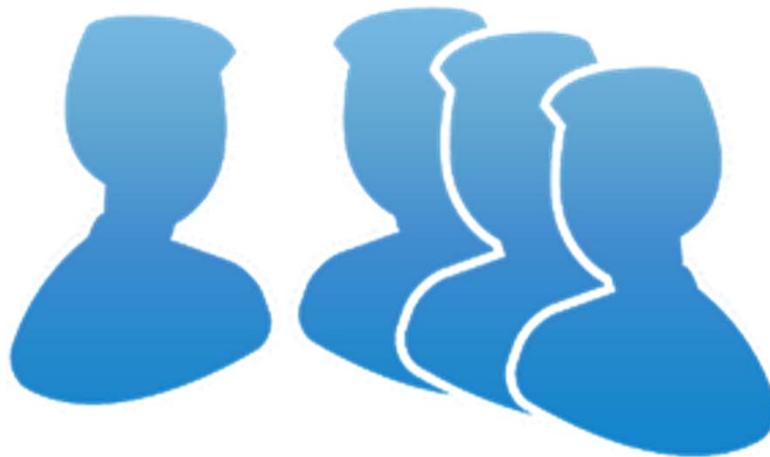


Speaker Training For Medical Scientific Experts



**Giving
Great
Presentations**

3) Delivery and Performance

Voice



Preserve Your Voice

- Do *not* drink iced liquids

Get room temperature water

- Do *not* smoke

Before



- Stretch your mouth
- Do "vocal warm-up"
- Try humming a tune (mmmh)

"Happy Horse"

During



- Avoid frequent throat clearing
- Articulate clearly and precisely

Pace

Speak slowly

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

Body Language

Non-Verbal Communication



Act in a natural way:

Brings life into your speech

It vitalizes and energizes
your presentation



You are *not* a statue
You are *not* a robot

Stand up straight

Tips

"Stage Manners"



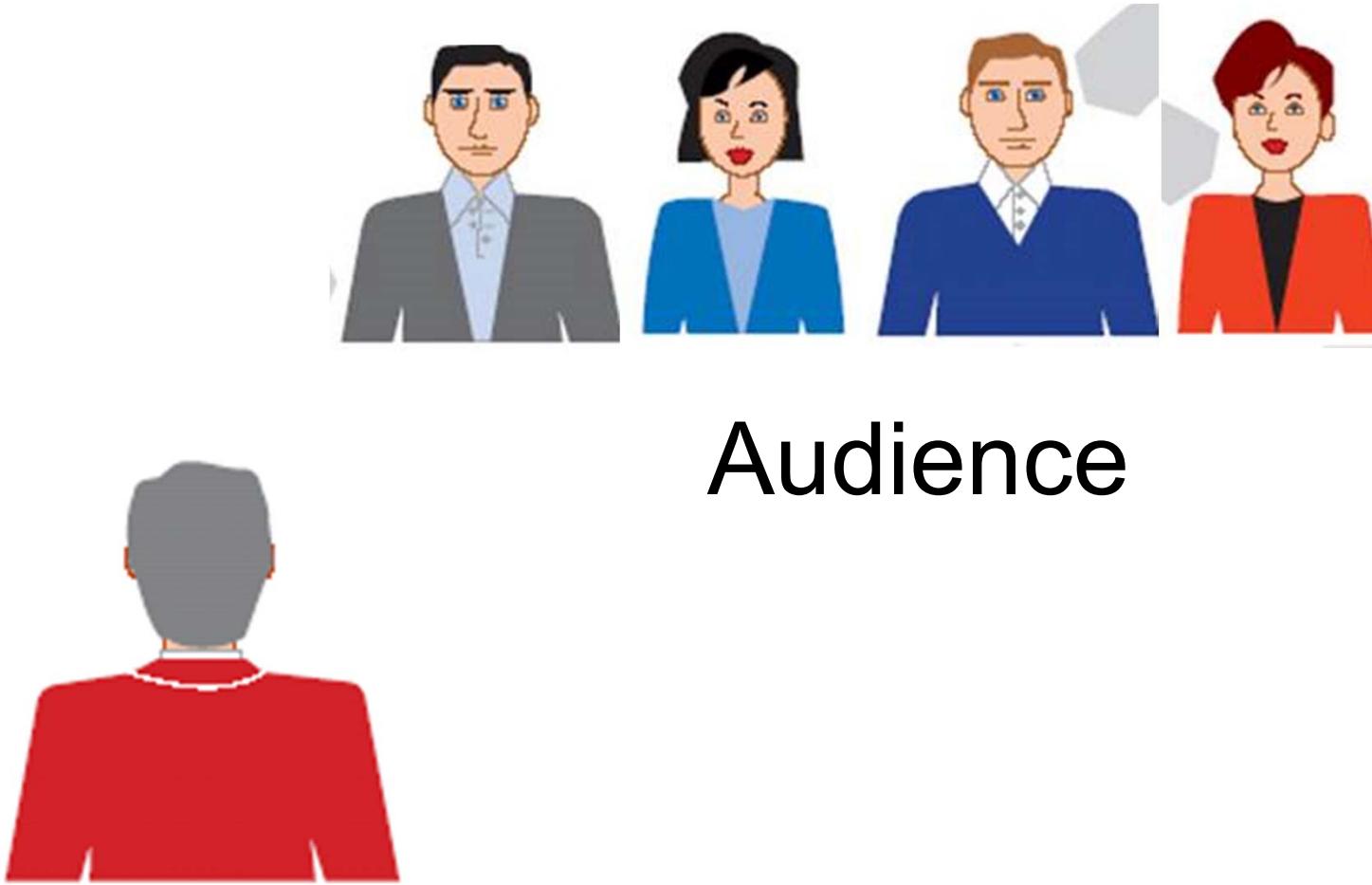
Always show a
positive attitude



Smile sometimes

But avoid "frozen grin"

Face the audience



Speaker

Screen



Audience

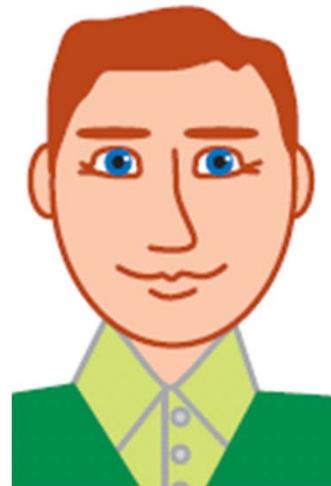


Speaker

Never read
your slides

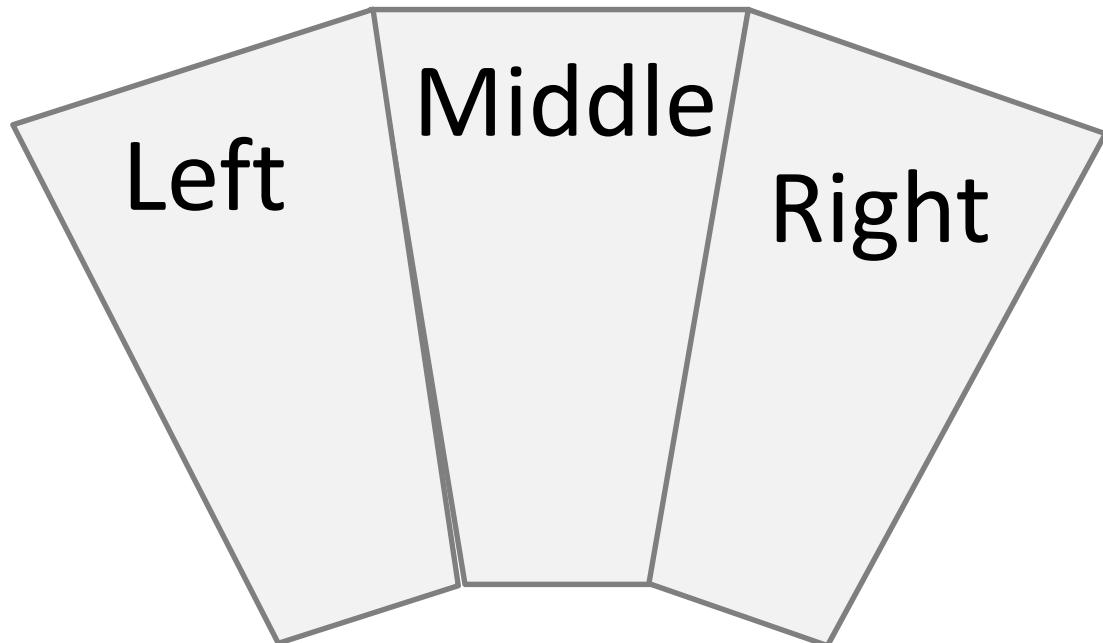
Screen

Do *not* look at your notes
the whole time

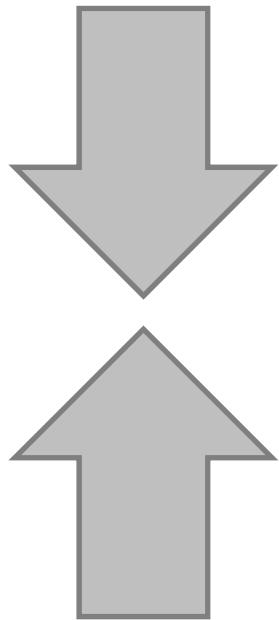


Keep eye contact

Catch the eyes of
different listeners
in **all** parts of
the audience



Stand firm

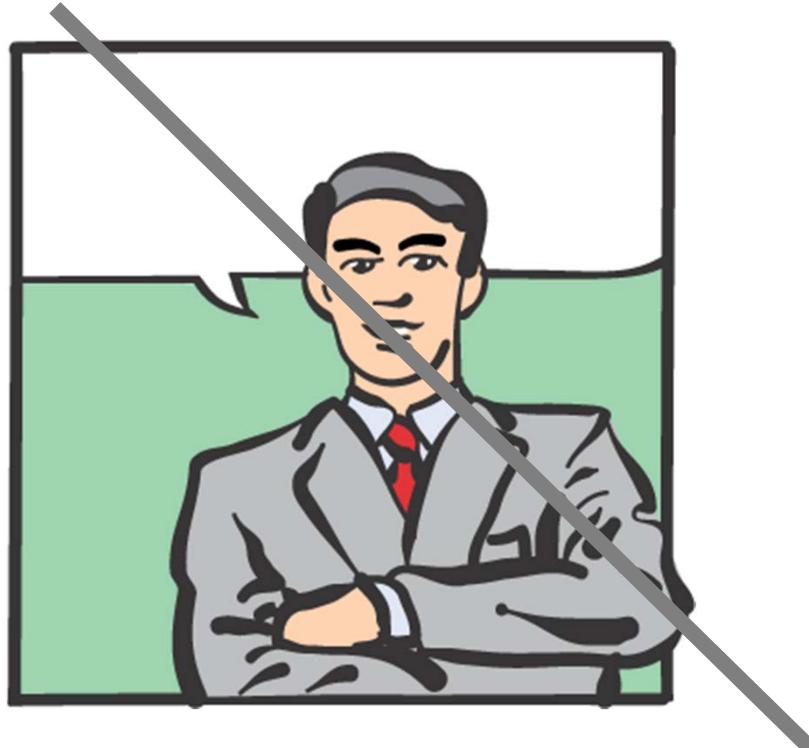


Avoid bouncing
up and down

Use hands to underscore
what's important

"Hands free and flowing"

Avoid ...



closed posture

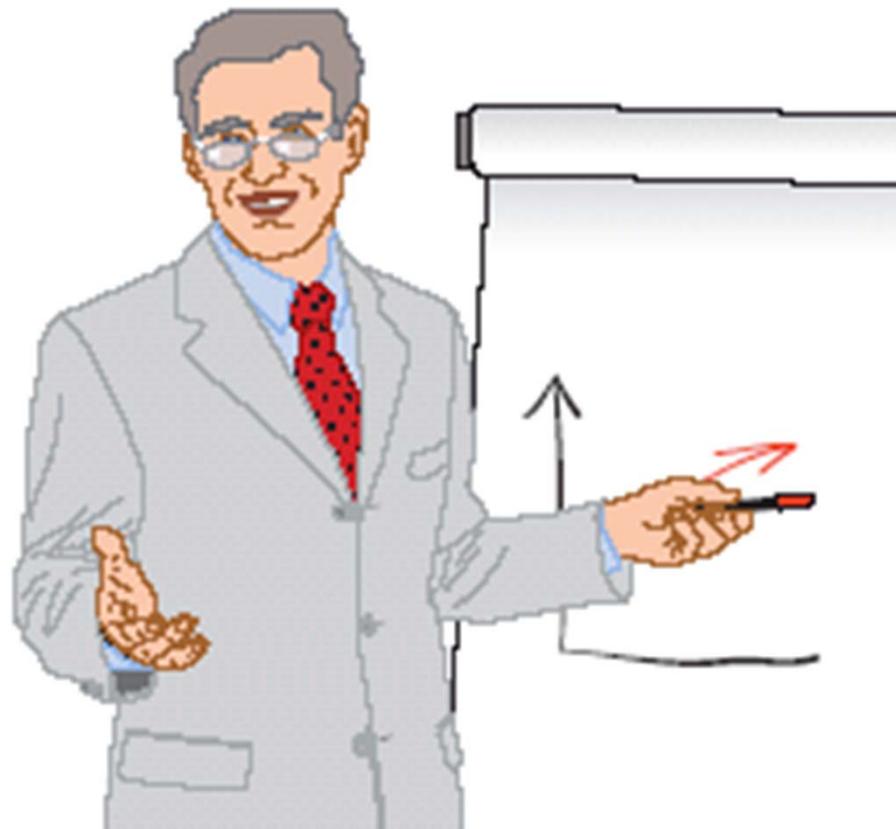
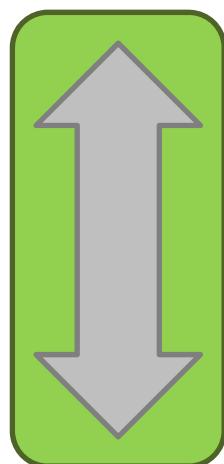
Use open gestures

Avoid ...



*Putting hands
behind your back*

"Green Space" for your hands



This helps you avoid
distracting hand motions
like ...

Rubbing your nose

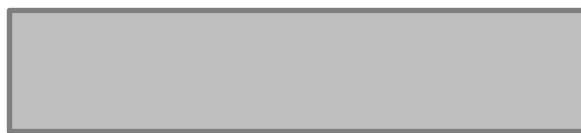
Pushing back your hair

(watch videotape)



Nod while listening

Give people "thinking time"



Silence "Pause"

An underused, but
valuable technique



The secret to make
your presentation look
easy, elegant, effortless

Be prepared

Practice

Practice Your Presentation

There are always 100 good
reasons and 1000
distractions for *not* doing it

....

Time



Make it a priority:
Invest the time
Invest in yourself

...

Takes discipline and commitment

Intention vs Practice

I am willing
to rehearse

Most people

Number of actual rehearsals



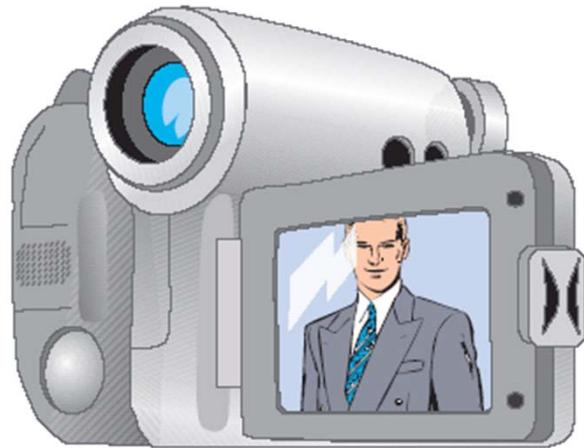
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10

Use Every Opportunity to present to a live audience

- to colleagues
- to friends
- to your significant other

Ask someone to record you



or

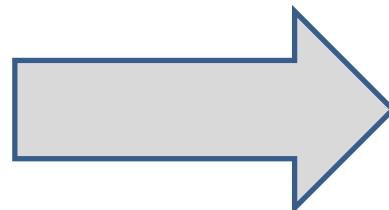


...



The Way to Grow

The first time I got videotaped:
I felt embarrassed when
I watched me



Keep practicing until you like
what you see

What we do not know

The best speakers have
spent many hours practicing
on video

Duration of Recording

Your rehearsed version should
be shorter than the time
allotted

Example

If the program gives you
20 minutes, you do *not* have
20 minutes, but only 18 to 19
minutes.

Exercise

- Rehearse
- Polish
- Refine

You win or you learn

If you sound "rehearsed":

You did *not* rehearse enough

"We do not rise to
the level of our hopes.

We fall to the level
of our training."

Training and practice
will empower you



Check the time



Look at the clock to see
how many minutes you have

Option

Have someone in the
audience make a signal:

5 min

3 min



1 min





Great speakers always
finish on time

(or one minute earlier)

...

Humour

Only if you are good at it

Closing Section

(your last 3 minutes)

Plan time for ...



First Wake up call

Examples

"What does it all mean?

"In conclusion ... "

"What are the implications?"

Conclusions

Chart

Practical, concrete, actionable

"Take home message"



Second Wake up call

Chart

Summary

"Let's summarize ... "

"Let me close by ..."

Final Chart (Optional)

Email address
(if you want to keep in touch:
Ideal for networking)

Website
(if you want to provide
a download)

....@....

Download

www....







After

Be accessible

Be available after the presentation so people can ask you questions



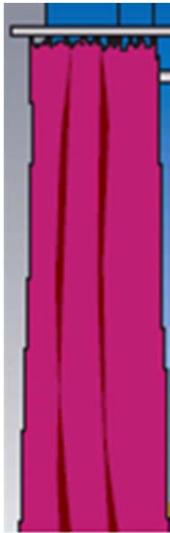
Audience can connect
with you

Answer emails if
you received any

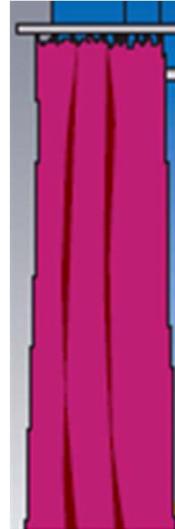
How do you know that
you are moving in the
right direction?

You are invited to give
more presentations

Specific Challenges



Scenarios and
possible interruptions

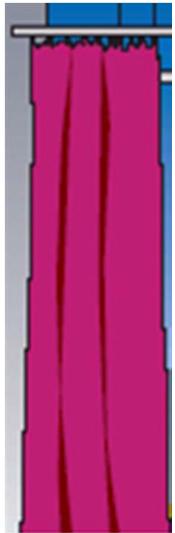


A participant wants to show his extensive knowledge by asking a lengthy "question"

Let us discuss that at coffee break ...

Do *not* allow extended
audience debates during
your speech

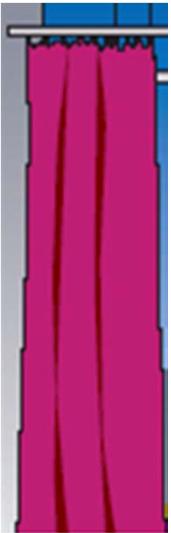
(chairman should ensure it)



Electronic presentation breaks down

You have a plan B:

Written notes ...



Previous speakers
have run overtime

You realize you will not have
the time to show all charts

Be flexible:

Shorten your presentation:

Skip certain charts ...

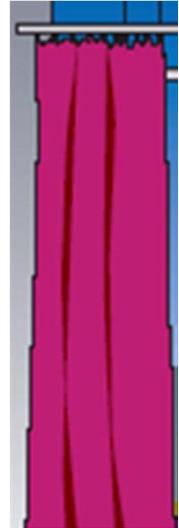
Remember

**No one knows how
many data you wanted
to present originally**

Always cut material out from
the middle

Never cut the end of
your speech

Jump directly to the
"Conclusions" Chart



No one is asking
a question

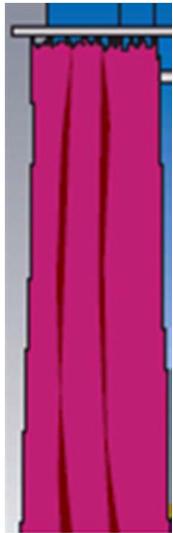
(A good chairman would jump in) ...

"Bring your own"

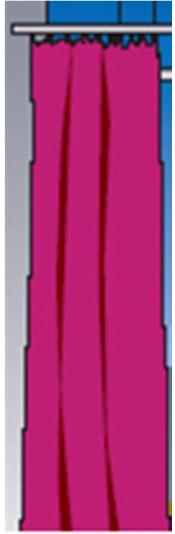
Example

"A frequently asked
question is ..."

"My answer ..."



One speaker has *not* come and the chairman asks you to present a bit longer



Question

Now, that is a really great question. Let me ...

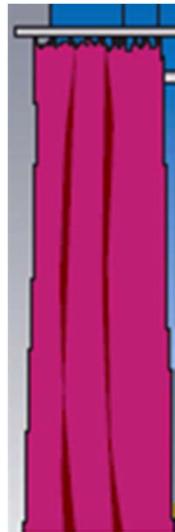
You are the chairman

≠ speaker

You

- let the other speakers shine
- ensure adherence to program
- facilitate the discussion

When you need time to think

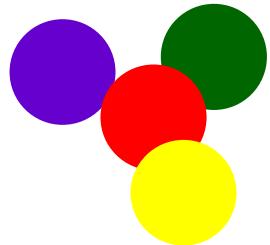


**Drink
some
water**

There is legal / regulatory pressure to add many details to your charts: What to do?

- 1)** Put details in the footnotes in a small font size
(audience can hardly see them in the presented version)
- 2)** Put details in the "back-up" section of your slide deck
- 3)** Prepare two versions:
"Personal one" → Giving your presentation
"Documentation" → Electronic or printed hand-out

Create a Masterpiece



Great things are done
by a series of small things
brought together

It gives you a
competitive advantage

Enhances your personal standing

(Independent of place in the hierarchy)

Adapt everything to
your **own personal** style



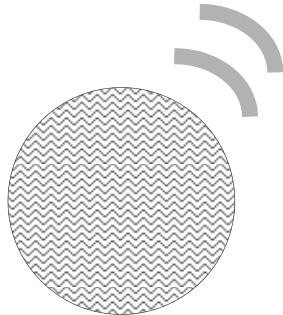
Create a presentation
that *only* you can give

Freedom



Visualize

Imagine you giving
a great presentation



People gravitate
towards you

Final Advice

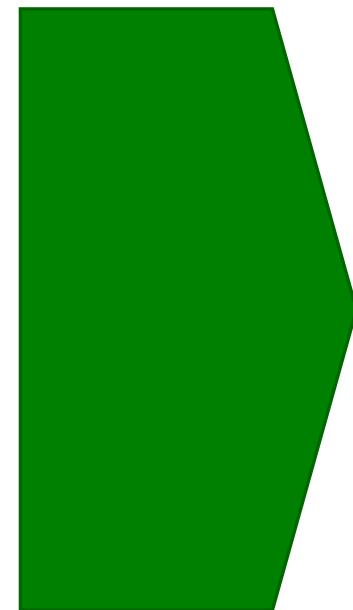
To realize your full potential

Prepare

Show up

Perform

Go home



Recap

- Show a positive attitude
- Engage the audience: Keep eye contact
- Never read your slides
- Ask questions and give answers
- Strengthen your voice
- Speak slowly
- Non-verbal communication
- Make pauses
- Have a "Conclusions" chart
- Finish on time or one minute earlier
- Be available after the presentation