



Engaging

YOUR

Audience



Tips from Dr. Rick Nishimura, MD, FACC, Dr. Patrick O’Gara, MD, FACC,
and Mike Monahan



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3 Step “Tell Them” Process*



*Credited to Aristotle



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Step 1: Tell Them What You are Going to Tell Them

- Gain audience attention
- Convey subject and purpose
- Set audience expectations
- Preview main points
- Lay ground rules



Learning Objectives

Upon completion of this module, learners will be able to:

- Recognize the steps of the 3-Step Process
- Identify techniques that can be used in each of the three steps



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Structure and Content

- Introduction to the 3-Step Process
- Step 1: “Tell Them What You are Going to Tell Them”
 - Learning Objectives
 - Structure and Content
 - Video Example
- Step 2: “Tell Them”
 - 5 Tips
 - Video Examples
- Step 3: “Tell Them What You Told Them”



Step 2: Tell Them

- Deliver the presentation
- Deliver it **SIMPLY**
- Apply the following tips...

If you can't
explain it
SIMPLY,
you don't
understand it
well enough.

Albert
Einstein



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Step 2: Tell Them

TIPS

Tip 1: Prepare

Tip 2: Build rapport with the audience

Tip 3: Encourage audience interaction

Tip 4: Highlight key points

Tip 5: Avoid common mistakes



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Step 2: Tell Them

PREPARE

- Define audience learning objectives
- Prepare presentation



– Follow the guidelines in *Maximizing the Power of PowerPoint*

- Rehearse your presentation
- Bring a back up and paper copy of your slides
- Get to know the room if possible



Step 2: Tell Them

BUILD RAPPORT

The art of getting somebody to WANT to listen to what you have to say because they believe it is credible and important to them.



Language & Humor

- Emphasize common ground by using inclusive language — “we” rather than “I”
- Avoid jargon unless everyone knows what you’re talking about
- Be aware of vocal delivery — pacing, volume, and tone
- Use slang or colloquialisms (don’t lecture)



Humor — Refer to
Humor Your Audience



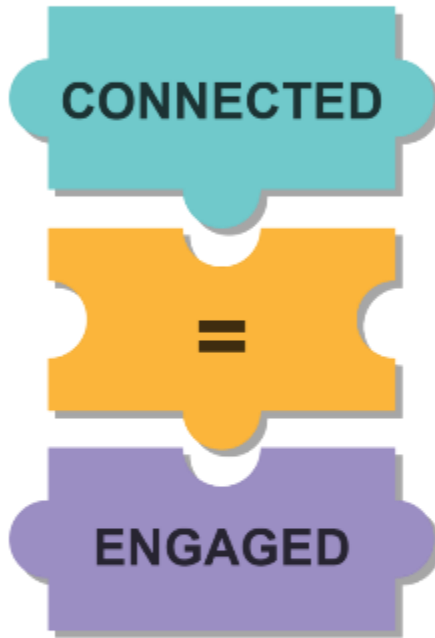
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Body Language & Positioning

- Body Language — use of hand and body movements to highlight or illustrate
- Being mindful of body language and making eye contact
- Be natural
- Stage presence — using full stage
- Use space available to reach the whole audience
- Don't hide behind the podium



Build Trust



- Appear confident, positive, in control and open — speak with conviction
- Demonstrate that you know your audience and their need for information
- Show that you are human too by sharing personal anecdotes



Step 2: Tell Them

ENCOURAGE AUDIENCE INTERACTION

Questions from Audience

- Encourage questions
- Repeat for all to hear
- Use each as teaching moment

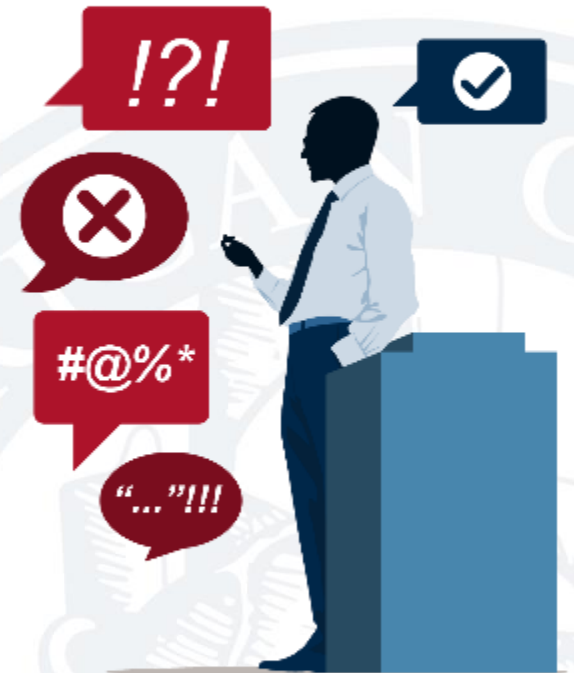


Step 2: Tell Them

ENCOURAGE AUDIENCE INTERACTION

Disputes/Challenges

- Agree with what you can or disagree pleasantly
- Stand up or walk forward to address
- Clearly state facts and/or references
- Carefully select words



Step 2: Tell Them

HIGHLIGHT KEY POINTS

1

Number Your Points so They are Easy to Follow



2

“**CHUNK**”
Your Material

3

Ask
?
Questions

4

Clarify Teaching Points



5

Repetition Repetition Repetition Repetition Repetition Repetition Repetition Repetition Repetition
Repeat, Repeat, Repeat



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Step 2: Tell Them

AVOID COMMON MISTAKES



DON'T Be Mechanical

Use the formula but don't be formulaic



DON'T Hide Behind the Podium

Use a remote control for advancing slides



DON'T Speak to Your Slides

Your narrative should provide key information and additional detail



DON'T Rush Through Your Slides

Allow a minute per slide;
30 seconds at minimum



Step 3: Tell Them What You Told Them

Review and Summarize

- Leverage questions from the audience
- “Brief Back”

Finally

- Request action
- Close
- Evaluate



Thank you,
everybody;
are there any
questions or
comments?



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