

Effective Presentations



Effective Presentations



And how to make yours better!





Why are most presentations so boring?





Haiku Deck's

Bad Presentation Bingo



Pixelated images	Bad clip art	Humor fail	Complicated charts	Inconsistent formatting
Too many bullet points	Tiny font	Irrelevant images	Reads off slide	Copyright infringement
Excessive sound effects	Dizzying animations	Free Space	Clutter	Lack of focus
No audience interaction	Weak finish	Mismatched color palette	Information overload	No eye contact
Comic Sans	Confusion	Jargon	Mismatched fonts	Monotone



Exercise:

What are the characteristics of a bad academic presentation?



Exercise:

What are the characteristics of a bad academic presentation?

Others have said:

Too technical – lose interest

Too much on each slide – get lost – try to read while trying to listen

No structure – doesn't have a narrative arc or flow

Reading from notes

Unclear speech

Too simple – feel 'talked down to'

Body language – too much or not enough

Small font or wacky fonts

Lots of different fonts or colors



What can we do?



Effective Presentations



1. Rapport
2. Structure
3. Innovation



Rapport: Engage Your Audience





It's about your audience



Design their Experience

- Capture attention
- Evoke intended emotion
- Convey important information

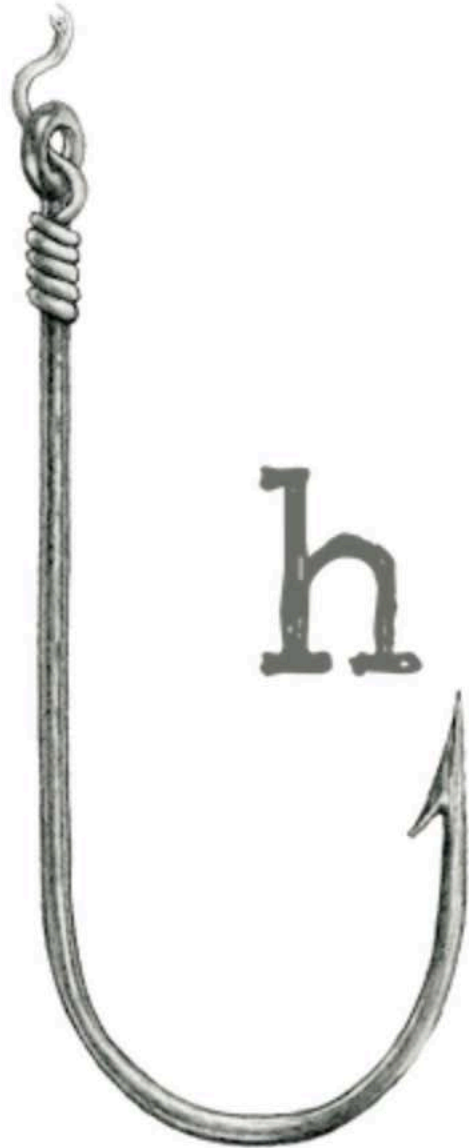


They want to know:

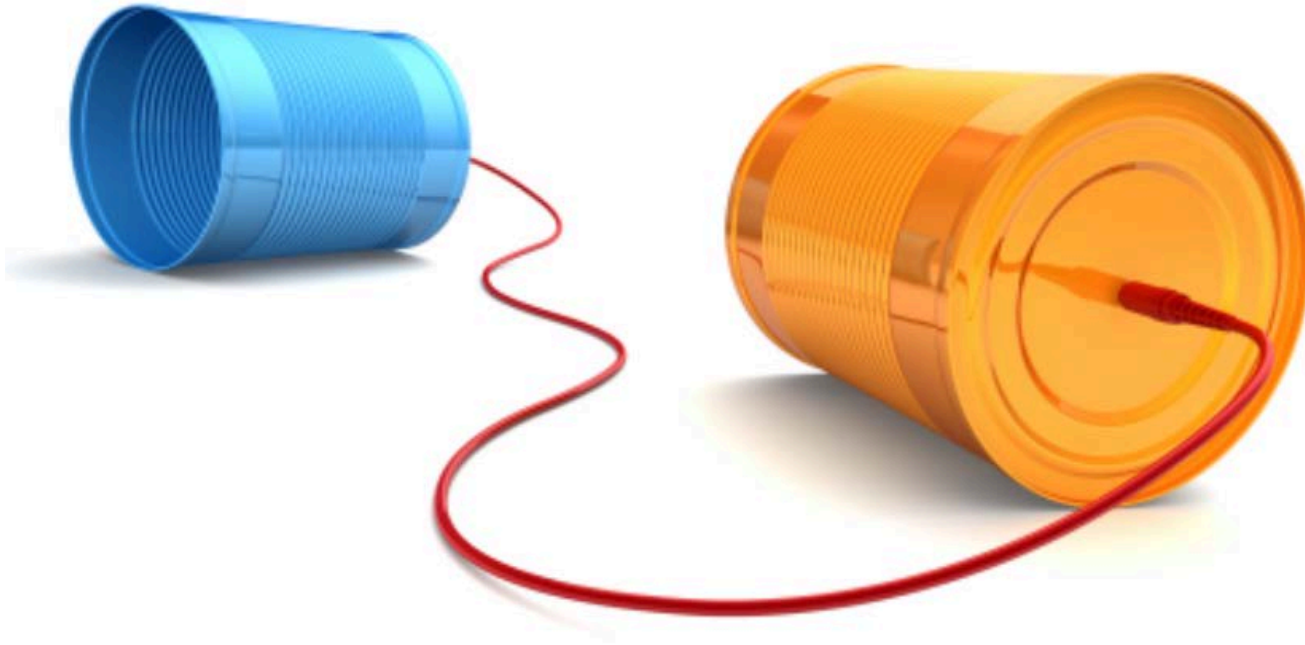
- Can you think and communicate clearly?
- Do you have interesting ideas?
- Can you ask the right questions?



Engage your audience



Engage your audience



Pause & Check In for Clarity



Engage your audience



Maintain Natural
Eye Contact and
Body Movement

Engage your audience

- What **one thing** do you want them to remember?



Effective Presentations



Questions?

1. Rapport
2. Structure
3. Innovation



Exercise:

Write out 3-5 sentences to introduce you and/or your research

Think elevator speech
Any Audience (you pick!)



Effective Presentations



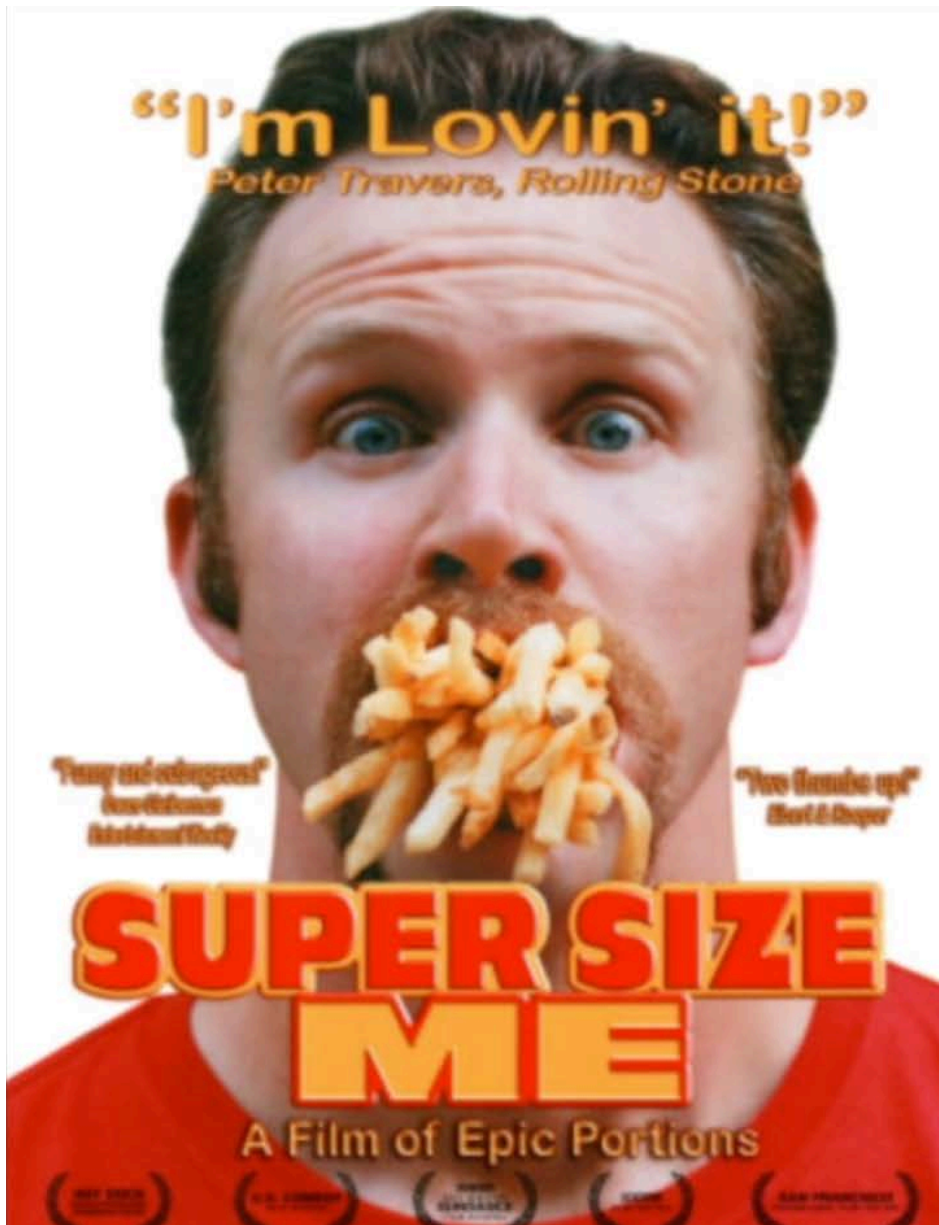
1. Rapport
2. Structure
3. Innovation



Structure: Control & Organize Your Information

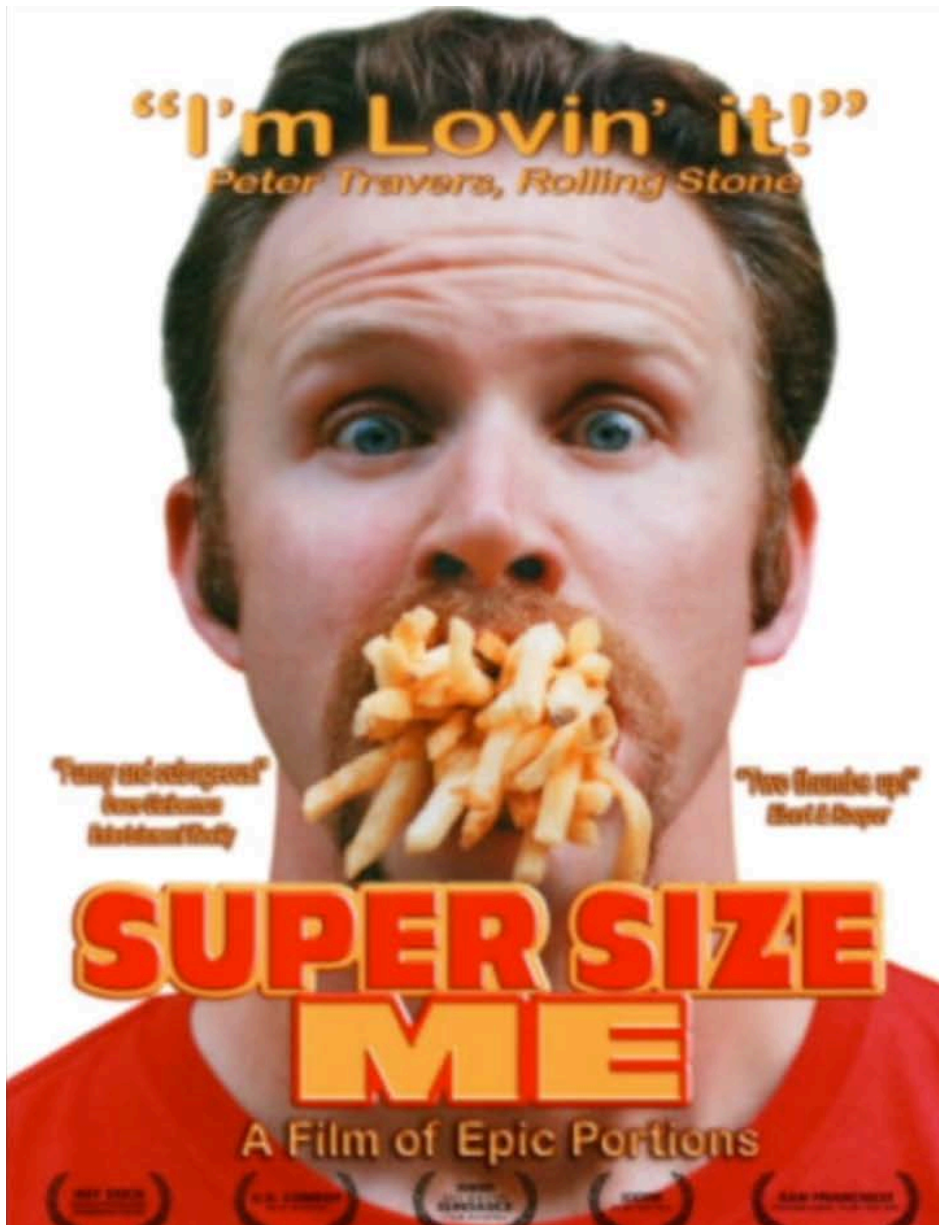


Control Your Information



Control Your Information

More isn't better



Death by Bullet Point

- **Really Important Point**
 - Subpoint
 - Subpoint
- **Another Really Important Point**
 - Subpoint
 - moremoremoremoremoremoremoremoremore
- **This Point Might Be Important**
 - moremoremoremoremoremoremoremoremore
 - moremoremoremoremoremoremoremoremore
- **Not so important but I needed to fill the space**
 - moremoremoremoremoremoremoremoremore
 - moremoremoremoremoremoremoremoremore

Control Your Information





Control Your Information

Memorable opening

1 argument

1 More details...

2 More details...

3 More details...

2 argument

1 More details...

2 More details...

3 More details...

3 argument

1 More details...

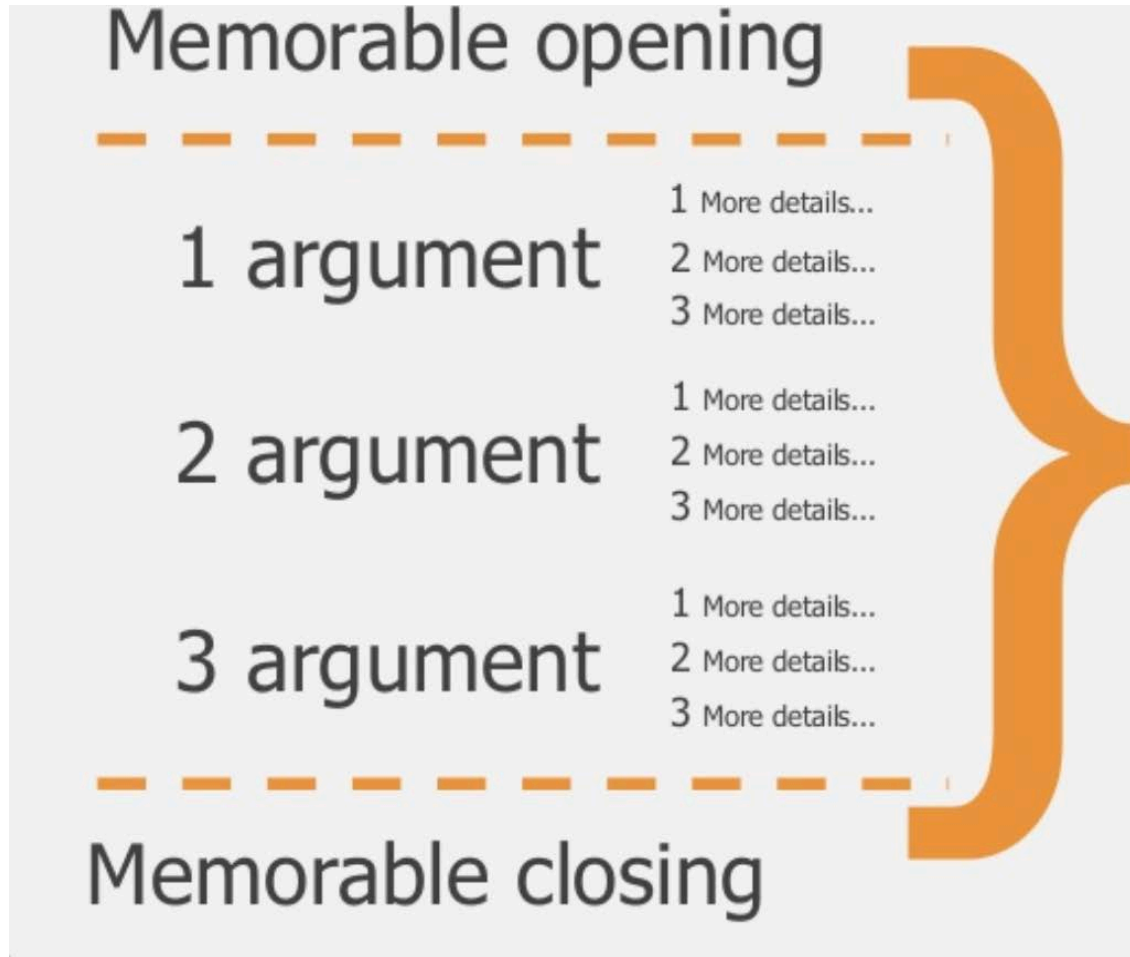
2 More details...

3 More details...

Memorable closing



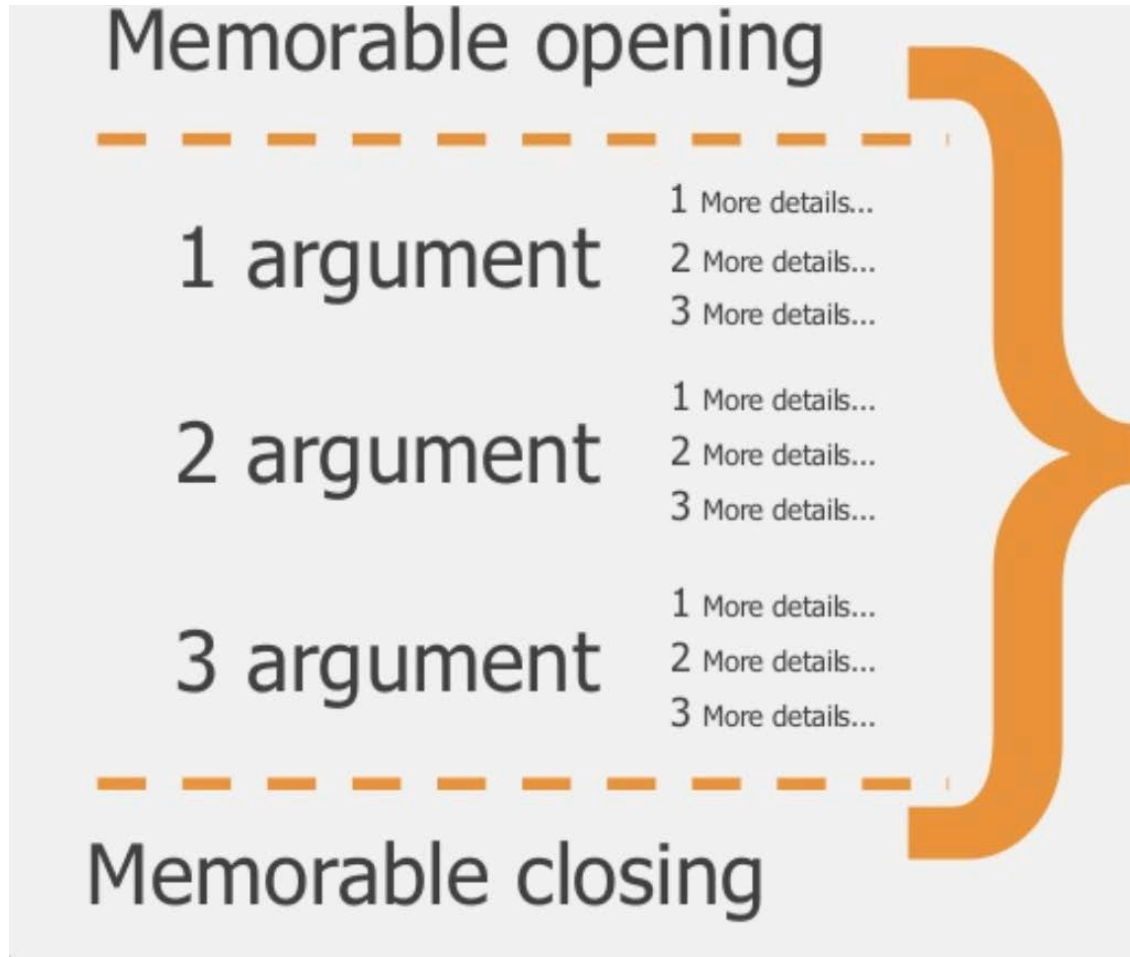
Control Your Information



It's scalable
5 mins
10 mins
45 mins
60 mins



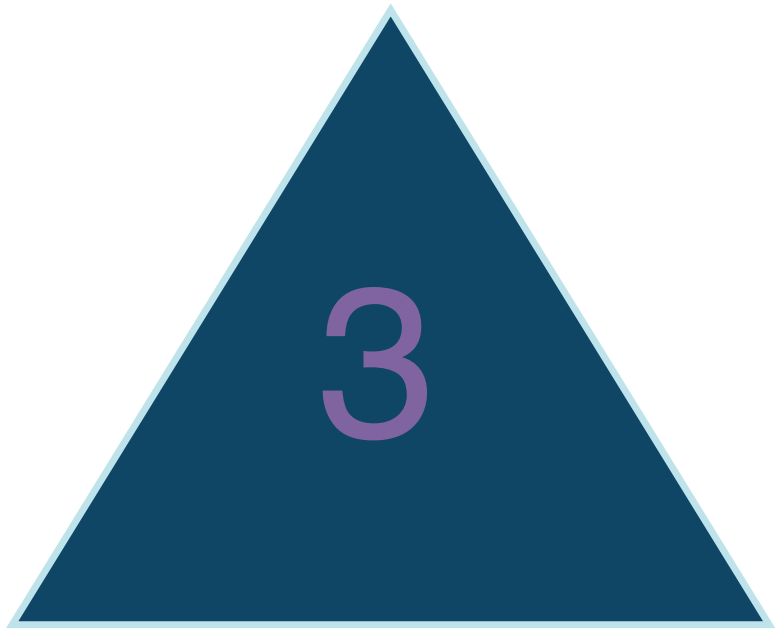
Control Your Information



Cut anything
that doesn't
reinforce your
3 main points



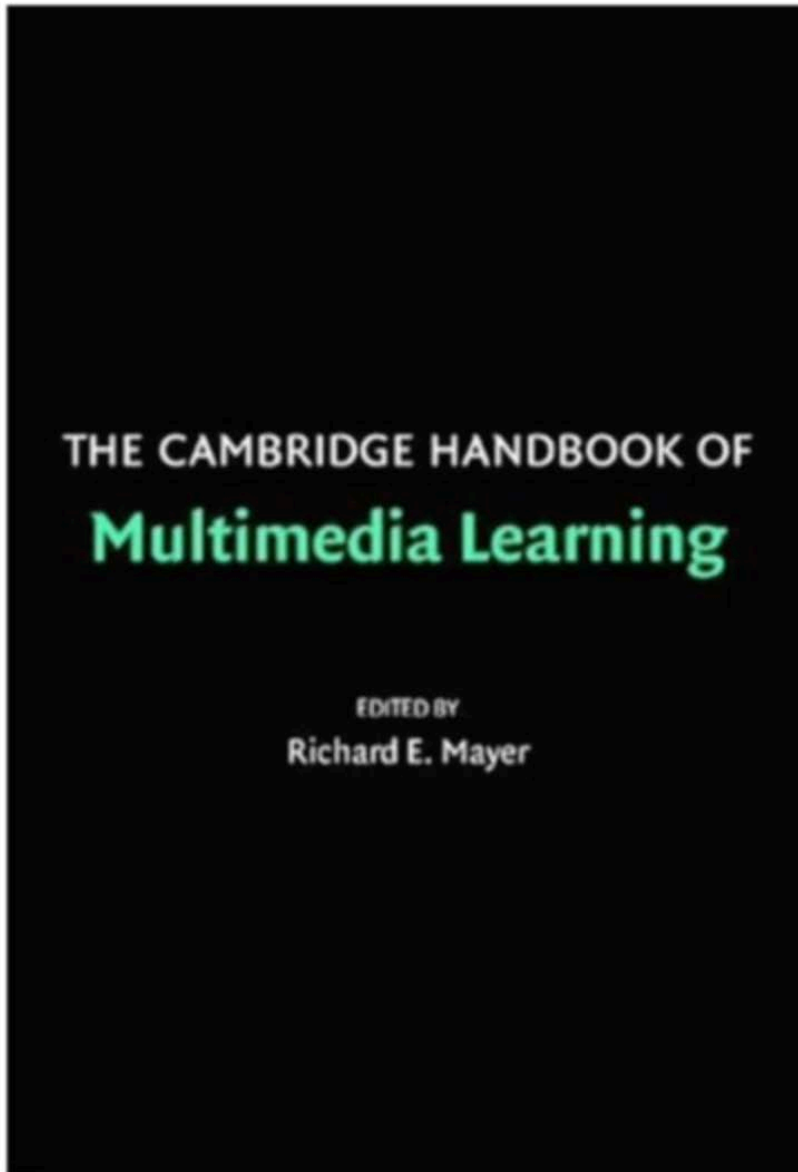
Control Your Information



to



Control Your Information



Cognitive Load



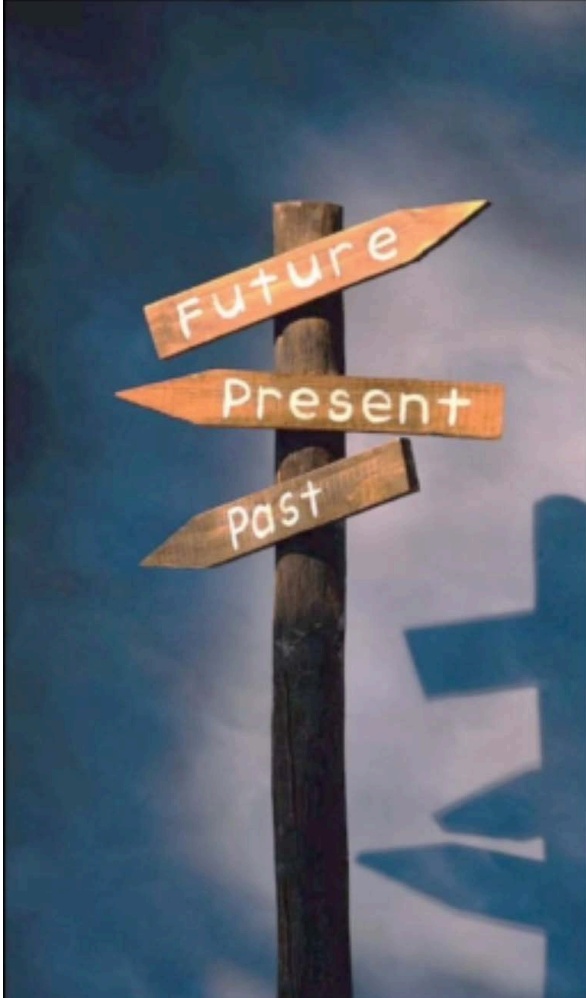
Control Your Information



Cognitive Load



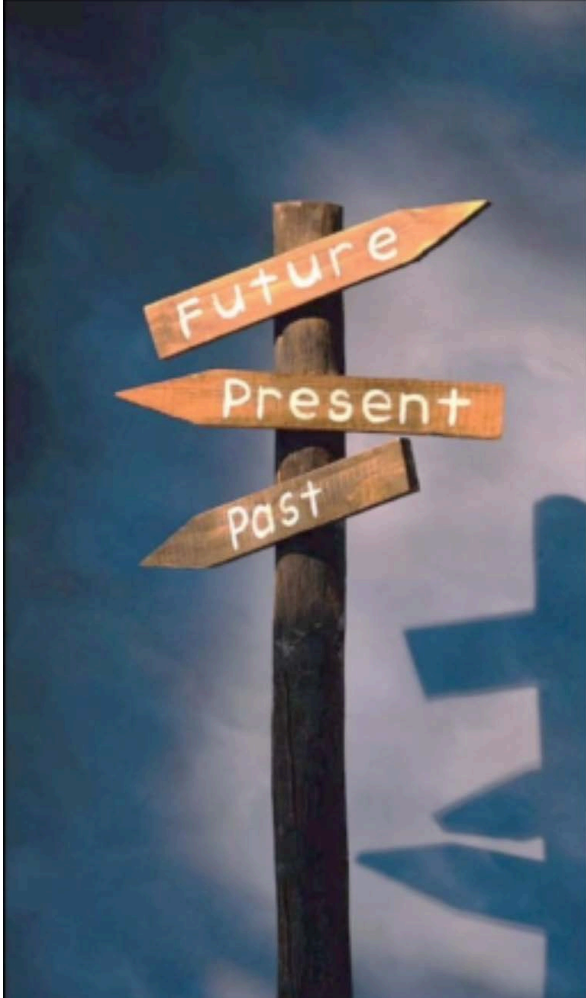
Organize Your Information



- Use Road Map



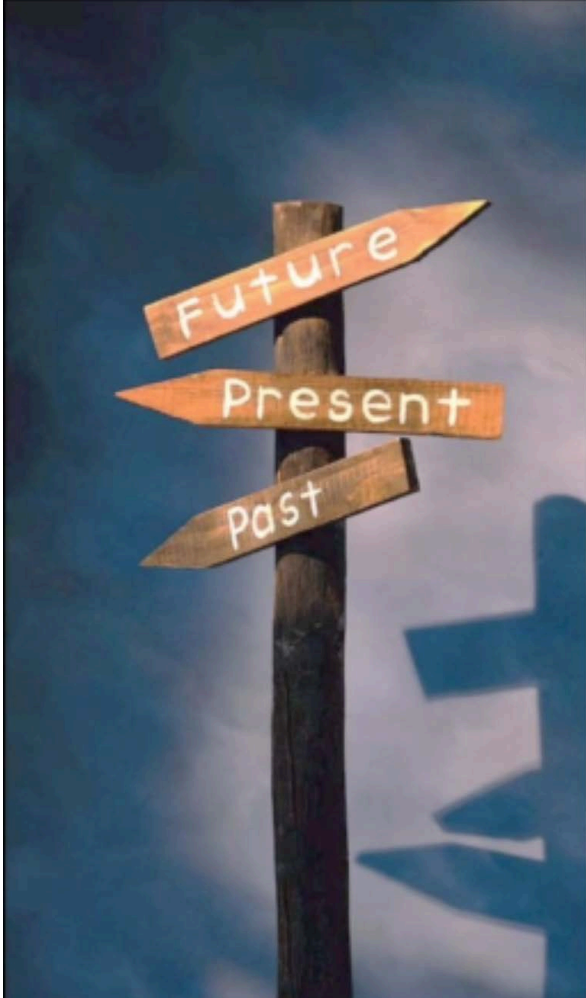
Organize Your Information



- Use Road Map
- One Idea per slide



Organize Your Information



- Use Road Map
- One Idea per slide
- Less Text, More Imagery!



Slide Make Over Activity!



EPA Data: Houston Air Pollution

- 12 of 179 hazardous air pollutants found to pose a definite risk to population health
- East Houston found greater numbers of definite risk substances
- Hazardous substances effect human health, plant growth, and avian population

EPA Data: Houston Air Pollution

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Air Pollution is Lethal

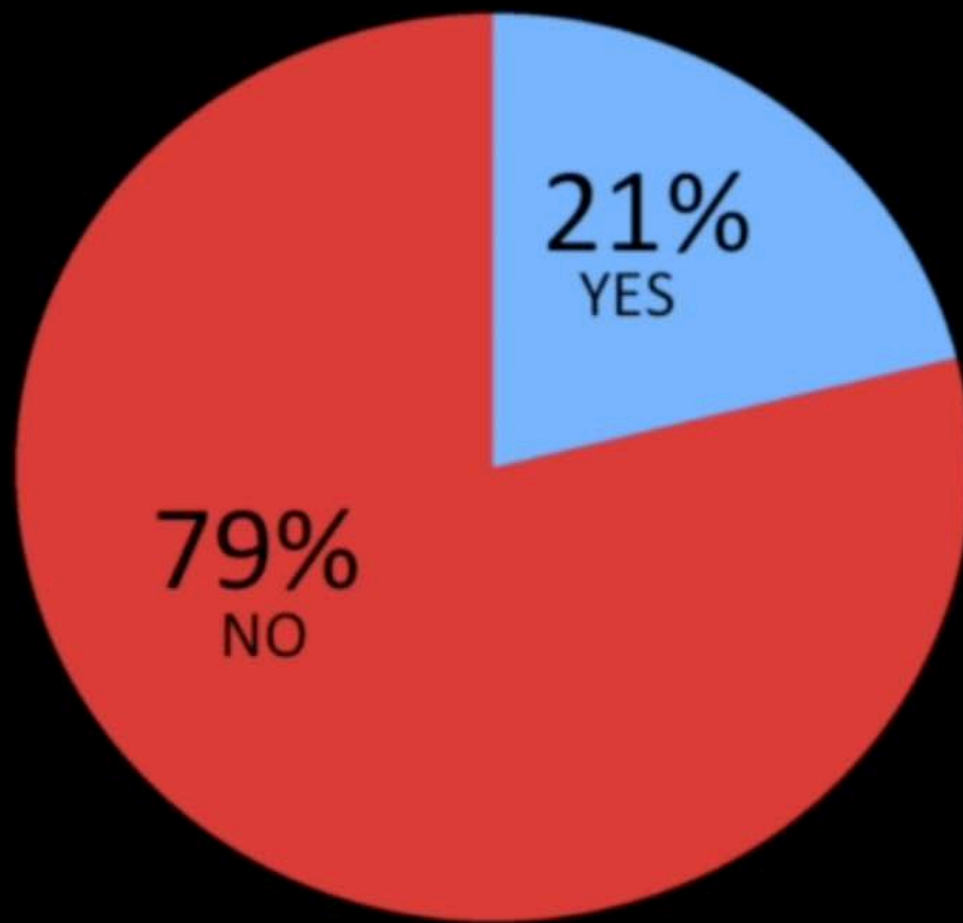


Are physicians intervening in tobacco use?

- In 38 primary care practices:
- Tobacco was discussed in 21% of encounters.
- Discussion was:
 - more common in the 58% of practices with standard forms for recording smoking status
 - more common during new patient visits
 - less common with older patients
 - less common with physicians in practice more than 10 years.

Ellerbe, Ahluwalia, et al. Direct observation of smoking cessation activities in primary care practice. *J Fam Pract.* 2001;50:688-693

Do physicians talk to patients about tobacco?



Conclusions of the Surgeon General's Report

- ✓ Secondhand smoke exposure can cause disease and premature death in children and adults who do not smoke.
- ✓ Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, and more severe asthma.
- ✓ Exposure of adults to secondhand smoke has immediate adverse effects on the cardiovascular system and causes coronary heart disease and lung cancer.
- ✓ The scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke.
- ✓ Eliminating smoking in indoor spaces fully protects nonsmokers from exposure to secondhand smoke. Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposures of nonsmokers to secondhand smoke.

The Health Consequences of Involuntary Exposure to Tobacco Smoke

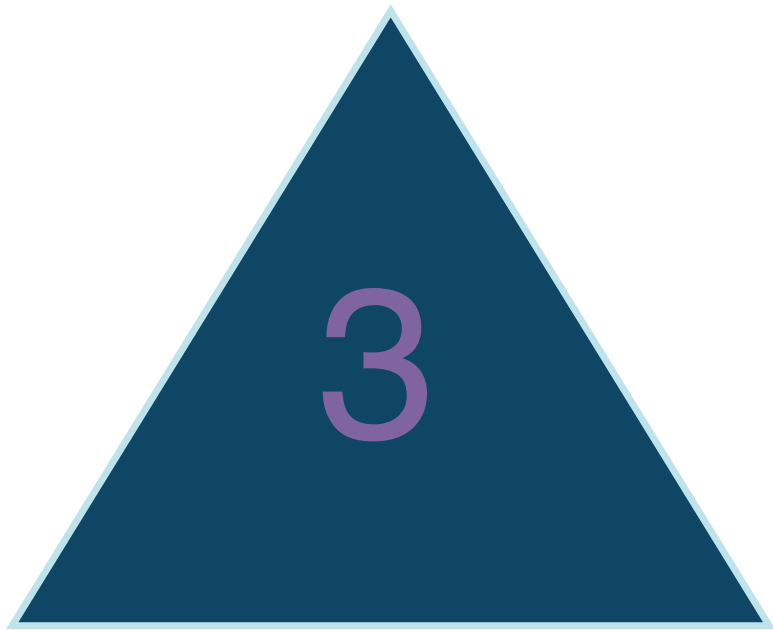
A Report of the Surgeon General



Department of Health and Human Services

“..there is no
risk free level of
exposure to
second hand
smoke.”

Control Your Information



to



Less is more



Effective Presentations

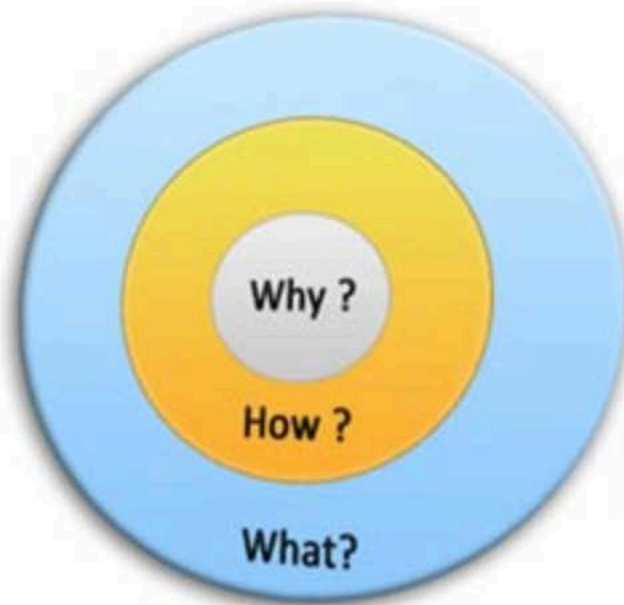


Questions?

1. Rapport
2. Structure
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Golden Circle



Why = The Purpose

What is your cause? What do you believe?

How = The Process

Specific actions taken to realize the Why.

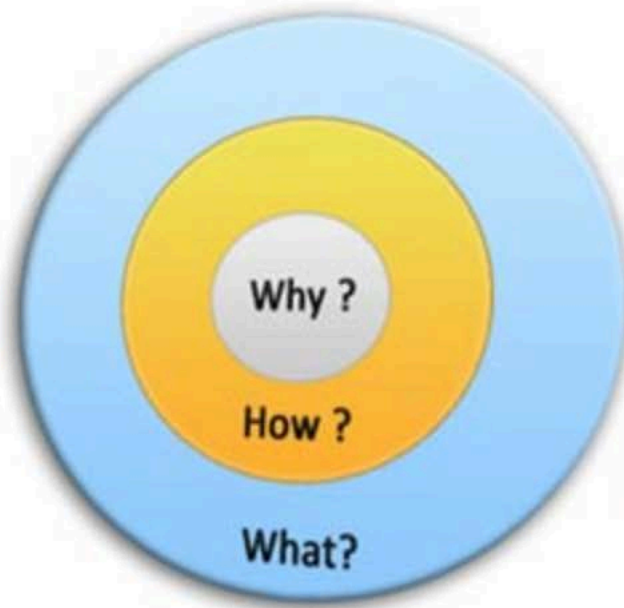
What = The Result

What do you do? The result of Why. Proof.



Simon Sinek's

Golden Circle



Why = The Purpose

What is your cause? What do you believe?

How = The Process

Specific actions taken to realize the Why.

What = The Result

What do you do? The result of Why. Proof.

Start with WHY you do what you do



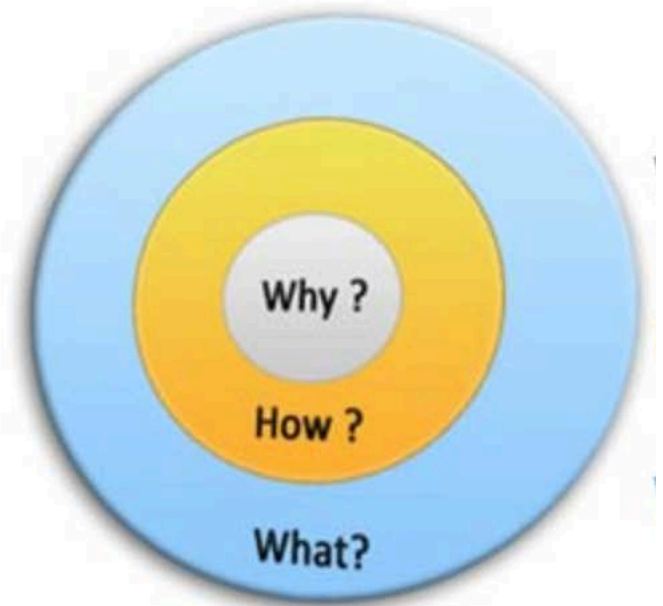
Exercise:

Edit your 3-5 sentences to introduce you and/or your research

Think about your **Why**

The What and How
of your research should be in
your thesis abstract

Think of this as a 'user friendly version'



Exercise: (last time I promise!)

Edit your 3-5 sentences to introduce you and/or your research

Pick at least 1 of the 6 steps
And change your approach



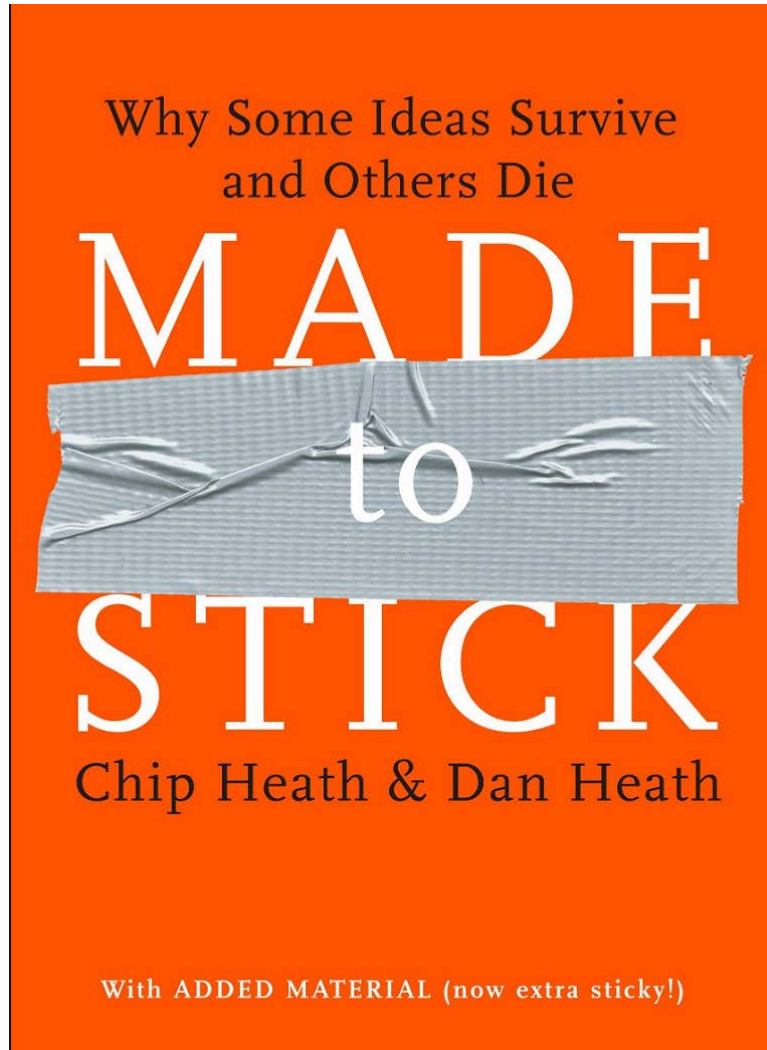
Effective Presentations



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Innovation: Make Your Ideas Sticky



6 Step Plan



Make Your Ideas Sticky

Start Simple

6 Step Plan

First Step: Identify the core of your idea



Make Your Ideas Sticky

Start Simple

6 Step Plan

First Step: Identify the core of your idea

Complete the following sentence:

'The purpose of my research is ... '



Make Your Ideas Sticky

Start Simple

6 Step Plan

First Step: Identify the core of your idea

Complete the following sentence:

'The purpose of my research is ... '



Try 'if we don't understand *blah* then we can't *blah*'

If time – share with neighbor and provide constructive feedback



Make Your Ideas Sticky

Unexpected

6 Step Plan

Second Step: Surprise



Make Your Ideas Sticky



Unexpected

6 Step Plan

Second Step: Can you Break a Pattern?

One sentence response to:

Do you have an unexpected aspect of your research?

What might be counter-intuitive? Where does it disrupt common sense?



Make Your Ideas Sticky



Unexpected

6 Step Plan

Second Step: Can you Break a Pattern?

One sentence response to:

Do you have an unexpected aspect of your research?

What might be counter-intuitive? Where does it disrupt common sense?

Try – ‘previous research has only looked at X I’m exploring Ψ ’

We can’t demand attention – we must attract it. The most basic way is to provoke surprise and interest by breaking a pattern.



Make Your Ideas Sticky

Metaphor

6 Step Plan

Third Step: Find a Metaphor



Make Your Ideas Sticky



Metaphor

6 Step Plan

Third Step: Find a Metaphor

Close your Eyes as you think about these statements:

Imagine the Wisconsin Capital Building

Imagine the house where you spent most of your childhood

Imagine the chorus to your favorite song

Imagine the definition of watermelon



Make Your Ideas Sticky



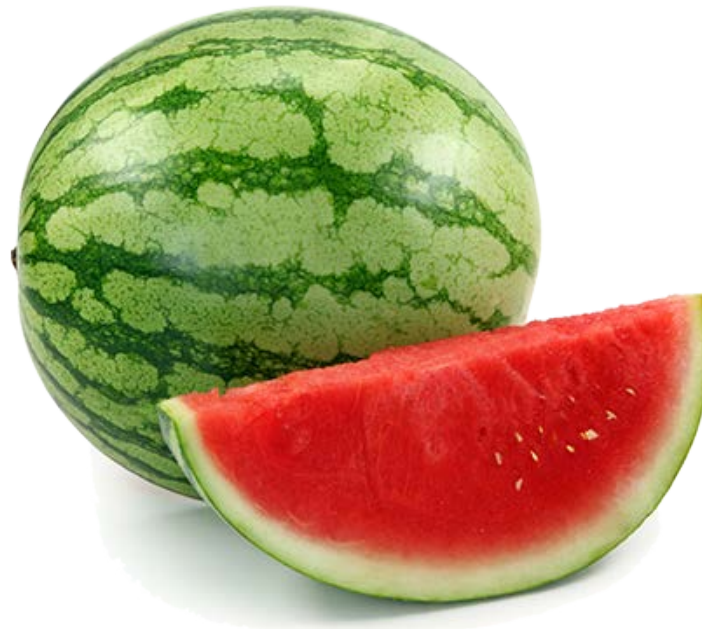
Metaphor

6 Step Plan

Third Step: Find a Metaphor

When I said think of
The 'definition'
You probably thought
Of this...

Not the word 'fruit'



Which memories were the most vivid?



Make Your Ideas Sticky



Metaphor

6 Step Plan

Third Step: Find a Metaphor

If you examine something with your senses it becomes more concrete.

Can you use a metaphor to explain your research method, topic or a key problem you are working on?

Metaphors are useful because they borrow features from everyday world of experience.



Make Your Ideas Sticky

6 Step Plan

Forth Step: Establish Credibility

Credibility



Make Your Ideas Sticky



Credibility

6 Step Plan

Forth Step: Why You?

Being a student makes you pretty credible...

But if there is a reason that you are doing this work vs. a completely different field ... or if you have an experience that makes you the most suited for this work it could add to your credibility...

Perhaps insert your Why You Do What You Do



Make Your Ideas Sticky

Emotion

6 Step Plan

Fifth Step: Emotional Engagement



Make Your Ideas Sticky



Emotion

6 Step Plan

Fifth Step: Emotional Engagement

When ideas are presented abstractly, limited to stats;
People are more likely to be more analytical than emotional ...

Remember the goal is to excite & inspire (these are emotions)



Make Your Ideas Sticky

Emotion



I could tell you that doing a
thesis is hard
and about 1/3 of people
who start never finish

OR



Make Your Ideas Sticky

Emotion



I could tell you that doing a thesis is hard
and about 1/3 of people
who start never finish

OR



I could tell you it feels like this



A Raging Epidemic

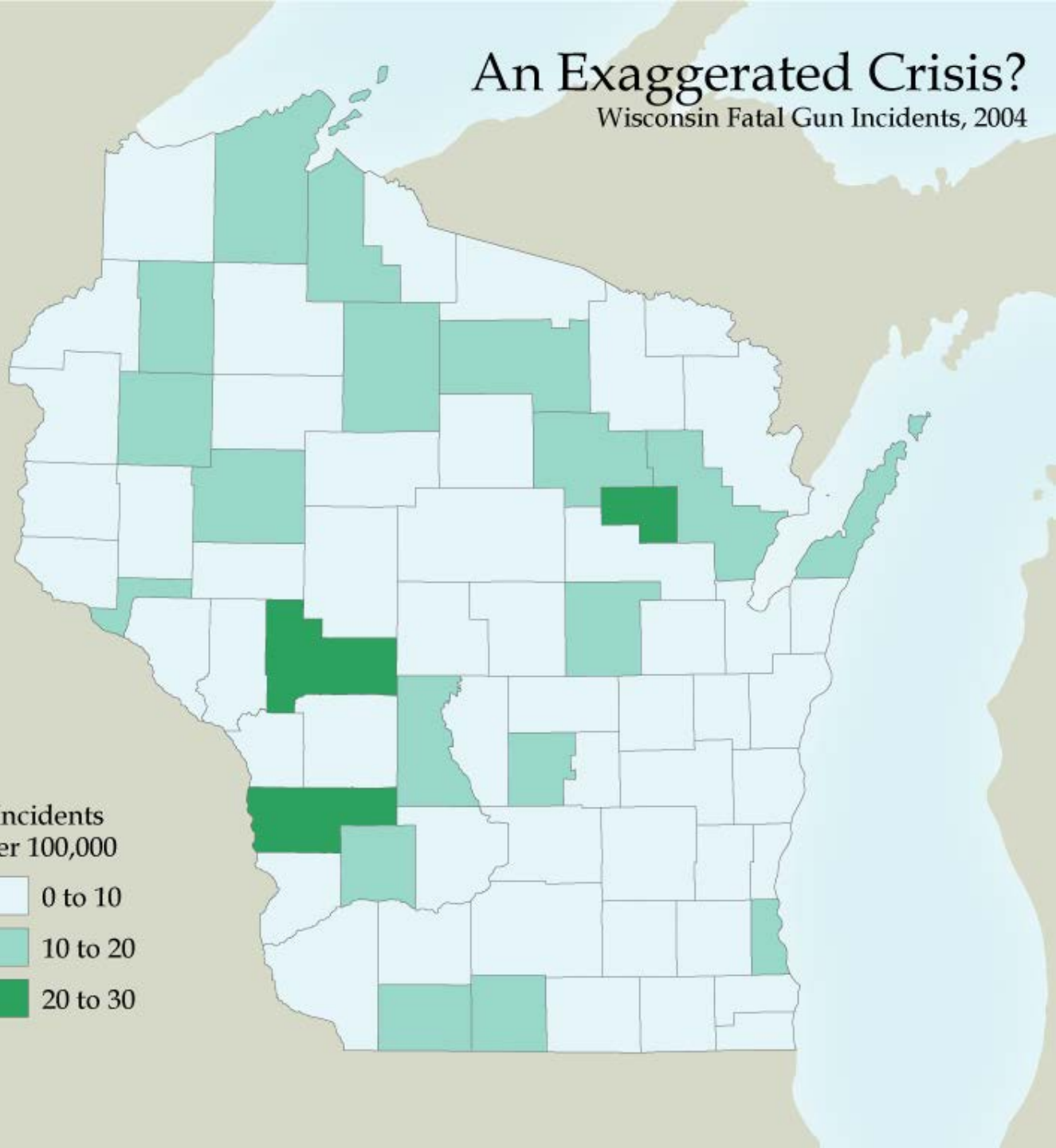
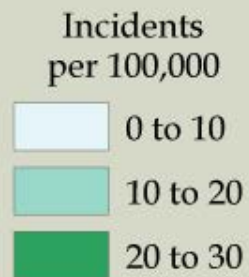
Wisconsin Gun Deaths, 2004

Violent Deaths
per 100,000



An Exaggerated Crisis?

Wisconsin Fatal Gun Incidents, 2004



Make Your Ideas Sticky



Emotion

6 Step Plan

Fifth Step: Emotional Engagement

You can make people to care more about your research if you can get them feel some degree of emotional engagement.

An easy way to do that is 'piggy back' your research on a care or interest that already exists.

- Social Concerns
- Audience's self interest (WIFM)



Make Your Ideas Sticky

Story

6 Step Plan

Sixth Step: Stories



Make Your Ideas Sticky



Story

6 Step Plan

Sixth Step: Stories

Stories draw the audience into the story tellers' world and help us to identify with the scenario being told.



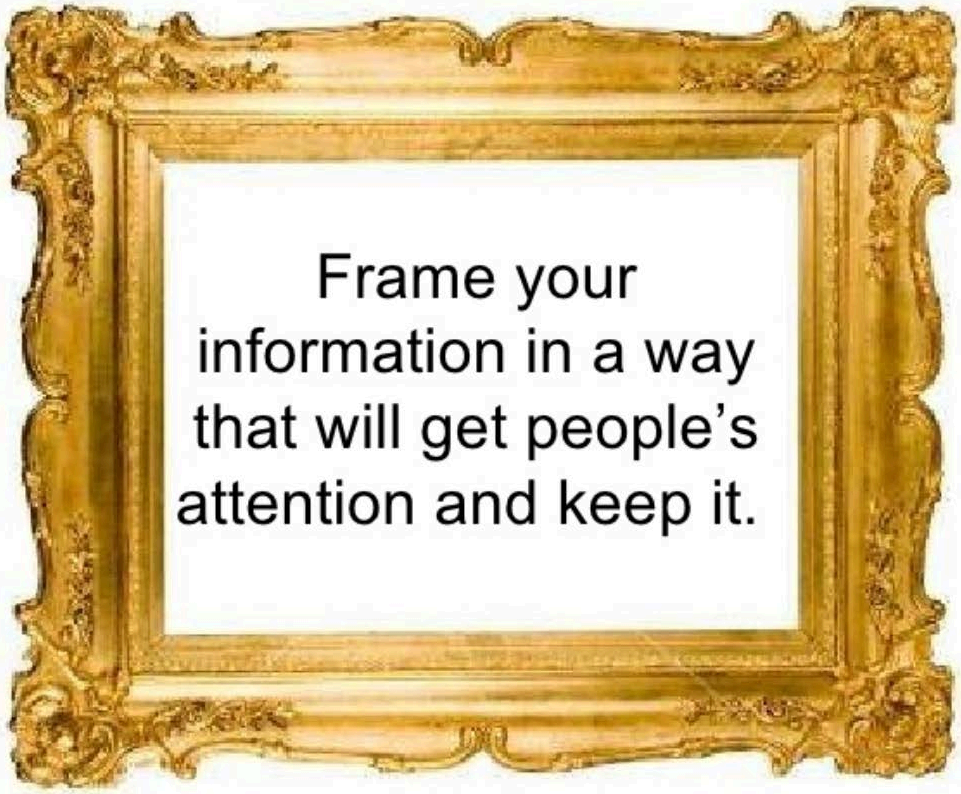
Make Your Ideas Sticky



Story

6 Step Plan

Sixth Step: Stories



Frame your
information in a way
that will get people's
attention and keep it.



Make Your Ideas Sticky

Story



6 Step Plan
Sixth Step: Stories



Make Your Ideas Sticky

Story



6 Step Plan

Sixth Step: Stories



Make Your Ideas Sticky



Story

6 Step Plan

Sixth Step: Stories

Is there a story that you can use to talk about your research? Can this story make us feel emotionally involved? Or make us curious?

“Stories are Data with a Soul” – Brene Brown



Make Your Ideas Sticky

6 Step Plan

1. Simplify – what is the purpose?
2. Surprise – is there something unexpected?
3. Concrete Example or metaphor?
4. Credibility – why you?
5. Emotional Engagement – why should we care?
6. Stories – bring it to life



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6 Step Plan

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