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

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

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)

“Rule of eight” or
Monitor test

“Rule of Eight”

Screen Size

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
Legibility

- Large Letters
- High contrast
- Limited use of COLOR
- Simple backgrounds
- Avoid the “head zone”

“Head Zone”

- Very Important!
  - Point one
  - Point two
  - Point three
  - Most important
  - Point four

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

Images and Animations

- All images must have a purpose
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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
Tell me, is there is stressed at the idea of giving a presentation?

Strong opening
If they don’t care,
you won’t listen!

Strong opening
What’s in it for me?

Strong opening
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)
- Vary tone, volume and speed
- Speak in phrases or sentences
- Less than 20 words per sentence
- Don’t be afraid to pause
  - (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
Don't read to them
Be sure the audience can see
You
Your support materials
Don't hide
Podium

Notes

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

Subjective Pain Relief

Avoid distractions
Physical
Verbal ("um," "uh," "like" etc.)
Don't apologize
Stay focused on your message, not self

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
Exit - With head held high

Maximizing Audience Engagement