

Session 1: From Discovery to Impact Building Presentations That Make Research Matter

Lawrence Sherman, FACEHP, FRSM, CHCP

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Who Am I?



Health professions educator since 1994



Presenter, facilitator, and presentation coach across health professions education



Delivered hundreds of presentations and learned a few things from standup comedy about engaging



Currently

President, Meducate Global, LLC

Visiting Professor, Zhongshan SOM FAH-SYSU

Learning Science Consultant, Lecturio

How We Will Work Together!

This session is for you,
so please ask questions,
share concerns, and tell
us what would help you
most

Your input will help
shape today's
discussion and future
presenter support

If you get disconnected,
please dial back in

If I get disconnected, I
will reconnect as quickly
as possible!

What Can I Help With Today?

What interested
you about this
session?

What challenges
do you think you
will have?

Is there
something
specific that I can
address today?

Today's Focus

Start with the
WHY

Find your
“So What?”

Deliver high
impact in
short format

Design slides
that support
the story

Connect,
engage, and
extend impact

Deliver High Impact in a Short Format



Determine how much time you will actually have



Choose the few messages that matter most



Build around one central takeaway



Save details, methods, and references for backup or follow-up



Leave time for the audience to understand why the work matters most

A 15-Minute Presentation Map



Do not shrink the whole study. Shape the message.

Full research story → 15-minute presentation → follow-up conversation

Design Strategy: Slides That Support the Story



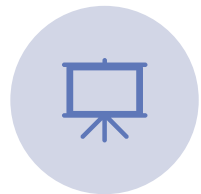
Start with the story
before opening
PowerPoint



Build the full version
first if helpful



Edit down to the
presentation version



Use slides as cues, not
a script

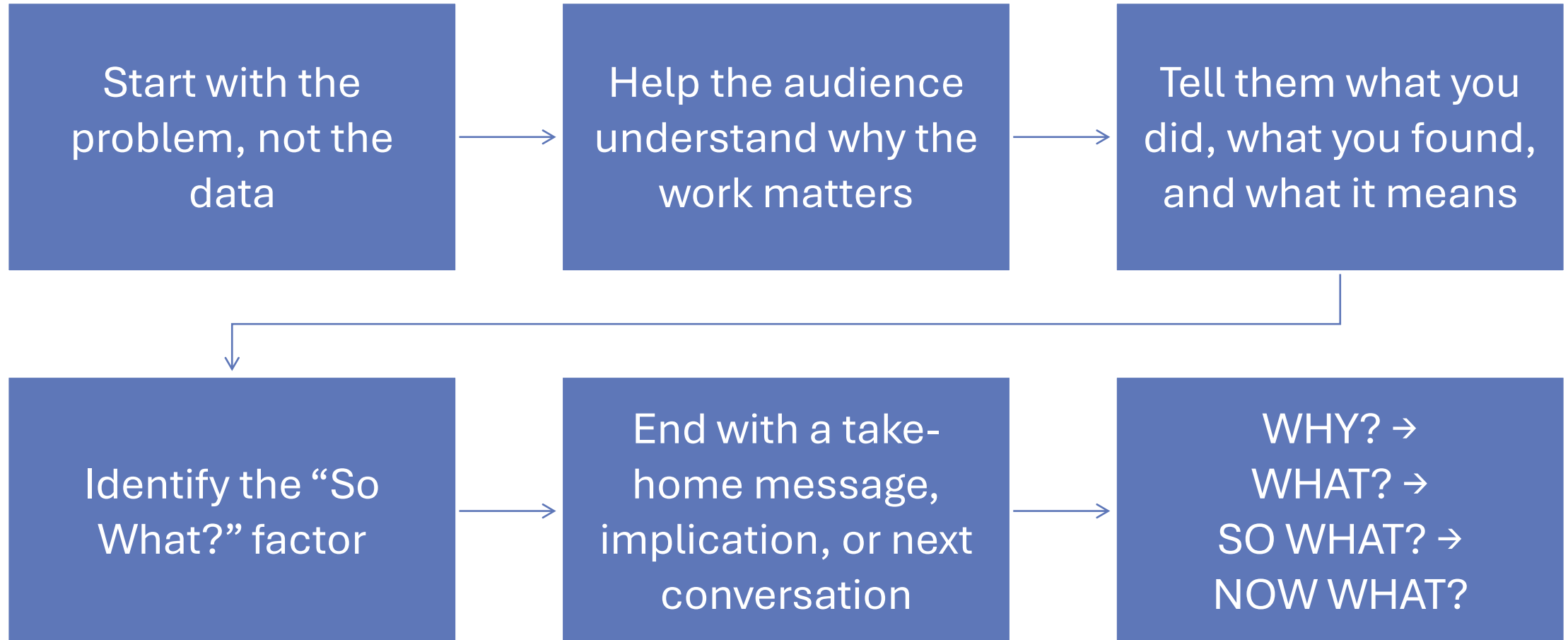


Move extra detail to
backup slides,
handouts, or follow-up
resources



Use visuals to clarify,
emphasize, or make
something memorable

Start With the WHY: Telling the Right Research Story



Connect & Engage: Your Presentation in the Larger Conversation



Know where your presentation fits in the session



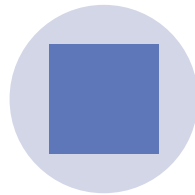
Coordinate with moderators and co-presenters



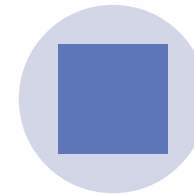
Avoid unnecessary overlap



Prepare handovers and transitions



Listen for connections to other presentations

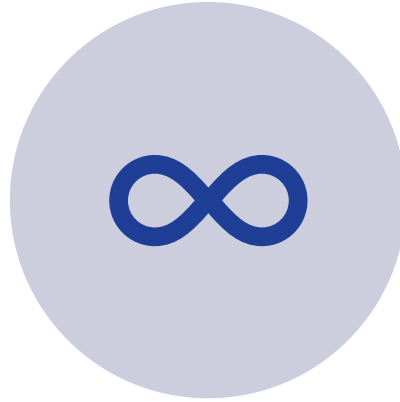


Use those connections to support discussion and follow-up

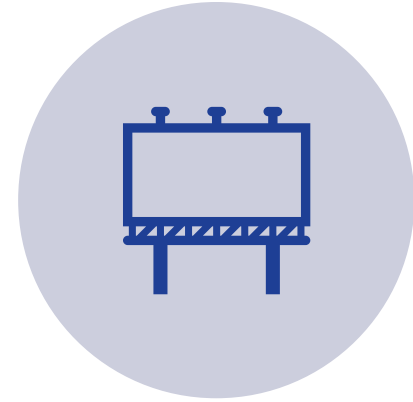
What Makes a Slide or Visual Useful?



WHAT SHOULD THE AUDIENCE
UNDERSTAND FASTER BECAUSE
THIS SLIDE EXISTS?



WHAT SHOULD THEY REMEMBER
AFTER IT DISAPPEARS?



DOES IT SUPPORT THE MESSAGE
OR COMPETE WITH IT?

Slides Support the Story They are Not the Story

Slides are not a script!

But they are:

- **Reminders**
- **Cues**
- **Reinforcers**
- **Supporters**

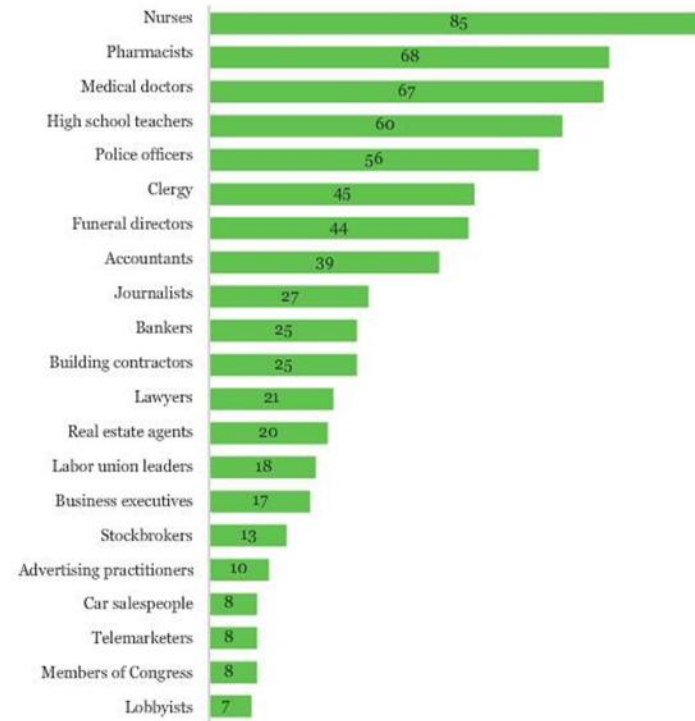
**You are the communicator.
The slides are the support system.**

Spend a Moment Looking at This Visual

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

Dec. 2-6, 2015

■ % Very high/High



GALLUP

What Story Does This Visual Tell?



What is the main message?



What do you notice first?



What would you change for your audience?

Design for the Actual Setting



Consider WHERE the presentation will be viewed



Will the slide be readable in the room?



What needs to be shown, explained, emphasized, or saved for later?



Choose words, graphics, images, or video based on the job they need to do

Extend Impact: Continuing the Conversation Beyond the Session



Encourage questions during Q&A part of session if time permits



Prepare a concise response to “Tell me more about your work”



Offer a way to continue the conversation



Use the Symposium to connect with people who care about the same problem



Share approved resources, handouts, or contact information

Coming in Session 2: Style and Delivery



Delivering with
clarity, confidence,
and purpose



Strengthening
audience
connection



Standing out in a
busy program



Handling
questions and
discussion



Extending the life
and reach of your
research

What Are You Taking Home?



Thank You!



I look forward to continuing the conversation in Session 2



LS@meducateglobal.com