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

Preparation

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

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".

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
- Rehearse from the beginning to the end
- If possible, use a similar venue
- Practice with real people
- Use the tools you plan to use
The Presentation

It's show time!

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.
- Take pauses instead of “um” or “uh”.
- The best recipe for nerves is to know your materials cold.

It’s Show Time

- “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
- Be aware of audience body language
Focus on the Central Pillar*

- Audiences typically remember 10% of what is discussed.
- 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 On! - Effective Presentations” - EaglesFlight™

Connecting With Your Audience

- Know your target audience
  - Physicians
  - Administrators
  - Mixed
- Can affect how you deliver a presentation
- Always keep in mind
  - WIFT?! = What’s In It For Them?!

Connecting With Your Audience

- 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?
Owning the Room

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

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

- 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.
- Remember your text is a cue.
- Where appropriate, “check in” with the audience.
- Be aware of and respectful of time allocation.
## 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

## 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.
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).

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!