

EFFECTIVE COMMUNICATIONS
CINDY DIBIASI
3D COMMUNICATIONS





PASSION OBJECTIONS 101

“I can’t present this way because . . .

. . . I don’t have time to be creative with my presentations.”

*. . . my colleagues expect me to present this way.”
(and love being bored)*

. . . people think I’m smarter when I just focus on the facts.”



IS THIS YOU?

THE TEN-SLIDE ACADEMIC OUTLINE

- Main hypothesis
- Background/significance
- Preliminary studies
- Methods
- Findings
- Conclusions
- Implications
- Take Q&A
- End on questions



“When I give a lecture, I accept that people look at their watches, but what I do not tolerate is when they look at it and raise it to their ear to find out if it stopped.”

Marcel Achard (French Playwright, 1899-1974)





Content is KING

but it needs

Context – a Point – a Story
otherwise it's a data dump!



SIMPLIFICATION OBJECTIONS 101

“I can’t simplify my message because . . .

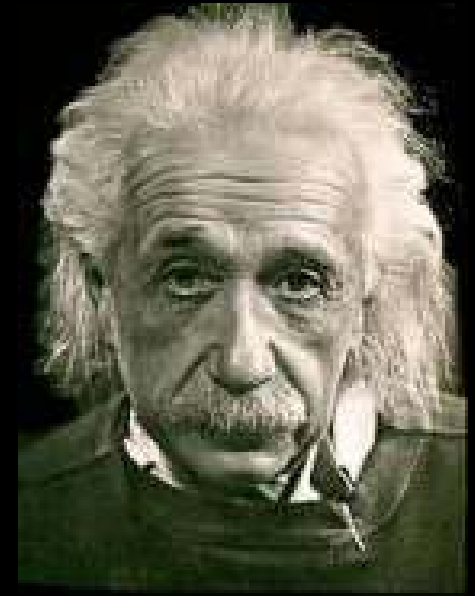
. . .my data is too complicated to simplify.”

. . .people think I’m smarter when I confuse them.”



***“If you can’t explain it simply,
you don’t understand it well
enough.”***

Albert Einstein



3D'S MANTRA

*A public presentation is the wrong time
for an original thought!*

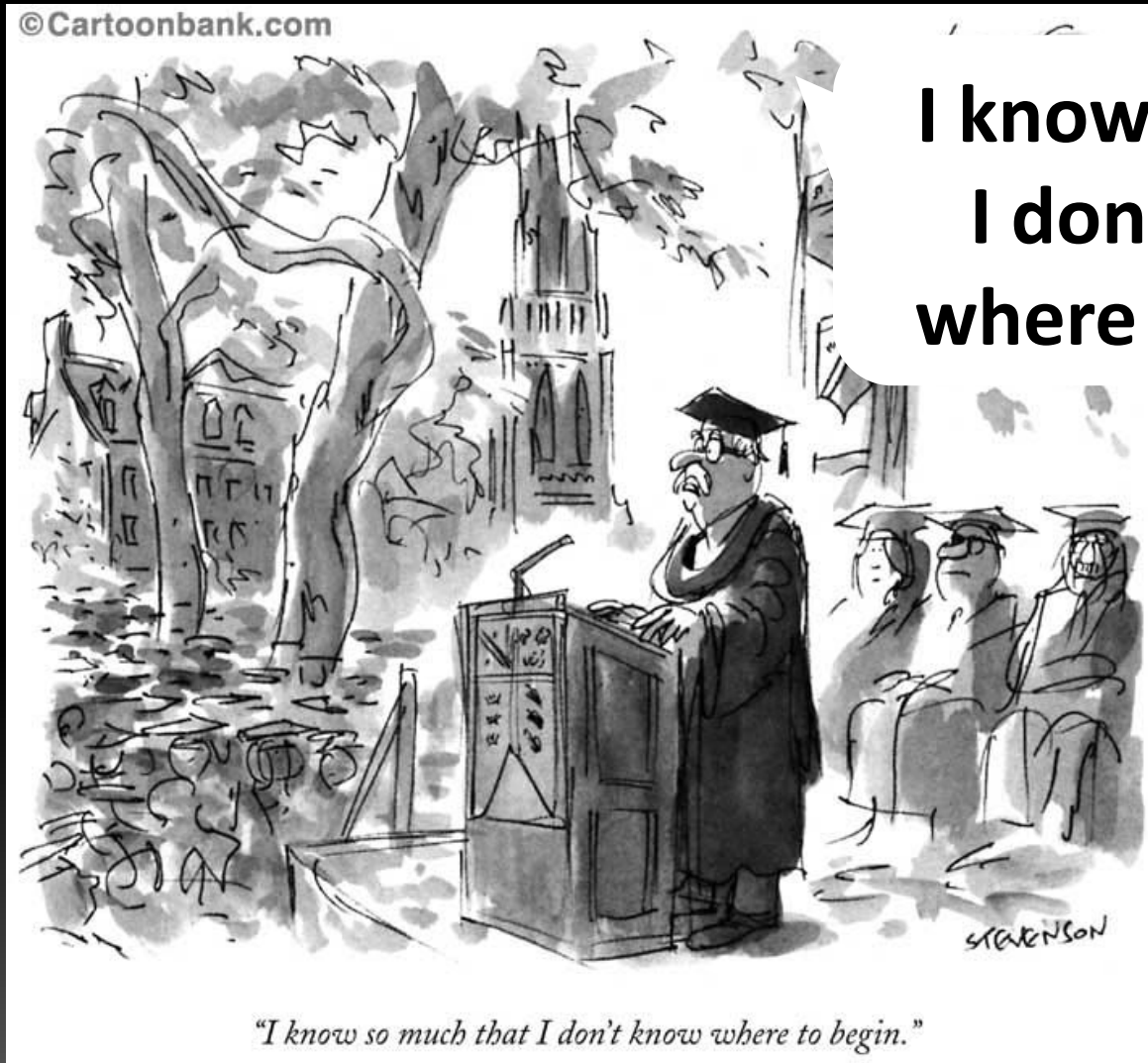


COMMON CHALLENGES SPEAKERS FACE

- Too much information, too little time
- Difficult, challenging audiences
- Short audience attention spans
- Fear of public speaking



TOO MUCH INFORMATION



FEAR OF PUBLIC SPEAKING

"According to most studies, peoples' number one fear is public speaking.

*Their number two fear is death.
Death is number two!*

That means at most funerals the person delivering the eulogy would rather be in the casket. "



Jerry Seinfeld
Comedian

3D'S 3Ps

- Prepare
- Practice
- Perform



PREPARE FOR SUCCESS

*“If I am to speak ten minutes,
I need a week for preparation.*

*If I am to speak fifteen
minutes, three days.*

If a half hour, two days.

If for an hour, I am ready now.”



Woodrow Wilson
28th President of
the United States



START BY TAKING A 20,000 FOOT VIEW

- Know your subject – *the easy part!*
- Know your goal – *what do YOU want to achieve?*
- Know your audience – *what do they want?*



WHAT'S YOUR GOAL?

- To inform or “teach”?
- To persuade?
- To promote an idea, an organization, yourself?
- To “get through it?” – NO!!!!

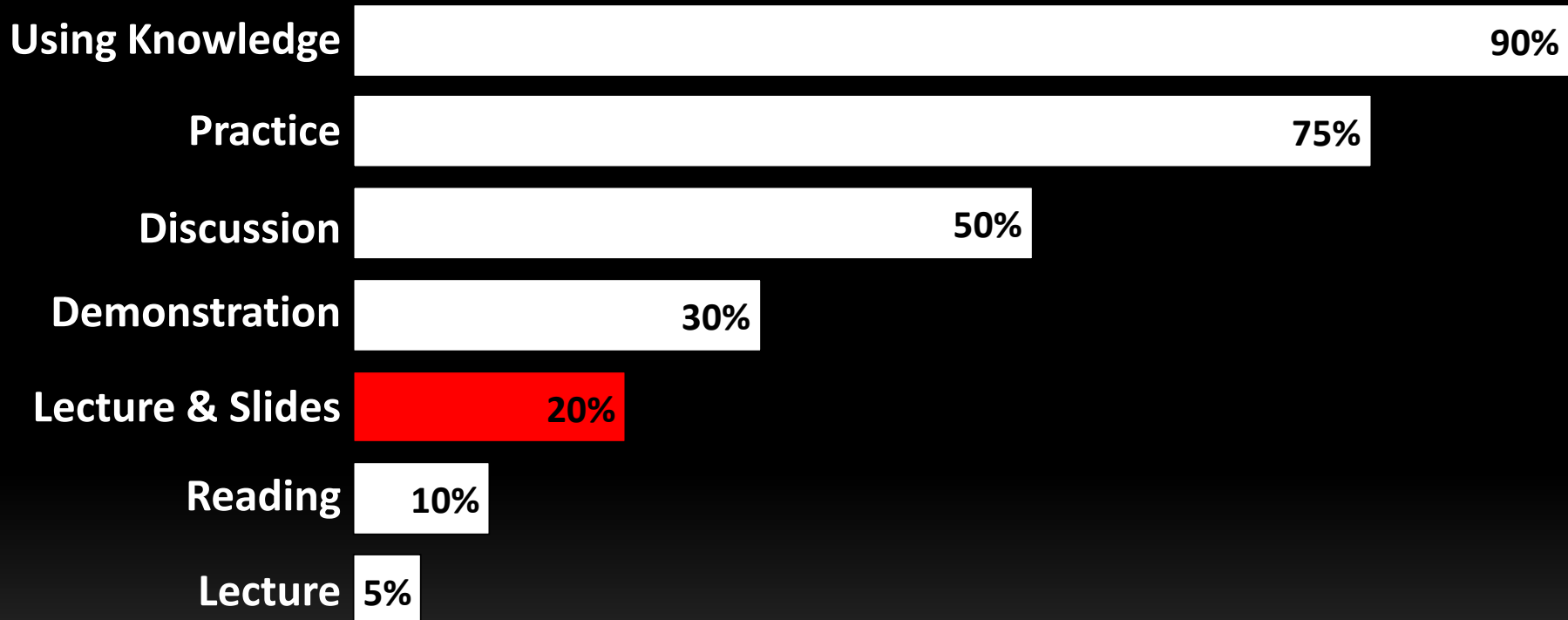


WHO IS YOUR AUDIENCE?

- What are their interests? experience?
Understanding of your subject?
- What do they NEED to hear?
- What do they WANT to hear?



INTERACTION PROMOTES RETENTION



ROADMAP TO SUCCESSFUL PRESENTATION

- Identify three take-home messages
- Write a “grabber” opener
- Write a memorable close
- Script the entire talk
- Prepare or “pull” the slides
- Practice aloud and edit, edit, edit



MESSAGES THAT BREAK THROUGH

- Relevant
- Believable
- Memorable



QUALIFIERS THAT KILL COMMUNICATION

Women: *“I don’t know if this will work, but . . .”*

Men: *“It’s important to note that . . .”*

Women: *“In my opinion, this study is . . .”*

Men: *“This study is . . .”*

Women: *“I think . . .”*

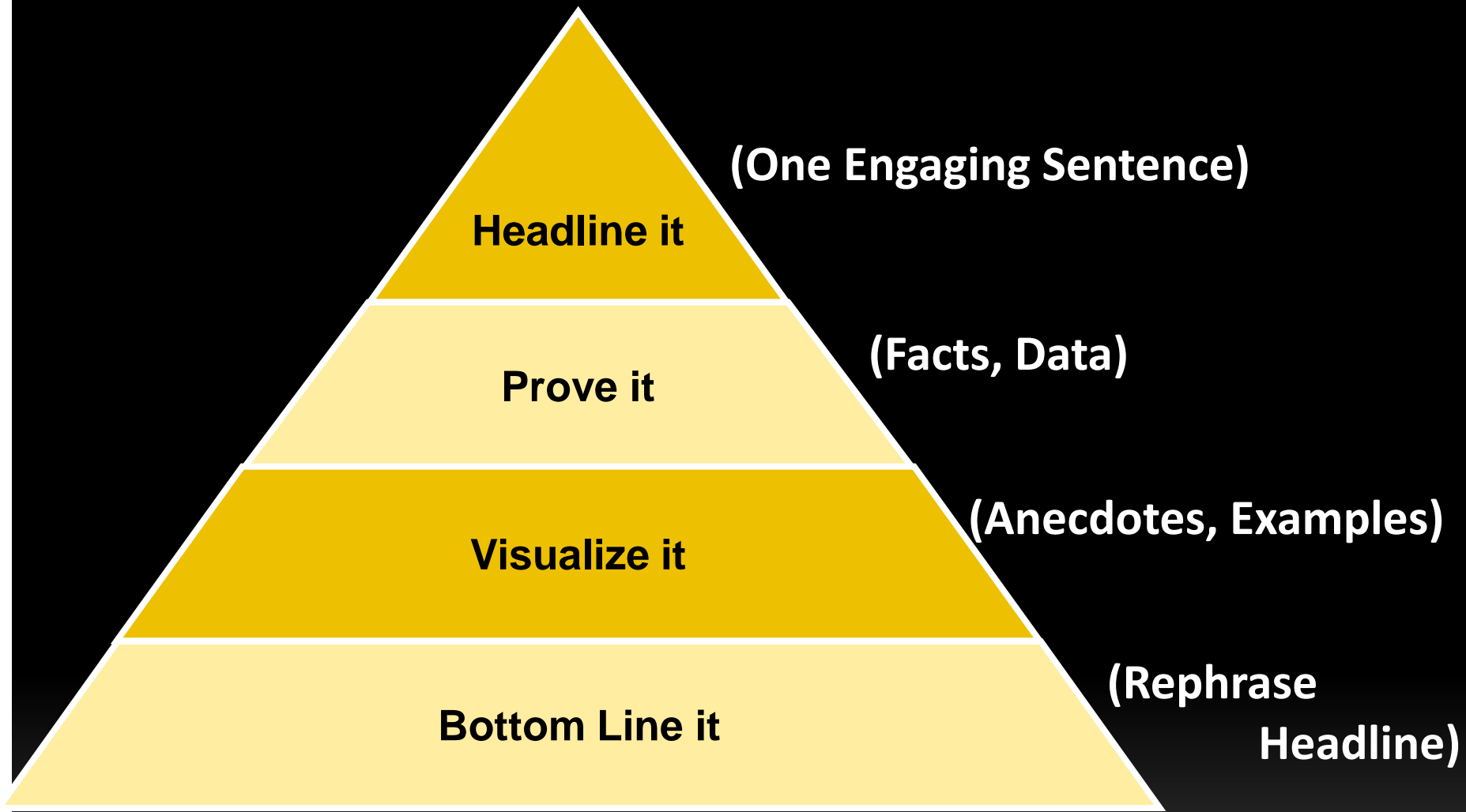
Men: *“Clearly . . .”*





Structure Messages Like People Listen





TURNING INFORMATION INTO MESSAGES

Although the total number of applicants to medical school increased this year, the number of women applicants decreased for the first time in six years. The number of women in residency programs increased three percent from the previous year. Less than half of the women residents in 2008 (47 percent) selected specialties with a greater than 50 percent representation of women (including Obstetrics & Gynecology, Pediatrics, Medical Genetics, Dermatology, Allergy and Immunology, Psychiatry, Family Medicine, and Pathology).

Overall, women have gained greater representation in leadership positions compared to academic year 2007–08. Since last year, the proportion of women residents, accepted applicants, and division chief/section chiefs, has not changed. Some concerns remain, including the slow rate at which women are being promoted to full professor and the small number of women who hold the position of department chair, as compared to men. Currently only 18 percent of full professors are women and only 13 percent of department chairs are women. In 2008, fourteen schools reported no women with a direct reporting relationship to the dean, up 40 percent from last year.



USING THE FACTS

**Figure 1: Snapshot, A Ten Year Comparison
Women Representation In U.S. Medical Schools,
1998 vs. 2008**

	1998-99	2008-09	% Change
Medical School Applicants	43%	48%	12%
Accepted Applicants	44%	48%	9%
Residents	36%	45%	25%
Assistant Professors	34%	41%	21%
Associate Professors	23%	30%	30%
Full Professors	11%	18%	64%
Division Chiefs/Section Chiefs	16%	21%	31%
Department Chairs	8%	13%	63%
Deans	5%	12%	140%



The dearth of women at the top levels of academic medicine continues to plague our profession.

(One Engaging Sentence)

While ½ of med school applicants are women, < 1/5th are full professors and only 1 in 9 is a department chair. Last year there was a 40% increase in schools with women who had no direct reporting relationship to the dean.

(Facts, Data, Details)

PERSONAL STORY

(Anecdotes, Examples)

For decades, women have continued to be underrepresented in the ranks of full professors, and in department chair and senior dean appointments.

**(Rephrase
Headline)**



3D MESSAGE MATH

$$9 \times 1 \neq 3 \times 3$$

3 messages = 1 story

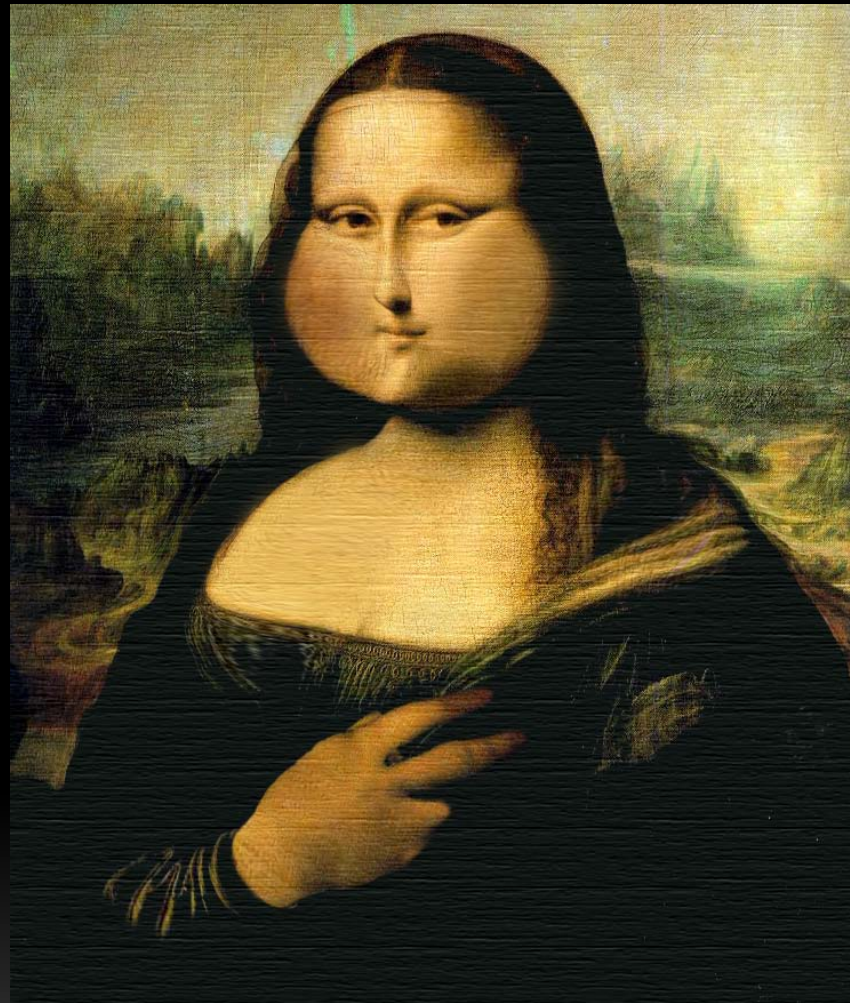


GO FOR THE “GRABBER” OPEN

- New, dramatic fact
- Human interest story
- Anecdote or humor







CRAFT AND DELIVER A MEMORABLE CLOSE

- Make sure close is after Q&A
- Call to action? Prediction? Challenge?
- What do you want them discussing as they leave the room?



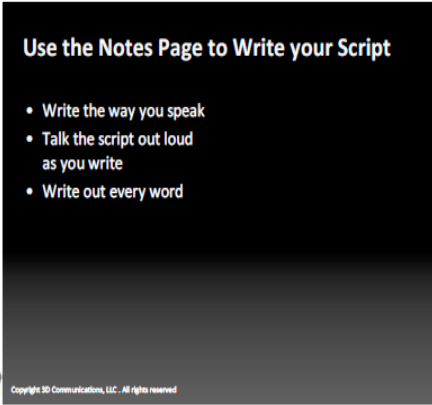
SCRIPT ENTIRE TALK BEFORE CREATING SLIDES

- Scripting focuses you and the audience
- Scripting reduces stumbling and rambling
- Scripting = “planned spontaneity”



USE POWERPOINT NOTES PAGES TO WRITE SCRIPT

- Use short sentences, active, simple language
- “Talk” the script out loud as you write
- Write out every word



Use the Notes Page to Write your Script

- Write the way you speak
- Talk the script out loud as you write
- Write out every word

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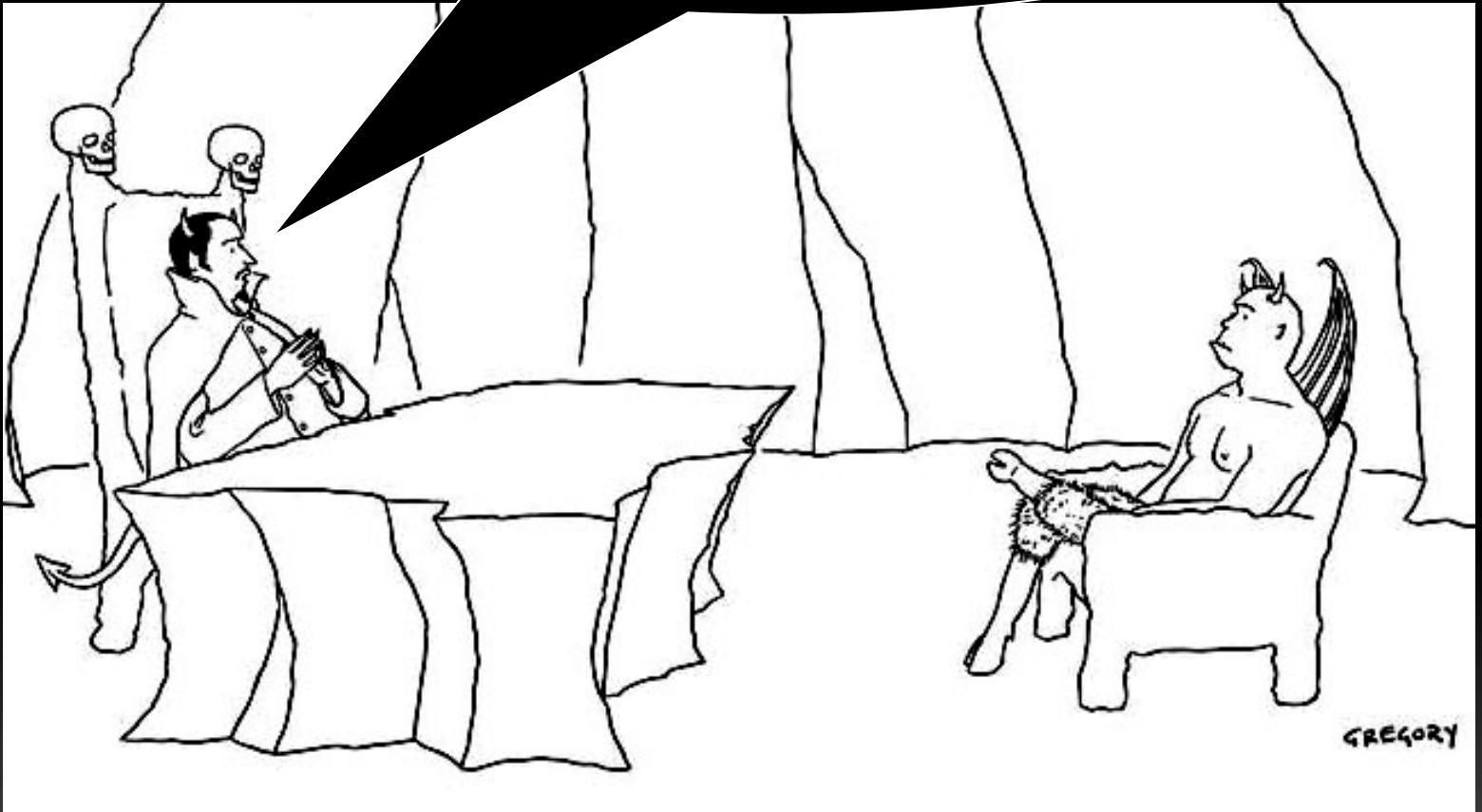
- To that end we use something most of you are probably familiar with, and may already use: the notes section of the PowerPoint page.
- Here's where you write your presentation
- And we strongly recommend writing out every single word
- Some of you may think that will stifle your spontaneity.
- But you're not going to “read” it in the presentation...but you are going to largely stick to the script.

HOW NOT TO WRITE

- Don't include irrelevant info
- Don't use jargons or acronyms
- Don't overwrite
- Bottom Line: *Don't be boring*



I need someone well versed
in the art of torture – do
you know Power Point?



EMPOWER YOUR POWERPOINT

- Video & Pictures
- Graphs & Charts
- Text for visual reinforcement



KEEP TEXT SLIDES SIMPLE

- Communicate one major idea
- Enforce “3 x 4” rule
- Use “buzz” words



HIGHLIGHT YOUR HEADLINES

- Keep them short
- Make them active & declarative
- Have them sum up the message



~~Results of Study X~~

NO!



Study X Shows Efficacy

YES!

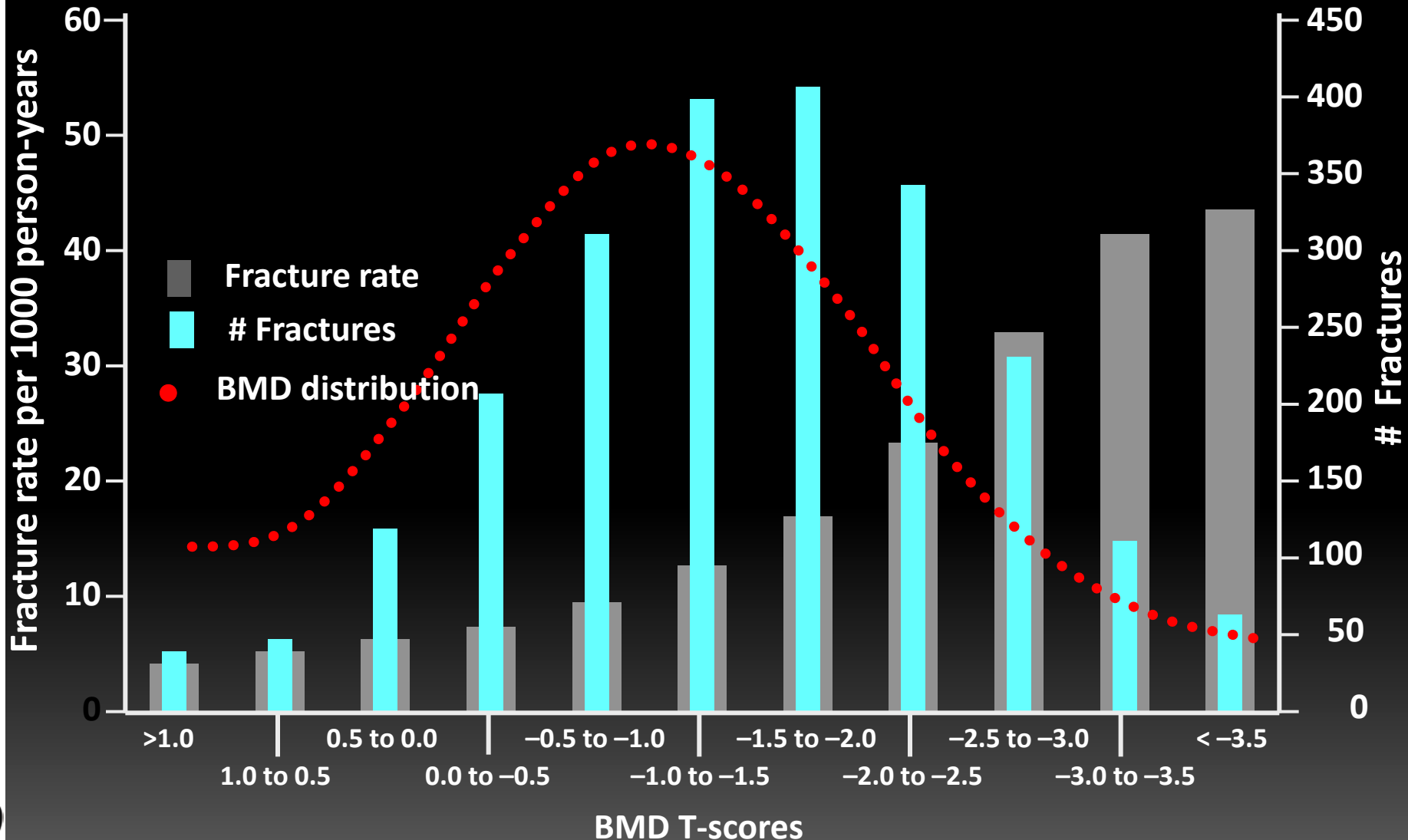


KEEP GRAPHIC SLIDES SIMPLE, CLEAR

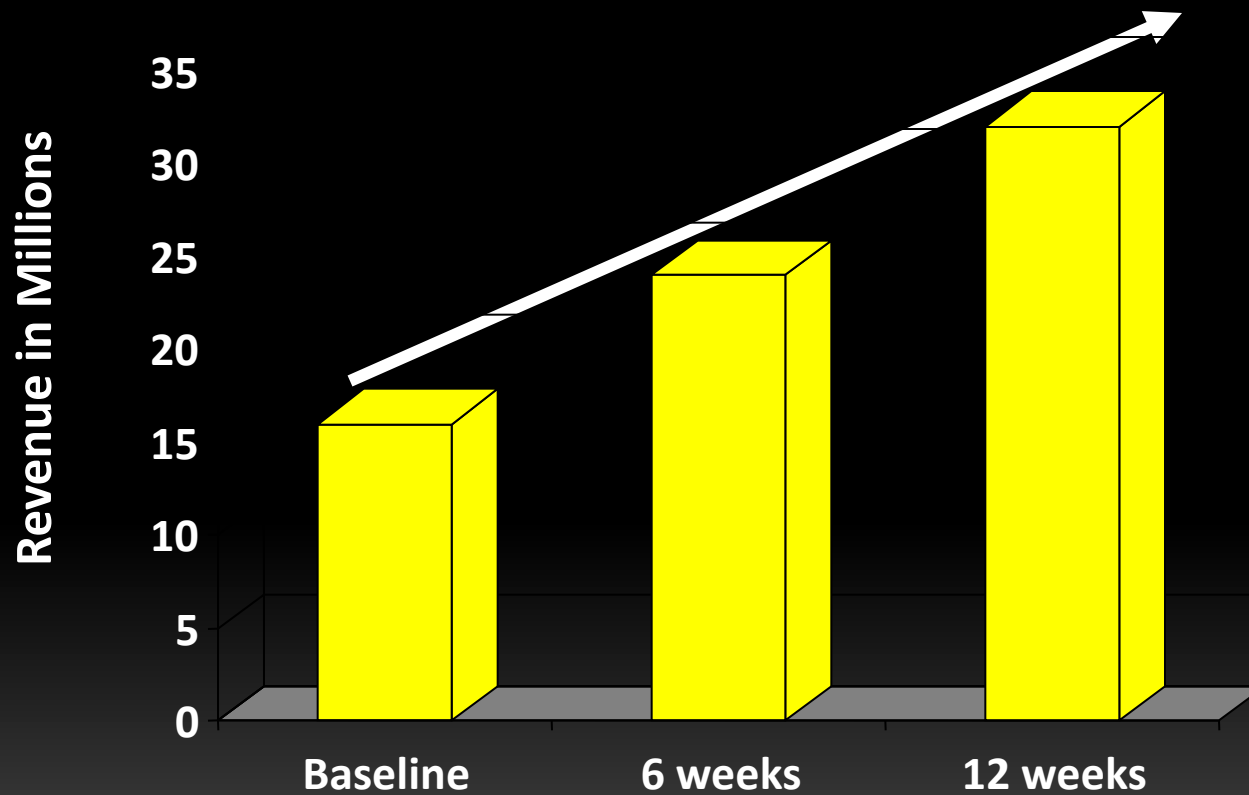
- One concept per slide
- Clarify X & Y axes
- Edit, edit, edit



Fracture Rates, Population BMD Distribution and Number of Fractures (Primary Care Arm)



Revenue Doubles in 12 Weeks



3D'S 3Ps

- Prepare
- Practice
- Perform



PRACTICE WITH A SCRIPT

- DO NOT read presentation on Game Day
- DO read the script repeatedly – to practice
- Practicing with a script keeps you focused, clear, and *on message*



IF YOU MUST USE NOTES

- Use large index cards – 1 per slide
- Number cards according to slide
- Reduce script to bullets on cards
- Don't flip cards over – slide them sideways



WORKING WITH POWERPOINT



POWERPOINT DELIVERY TIPS AND TOOLS

- Do NOT read or face slides
- YOU are the star – they are an aid
- Talk ABOUT the slide, not TO the slide
- Walk away from lectern - get close to audience
- Use a clip-on mike and slide advancer





"For God's sake, Edwards. Put the laser pointer away."

3D'S 3Ps

- Prepare
 - Practice
 - Perform



PERFORM WITH PASSION

- Own your space
- Show your excitement
- Ignore the “evil” lectern
- Leave the laser pointer at home



USE YOUR HANDS TO DELIVER

- Start with hands at waist
- Keep hands apart
- Use natural gestures



SAY IT LIKE YOU MEAN IT

- Vary pitch & pace
- Punch key words
- Enunciate and articulate
- Be alert to verbal “tics”



ENGAGE THE AUDIENCE

- Maintain eye contact
- Have an open, friendly face
- Let your personality come through



MOVE WITH PURPOSE

- Do not “pace” across stage
- Do not “sway” back and forth – plant feet
- Move/lean toward audience for emphasis
- Back up slightly to “release” emphasis



READ YOUR AUDIENCE

- Pay attention to facial expression
- Check in to gain agreement
- Regroup as necessary



CHECK OUT THE VENUE



GET COMFORTABLE BEFOREHAND

- Check Out The Room
 - Lighting, electrical outlets
 - Seating arrangements
 - You in relation to the audience
 - Place to put your computer
- Check Out The Equipment
 - AV equipment/mikes work
 - Markers & erasers for flip charts/white boards



CHECK YOUR APPEARANCE





*“The questions don’t do
the damage, only the
answers do.”*

Sam Donaldson, ABC News



THE ABCs OF Q&A



Anticipate & answer the question



Bridge to your message point



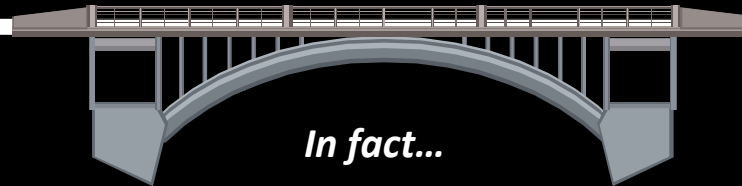
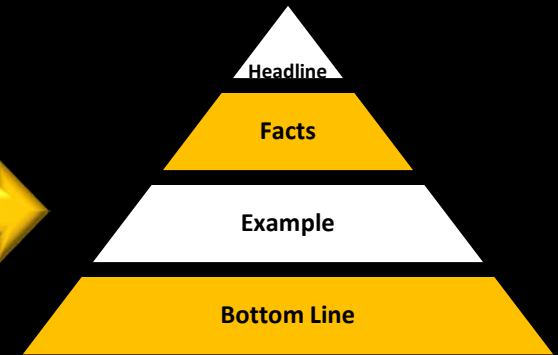
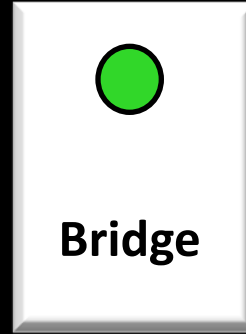
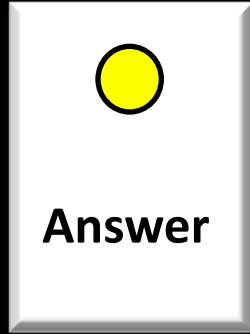
Conclude on a positive point



TAKE A BRIDGE

- *The most important thing is...*
- *In fact...*
- *Let me put this in perspective...*
- *One question I'm often asked...*





In fact...

Let me put this in perspective...

The most important thing is...

The data show...



DOs AND DON'TS FOR Q&A

- DO stay focused – don't ramble off topic
- DO stay positive and confident
- DO bridge back to key messages
- DON'T repeat negative phrases
- DON'T “break into jail”



HOLD YOUR GROUND

- Take a 2-second pause – *engage the brain before engaging the tongue*
- Slowly walk towards the questioner
- Stick to point/hold the floor till you finish
- Maintain humor and tact



REVIEW THE STEPS

- Know your subject, goal, audience
- Develop three main messages
- Write a memorable open & close
- Write out a script
- Prepare slides
- Practice & edit, practice & edit
- Practice Q&A
- Perform with passion



A FINAL WORD

- Keep it simple
- Keep it conversational
- Keep it moving
- Above all – ENJOY IT!





***“I hear and I forget.
I see and I remember.
I do and I understand.”***

Confucius