

Tips for Medical Scientific Experts

Part 3: Delivery

Effective-Presentations_Delivery

© Dr. Günter Umbach www.umbachpartner.com

Preserve Your Voice

- Do ***not*** drink iced liquids
- Do ***not*** smoke

Before



- Stretch your mouth
- Do "vocal warm-up"
- Try humming a tune (mmmh)

"Happy Horse"

During



- Avoid frequent throat clearing
- Articulate clearly and precisely
- Speak slowly

Body Language



Non-Verbal Communication will

vitalize and energize
your presentation

You are ***not*** a statue

You are ***not*** a robot

Act in a natural way:

Brings life into your speech

Tips

"Stage Manners"

Positive Attitude



Be optimistic

Be encouraging



Smile

But avoid "frozen grin"

Face the audience



Audience



Speaker





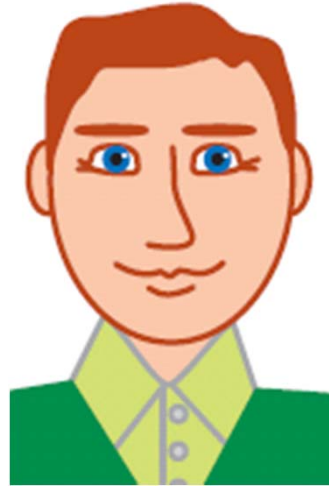
Audience



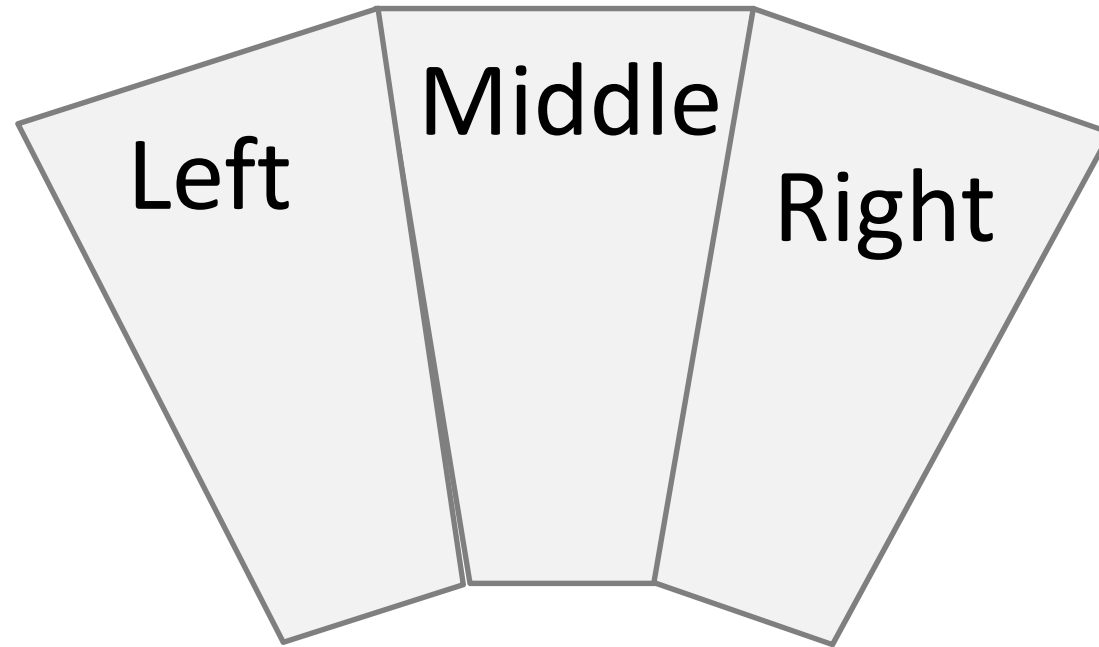
Speaker

Never read
your slides

Screen

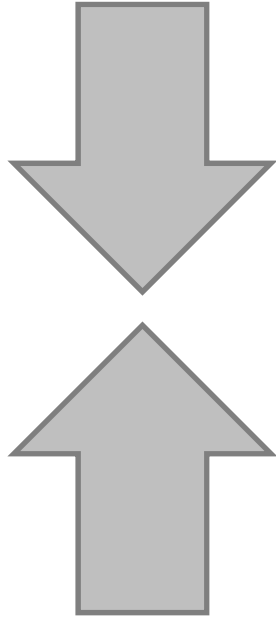


Keep eye contact



Do ***not*** look at your notes
the whole time

Stand firm

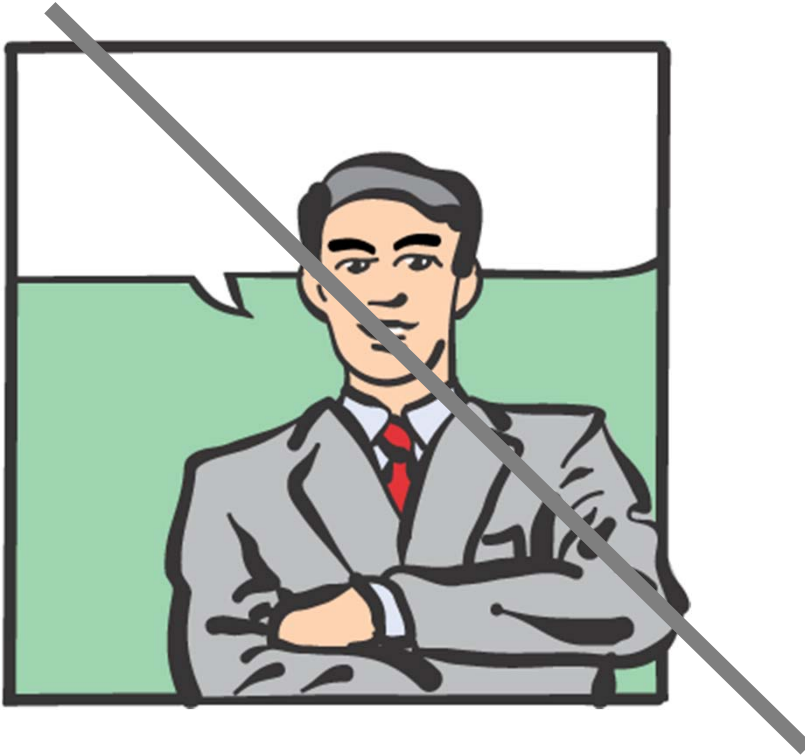


Avoid bouncing
up and down

Use hands to underscore
what's important

"Hands free and flowing"

Avoid ...



closed posture

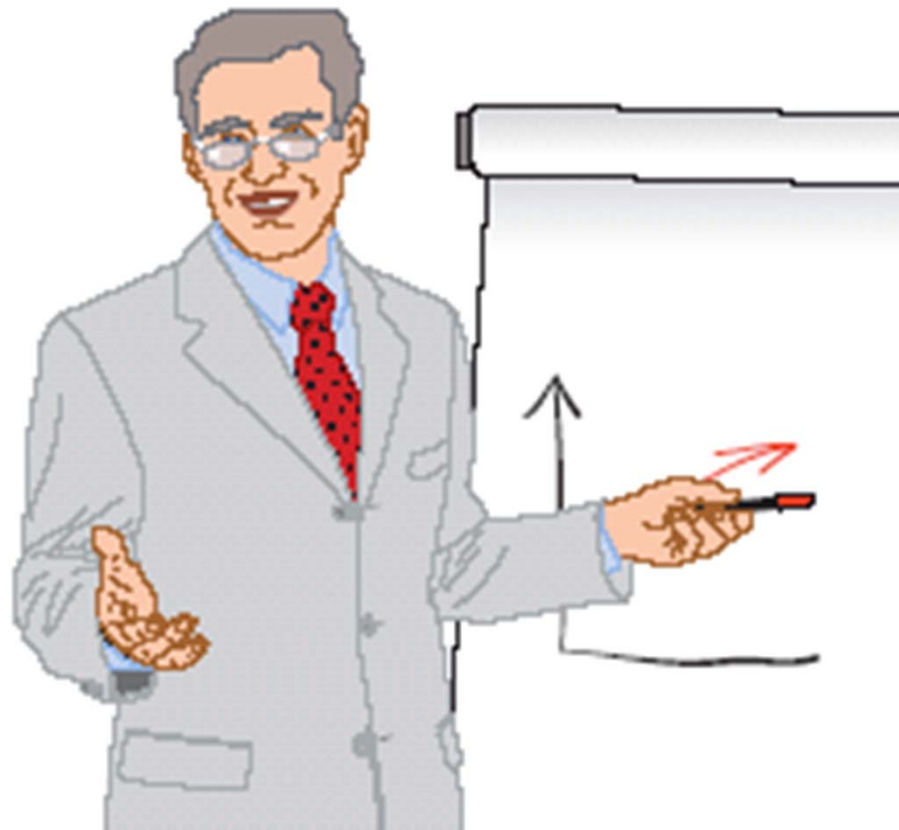
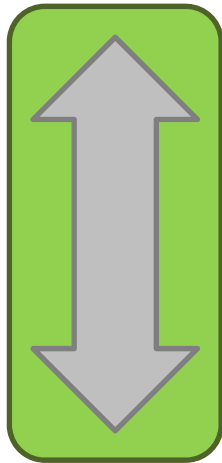
Use open gestures

Avoid ...



*Putting hands
behind your back*

"Green Space" for your hands



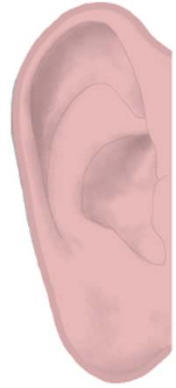
This helps you avoid
distracting hand motions
like ...

Rubbing your nose

Pushing back your hair

(watch videotape)

Catch the eyes of
different listeners
in **all** parts of
the audience



Nod while listening

Give people "thinking time"



Silence

"Pause"

An underused, but
valuable technique



The secret to make
your presentation look

easy, elegant, effortless

Be prepared

Practice

Practice Your Presentation

There are always 100 good reasons and 1000 distractions for ***not*** doing it

...



Time

Make it a priority:

Invest the time

Invest in yourself

...

Takes discipline and commitment

Intention vs Practice

I am willing
to rehearse

Most people

Number of actual rehearsals



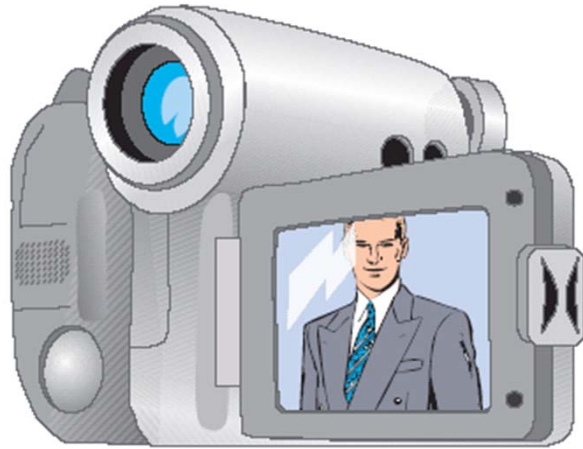
0

10

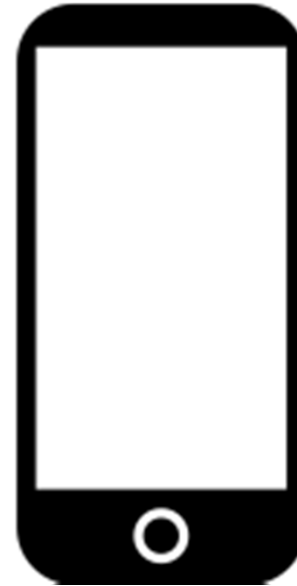
Use Every Opportunity to present to a live audience

- to colleagues
- to friends
- to your significant other

Ask someone to record you



or



...



The Way to Grow

The first time I got videotaped:
I felt embarrassed and
awkward when I watched me

Duration of Recording

Your rehearsed version should
be **shorter** than the time
allotted

If you sound rehearsed:

You did ***not*** rehearse enough

Exercise

- Rehearse
- Polish
- Refine

You win or you learn

"We do not rise to
the level of our hopes.

We fall to the level
of our training."

Training will empower you



Check the time



Look at the clock to see
how many minutes you have

Option

Have someone in the audience make a signal:

5 min

3 min



1 min





**Great speakers always
finish on time**

(or one minute earlier)

...



Humour

Only if you are good at it

Closing Section

Plan time for ...



First Wake up call

Examples

"What does it all mean?"

"In conclusion ... "

"What are the implications?"

Conclusions

Chart

Practical, concrete, actionable

"Take home message"

Example

"This is a unique study
because ..."



Second Wake up call

Summary

Chart

"Let's summarize ..."

Final Chart (Optional)

Email address

(if you want to keep in touch:
Ideal for networking)

Website

(if you want to provide
a download)

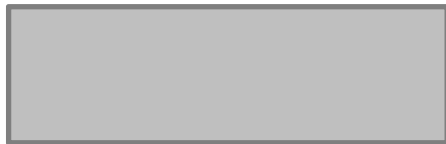
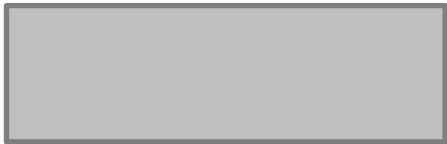
...@...

Download

www....







After

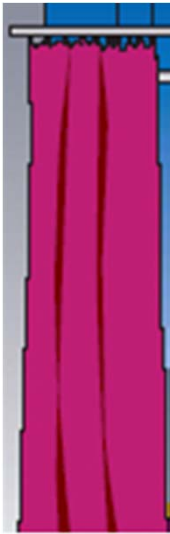
Be Accessible

Be available after the presentation so people can ask you questions

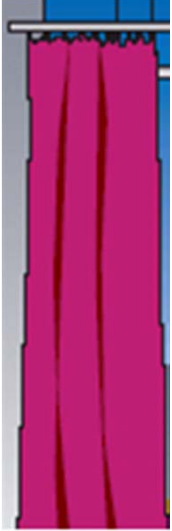


Answer emails if
you received any

Specific Challenges



Scenarios and
possible interruptions



A participant wants to show his extensive knowledge by asking a lengthy "question"

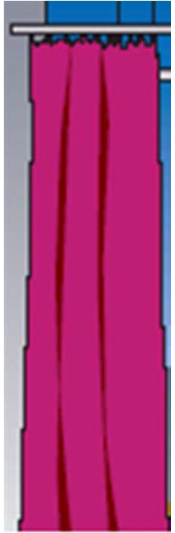
Let us discuss that at coffee break ...

Do ***not*** allow extended
audience debates during
your speech

(chairman should ensure it)

There is legal / regulatory pressure to add many details to your charts: What to do?

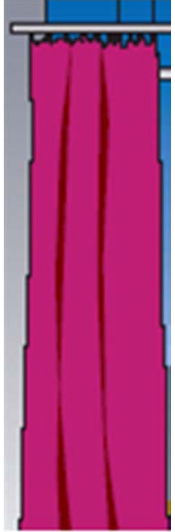
- 1) Put details in the footnotes in a small font size
(audience can hardly see them in the presented version)
- 2) Put details in the "back-up" section of your slide deck
- 3) Prepare two versions:
 - "Personal one" → Giving your presentation
 - "Documentation" → Electronic or printed hand-out



Electronic presentation
breaks down

You have a plan B:

Written notes ...



Previous speakers
have run overtime

You realize you will **not** have
the time to show all charts

Be flexible:

Shorten your presentation:

Skip certain charts ...

Remember

No one knows how
many data you wanted
to present originally

Always cut material out from
the **middle**

Never cut the **end** of
your speech

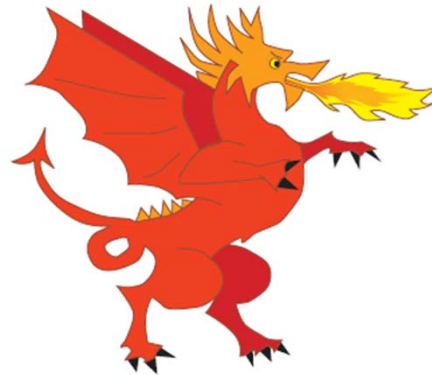
Jump directly to the
"Conclusions" Chart

Timing: 2 Mistakes to Avoid

A "No go"

Ask the chairman

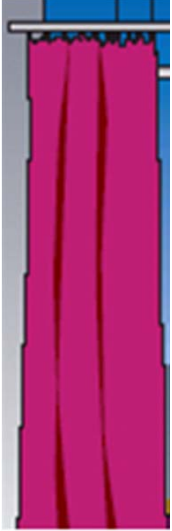
~~How many minutes do I have?~~



A "No go"



~~Do I have another 5 minutes?~~



No one is asking
a question

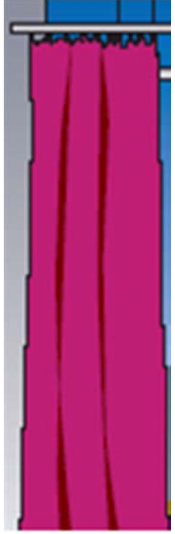
(A good chairman would jump in) ...

"Bring your own"

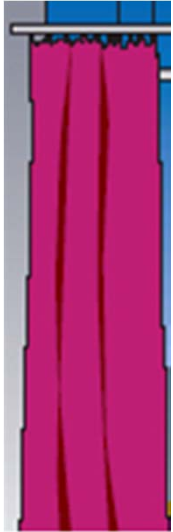
Example

"A frequently asked question is ..."

"My answer ..."



One speaker has ***not***
come and the chairman
asks you to present a
bit longer



Question

Now, that is a really
great question. Let me ...

You are the chairman

≠ speaker

You

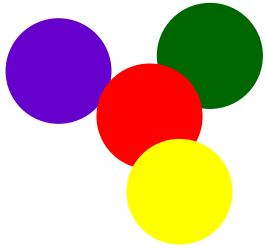
- let the other speakers shine**
- ensure adherence to program**
- facilitate the discussion**

When you need time to think



Drink
some
water

Create a Masterpiece



Great things are done
by a series of small things
brought together

Final Advice

Enjoy one of the many
benefits of being a
great presenter ...

It gives you a personal
competitive advantage

Enhances your personal standing

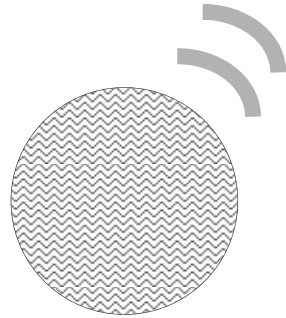
(Independent of place in the hierarchy)

Visualize

Imagine you giving
a great presentation

How do you know that
you are moving in the
right direction?

You are invited to give
more presentations



People gravitate
towards you

Final Advice

To realize your full potential

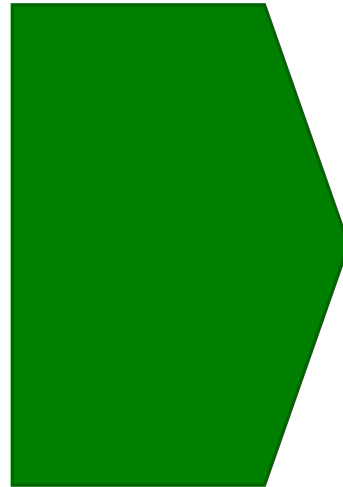
Prepare

Show up

Perform

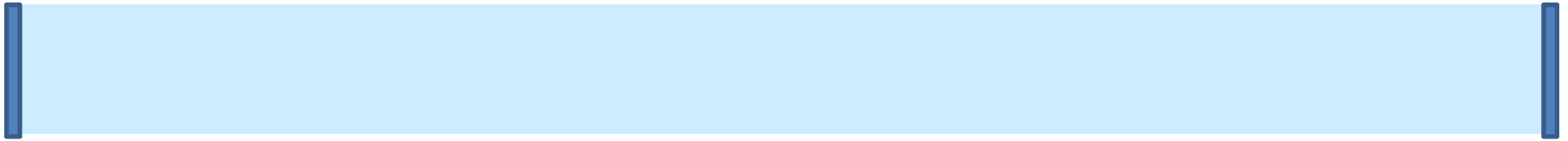
Go home

Implement

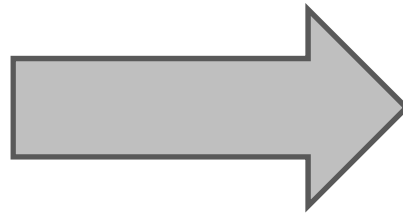


Adapt everything to
your own personal style

Leeway or Latitude



Create a presentation
that *only* you can give



Even if another speaker
had identical slides, people
would still come to see **you**

Rise to New Heights



No one can
predict to what
heights you
can soar

Even you will not know until
you spread your wings

This concludes part 3 of the program

Tips for Medical Scientific Experts
How to Give Effective Presentations

More at:

www.umbachpartner.com