

## Avoiding 'Death by PowerPoint'



## Learning Objectives

At the close of this discussion the involved learner should be able to;

1. list strategies for preparing an effective presentation,
2. describe physical skills that will enhance presentation effectiveness, and
3. employ effective methods to maximize audience learning and involvement.

## Bias Disclaimer

### Financial:

We derive a majority of our incomes from teaching but so do you!

### Off-label usage:

None: To be a physician is to teach



## Identify your message

### Who is your audience?

What is their background?  
What are their expectations?  
What do they need to know?



## Identify your message

### Who is your audience?

What message will you give?  
3 - 5 main points  
Logical "flow"



## Identify your message

Aim at nothing  
and you will  
hit it very  
time!



## Identify your message



## Identify your message

Don't read your paper

Tell your story



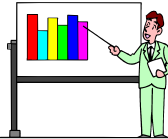
## Identify your message

If it isn't worth  
passion, put it in  
a memo



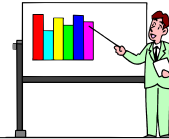
## Craft Your Materials

Representations  
Demonstrations  
Support / Emphasis



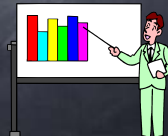
## Craft Your Materials

Visible  
Simple  
Colorful  
Justified by the content



## Speaker Support

Enhance  
Summarize  
Emphasize  
Place in perspective



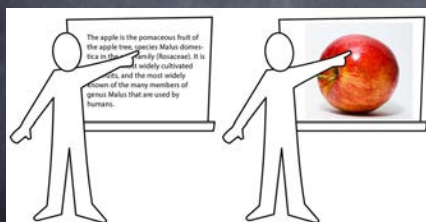
## Communication Triad

Verbal

Vocal

>90% Visual

## Speaker Support




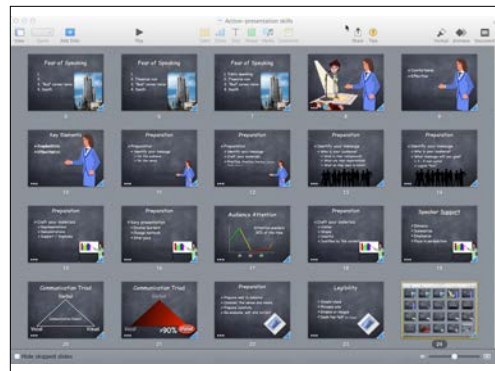
## Craft Your Materials

Prepare well in advance  
Consider the venue and media  
Prepare carefully  
Re-evaluate, edit and correct




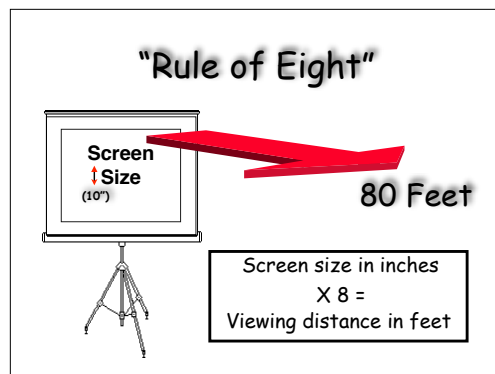
## Legibility

- Simple ideas
- Phrases only
- Graphs or images
- Desk-top test (for images)


## Legibility

- Simple ideas
- Phrases only
- Graphs or images
- Desk-top test (for images)
- "Rule of eight" or Monitor test


## Legibility

Use a font size twice the average age of the audience



## Legibility

- Large letters
- Mixed upper & lower case
- 15 words or less
- <45 characters per line
- Simple font

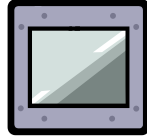


## THE SHAPE IS IMPORTANT

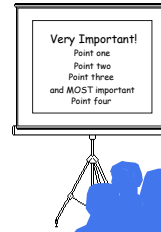
The shape is important

## Legibility

Large Letters  
High contrast  
Limited use of COLOR  
Simple backgrounds  
Avoid the "head zone"

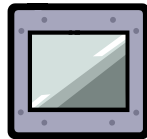


## "Head Zone"



## Images and Animations

All images must have a purpose  
Animations should be limited and consistent  
Limit 'bullet points'  
Avoid sounds  
Less is better



## Preparation

Identify your message  
Craft your materials  
Practice, Practice, Practice, Practice,  
Practice, Practice, practice



## Practice

In a mirror  
Trial audience  
Video recording



## Practice

The entire presentation  
"Buff" the hard spots  
Smooth flow  
Watch your timing  
The entire presentation  
Plan at least 10 times, minimum



## Presentation

Six elements  
Strong opening  
Strong stage presence  
Winning performance  
Concise wrap-up  
Make questions work  
Big finish

## Strong opening

Confident opening  
Why: You  
This message  
This audience  
This time



## Strong opening

Confident opening  
Engage the audience  
Set up the listening



## Strong opening

### Avoid

Boring  
What the audience knows  
Extraneous information

### Wrong message

Uncertainty  
"Can you hear me?"  
"Is this on?"

Humor (jokes)



## Strong opening

Engage the audience  
Make the issue matter  
A startling factoid  
Tell a story  
Set up the listening  
Make it personal to them  
Ask a question  
Take a poll  
Where is stressed at, the idea of giving a presentation?



## Strong opening

What's in it for me?



## Strong opening

If they don't care,  
they won't listen!



## Presentation

### Six elements

Strong opening  
Strong stage presence  
Winning performance  
Concise wrap-up  
Make questions work  
Big finish

## Strong stage presence

Appropriate dress  
Comfortable  
Formality to fit the occasion  
Should not over shadow the presentation  
Dress one step above the audience



## Strong stage presence

Once you are 'on' you are 'ON!'

Look and move with confidence  
Briefly look over the audience and take a breath



## Strong stage presence

Relaxed stance  
Contact with the audience  
Eye-to-eye  
Heart-to-heart  
Animation  
Body  
Voice



## Animation

Movement must align with your message  
Must feel natural  
Be true to yourself  
Should be spontaneous  
Smile



## Animation

Speak slowly  
(About 100 words/minute)



## Animation

Speak slowly  
Vary tone, volume and speed  
Speak in phrases or sentences  
Don't be afraid to pause  
(Less than 20 words per sentence)  
(5-10 seconds for effect)



## Animation

Speak and present to the back of the room



## Winning performance

Provide Structure

Outline  
Sequence  
Count  
Refer back  
Repetition  
Repetition  
Give credit



## Winning performance

Provide Structure  
Give strong verbal cues  
Build your message  
Use chronology  
Build to a conclusion  
Don't be preachy



## Winning performance

Use good tools  
Avoid mistakes



## Don't Annoy the Audience

Be sure equipment works  
and turn off the screen saver!  
**Don't read to them**  
(except quotes)  
Be sure the audience can see  
You  
Your support materials  
**Don't hide**  
Podium



## Don't Annoy the Audience

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**Don't read to them**  
Be sure the audience can see  
You  
Your support materials  
**Don't hide**  
Podium  
Notes

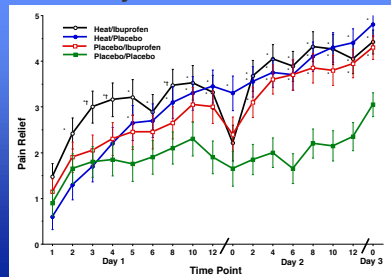


## Don't Annoy the Audience

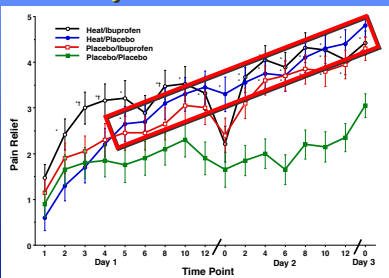
**Avoid pointer use**  
Never on text  
Build slides to make the point



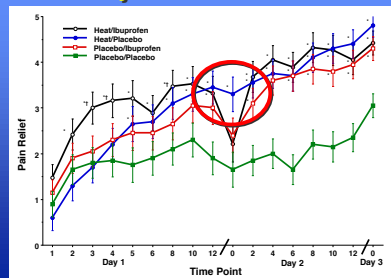
### Subjective Pain Relief



### Subjective Pain Relief



### Subjective Pain Relief



## Don't Annoy the Audience

**Avoid pointer use**  
Never on text  
Build slides to make the point  
**If you must**  
Don't use the cursor  
Use a mechanical pointer  
Use white light  
Hold it steady (the batteries)



## Don't Annoy the Audience

**Avoid distractions**  
Physical  
Verbal ("um," "ah," "like" etc.)  
**Don't apologize**  
**Stay focused on your message, not self**  
Straying from your messages  
is not distance learning.



## Don't Annoy the Audience

### Most common mistakes

#### Alienating audience

Late, wrong topic, wrong message

#### Obscuring your message

Jargon, acronyms, statistics

#### Rushing the material

Too much material, rushing the end



## Concise wrap-up

### Watch your time

### Reiterate your message

Callback to the opening

Close the loop on story, quote

Restate question or answer

Call to action

Infuse "energy"

Quote, poem or story

(if appropriate)

### End on a positive note



## Questions

Addresses what the audience really wants to know

Allows interaction

Reinforces important points

Forces rethinking of the topic



## Questions

Anticipate questions

Practice audience

Key points

Your most feared



## Questions

"What are your questions?"

Rephrase the question

Address only the question

Verify the answer worked

Have some rhetorical questions ready



"A speech is like a love affair; any fool can start one but to end it takes considerable skill."

Lord Mancroft



## Big finish

End on a positive note

Let the audience know it is the end

Take a bow (But avoid "Thank You")

Exit -

With head held high



## Maximizing Audience Engagement





