

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



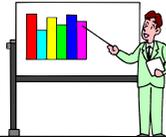
Identify your message

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



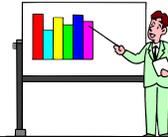
Craft Your Materials

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



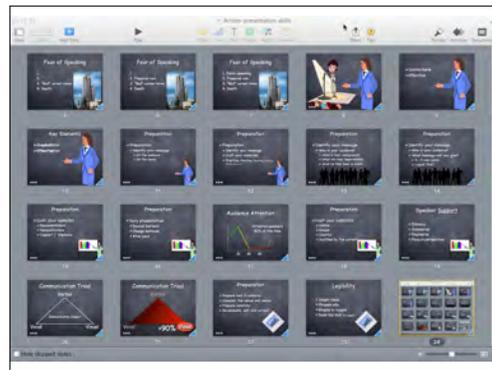
Craft Your Materials

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)

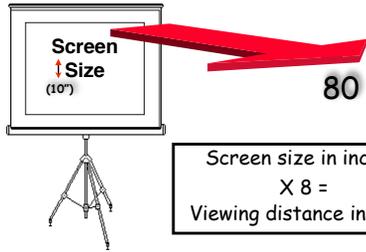



Legibility

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



"Rule of Eight"



Screen
↑ Size
(10")

80 Feet

Screen size in inches
X 8 =
Viewing distance in feet



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

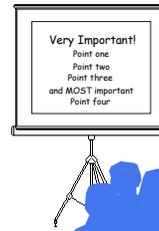
The shape is important

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

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

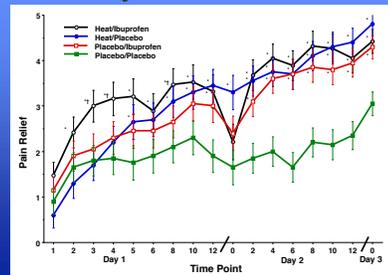


Don't Annoy the Audience

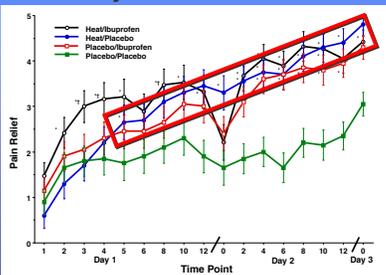
Avoid pointer use
Never on text
Build slides to make the point



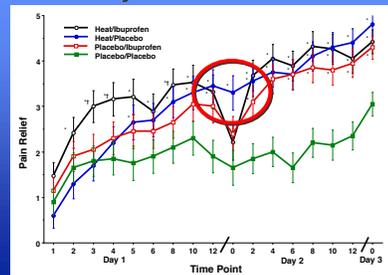
Subjective Pain Relief



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

