How To Give An Oral Presentation

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BCH Academy
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Disclosures

Advisory Board

Editor

Why this talk?
Ability

Authority
Key Elements of Delivery

- What you show
- How you say it
- How you say it
- How you stand
- What you say
Key Elements of Delivery

- What you show
- How you say it
- How you say it
- What you say
Content
Key Elements of Delivery

- What you show
- What you say
- How you say it
- How you stand
“PowerPoint slides are like children: No matter how ugly they are, you’ll think they’re beautiful if they’re yours.”

Scott Adams
The Joy of Work
Neuroscience and Learning
1 FAST
2 SLOW
1. FAST
   - Intuitive
   - Automatic
   - Emotional
   - Non-conscious

2. SLOW
   - Deliberate
   - Effortful
   - Rational
   - Conscious
Cognitive overload
Lower cognitive burden
Cognitively heavy

Numbers
Dates
New abbreviations
Facts
Concepts
Lists
Cognitively “heavy”

• This
Cognitively “heavy”

• This
• And this
Cognitively “heavy”

• This
• And This
• And Even This
Laffer Curve

Tax Revenue

Tax Rate
Laffer Curve

Learning

Attraction / Distraction
Memory formation
Two major channels for processing information
Write a clear headline that explains the main idea of every slide
Reduce visual load by moving text off-screen and narrating the content.

Organizational Quarterly Goals

- Exceed quarterly projections
- Seek balance between mission and the needs of employees
- Hire new workers for initiative B
- Launch 2 new products
- Define mission statement
- Have fun!
Maintain audio-visual congruence

Say what the slide says
Use visuals with your words instead of words alone

People remember...

20% of what they hear
30% of what they see
An amazing 70% of what they see & hear!
Windows Live™

Internet-based personal services to bring together your digital world

Centered on the individual

Communications, information, protection

Separate from Windows

MSN.com continues as programmed content

Primary supported
Make slides that reinforce your words, not repeat them.
### Before you start
- Know the journal you are reviewing for.
- Read the guidelines.
- Common errors:
  - Poor grammar.
  - Incorrect referencing.
- Read the author guidelines.

### General approach
- Decide whether the manuscript needs to be accepted or rejected.
- Discuss the results.
- Avoiding common pitfalls.
- Discussing strengths and weaknesses.

### Anatomy of a review
- General comments:
  - Fatal flaws?
  - Appropriate length?
  - Major concerns?
  - Solvable (e.g., Monday morning task).
- Title and abstract:
  - Is the title accurate?
  - Is abstract sufficiently informative?
  - Are the authors named in the abstract?
- Are the numbers in the abstract the same as those in the manuscript?
- Are the author's conclusions appropriate?

### Methods
- Observational studies:
  - Refer to the STROBE guidelines.
- Clinical trials:
  - Refer to CONSORT guidelines.
- Other guidelines:
  - www.cochrane-handbook.org

### Confidential comments to editor
- Manuscript disposition:
  - Accept, reject, or revise.
  - Recommission.
- Editors rely on the effectiveness of peer reviewers to determine whether a study is an important contribution to the literature.
- How much does the paper add to the field?
- Discuss rationale for recommendation.
- Does the manuscript present a clear explanation?
Adult obesity rates

OECD Factbook, 2014
3.2% of Japanese are “Obese”

USA: 32.2%
Mexico: 24.2%
Canada: 22.4%
France: 9.5%
Japan: 3.2%
Dietary fiber intake

- All women
  - (Reference) Q1
  - Q2: 0.75
  - Q3: 0.82
  - Q4: 0.90
  - Q5: 0.75
  - P trend = .004

- Premenopausal women
  - (Reference) Q1
  - Q2: 0.85
  - Q3: 0.97
  - P trend = .001

- Postmenopausal women
  - (Reference) Q1
  - Q2: 0.67
  - Q3: 0.72
  - Q4: 0.89
  - Q5: 0.89
  - P trend = .44
Positive Results

126 Patients

8 (+) Blood Cx

1 (+) Fluid Cx

7 (-) Fluid Cx

19 (+) Fluid Cx

15 (+) Fluid G/S

4 (-) Fluid G/S

6 (+) Fluid G/S

92 (-) Fluid G/S

99 (-) Fluid Cx

23 (-) Latex agglut.

6 (+) Latex agglut.
Positive Results

126 Patients

8
 (+) Blood Cx

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19
 (+) Fluid Cx

118
 (-) Blood Cx

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  - 6 (+) Fluid G/S
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Total Patients: 126
Positive Results

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“Simplicity is the ultimate sophistication”
- Steve Jobs
Key Elements of Delivery

What you show

What you say

How you say it

How you stand
Four elements of verbal delivery

Rate
Volume
Intonation and pitch
Pauses
Paint vivid images
Humor

“It’s such a fine line between stupid and clever...”

- This is Spinal Tap
<table>
<thead>
<tr>
<th></th>
<th>Funny</th>
<th>Boring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Appropriate</td>
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<td>Not Work Appropriate</td>
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# Humor

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Humor
Physical presence
Repeat, repeat, repeat

YES, WE CAN
Purpose

Nicolas Kielbania
Director, EH&S

Lyndon Johnson
Visiting NASA
ethos

logos

pathos
Passion

Science shows passion is contagious

What makes your heart sing
The Golden Circle

Simon Sinek
“Start with why”
Key Elements of Delivery

- What you show
- How you say it
- How you stand
- What you say
You have only 4 seconds...to capture the attention of your audience.
<table>
<thead>
<tr>
<th></th>
<th>Audio</th>
<th>Video</th>
<th>Audio + Video</th>
<th>AV + Case</th>
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<tr>
<td><strong>Body language</strong></td>
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0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100
Body language

- Audio
- Video
- Audio + Video
- AV + Case

The graph shows the percentage of Body language conveyed through different mediums.
Body language

- Audio
- Video
- Audio + Video
- AV + Case
The ultimate
I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

- Maya Angelou
Thanks!

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