RESIDENT SEMINAR SERIES

*How to Craft and Deliver Presentations That Achieve Your Purposes and Meet the Needs of Audience(s)*
What should you know?

How to manage the process
- Prepare
- Deliver
- Follow up

How to manage the message
- Verbal
- Non-verbal
- Visuals
What should you know?

Manage the Process
- Prepare
- Deliver
- Follow up

Manage the Message
- Verbal
- Non-verbal
- Visuals
Manage Your Process

Prepare

- **Plan:**
- **Structure:** Shape the middle
- **Prepare visual aids**
- **Practice, practice, practice**

Deliver

Follow up

- **Assess:** Review and evaluate
- **Strengthen**
- **Celebrate**

Manage the Process

Manage the Message
Manage your process: Plan

**Analyze**
- purposes
- audiences

**Brainstorm ideas**
- topics
- points
- support

Manage the Process

Manage the Message
Manage your process: Plan

Manage the Process

Analyze
- purposes
- audiences

Manage the Message

Brainstorm ideas
- topics
- points
- support
Analyze your purpose

- Retain
- Act
- Accept
- Understand

Manage the Process

Manage the Message

Difficulty of Desired Outcomes

Amount of Planning and Support Required
# Analyze your audience

## What makes an oral presentation successful?

<table>
<thead>
<tr>
<th>Speaker’s Purposes</th>
<th>Audience Outcomes</th>
<th>Key Questions (in the audience’s minds)</th>
<th>Presentation Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inform</strong></td>
<td>Follow along easily</td>
<td>Where are you taking me?</td>
<td><strong>Structure:</strong> substantive opening, logical middle, purposeful closing</td>
</tr>
<tr>
<td><strong>Persuade</strong></td>
<td>Accept and/or act</td>
<td>Why should I believe you:</td>
<td><strong>Points:</strong> clear</td>
</tr>
<tr>
<td><strong>Secure Impact</strong></td>
<td>Remember/retrieve key points</td>
<td>- accept your points?  - act?</td>
<td><strong>Support:</strong> concrete evidence (details, statistics) and examples</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How can I recall your key ideas?</td>
<td><strong>Delivery:</strong> physical, vocal, and hybrid elements</td>
</tr>
</tbody>
</table>

**Visual aids:** clear, visually inviting, sticky
<table>
<thead>
<tr>
<th>Scientific Content (60 Points)</th>
<th>Content</th>
<th>Text</th>
<th>Design</th>
<th>Time Budgetting</th>
<th>Elocution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Abstract (15 Points)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mumbles, incorrectly pronounces terms, and speaks too quietly for those in the back to hear.</td>
</tr>
<tr>
<td>Clearly written and highlights pertinent procedures, results and conclusions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Voice is low. Incorrectly pronounces terms. Participants have difficulty hearing presentation.</td>
</tr>
<tr>
<td>2. Significance (15 Points)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Voice is clear. Pronounces most words correctly. Most participants can hear presentation.</td>
</tr>
<tr>
<td>Novel information of value to clinical field, significant impact</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Uses a clear voice and correct, precise pronunciation of terms so that all participants can hear</td>
</tr>
<tr>
<td>3. Experimental Design/Approach (20 Points)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Hypothesis-driven research, methodology and analysis adequate</td>
<td></td>
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</tr>
<tr>
<td>4. Interpretation of Data (10 Points)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpretation/conclusions supported by data</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

| Presentation (40 Points)       |        |      |        |                |          |
| 1. Delivery (8 Points)         |        |      |        |                |          |
| Speech, mannerisms, eye contact with audience |        |      |        |                |          |
| 2. Organization (8 Points)     |        |      |        |                |          |
| Logical, flow, sequence, effective use of time |        |      |        |                |          |
| 3. Visual aids (8 Points)      |        |      |        |                |          |
| Composition, visibility, clarity |        |      |        |                |          |
| 4. Clarity (8 Points)          |        |      |        |                |          |
| Combined text and presentation easy to understand |        |      |        |                |          |
| 5. Response to questions (8 Points) |        |      |        |                |          |
| Composure, depth of knowledge |        |      |        |                |          |

| Total (100):                  |        |      |        |                |          |

**Presentation Rubric**

<table>
<thead>
<tr>
<th>Organization</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience cannot understand presentation because there is no sequence of information.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Audience has difficulty following presentation because presenter jumps around.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Information presented in logical sequence which audience can follow.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information is presented in logical, interesting sequence which audience can follow.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graphics</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphics used inappropriately and excessively; graphics poorly selected and don't enhance the topic; some graphics are blurry and ill-placed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenter occasionally uses graphics that rarely support text and presentation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graphics used appropriately most of the time; most graphics selected enhance the topic, are of good quality, and are situated in logical places on the page.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graphics used appropriately; greatly enhance the topic and aid in comprehension; are clear, crisp and well situated on the page.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains extraneous information; is not logically arranged; contains numerous spelling and grammatical errors.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most text is easy to read; uses no more than four different fonts; amount of text generally fits intended audience.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design is fairly clean, with a few exceptions; diagram has visual appeal; four or fewer symbol shapes; fits page without a lot of scrolling; color used effectively for emphasis.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to read; appropriately sized; no more than three different fonts; amount of text is appropriate for intended audience; boldface used for emphasis.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Text</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font too small to read easily; more than four different fonts used; text amount is excessive for intended audience.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most text is easy to read; uses no more than four different fonts; amount of text generally fits intended audience.</td>
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<td></td>
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<td>Clean design; high visual appeal; four or fewer symbol shapes; fits page without a lot of scrolling; color used effectively for emphasis.</td>
<td></td>
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<thead>
<tr>
<th>Design</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cluttered design; low in visual appeal; requires a lot of scrolling to view entire diagram; choice of color lacks visual appeal and impedes comprehension.</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Design is fairly clean, with a few exceptions; diagram has visual appeal; four or fewer symbol shapes; fits page well; uses color effectively most of</td>
<td></td>
<td></td>
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<td>Clean design; high visual appeal; four or fewer symbol shapes; fits page without a lot of scrolling; color used effectively for emphasis.</td>
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<table>
<thead>
<tr>
<th>Time Budgetting</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenter ran out of time</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenter had minimal time for questions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenter had sufficient time for questions</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Excellent time for engagement</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elocution</th>
<th>1</th>
<th>2</th>
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<table>
<thead>
<tr>
<th>Total</th>
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Manage the Process: Plan

Analyze
- purposes
- audiences

Brainstorm ideas
- topics
- points
- support

Manage the Process

Manage the Message
Manage Your Process

- **Plan:**
- **Structure:** Shape the middle
- **Prepare** visual aids
- **Practice, practice, practice**

- **Assess:** Review and evaluate
- **Strengthen**
- **Celebrate**

Manage the Process

Manage the Message
Why to use structure

Audience Memory Curve

Most

Audience Remembers

Least

Beginning

End

Message
Why to use structure

Audience Memory Curve

Most

Most

Least

Least

Audience Remembers

Beginning

End

Beginning

End

Beginning

End

Structure helps your audience understand and retain your key topics and key points
How to Find the Structure for Your Middle

Opening

Middle

- **Purpose:** Governing Question Points: Governing Thoughts
- **Topic:** subject, question, or point
  - Sub-topic or sub-point
  - Sub-topic or sub-point
- **Topic:** subject, question, or point
  - Sub-topic or sub-point

Closing

Briefly re-cap main points, add perspective, and/or identify next steps

Manage the Process

Manage the Message
Manage Your Process

Prepare

- Plan:
- **Structure**: Shape the middle
- Prepare visual aids
- Practice, practice, practice

Deliver

Assess: Review and evaluate
Strengthen
Celebrate

Follow up

Manage the Process
Manage the Message
What should you know?

Manage the Process
- Prepare
- Deliver
- Follow up

Manage the Message
- Verbal
- Non-verbal
- Visuals
The Holy Trinity of Oral Presentations

- Verbal message
- Clarity
- Delivery (non-verbal message)
- Visual support
# Manage Your Message

## Verbal
- Opening
- Middle
  - Addressing the “Curtis Walker conundrum”
  - Avoiding information overload and securing impact
- Closing

## Non-verbal
- Physical
- Vocal

## Visual
- Text?
- Non-text?
- Props