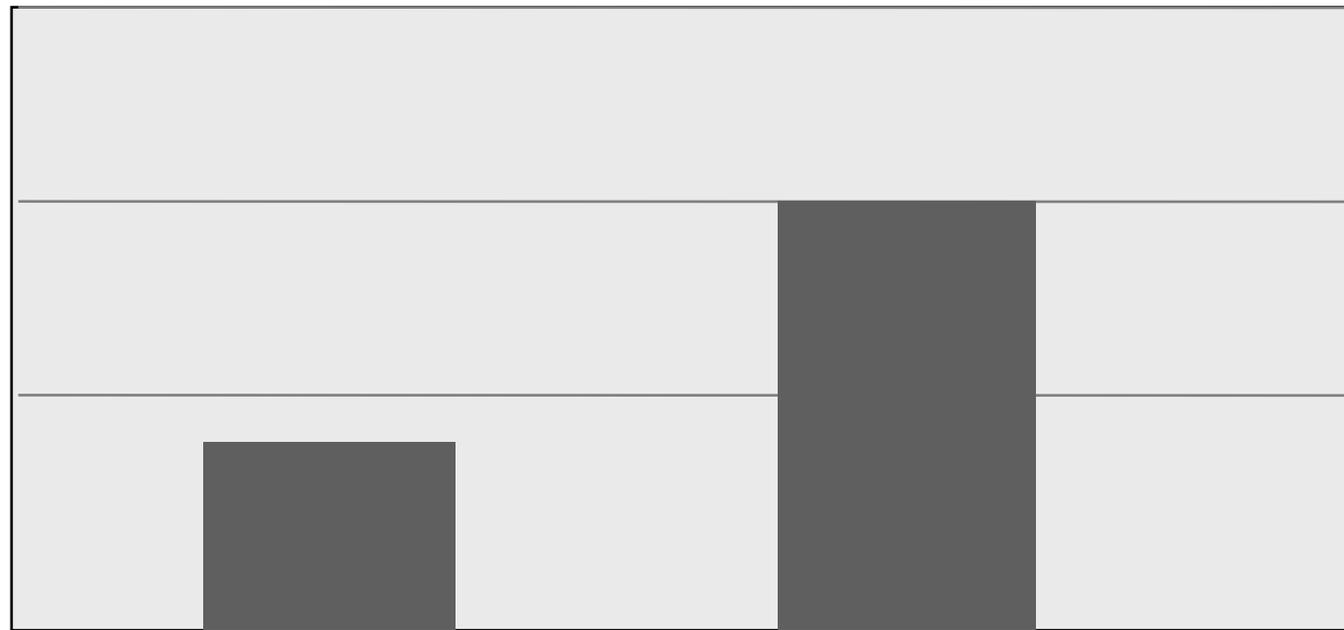
Same



Deterioration

Sequence of Columns





Control

Substantin

Diagram Legends

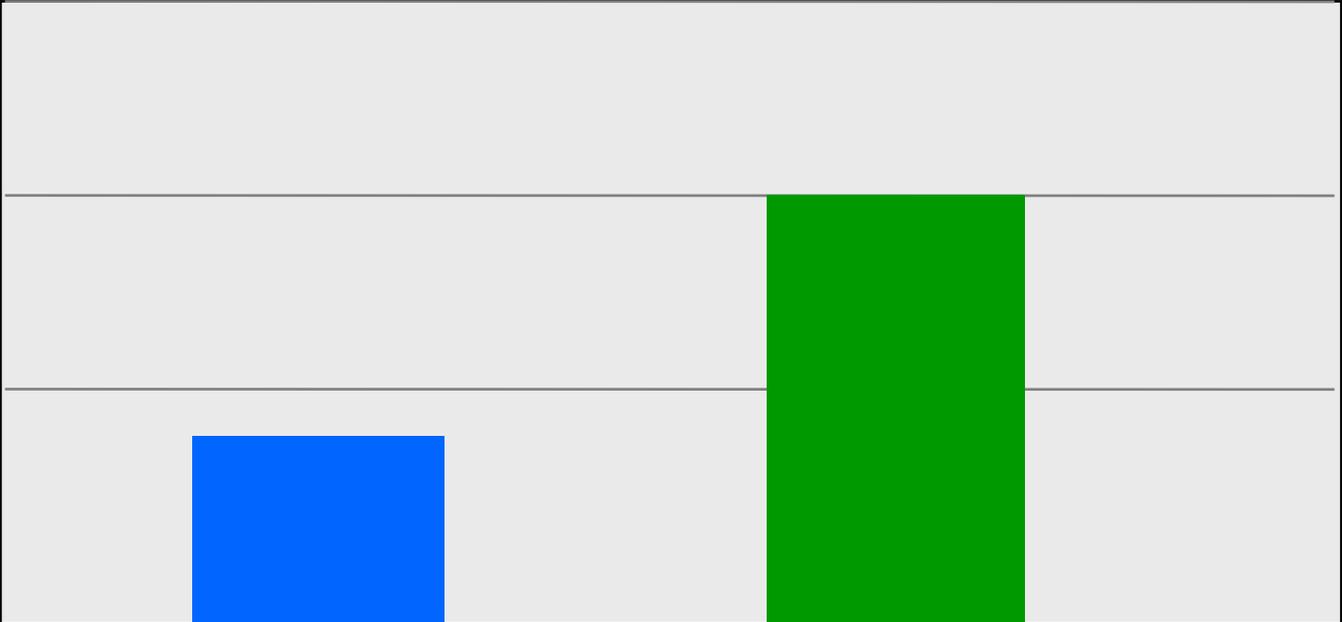
Typically used to provide information about the colors of the elements



Control



Substantin

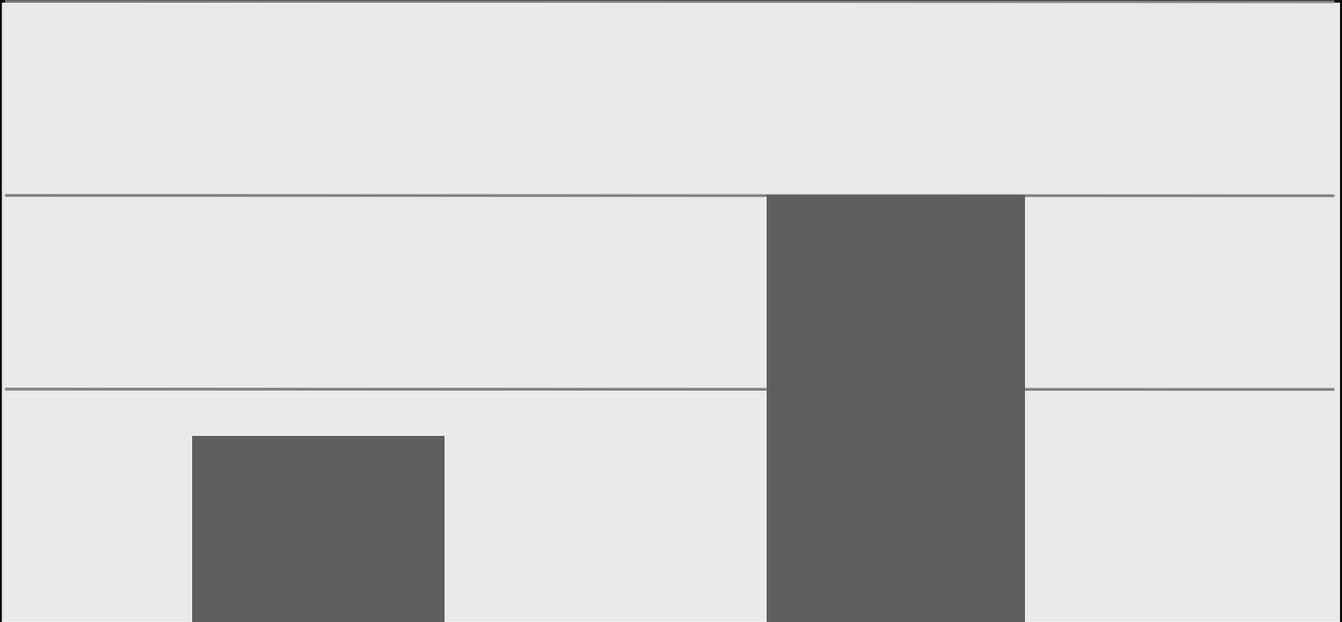




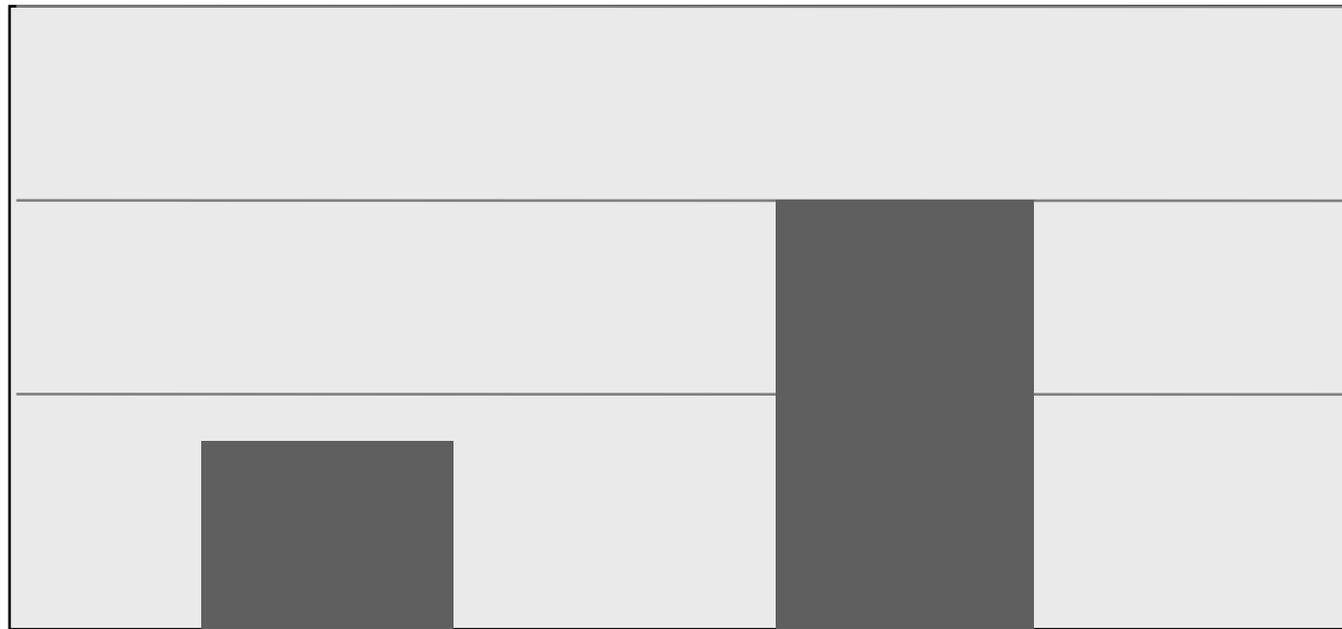
Control



Substantin



?

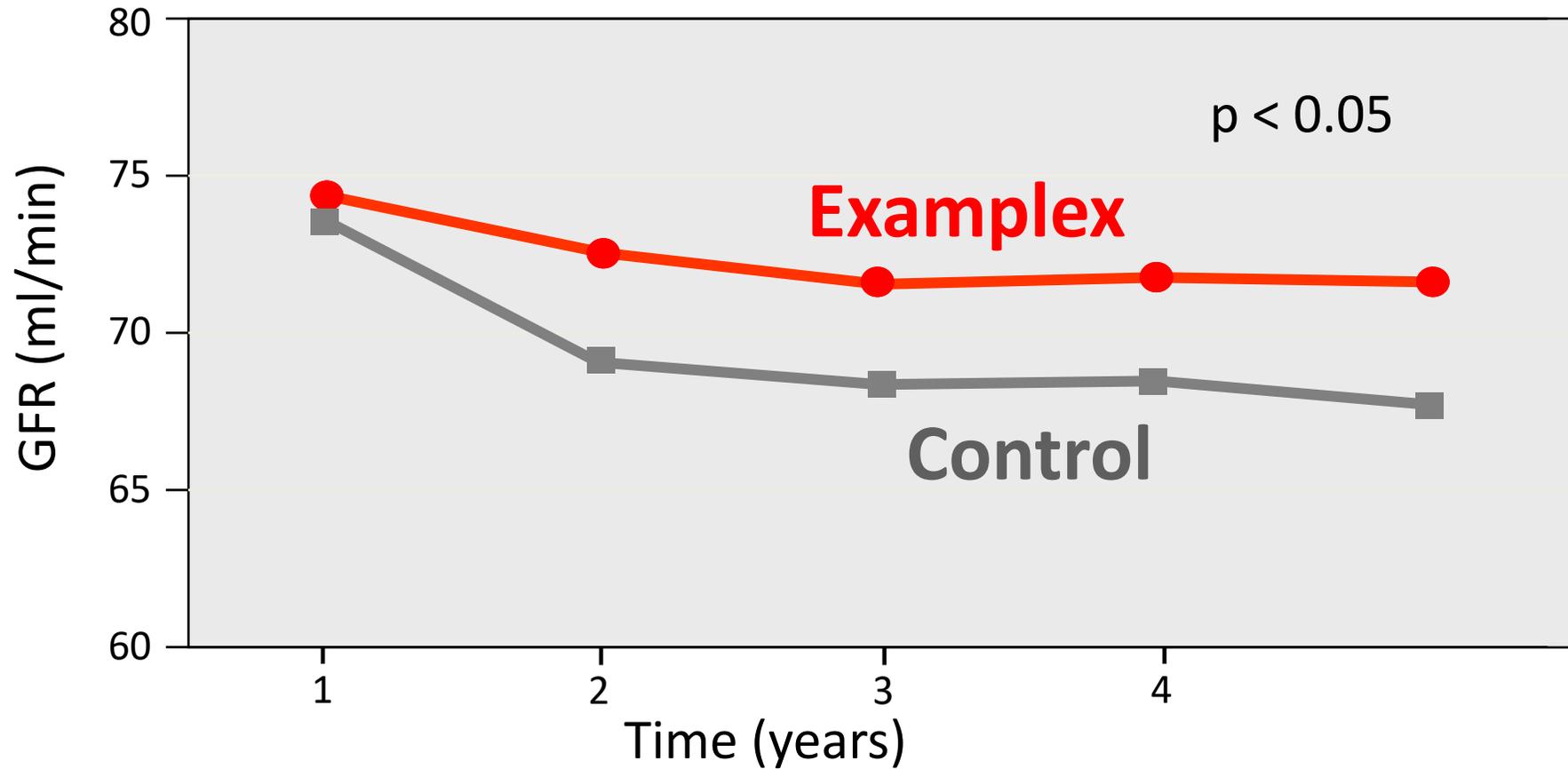


Control

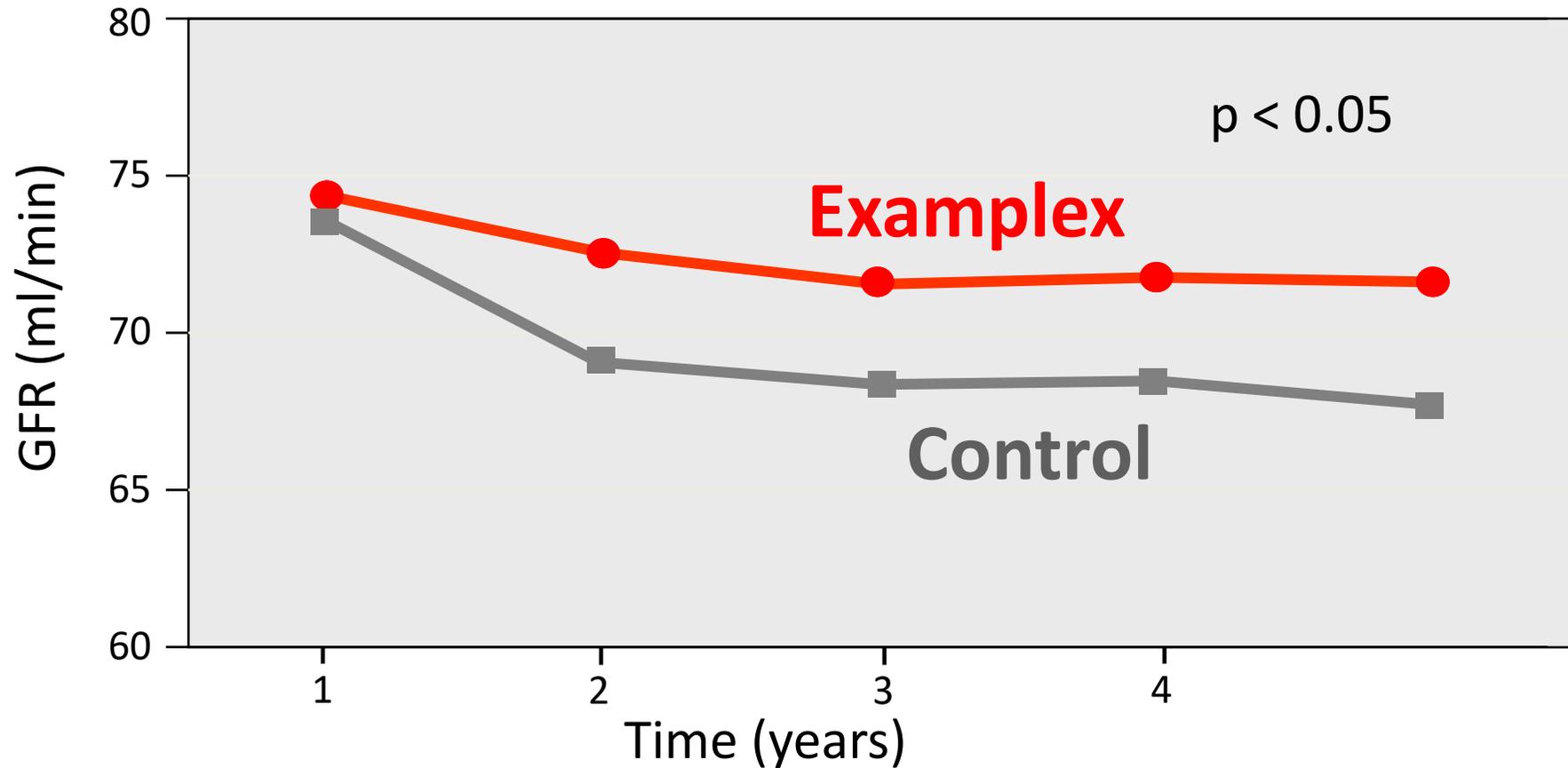
Substantin

Label elements directly!

Glomerular Filtration Rate

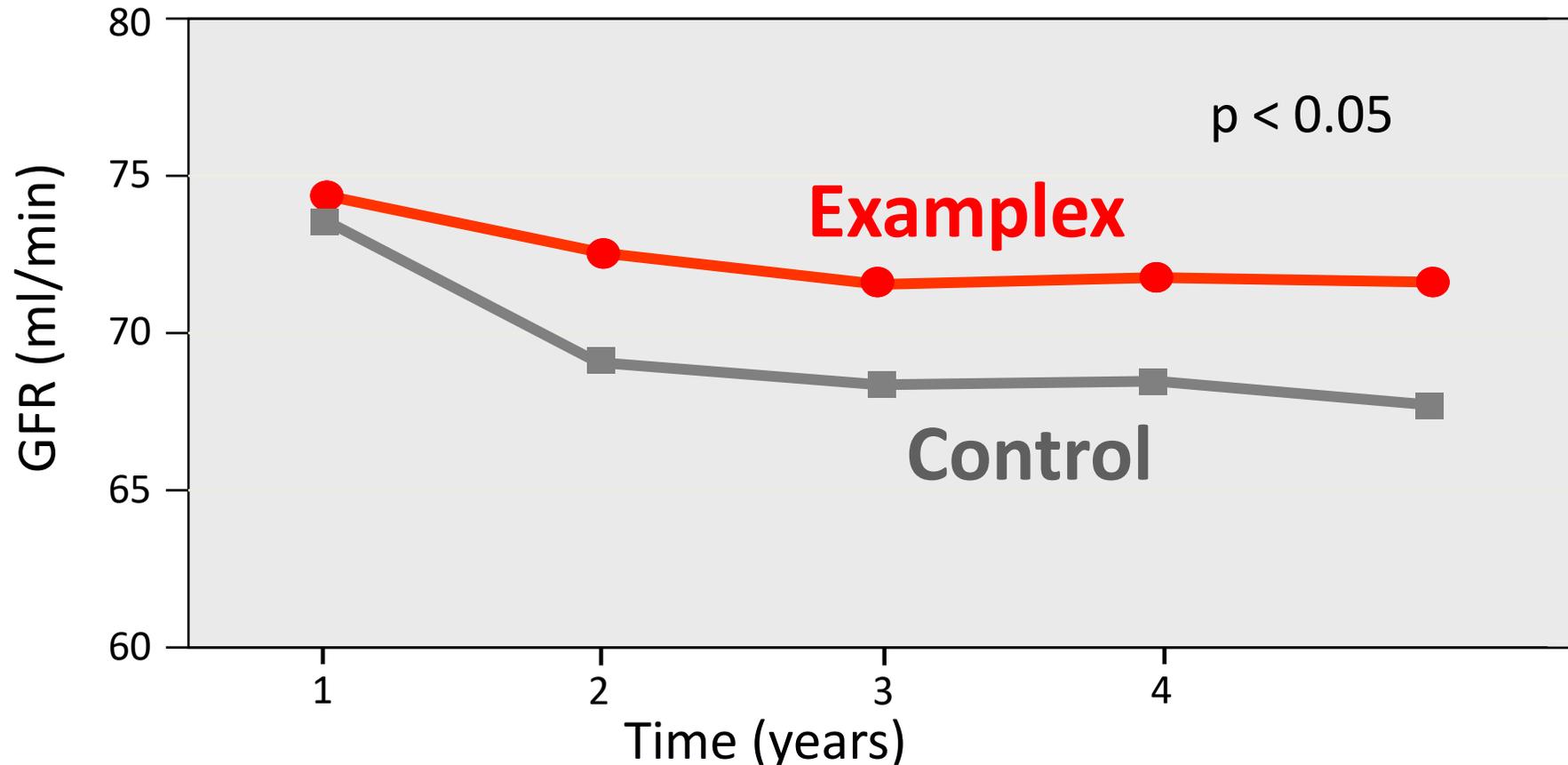


Glomerular Filtration Rate



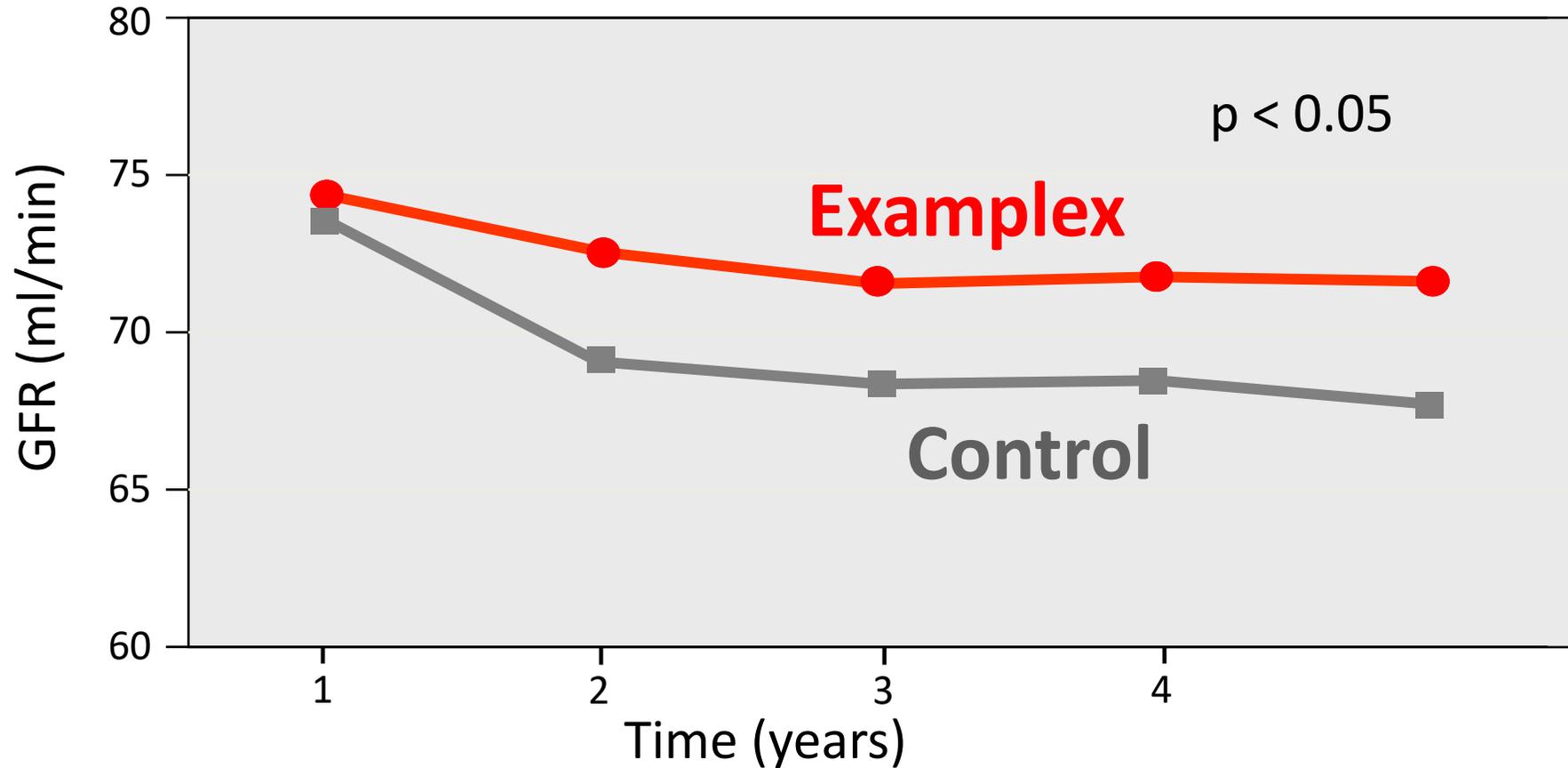
What does it mean?

Glomerular Filtration Rate



Put a message below the diagram

Glomerular Filtration Rate



Examplex helps to maintain renal function

Animation

Use sparingly

Best: **W i p e**

Use images
or illustrations

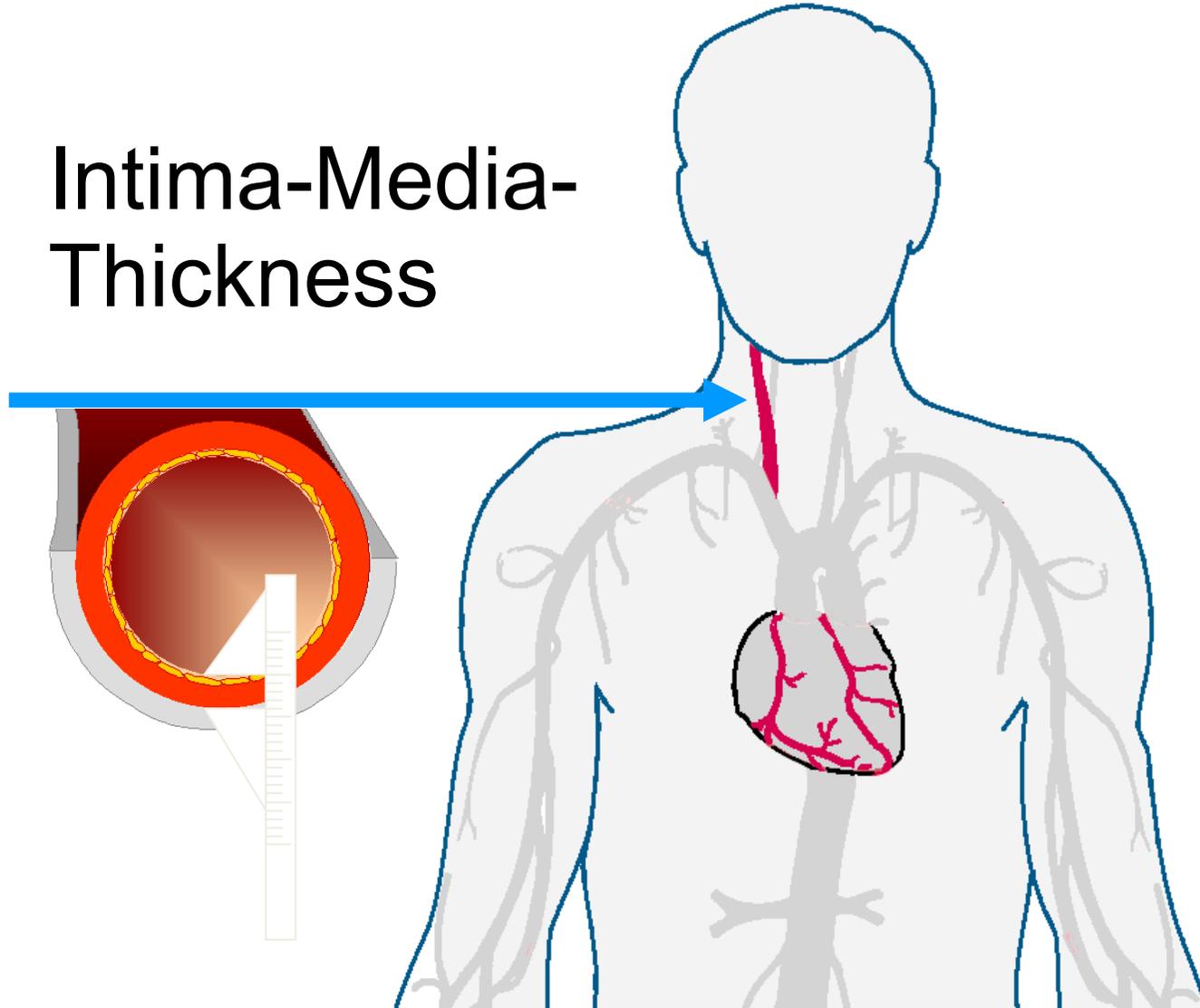


Intima-Media-Thickness (IMT)

Intima-Media-
Thickness

Intima-Media-Thickness

Intima-Media-Thickness

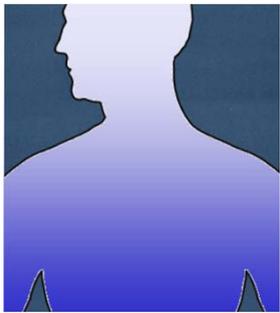


Design



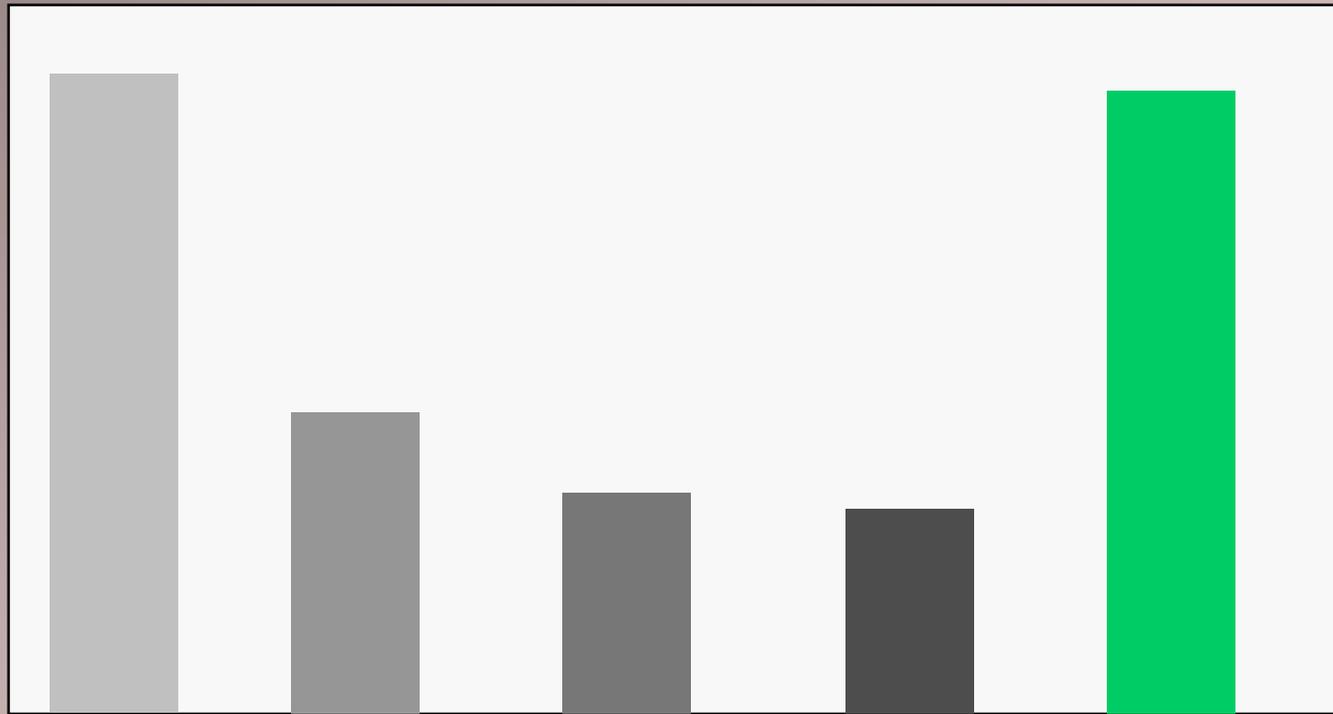
Resist the Temptation

"to make it beautiful"



- Embellishments
- Decorations
- Ornaments

~~Frames~~



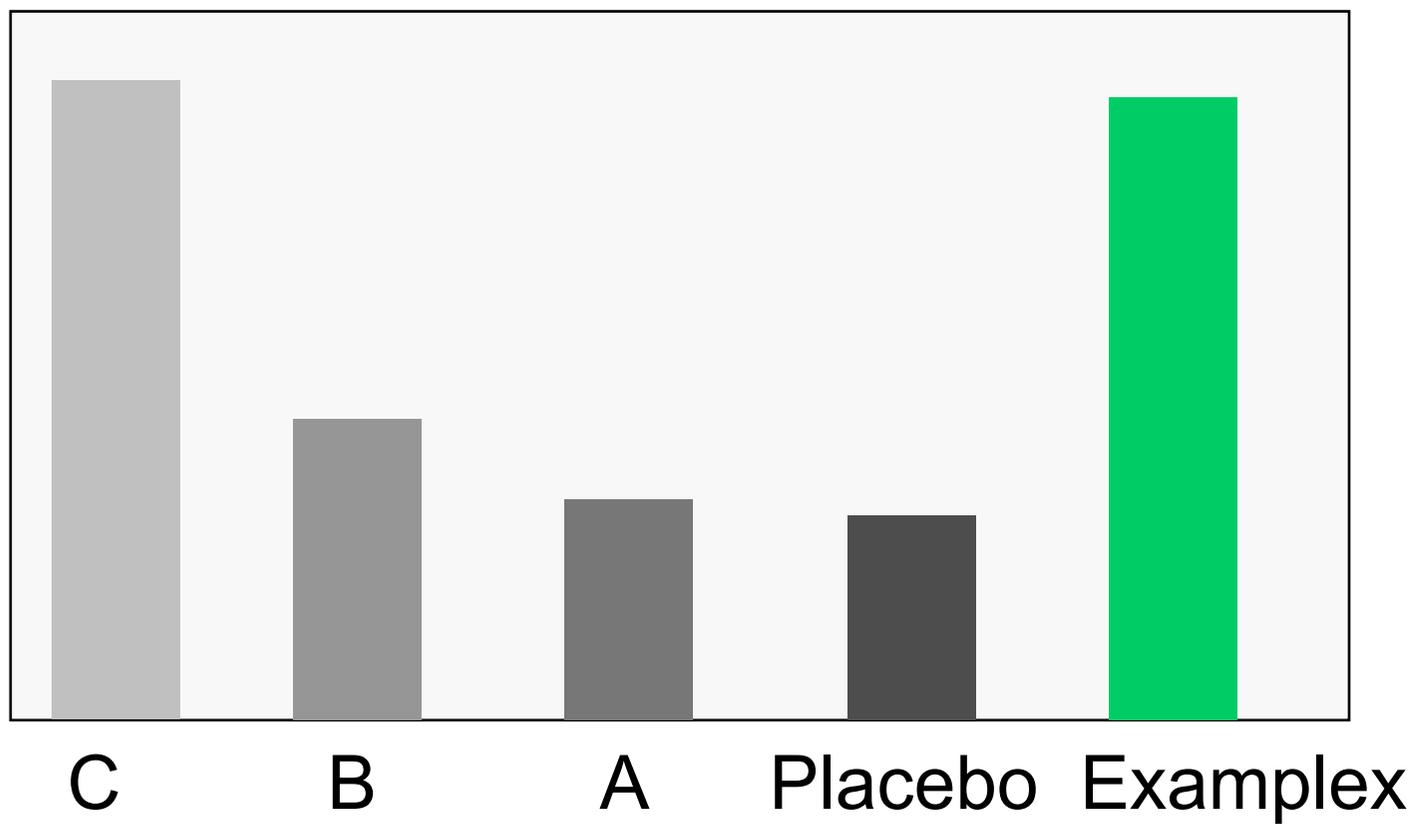
C

B

A

Placebo

Examplex



Keep it clean and tidy

Voice



Articulate clearly and precisely



Preserve Your Voice

- Do *not* drink iced liquids
Get room temperature water
- Do *not* smoke
- Avoid frequent throat clearing

Pace

Most speakers speak too fast.

I've never heard a speaker being criticized for speaking too slowly

Speak s l o w l y

Body Language

Non-Verbal Communication



Trust your natural instincts

Act in an authentic way:

Brings life into your speech

It vitalizes your presentation

Stand up straight



Always show a
positive attitude



Smile sometimes

But avoid "frozen grin"

Face the audience

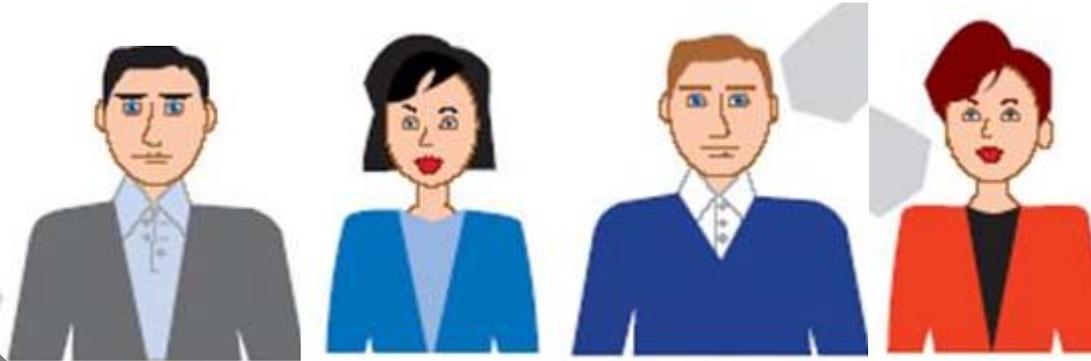


Audience



Speaker





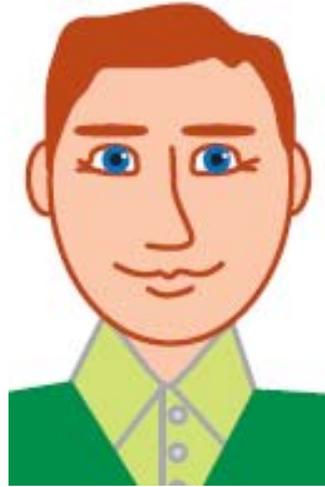
Audience



Speaker

Never read
your slides

Screen



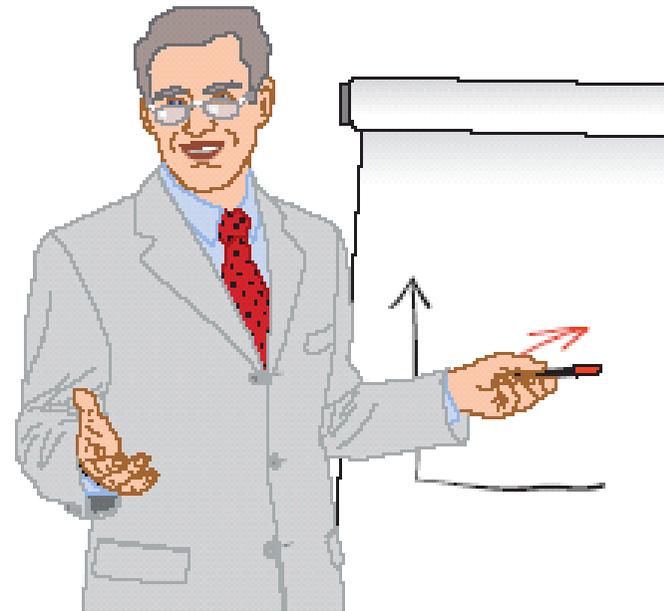
Keep eye contact

Avoid



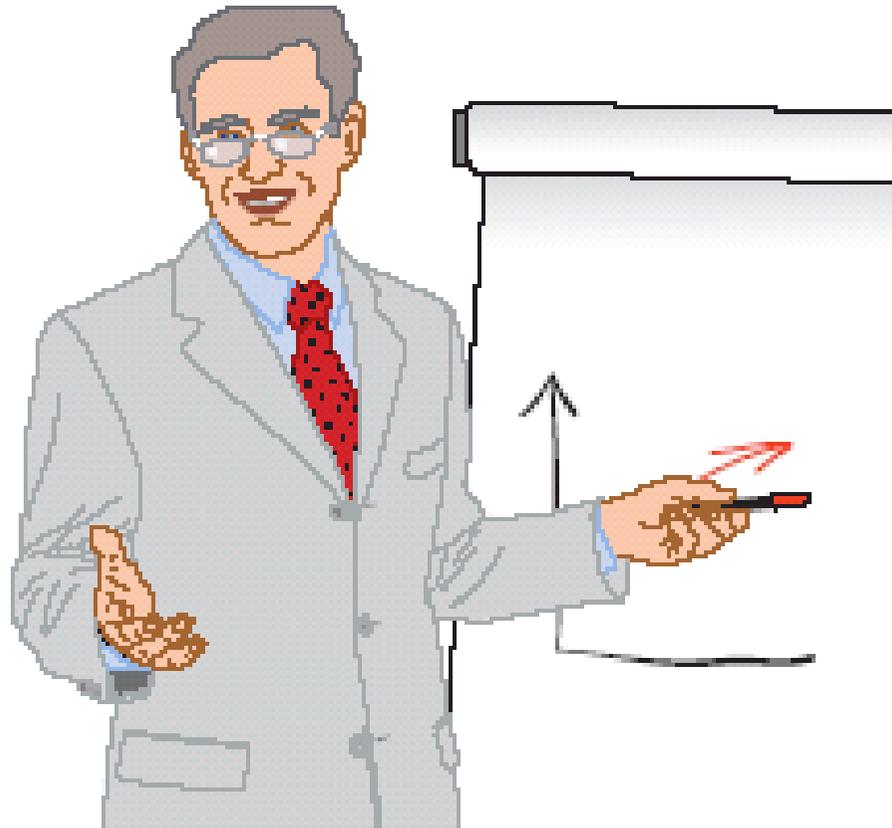
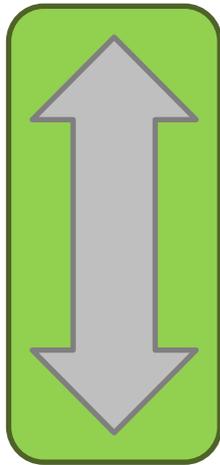
Closed posture

Prefer



Open posture

"Green Space" for your hands



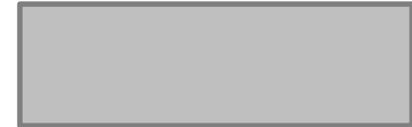
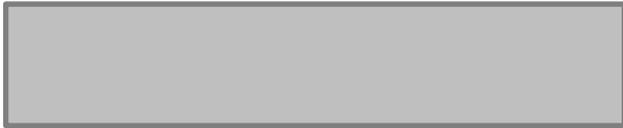
This helps you avoid
distracting hand motions
like ...

Rubbing your nose

Pushing back your hair

(watch videotape)

An underused, but valuable technique



"Pause"

**Seconds
of Silence**

Give people "thinking time"

Give them time to mentally
digest what you said

The secret to make
your presentation look

easy, elegant, effortless

Prepare

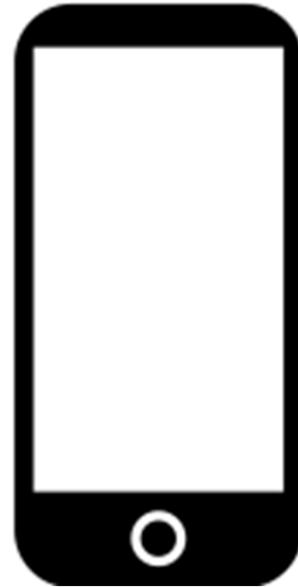
Practice

Rehearse

But: Do ***not*** memorize your talk



or



...

Use Every Opportunity to present to a live audience

- to colleagues
- to friends
- to your significant other

Key to Success

Keep practicing until you
like what you see

Check the time



Look at the clock to see how many minutes you have left ...

Use the timer of your
smartphone and put it
on airplane mode or ...

Have someone in the audience make a signal with a colored card:

3 min



1 min





**Great speakers always
finish on time**

(or one minute earlier)

...

Closing Section

(your last 3 minutes)

Plan time for ...



"Wake up call"



Examples

"What does it all mean?"

"In conclusion ..."

"In summary ..."



Conclusions

-
-
-

"Take home message"

"Key take away"

Practical, concrete, actionable

Optional Final Chart

If you want to keep in touch

Email address

Adapt everything to
your own personal style



Create a presentation
that only **you** can give ...

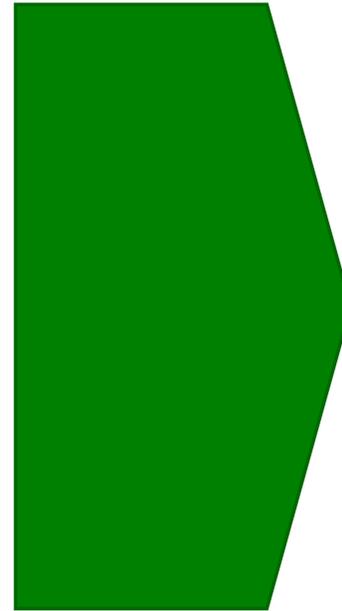
Based on your personal experience,
what is the **unique** value that only
you can provide?

Examples

- a certain perspective
- a new insight
- a vivid, lively, captivating way
of presenting ...

Final Advice

Prepare
Show up
Perform
Go home



Rise to New Heights



No one can
predict to what
heights you
can soar

Even you will not know until
you spread your wings

Discussion