

Effective Presentations – Getting your Audience to Listen and Learn

Mike Monahan
September 2014
m2hra@aol.com



AMERICAN
COLLEGE *of*
CARDIOLOGY

Course Objectives

- “Mom watch them” ...
 - Describe the role presentations make in their own career success
 - Develop and enhance their abilities to manage the presentation session through use of presence, establishing rapport and managing strategic moments
 - List and describe the 3-step model for getting your point across in a presentation
 - Develop a presentation for delivery on the job that is determined by the faculty as meeting the criteria for a successful presentation as described in class.



“SUCCESS Presentations”

Simplicity

Unexpected

Credential

Concrete

Emotional

Story



AMERICAN
COLLEGE of
CARDIOLOGY

Simplicity

A **simple** message is easy to understand, and easy to relay with just a few words or images. Because it is “short and sweet,” it’s easier to remember than something long and complex.



AMERICAN
COLLEGE *of*
CARDIOLOGY

Keeping it simple

Stick to just **one core message** per slide

Use clear, easily recognizable and highly communicative **images** whenever possible



AMERICAN
COLLEGE of
CARDIOLOGY

Leverage the unexpected

Make a wild but legitimate comparison or contrast

Use a startling but point-making image

Do or say *something* that punches through normal expectancies; make a fast break from the familiar patterns of every presentation you've ever yawned through

Do this well and you'll have their complete attention – and their *continued* attention

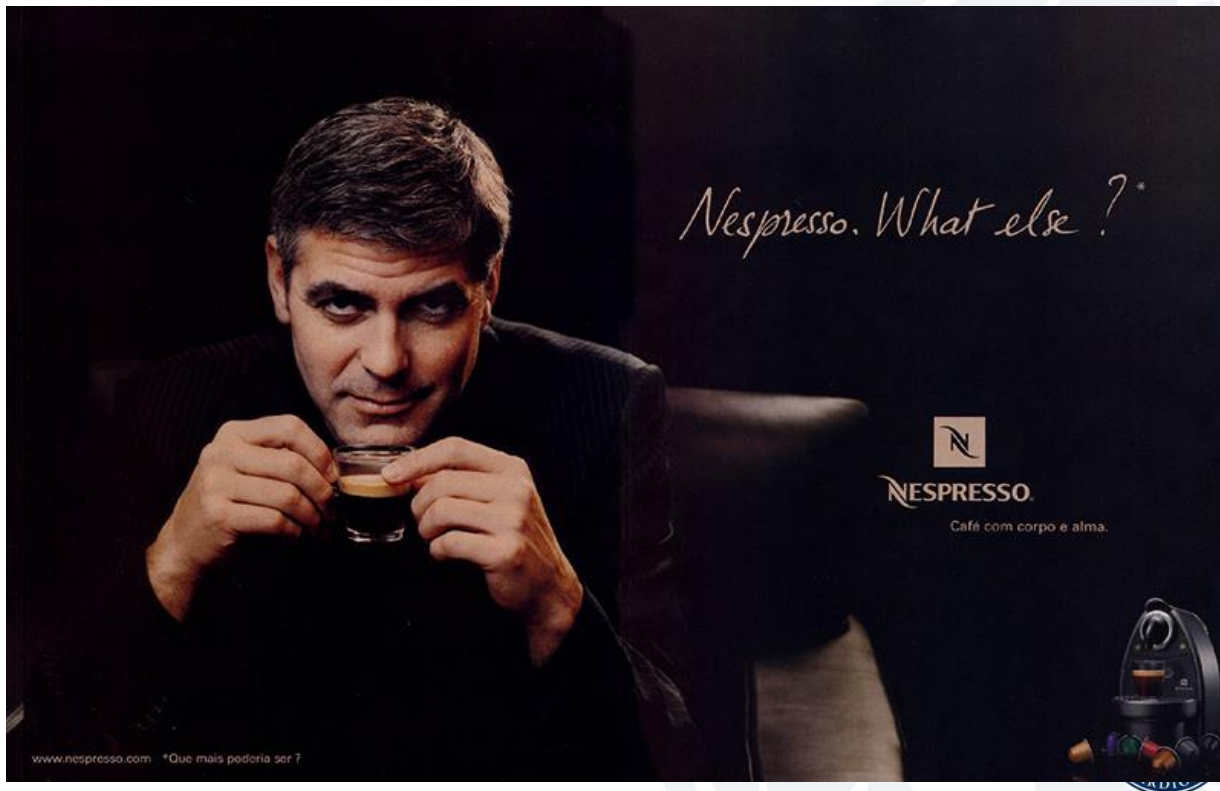


AMERICAN
COLLEGE *of*
CARDIOLOGY

Create Credibility

By presenting your point with excellent credentials, you give your audience good reason to believe you by connecting your subject with someone or something they already trust and believe in. At once you build credibility by association.

Case histories, anecdotes, independent research and the like can also act as credentials, bolstering believability



AMERICAN
COLLEGE of
CARDIOLOGY

Make it concrete

Give specific, familiar examples, analogies and comparisons

State definite, easily-visualized results or consequences

Put things into the context of your audience members' lives and experience



Connect with emotions

Emotions can also play a major role in establishing credibility. If you can connect with your audience to the degree that they are sharing your feelings on your talk's subject, they will also be far more receptive to your message.

You're adding an emotional "tag" to that message, further embedding it in their minds and memories



AMERICAN
COLLEGE *of*
CARDIOLOGY

Storytelling

Think about it. Which kind of “presentation” from your childhood do you remember more vividly today: a *story* you were told (by your grandma, for example) or a *lecture* you heard in school?



AMERICAN
COLLEGE *of*
CARDIOLOGY

Creating the Presentation

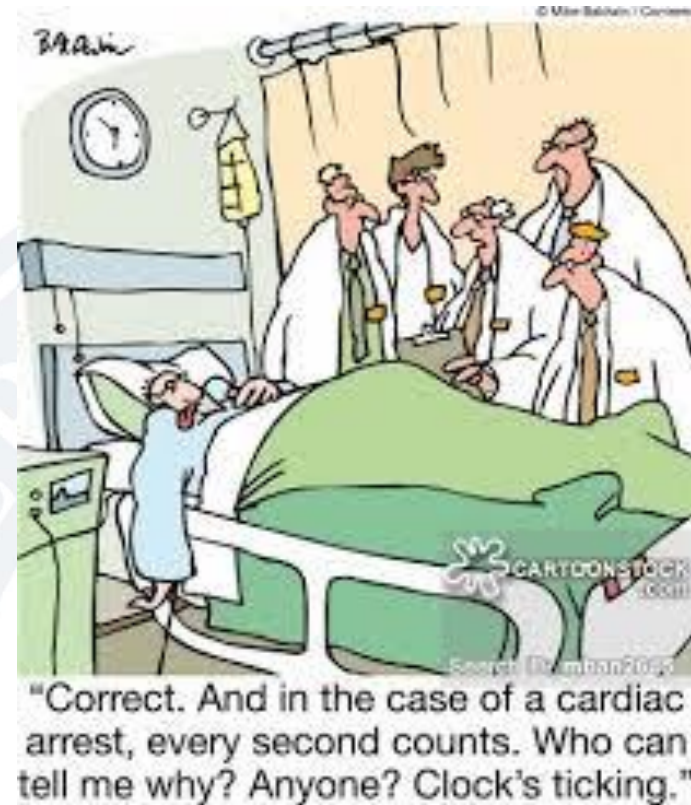
- **FOCUS ON THE MESSAGE -- WHAT IS MY DESIRED RESULT?**
- Do your Research
- Know Your Topic
- Have a Memory Jogger
- Pay Attention to Audiovisuals
- Handouts
- Put Yourself in the Place of the Learner



AMERICAN
COLLEGE *of*
CARDIOLOGY

What Gets in the Way?

- Three Impediments
 - Us
 - Them
 - Topics
- What are the advantages of an effective presentation?



A Surefire Process to Succeed

- **Tell Them What You Are Going To Tell Them:**
 - Gain audience attention
 - Convey subject and purpose – WIFM?
 - Establish credibility
 - Identify audience expectations
 - Set tone
 - Develop rapport
 - Preview main points
 - Lay ground rules



Step 2

- **TELL THEM**
 - Deliver the presentation



Step 3

- **TELL THEM WHAT YOU TOLD THEM**
 - Review and summarize
 - Request action
 - Closing
 - Evaluation



Tips - Appearance

- Appearance:
 - Hands
 - Facial Expression and Eyes
 - Body language
 - Clothing



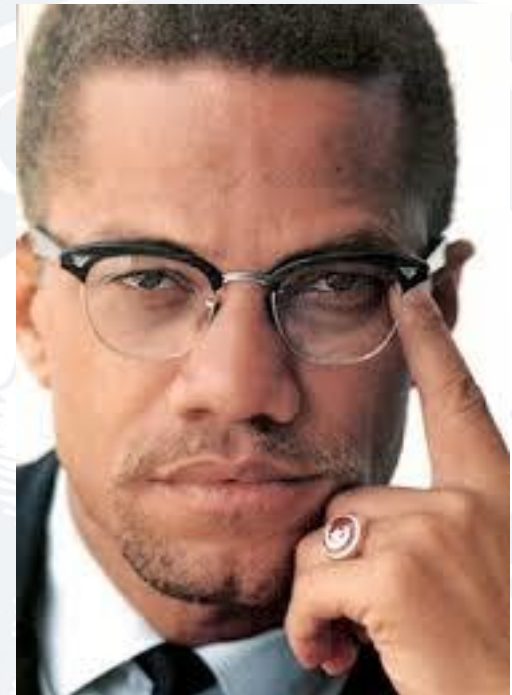
Tips - Voice

- Voice:
 - Volume and Projection
 - Cadence
 - Tone



Tips - Building Rapport

- Building Rapport:
 - Blending
 - Pacing
 - Language
 - Humor
 - Positioning



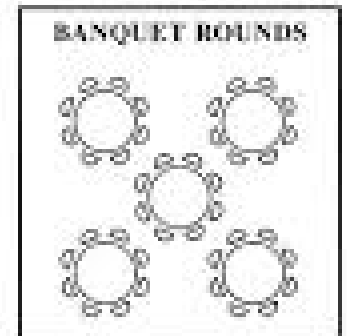
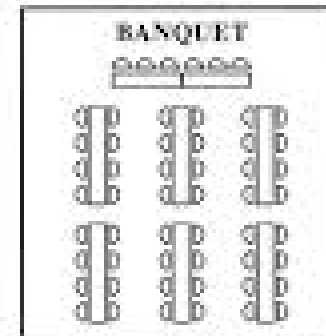
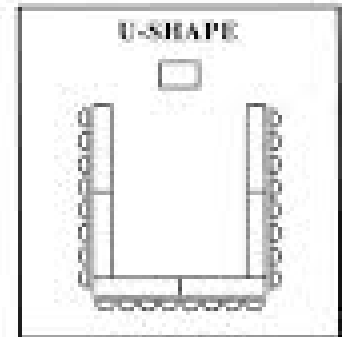
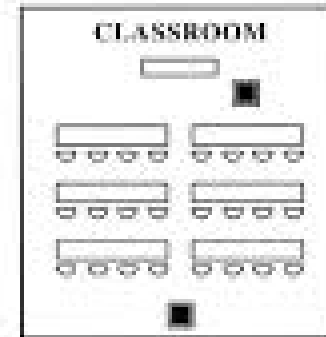
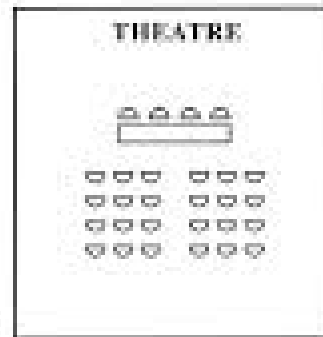
Being Ready

- Confidence comes from:
 - Subject matter knowledge
 - Going through the preparation steps
 - Practice
- Reducing Anxiety (Not Eliminating)
 - Deep breathing
 - Centering
 - “They are on your side”
- Do’s and Don’ts
 - No alcohol
 - No big meal
 - Plenty of sleep
 - Exercise to “Bleed off” adrenalin



Room Set-up

- General Rules:
 - Control the set-up
 - Create the best learning environment
 - Make certain everyone can see and hear
- Arrangements:
 - Classroom
 - U-shape
 - Theater
 - Boardroom



Managing Strategic Moments

- What are strategic moments?
- Effective Interventions:
 - Employ “accept/legitimize/deal with/ defer” algorithm
 - Enforce process agreements or change the process
 - Listen well – Seek 1st to Understand
 - Don’t be defensive
 - Control the environment
 - Breaks, Humor, Pace
 - Food and Beverages
 - Seat Theory



DIFFICULT SITUATIONS

- Sleepiness
- Power Struggles
- Sideline conversations
- Passivity / Apathy
- Anger
- Acting Out
- Open Resistance
- Others



Dealing With Difficult Situations

- Ask - “What is going on?”
- Listen
- Don’t be defensive
- Use them
- Protect others
- Use humor
- Escalating scale of intervention



Evaluation and Final Thoughts

- Evaluate process throughout the presentation and after. Ask - “how are we doing?”, Watch for signs in audience
- Evaluate outcomes - measure against objectives
- What did we cover today?
- Final thoughts
 - They’ re on your side..They want you to succeed!
 - It’ s ok not to know everything
- Call to action
 - Practice helps
 - The more you do it - the better you’ ll get!



The greatest sign of
success for a teacher
is to be able to say,
"The children are now
working as if I did
not exist."

- Maria Montessori

More Quotes Only at www.MyLovelyQuotes.com



AMERICAN
COLLEGE of
CARDIOLOGY