

EMRAP Educator's Edition Summary

June 2009

Joe Lex's discussion on how to give a good talk

I. What elements make speakers memorable?

Knowledgeable	Knew material	Eager for you to learn
Organized	Excited	Easy to take notes
Prepared	Enthusiastic	Makes point easy to remember
Few take home points	Reiterate points	Talk was simple

II. Forgettable talks-Avoid these behaviors

- A. Encyclopedic-no clear beginning, goal, end points
- B. Poorly prepared speakers
- C. Reads from slides
- D. Slides with small print

III. Takes 40-60 hours to develop new talk

IV. You will teach your entire life-students, residents, nurses, patients, EMT/medics, colleagues, community

V. Give the audience something in talk that they can't get by reading a book or article

VI. Difference between good and bad speakers

Good Speakers

Prepared
Authoritative
Knows the audience
3-5 take home points
Tells stories to help you retain info
Well dressed
Rehearses
Slides help message
Motivates
Handout to refer to later

Bad Speakers

Talk is thrown together
Apologetic
Does not know the audience
Hard to pick out take home points
Lots of facts
Not well dressed-gym shoes, jeans
"I'm a natural"
Slides distract from message
Lectures
Unhelpful copy of slides or copy of article

VII. 10 rules to be a good speaker

A. Know the type of talk you are giving

1. Core content vs. new information vs. original research vs. talk to cause people to change their practice
2. Define your audience's needs
3. Develop objectives-ask the person who invited you to give the talk what they want you to cover.
4. Five major points-no more
5. Two questions to think about
 - a. What question would I want to have answered if I went to a talk

- on this topic?
- b. What can I tell my audience that they would not figure out by just reading an article? Make the topic more understandable.
- 6. Attention span
 - a. Minds drift after >10-12 minutes
 - b. Think of a 50 minute talk as 3-5 chunks of time then prepare 3-5 brief 10-15 minute talks
 - c. Make transitions obvious
- B. Know your audience
 - 1. Is this a required talk?
 - 2. CME being offered
 - 3. Non-EM people in audience
 - 4. Number of people
 - 5. Does the audience know something already about topic?
 - 6. Are you challenging what they do already/know already?
 - 7. Will there be people there who will disagree with what you are saying or people that will answer your rhetorical questions? How will you deal with them?
- C. Know your ending
 - 1. Develop your conclusion first for each major take home point
 - 2. Think like a lawyer-see talk in retrospect
 - a. After you have your conclusion, then develop your arguments
 - b. Use stories to prove your points
- D. Know your beginning
 - 1. Introduce yourself even if someone else has introduced you already
 - a. Give your name
 - b. Where your are from
 - c. Why you are giving the talk
 - d. Disclosure slide after introduction if CME talk-Be truthful
 - 2. Beware of humor-it can backfire
 - a. Making fun of yourself is okay
 - b. American humor will fail outside the USA
 - 3. Don't start with apology
 - 4. Why do they need to listen- for example a startling fact
 - 5. Memorize your opening statement (about first 1-2 min)
 - 6. Give your conclusion in the beginning, the middle, and then end
- E. Know your material
 - 1. Find out what you learned while preparing the talk and let your audience know what you learned.
 - 2. Assume that your audience has same level of knowledge as you do
 - 3. Repeat key points
 - 4. Tell stories to get key points across
 - 5. Warm audience up before an important point-clap hands, speak louder, emphasize,
 - 6. Tell them when you transition to new topic-change background on slides, color of slides, use transitional slide

7. Anyone can read slides, as an expert it is your job to change talk based on audience needs. You are conversing with audience, not lecturing.
 8. Simultaneously be the editor, director, and actor
 9. Audience should be able to take good notes-notes should resemble your outline
- F. Know your voice and tone
1. Avoid quiet and dull-audience cannot learn if they are asleep
 2. Talk a little louder than a face to face conversation
 3. Face your audience
 4. Test microphone, don't tap on it
 5. Ask if you need to speak louder
 6. Take deep breath, smile, focus on one person you know or friendly person, and start your talk
 7. Emphasize key words
 8. Voice varies as it would in natural conversation
 9. A brief pause can emphasize point or redirect audience
 10. Don't rethink a sentence after you start it-you know the material, let the sentence flow as it would in normal conversation
 11. If you get lost, repeat your last sentence this will remind you were your where
 12. Pronounce your words strongly
 13. Record and listen every chance you get
 - a. Your best teaching tool
 - b. Count number of times you say verbal ticks
 - c. Avoid seeking approval at end of sentence-small station inflection. Don't...
 1. Raise voice at end of sentence
 2. Say "ok" at end of the sentence
 14. Address your audience as they are a friend-second person, singular
 15. Keep the lights on, dark encourages sleep
- G. Know your body language
1. Study found students can predict a teachers ability to communicate effectively in less than 30 seconds by observing a film without sound-just by watching body language
 2. Watch a film of yourself speaking
 3. Stand up straight, keep feet a little apart
 - a. Feet too close together-you look stiff and nervous
 - b. Feet too far apart-you look confrontational
 4. Move around room, helps to shift contact to different people
 5. Natural gestures with hands
 - a. Make gestures a little broader than usual
 - b. Small movements look tentative and uncertain
 6. Avoid pointing at audience-can be threatening
 7. Don't play with the stuff in your pockets
 8. Facial expression transmit more than 50% of what you say
- H. Know your environment

1. Acknowledge the podium so you don't bump into it but don't stand behind it
 2. Avoid pointers
 - a. The audience does not know what you want them to look at
 - b. Use software to point out certain parts of a slide
 1. Arrows
 2. Circle words
 3. Change color
 3. Don't turn your back on your audience
- I. Set ground rules
1. Tell people how you will accept questions
 - a. Save time at the end
 - b. About 5 minutes
 2. Answer questions before you do your summary
 - a. First question is the hardest-can have a plant in the audience
 3. Look directly at the person asking the question
 - a. Repeat the essence of the question
 - b. Answer the entire audience
 4. Don't editorialize a question-"wow that was a great question"
 5. Keep track of time
 6. Don't let questions be anticlimactic
 7. Don't take questions when audience is getting up to leave
 8. Let the audience know this is the end
 9. Reiterate the take home points at the end-this is the second to the last slide
- J. Deal with stage fright
1. Fear can be your friend-the sympathetic response can improve your attractiveness and alertness
 2. Can hide pictures of family in notes for yourself
 3. Best cure is rehearsal
 4. Show up before audience is there
 5. Avoid caffeine, alcohol, too many fluids
 6. Stand up straight. This improves breathing.
 7. If desperate, can use a small dose of beta-blocker although not recommended
- K. The 11th rule: PRACTICE, PRACTICE, PRACTICE
1. Speak any chance you get
 2. Practice out loud
 3. Rehearse in front of a live audience
 3. Audiotape and videotape every chance you get
 4. Listen to good speakers

VIII. Handouts

- A. Outline of talk or essay that covers all of your points
- B. Not copy of your slides
- C. Not a copy of articles

IX. Summary

- A. Design your message by starting with the conclusion
- B. Know your audience
- C. Converse with audience, don't lecture
- D. Tell stories and show pictures
- E. Use technology to enhance your message not detract from it

X. Contact with questions by emailing joseph.lex@tuhs.temple.edu