Your Best Presentation

How to Communicate like a Professional

Presenters

Laura Nell Hodo MD

Christopher J. Russo MD
Disclosures

• Drs. Christopher Russo and Laura Nell Hodo have no relevant financial relationships with the manufacturers of any commercial products and/or provider of commercial services discussed in this CME activity.

• We do not intend to discuss an unapproved/investigative use of a commercial product/device in our presentation.

Sources
Who is your MOST frequent/typical audience?

- patients
- medical students
- residents
- colleagues
- administrative leaders/executives
- community groups/outreach
- political groups/advocacy

Start the presentation to activate live content
If you see this message in presentation mode, install the add-in or get help at PollEv.com/app

What is your MOST frequent/typical audience size?

- <20
- 20 to 50
- 51 to 100
- 101 to 500
- >500

Start the presentation to activate live content
If you see this message in presentation mode, install the add-in or get help at PollEv.com/app
<table>
<thead>
<tr>
<th>Setting</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>classroom</td>
<td></td>
</tr>
<tr>
<td>hospital ward</td>
<td></td>
</tr>
<tr>
<td>boardroom</td>
<td></td>
</tr>
<tr>
<td>community building</td>
<td></td>
</tr>
</tbody>
</table>

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEv.com/app

<table>
<thead>
<tr>
<th>Topic</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>medical</td>
<td></td>
</tr>
<tr>
<td>strategic/administrative</td>
<td></td>
</tr>
<tr>
<td>skills training</td>
<td></td>
</tr>
<tr>
<td>advocacy/legislative</td>
<td></td>
</tr>
</tbody>
</table>

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEv.com/app
What is your biggest fear about giving a presentation?

- Speaking in front of crowds
- The questions that might be asked
- Not knowing the material well enough
- Not getting through all the material
- Not engaging the audience
- Audiovisual malfunction

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEverywhere.com/app

---

**Topic 1: Needs Assessment**

**Why?**

- Customization
- Commitment
- Confirmation
# Session Timeline

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:45-2:50</td>
<td>Introduction</td>
</tr>
<tr>
<td>2:50-3:00</td>
<td>Topic 1: Needs Assessment</td>
</tr>
<tr>
<td>3:00-3:10</td>
<td>Topic 2: Before You Begin</td>
</tr>
<tr>
<td>3:10-3:20</td>
<td>Group Activity 1</td>
</tr>
<tr>
<td>3:20-3:30</td>
<td>Topic 3: Design</td>
</tr>
<tr>
<td>3:30-3:40</td>
<td>Topic 4: Delivery</td>
</tr>
<tr>
<td>3:40-3:50</td>
<td>Group Activity 2</td>
</tr>
<tr>
<td>3:50-3:55</td>
<td>Topic 5: Other Key Points</td>
</tr>
<tr>
<td>3:55-4:00</td>
<td>Wrap-Up</td>
</tr>
</tbody>
</table>

---

## Topic 1: Needs Assessment

<table>
<thead>
<tr>
<th>Why?</th>
<th>How?</th>
</tr>
</thead>
<tbody>
<tr>
<td>customization</td>
<td>focus groups</td>
</tr>
<tr>
<td>commitment</td>
<td>surveys</td>
</tr>
<tr>
<td>confirmation</td>
<td>polls</td>
</tr>
</tbody>
</table>
Before You Begin: Adult Learning Theory

- keep it short
- show respect
- give direction
- emphasize and re-emphasize
Millennial Learning Overview

- Rationale/Relevance
- Reinforcement
- Relationship
- Relaxed
- Research-based

Most learners will not watch videos longer than 4 minutes

Price, C. Five Strategies to Engage Today’s Students. Magna Online Seminar. 1 Nov. 2011

Before You Begin: Understanding Purpose

Where do I fit in?
- curriculum/syllabus
- conference
- vision/mission

20 July 2017
Upfront Decisions

• roadmap/framework . . . or not
• sequence

• interactivity
• structure
• pre-learning

Group Activity
Group Activity: Structuring a Presentation

- audience
- location
- topic
- context
- purpose
- time frame
- barriers/challenges
- technique

Presentation Example
Rubric

Topics:

1. Keep it simple
2. Limit bullet points and text
3. Limit transitions and builds (animation)
4. Use high-quality graphics
5. Have a visual theme
6. Use appropriate charts
7. Use color well
8. Choose your fonts well
9. Skip the stock template
10. Don’t use more than 6 lines of text
11. Maintain a strong contrast between text and background
12. One main idea per slide
13. Be consistent
14. Use video or audio
15. Write a script
16. No paragraphs

Russo-Hodo Rubric for Presentation Evaluation

<table>
<thead>
<tr>
<th>Item</th>
<th>YES</th>
<th>SOMETHING</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Context</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevance made clear</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic made relevant to audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenter appeared knowledgeable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience: attentive, involved</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactive presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hardware, equipment, involved audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topics presented in a logical sequence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slides well spaced such that content was described</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reference given, links discussed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DESIGN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slides were easy to read</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fonts, font size, colors, graphics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slides enhanced presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slides used as a tool, no over reliance on slides</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multimedia (video, graphics) enhanced presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section transitions flowed smoothly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Navigation transitions signaled clearly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate timing and pacing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good volume and diction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students: vocal modulation, clarity of speech</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body language was appropriate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonverbal communication, distracting actions, gestures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaging, eye movement, content about topic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Questions handled well</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Questions answered, replied professionally</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2003; Russo GJ and Hodo SJ. Your Best Presentation Exam: How to Communicate Like A Professional. Reproduction allowed with attribution.

Topic 3: Design

- Keep it simple
- Limit bullet points and text
- Limit transitions and builds (animation)
- Use high-quality graphics
- Have a visual theme
- Use appropriate charts
- Use color well
- Choose your fonts well
- Skip the stock template
- Don’t use more than 6 lines of text
- Maintain a strong contrast between text and background
- One main idea per slide
- Be consistent
- Use video or audio
- Write a script
- No paragraphs
90% of information transmitted to the brain is **visual**

**Visuals are processed 60,000 times faster in the brain than text.**
Design: Know Your Audience

academic conference

boardroom/
executive meetings

which of the following problems of VERBAL communication do you struggle the MOST?

1. I use too many filler words ("um," "err," etc.)
2. I don't speak loudly enough/others have a hard time hearing me
3. I don't speak clearly enough/others have a hard time understanding me
4. I speak too quickly
5. I do not vary the pitch of my voice.

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEv.com/app
Topic 4: Delivery

**Verbal**
- filler words
- pitch
- volume
- clarity
- speed

**Non-Verbal**
- eye contact
- movement/gestures
- poise
- posture

Which of the following problems of NON-VERBAL communication do you struggle the MOST?

I don't make good eye contact with my audience.

I move around too much or have distracting gestures.

I get flustered easily when I am presenting.

I don't have good posture when I am presenting.
Topic 4: Delivery - filler words

- PRACTICE!
- be confident
- know the material cold
- watch a video of yourself
- don’t fear silence
- slow down

Topic 4: Delivery - pitch

- PRACTICE!
- record yourself
- get feedback
- avoid uptalk
- slow down
Topic 4: Delivery - volume

- PRACTICE!
- record yourself
- modulate voice
- speak to the back of the room
- try with and without microphone

Topic 4: Delivery - clarity

- PRACTICE!
- let breath support your voice
- slow down
- know your material
- read aloud
- avoid uptalk
- watch your posture
**Topic 4: Delivery - speed**

- PRACTICE!
- know your material
- be flexible
- record yourself

---

**Topic 4: Delivery - eye contact**

- PRACTICE!
- emphasize
- engage
- notes vs. script
**Topic 4: Delivery - movement/gestures**

- PRACTICE!
- listing
- emphasizing
- proportions
- stay in box

---

**Topic 4: Delivery - poise**

- PRACTICE!
- know your material
- model others
- be honest
- know your strengths
Topic 4: Delivery – posture

- PRACTICE!
- helps with diction and volume
- communicates interest

Group Activity
### Russo-Hodo Rubric for Presentation Evaluation

<table>
<thead>
<tr>
<th>ITEM</th>
<th>YES</th>
<th>SOMETHOW</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTLINE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevance made clear</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topics made relevant to audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenter appeared knowledgeable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handouts, outline, involved audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactive presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Humor, narratives, involved audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topics presented in a logical sequence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes or handouts: each other or a session was described</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>References given: links discussed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DESIGN</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slides were easy to read</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Text, fonts, colors, graphics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Slides used as a tool, no reliance on slides</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multimedia (videos, graphics): enhanced presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes: smooth flow, transitions smooth and clear</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hand appropriate timing and pacing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hand good volume and diction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body language was appropriate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body language was appropriate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eye contact, smiling, motion/facial expressions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaging, hypotheses, resisted about topic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Questions handled well</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question answered: replied professionally</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2001 Russo GI and Hodo DI. Your Next Presentation Exam: How to Communicate Like a Professional. Reproduction allowed with attribution.

---

### Presentation Example
Rubric

Topic 5: Other Key Points

Have a backup plan!
- more/less time
- more/less people
- AV problems
- no handouts

Use handouts wisely
There are no stupid questions, but there are a LOT of inquisitive idiots.
Handling Questions

- deep breath
- clarify/restate
- never bluff
- thank questioner
- watch body language
- involve entire audience
- prepare extra slides

Final Thoughts

- It’s not about you, it’s about the learner
- It’s about YOU, not your slides
- Be flexible
- Communicate passion
- Communicate preparedness
Additional Resources

MindTools

TOASTMASTERS INTERNATIONAL

mMeetup

ACADEMIC PEDIATRIC ASSOCIATION

The American Academy of Pediatrics

2017 Pediatric Hospital Medicine

Society of Hospital Medicine

2017

Public speaking within 25 miles of Nashville, TN

Sort by Best match

Franklin Fear of Public Speaking Meetup

Paid To Speak Entrepreneurs

Let's Talk Franklin Toastmasters Club

James K. Polk Toastmasters

Women Speak Nashville Circles

Mid-South NLP & Hypnosis Meetup - Nashville, TN Chapter

Project Happiness Nashville Youth & Social Advocacy Group

Nashville The Art of Public Speaking Meetup

Interested

20 July 2017