Effective Presentations
Effective Presentations

And how to make yours better!
Why are most presentations so boring?
<table>
<thead>
<tr>
<th>Pixelated images</th>
<th>Bad clip art</th>
<th>Humor fail</th>
<th>Complicated charts</th>
<th>Inconsistent formatting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too many bullet points</td>
<td>Tiny font</td>
<td>Irrelevant images</td>
<td>Reads off slide</td>
<td>Copyright infringement</td>
</tr>
<tr>
<td>Excessive sound effects</td>
<td>Dizzying animations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No audience interaction</td>
<td>Weak finish</td>
<td>Mismatched color palette</td>
<td>Information overload</td>
<td>No eye contact</td>
</tr>
<tr>
<td>Comic Sans</td>
<td>Confusion</td>
<td>Jargon</td>
<td>Mismatched fonts</td>
<td>Monotone</td>
</tr>
</tbody>
</table>
Exercise:

What are the characteristics of a bad academic presentation?
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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 all about ME.
It’s about your audience

It’s all about ME.
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?
Questions?

Effective Presentations

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

“"I’m Lovin’ it!"”
Peter Travers, Rolling Stone

More isn’t better
Death by Bullet Point

- Really Important Point
  - Subpoint
  - Subpoint

- Another Really Important Point
  - Subpoint
  - moremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremoremore
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

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

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

3 to 5
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 affect human health, plant growth, and avian population
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
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.

Do physicians talk to patients about tobacco?

79% NO

21% YES

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

U.S. PUBLIC HEALTH SERVICE
1798

Department of Health and Human Services

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

Less is more
Effective Presentations

1. Rapport
2. Structure
3. Innovation

Questions?
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
Simon Sinek’s Golden Circle

Start with WHY you do what you do

Why = The Purpose
What is your cause? What do you believe?

How = The Process
Specific actions taken to realize the Why.

What = The Result
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

1. Rapport
2. Structure
3. Innovation
Innovation: Make Your Ideas Sticky

Why Some Ideas Survive and Others Die

MADE to STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)

6 Step Plan
Make Your Ideas Sticky

6 Step Plan
First Step: Identify the core of your idea
Make Your Ideas Sticky

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

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

6 Step Plan
Second Step: Surprise

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?
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

6 Step Plan
Third Step: Find a 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

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

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
Make Your Ideas Sticky

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

6 Step Plan
Fifth Step: Emotional Engagement
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

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

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.
Make Your Ideas Sticky

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

6 Step Plan
Sixth Step: Stories

Story
Make Your Ideas Sticky

6 Step Plan
Sixth Step: Stories

Stories draw the audience into the storytellers’ world and help us to identify with the scenario being told.
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

6 Step Plan
Sixth Step: Stories
Make Your Ideas Sticky

6 Step Plan
Sixth Step: Stories
Make Your Ideas Sticky

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
Exercise: (last time I promise!)

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And change your approach

6 Step Plan

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2. Surprise – is there something unexpected?
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