

Presenting.....the facts

Kevin Oxley

You have 8 seconds to capture
an audience



Make them care



METRO

Goldfish weighing more than a bag of sugar may be Britain's biggest

Chris Anderson

“ What matters is the idea”

If you can spark peoples curiosity early on in the talk

If you can make them think ‘hang on I never thought about that’

Even if you are a little clumsy in how you speak, then because of that idea you can engage people and take them on a journey of discovery.



Understand your Audience

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- Confidence

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- It's been a long time since I have done one, basics and preparation.
- Being more concise with delivery
- To help me focus on techniques that reduces text and increases interactivity.

What do you need help with?

- Confidence
- Making my presentations more engaging.
- How to avoid long chunks of text with no option to use any graphs or pictures.
- It's been a long time since I have done one, basics and preparation.
- Cutting the excess verbiage and being more concise with delivery
- To help me focus on techniques that reduces text and increases interactivity.
- Keeping the audience engaged/having a flow to maintain understanding

Volunteer?



Why didn't you volunteer?

- Fear
- Obstacles
- Lack of motivation

Confidence



At a base level, we are programmed by negativity to avoid being killed!

The Negativity Bias

- Negative information is more powerful
- Annual Review - 10 positive things
 - One small negative
- We concentrate on the negative

Positive thinking is the idea that you can change your life by thinking positively about things



Placebo effect

Antidepressant clinical trials, demonstrated that:

- Spontaneous remission accounts for 23.87% of patient improvement
- The placebo effect, expectation of improvement, accounts for **50.97%**
- The drug effect for account for only 25.16% improvement

Kirsch and Sapirstein, 1998

Therefore, in clinical trials for major depression one-half of the benefit is the placebo effect, that is, the real psychobiological phenomenon.

Don't beat yourself up, you Could be better

- Do you only look for evidence to reinforce your position?
- Write down the positives
- The 3 P's for confidence
 - Practice, Practice, Practice



3 TIPS
TO BOOST
YOUR
CONFIDENCE

My Story

The three 'P's of making a good presentation

- Plan
- Prepare
- Practice



Basic structure of a presentation

- Make them care
- Start with context
- 3 major points
- Summarise key points
- End with impact



Keep it short and simple

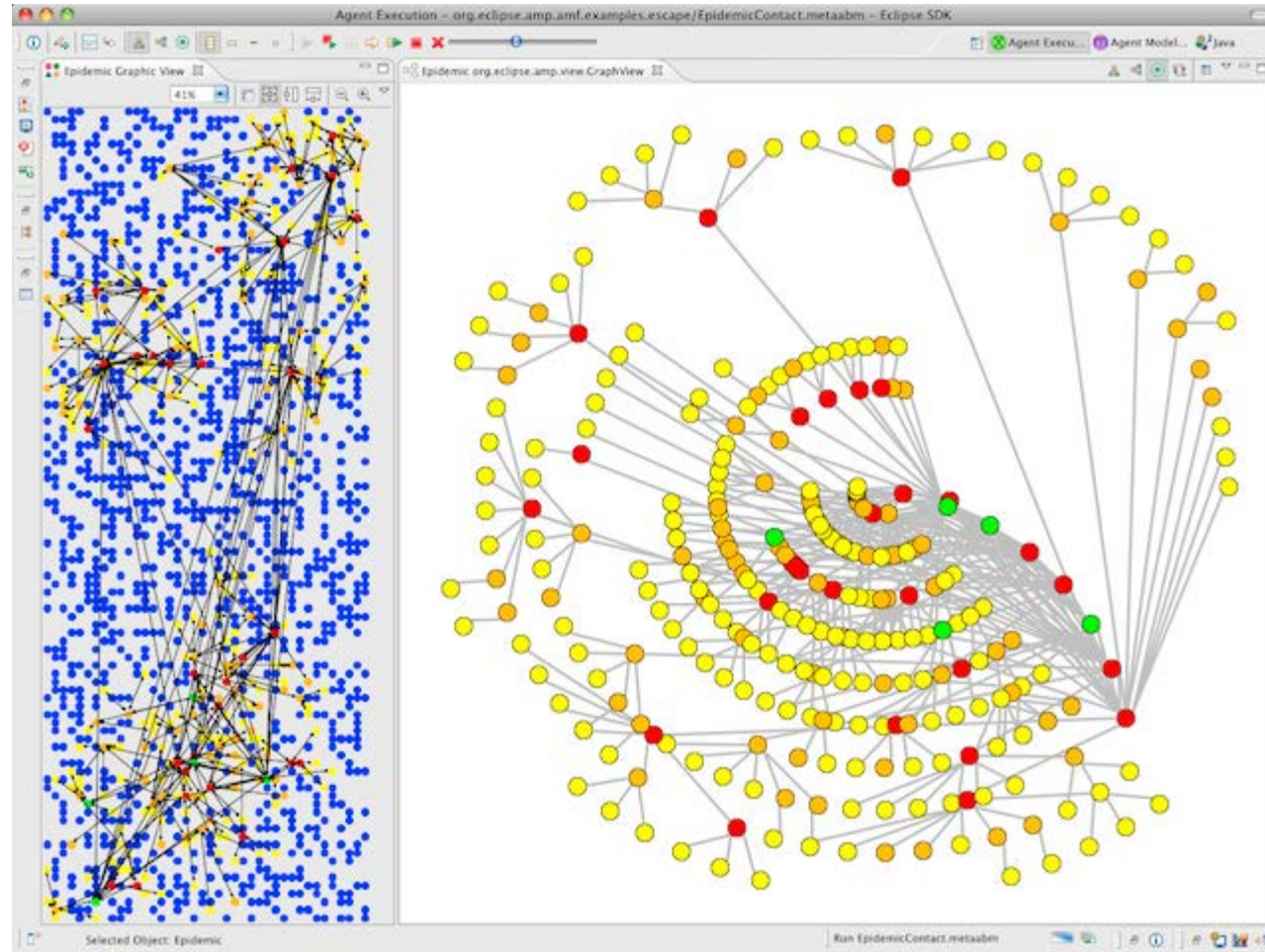


- Create sections
- Avoid clutter
- Make it readable
- Use visuals
- Cheque your speling

Keep it short and simple



- Stick to 3-5 bullet points
- Avoid acronyms, clichés and jargon
- Avoid long strings of figures
- Use graphics, pictures or videos
- Don't say "as you can see"



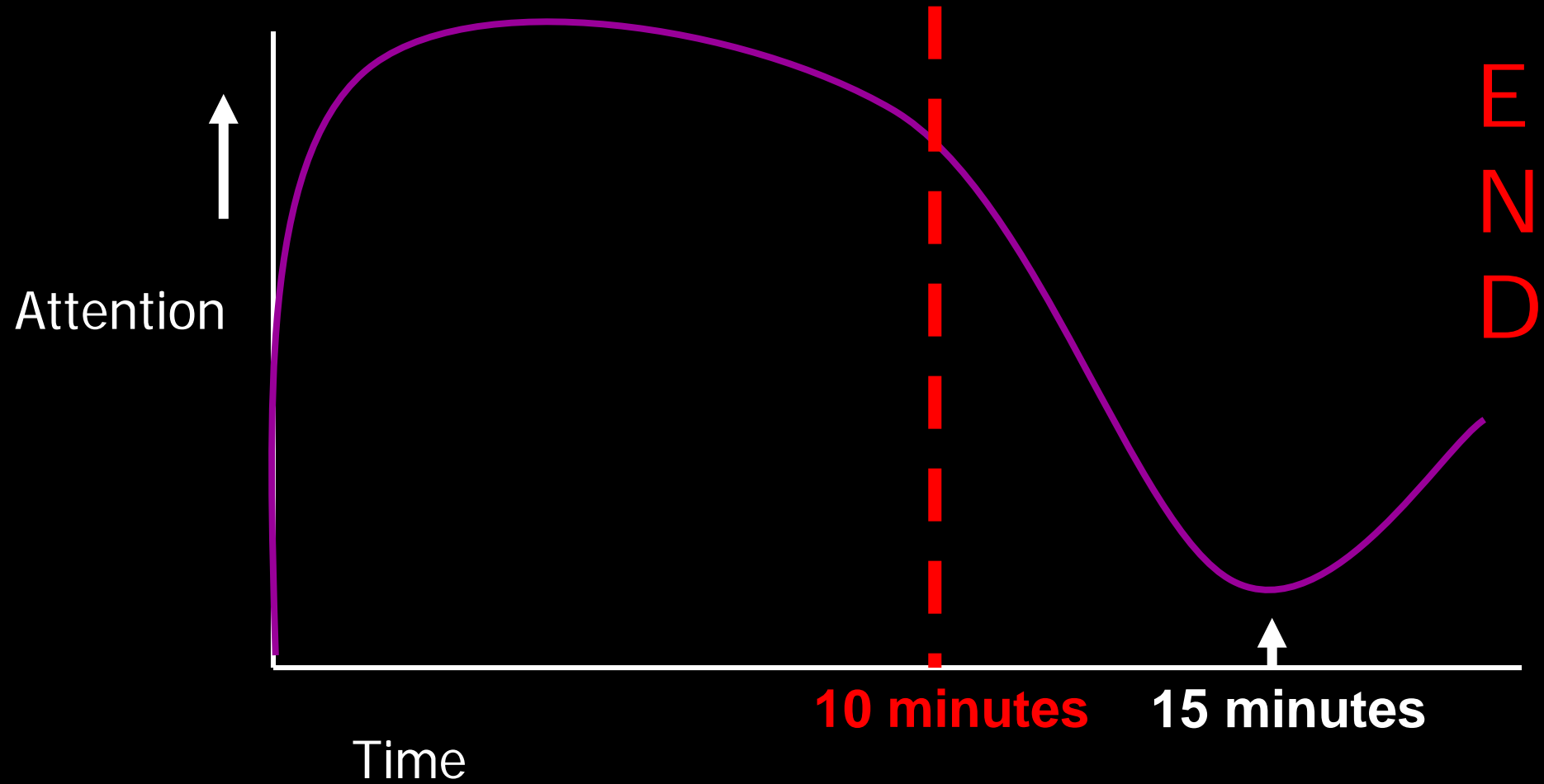


School of Medicine - Budget 2011/12										
	Original Budget before SAF & Cross Subsidy	Orig. Exp Forecast	Initial Surplus/ (Deficit)	SAF	Cross Subsidy from SchARR	Total SAF/Cross Subsidy	Rev. Budget as presented to SMC	Revised Surplus/ (Deficit)	Identified Staff savings to date as presented to FEB	
	a	b	a-b = c	d	e	d+e = f	a + f = g	f-b = h	i (memo)	
Budget Allocation to Medicine	12,949,972	16,081,091	-3,131,119	707,311	443,454	1,150,765	14,100,737	-1,980,354	1,200,000	
Cardiovascular Science	£1,211,773	£1,665,011	-453,238	£66,185	£41,495	£107,681	£1,319,454	-345,557	£40,000	
Human Metabolism	£2,069,145	£2,749,531	-680,386	£113,014	£70,855	£183,869	£2,253,014	-496,517	£200,000	
Infection and Immunity	£2,245,752	£2,495,486	-249,734	£122,660	£76,903	£199,563	£2,445,315	-50,171	£100,000	
Neuroscience	£1,483,026	£2,207,399	-724,373	£81,001	£50,784	£131,785	£1,614,811	-592,588	£420,000	
Oncology	£2,586,571	£2,958,940	-372,369	£141,275	£88,574	£229,849	£2,816,420	-142,520	£90,000	
Sub Total	£9,596,267	£12,076,367	£-2,480,100	£524,136	£328,611	£852,747	£10,449,013	£-1,627,354	£850,000	
AUME	£1,992,499	£2,169,557	-177,058	£108,828	£68,230	£177,058	£2,169,557	0		
MedGen	£1,361,207	£1,835,167	-473,960	£74,347	£46,613	£120,960	£1,482,167	-353,000	£350,000	
Sub Total	£3,353,705	£4,004,724	£-651,019	£183,175	£114,843	£298,018	£3,651,723	£-353,001	£350,000	
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Prepare

Keeping their attention...



Giving the Presentation-

Engage the audience

- Take questions
- Call for a short discussion
- Get everyone to move
- Exercises
- Real life stories or information

Practice

Get ready to perform

- Breathe slowly
- Visualise
- Do affirmations
- Assume the power pose

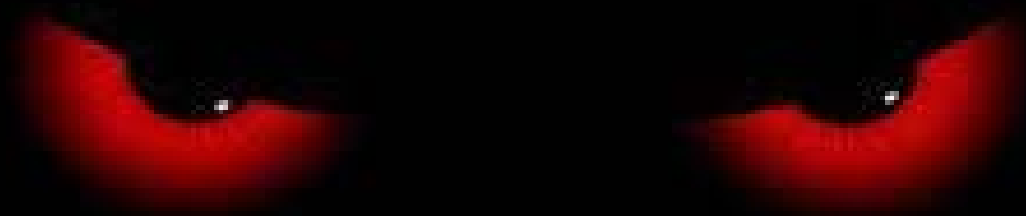


ALL ABOUT
Power Poses
(HOW STRIKING A
SUPER HERO POSE
POSITIVELY EFFECTS
YOUR BRAIN)

On the stage

- Get comfortable with the venue & stage
- Get ready to perform
- Keep your body open
- Have your palms open
- Podium

Look round a large room using the figure 5 to make everyone feel connected



On the stage

- Stand tall and keep your chest lifted
- Smile, be positive and enthusiastic
- Speak up
- Take your time
- Talk to the audience – not the screen



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Make them care