

# Giving a Professional Talk

Professor Judy Williams

*Head of the Centre for Academic and  
Researcher Development*

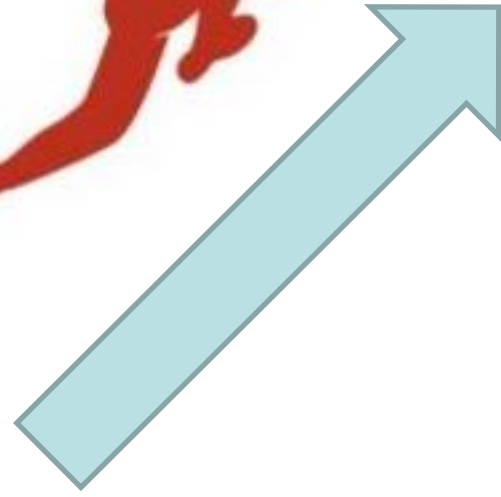
*Deputy Associate Dean for Staff  
Development*

*Faculty of Biology, Medicine and Health*



Judith.williams@manchester.ac.uk

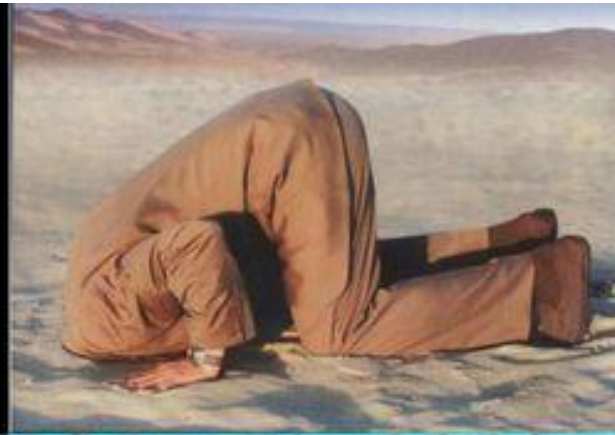
Great



Good

# Barriers to giving a good presentation?

- What effects you?
- What effects your audience?



# What makes an inspirational presenter?



[http://www.engagement.manchester.ac.uk/highlights/3\\_minute\\_thesis/index.html](http://www.engagement.manchester.ac.uk/highlights/3_minute_thesis/index.html)

# Know your audience

Why should they care?

What is the purpose?

WIIFM

What will be most interesting?

What do they know already?  
Any bias



# Tell a simple story



# Keep it simple

- Pitch it at the right level
  - Don't be afraid to be simplistic
  - You can build up complex ideas

Can you express your clinical expertise or research in language non-specialists can understand?

# Activation of S6 kinase 1

Wortmannin  
LY294002

TPCK

UO126  
PD98059

ERK-MAPK  
p38-MAPK

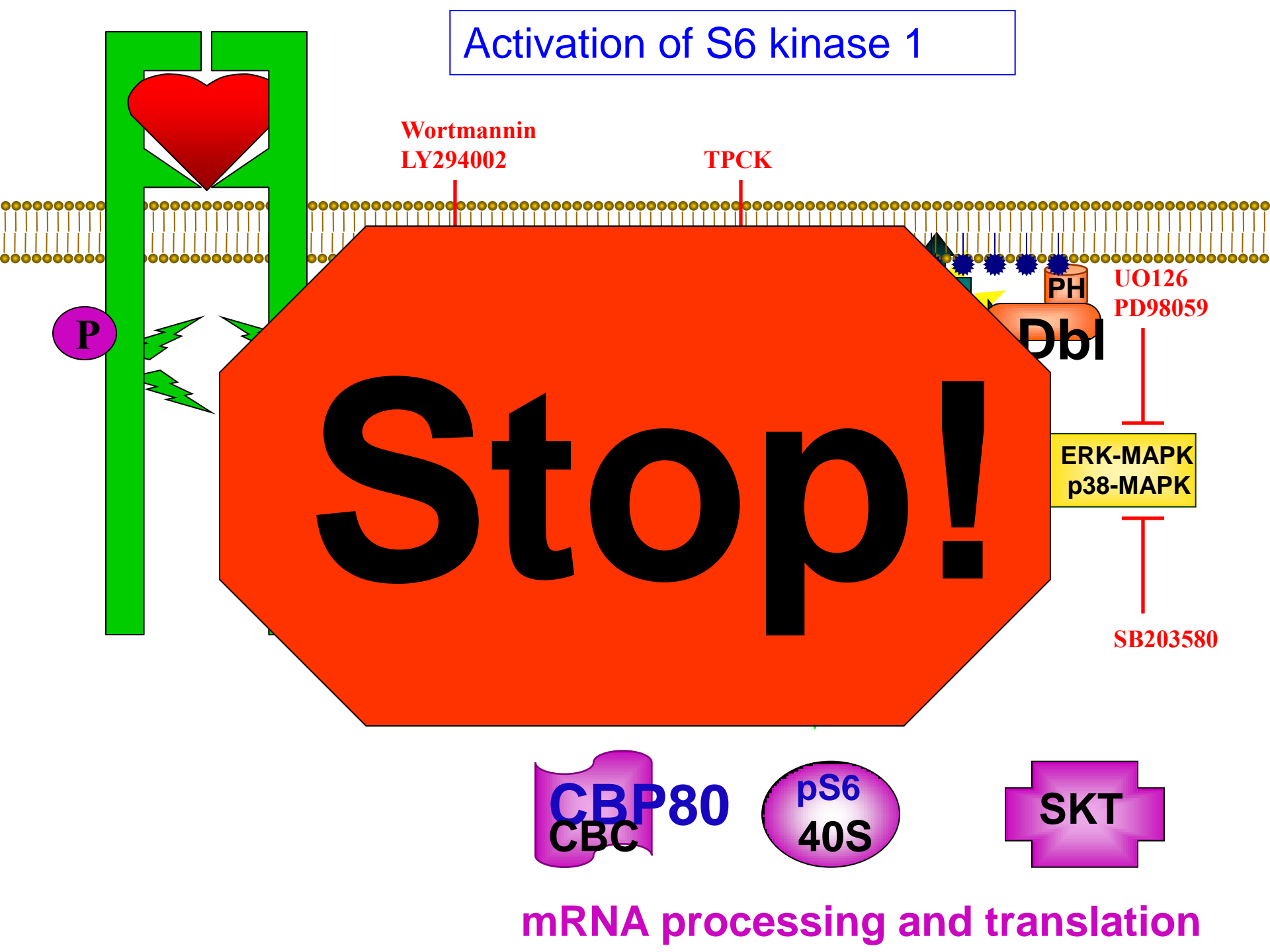
SB203580

CBP80  
CBC

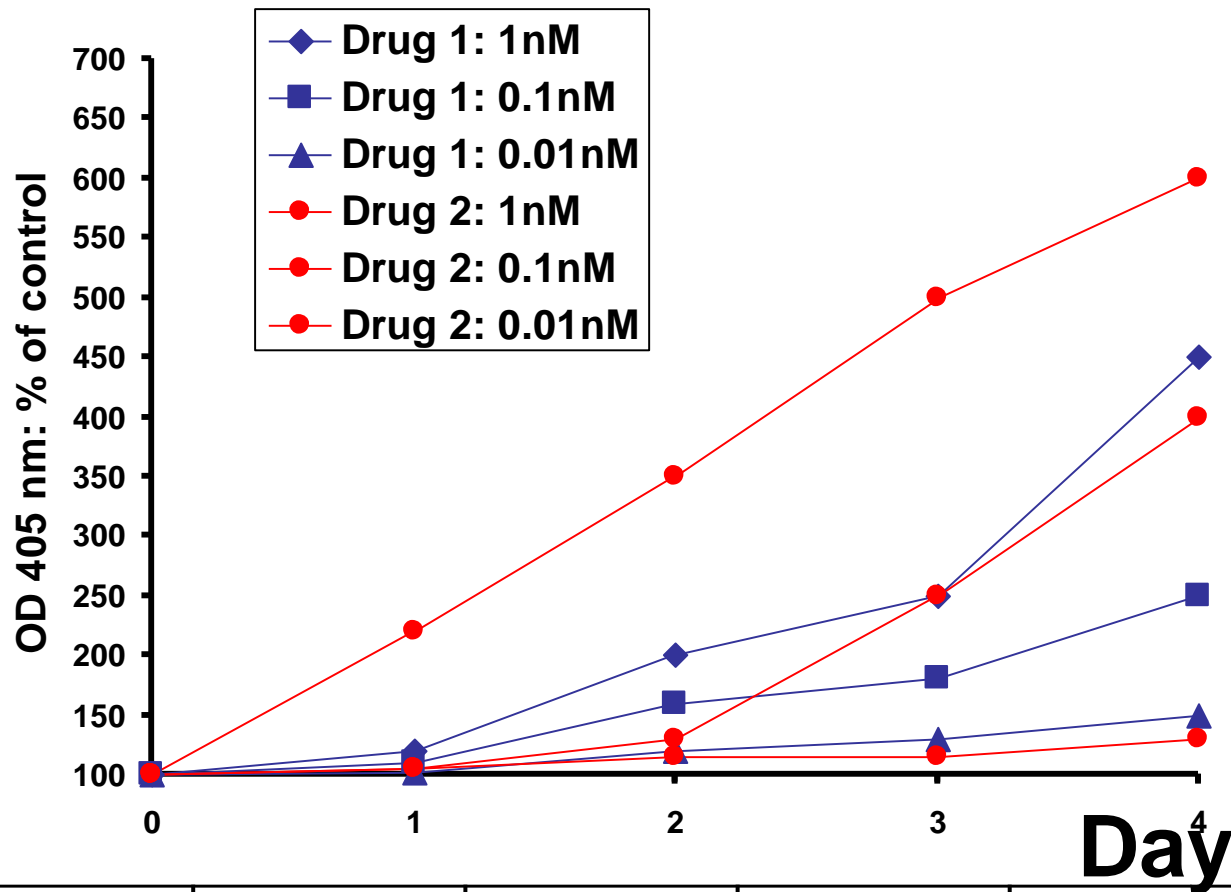
pS6  
40S

SKT

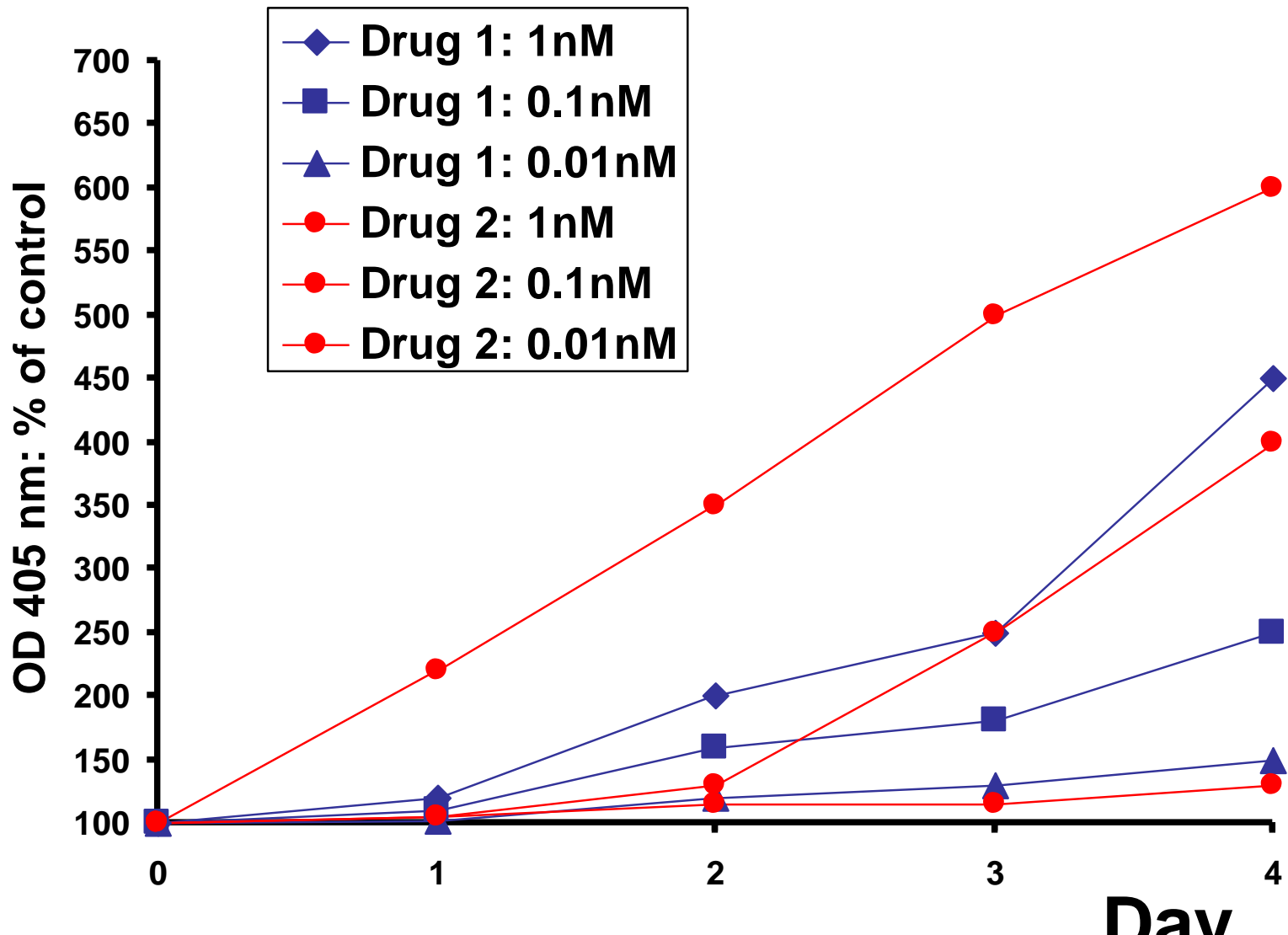
mRNA processing and translation



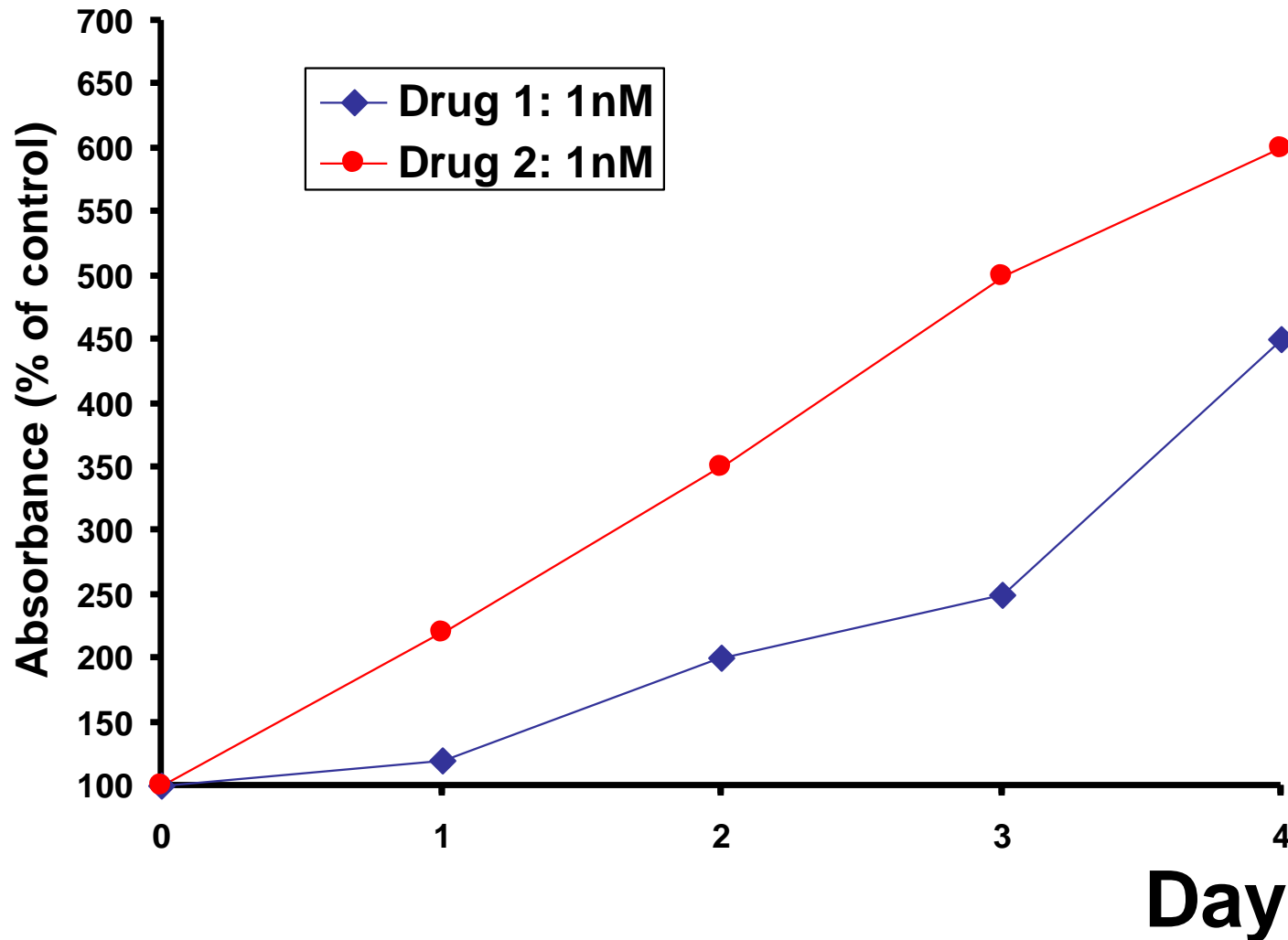




Day	0	1	2	3	4
Drug 1: 1n	100	120	200	250	450
Drug 1: 0.1	100	110	160	180	250
Drug 1: 0.0	100	102	120	130	150
Drug 2: 1n	100	220	350	500	600
Drug 2: 0.1	100	105	130	250	400
Drug 2: 0.0	100	105	115	115	130



# Drug 1 is better at killing human cancer cells than drug 2



# Consider structure and flow

Beginning

Middle

End

Give the big picture  
Focus their attention

Discuss your research  
in a logical fashion

DATA  
DATA  
DATA .....

How your work fits  
into the big picture  
Closure and  
summary  
Limitations  
Future work

# Avoid Death by Powerpoint

- A 10 minute talk = ~1000 words, 6-8 slides
  1. Brief introduction
  2. Objectives
  3. Data
  4. Data
  5. Data
  6. Conclusion

**If a slide is to be effective it needs to stay projected for at least 60 seconds.**



# Make connections

- Make your story mean something to them
- What do they know and what reference can you make to it?
- Can you link your research with research findings from people in the audience?



# Top 10 Fears

1. Speaking Before a Group
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Dogs

# Listen and believe the feedback

***"If one person calls you a horse, ignore them.  
If 3 people call you a horse, look in the mirror.  
If 5 people call you a horse, buy a saddle."***





# Characteristics of a confident presenter

	<b>Confident</b>	<b>Aggressive</b>	<b>Passive</b>
<b>Posture</b>	<b>Upright straight</b>	<b>Leaning forward</b>	<b>Shrinking back</b>
<b>Head</b>	<b>Firm not rigid</b>	<b>Chin jutting out</b>	<b>Head down</b>
<b>Eyes</b>	<b>Good and regular eye contact</b>	<b>Strongly focused glaring</b>	<b>Little eye contact</b>
<b>Face</b>	<b>Expression fits words</b>	<b>Set and firm</b>	<b>Smiling when upset</b>
<b>Voice</b>	<b>Fits context</b>	<b>Loud emphatic</b>	<b>Soft and hesitant</b>
<b>Arms/Hands</b>	<b>relaxed</b>	<b>Extreme sharp</b>	<b>Slow and hesitant</b>

# Ladder of Inference



Take action  
based on belief  
Adopt beliefs  
Draw conclusions  
Make assumptions  
Select Data  
Observe data

Chris Argyris

# Accommodate all learning styles

## VARK

V - Visual

A - Aural

R (&W) - Reading and Writing

K - Kinesthetic (Doing!)



How do you like to receive information?  
What content will engage each style?

# Importing Graphics

- Graphics (photos, drawings, video etc) can be imported into PowerPoint Slides
  - Use an image that looks crisp on the screen
  - Make sure that the machine that you are going to use can support the image or video



# Tips when presenting with slides

- Don't talk to the visual aids
- Don't show everything at once
- Don't try to use visual aids if you haven't practiced with them
- Don't use all the bells whistles and gongs

