Public Speaking
NOT the Kiss of Death

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Financial Disclosure

The consultants on this panel acknowledge a financial interest in the subject matter of this presentation.

Agenda

• Public Speaking 101
• Preparation
• The Presentation
Public Speaking 101

• Voice
  • Appropriate volume and inflections.
  • Avoid “ums” and other verbal pauses.

• Eyes
  • Large audiences: Broad, sweeping method.
  • Smaller groups: Individual eye contact.

Public Speaking 101

• Hands
  • Be natural and relaxed.
  • Use hands to direct presentation.

• Stance
  • Lectern vs. moving.
  • Personal choice or directed by venue.

Hand Gestures

- Palm up when pointing to a specific audience member.
- Natural hand position is above the waist.
- Hands below the waist to control the pace.
- Hands crossed in front – The Fig Leaf.
- Hands in front with fingers connected – The Spider.
- Hands together – Praying.
- The most effective hand gestures are spontaneous.
Preparation

Believe it or not, preparation is a better determinant of presentation success than knowledge, experience, or even talent.

Source: Presentation Skill: Top 7 Tips for Making the Most of Your Presentation Practice, by Delisse Bailey: My-HelpBusiness.com

Slide Deck Development

- Do your research.
- Follow a Story Arc.
- Avoid too much information.
- Use animation when appropriate.
- Balance positive and negative space.
- Remember to put a “bow on the package”.

Slide Deck Development

- Numbers
- Graphs
- Charts
- Pictures
- Data, data, data
**Slide Deck Development**

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**Proofread Your Slides**

If possible have a colleague proofread your slides.

**Mental Preparation**

Go over the slides in your head so you capture the flow.

Practice the open and close.
There is no Substitute for Practice

- Practice "out loud"
- Practice in front of a mirror
- If possible, use a similar venue
- Rehearse from the beginning to the end
- Practice with real people
- Use the tools you plan to use

The Presentation

It’s show time!

- Some degree of nerves is normal – use as energy!
- Start with a credentialing slide that helps ease into the presentation.
- Breathe through it.
- Notice your start time and pace yourself accordingly.
- The best recipe for nerves is to know your materials cold.
- Never apologize: “Sorry I’m taking time out of your day”.

It’s Show Time
Intentional Pauses
- Take intentional pauses instead of “ums” or “uhs”.
- Pause while looking at the slide.
- Pick one bullet point to focus on.
- Turn to the audience and begin to speak.

Presentation Flow
- “Set the hook”.
- Show them you’re human.
- Use brief notes with keywords to trigger thoughts and comments.
- Maintain a comfortable pace.
- Focus on the “Money” slides

Body Language
- Be aware of audience body language.
- Head nodding.
- Obvious confusion.
- Distracted
- May need to change pace.
- Tell a story.
Presentation Cadence
- Tell a story.
- Relevant to the location.
- Relevant to the subject.
- Relevant to the audience.

Slide Transition
- Smooth slide to slide transition.
- Know the next slide.
- Refer to a specific bullet point on the next slide.
- Utilize peel away slides.
- Use setup slides.

Focus on the Central Pillar*
- Be clear on what you want your audience to remember.
- State the purpose or overarching objective.
- Demonstrate empathy by reinforcing what is in it for the audience.

* Concept from "You're Off - Effective Presentations", Explor Figli®
Connecting With Your Audience

• Know your target audience.
  • Physicians
  • Administrators
  • Mixed
• Can affect how you deliver a presentation.
• Always keep in mind.
  • WIIFT?! = What’s In It For Them?!
• Talk to the audience before presentation.

What are they like?
Why are they here?
What keeps them up at night?
How can you help solve their problem?
What do you want them to do?
How might they resist?
How can you best reach them?

Remember... it's all about your audience (not about you)!
You are the voice that helps to bring clarity, wisdom, and direction to their journey.
Owning the Room

What does it mean to you to “own” the room?

Owning the Room

- Show up (very) early to make sure everything works.
- Meet and greet attendees.
- Gauge the mood of attendees.
- Practice using the available technology.
- Walk the room to gauge line of sight and sound.
- Make changes if possible and necessary.

Owning the Room

- Remember your text is a cue.
- Where appropriate, “check in” with the audience.
- Be aware of and respectful of time allocation.
- Present in a purposeful way.
- Put yourself in their shoes.
Presentation Pitfalls

- Reading your slides or prepared notes.
- Putting your hands in your pockets.
- Chewing gum.
- Staring at audience members, or moving your eyes back and forth in a darting way.
- Ineffective transitions.
- Sticking too closely to slide content and seeming "canned".

Presentation Obstacles

- Audience not paying attention or talking amongst themselves
  - Ask a colleague to monitor
  - Walk over to the noisy section
  - Turn off slides
  - Use silence
- Lack of audience participation
  - Ask questions that require a show of hands versus questions that require verbal responses
- Running behind schedule or time gets cut short
  - Be adaptable

Presentation Obstacles

- Losing your audience.
- Direct them back to the Central Pillar.
- Working out of the handout.
- Walk the audience through the presentation.
- Verbally direct audience to a specific slide.
- Error on slide?
  - Do not ignore.
  - Make verbal correction.
The Dominant Attendee

- Answer question quickly with direct eye contact.
- Break eye contact.
- Ask “Who else”
- Ask “What else”

Public Communication Skills

- A better communicator.
- Every day personal interactions.
- Every day professional interactions.
- More confidence.
- Enhancing one’s coaching and mentoring skills.
- Becoming a more effective leader (in and out of the practice).

Audience Questions

- Have a plan for handling questions.
- Listen and focus.
- Use the “that’s a good question” technique.
- Repeat or re-state the question as necessary.
- Don’t be afraid to say “I don’t know.”
- Don’t be argumentative with the questioner.
- Don’t allow one audience member to dominate.
Summary

- Overacting is ok.
- Be animated.
- Shows passion for topic.
- Utilized other resources.
- Toastmasters
- Fellow speakers.
- Publications
- Formal training.

Summary

- Know your topic.
- Do your research.
- Develop a slide deck you can work with.
- Preparation is extremely important.
- Practice, practice, practice
- Be prepared for changes on the fly.
- Know your audience.
- Always keep in mind, "What's In It For Them?!"

Most Importantly

Have Fun!