



EM CASES SUMMARY

Episode 80 – Presentation Skills

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The 3 key pedagogical principles for presentations

There are three important principles that all speakers must understand in order to deliver a memorable and educational presentation:

1. *People cannot listen and think at the same time* - so you need to pause for 2 or 3 seconds after saying something important so that listeners can absorb what you said.
2. *People cannot read and listen at the same time, and their default is reading* - so if you have a busy slide that requires a lot of reading, and you talk at the same time as you show the slide,

people will naturally tend to read the slide and not listen to what you are saying.

3. *Less is more* - the most common pitfall in giving a medical presentation is attempting to pack too much information into the presentation and thereby overwhelming the audience.

There are only two things you need to convey in a presentation

1. *Your message* - aim for a high signal to noise ratio: The signal is your message and everything else is clutter.
2. *Your personality* - if you speak in a conversational manner, your personality will come through which helps the audience naturally pay attention to what you're saying

Preparation for your presentation

5 “W” questions:

Who is the presentation for? Know your audience – your talk is not about you – it’s about your audience.

Consider the kind of relationship you want to have with your audience. Do you want to be their hero? Their mentor? Their cheerleader? Like these characters, good presenters aren’t in it for themselves; they’re in it for others. Take note.

It’s important to know your audience. So before you start to write down your talk, speak to your colleagues and people who might be at the talk and ask them what they would want to hear from your talk.

What is the purpose?

Why are **you** being asked to present as opposed to someone else?

Where are you presenting? Familiarize yourself with the venue before your talk when possible.

When are you presenting? Is your presentation at start of the day, after lunch when the crowd is suffering from post-prandial comas, or at the end of the day when their attention is waning?

A lot of preparation is mandatory for a good talk. You can try storyboarding or using cue-cards. Our experts recommend against starting with your slides - slides should be the LAST thing you prepare.

9 Words to guide your presentation

Tell a story. Keep it simple. Manage your flow.

Tell a story

We are wired to tell and receive stories from an early age. We have been telling stories for thousands of years, passing the oral tradition from clan to tribe to family. This tradition has fallen to the way side with modern lectures. Stories engage the audience and allow them to activate prior knowledge and prior experience. A presentation, like a good story, should

have a strong opening, interesting middle with some conflict, and resolution with a powerful finish.

Keep it simple

Keeping your presentation simple applies to the content of your entire presentation as well as your slides. A rough guide is to deliver three take home points maximum, that you state in your introduction, repeat in the body of the talk with sub-points and embellishments, stories, examples and analogies to illustrate your points, and then again repeat your take home points in your closing remarks.

Repetition is vital to learning.

How to make your presentation interactive

Interactivity between presenter and audience

- Direct or rhetorical questioning
- Brainstorming

- Surveying the audience or using audience response systems

Interactivity between audience and audience

- Breaking up into smaller groups
- Think-Pair-Share - a collaborative learning strategy in which learners work together to solve a problem or answer a question. This technique requires learners to think individually about a topic or answer to a question; and share ideas with classmates.
- Buzz groups - a cooperative learning technique consisting in the formation of small discussion groups with the objective of developing a specific task (idea generation, problem solving and so on) or facilitating that a group of people reach a consensus on their ideas about a topic in a specific period of time.
- Debates or panels

Interactivity between audience and the material

- Role playing or simulation
- Use of patients
- Case presentations

The effectiveness of slide presentations vs presentations without slides

Richard Mayer studied retention and transfer of knowledge from slide presentations vs presentations without slides and showed that there is no difference in learning between the two, even though students prefer presentations with slides. If you are going to use slides, visually rich slides (slides primarily with pictures instead of words) are preferred by students and tend to augment learning compared to slides with lots of words. When used effectively, a picture is worth 1000 words.

Slides should reflect the 3 C's: *clear*, *concise* and *consistent* in colour, font and style.

Richard Mayer's 'Theory of Multimedia Learning'

states that students learn more effectively from multimedia presentations than verbal presentation alone. The important principles of his theory are the *modality principle*, the *coherence principle* and the *personalization principle*.

Modality Principle – images and narration are used rather than images and text

Coherence Principle – multimedia presentations are interesting rather than basic; people learn better when extraneous words, pictures and sounds are excluded rather than included.

Personalization Principle – presentation is in a conversational style rather than a formal one

If using slides, aim for a high signal to noise ratio. Throw away everything on your slides that does not help to convey your message.

Performance Skills required for presentations

Giving a presentation is a sort of performance.

Be confident. You can be confident by knowing the material inside and out and practicing giving the talk many times in front of a mirror, to your spouse or your colleague; or video yourself and watch it to critique yourself. For your voice, alter your tone and pitch like you would in an interesting conversation, and don't forget the long pause after you say something important. Use your hands to gesture to

emphasize important points, like you would in an interesting conversation, avoid pacing back and forth, but move around a bit on the stage making eye contact with members of the audience.

Give as many talks as you can, take risks and enjoy yourself!

Tips for settling your nerves before a presentation

1. **Power posing** - spend two whole minutes just prior to your presentation standing in a powerful pose that exudes confidence. This has been shown in studies to help relieve performance anxiety, and even improve performance in job interviews.
2. **Visualization** - visualize your self in front of the audience on the stage giving the talk, saying the words that you will say and doing a great job at it.
3. **Meditation** - spend five minutes doing deep breathing exercises and/or guided imagery before your presentation

The 10 Do's & Don'ts of presentations

1. DON'T stand behind a podium
2. DO make eye contact with audience
3. DON'T turn your back to the audience to look at the projected slide
4. DON'T stand frozen and DON'T pace back and forth either
5. For take home messages or for emphasis DO go to the front and centre of the stage and stand still
6. DON'T say "I'm sorry about this busy slide"; if the slide is busy, get rid of it
7. DO use a small remote to advance your slides so you don't have to go back to your laptop
8. DON'T point towards your audience
9. DON'T cross your arms or put your hands in your pockets
10. DO put your hands in a sort of running position in front of you

References:

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