

EMRAP Educator's Edition Summary

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- I. Rob Rogers' discussion with Greg Henry and Mel Herbert on practical points for becoming a great speaker
 - A. Speaking should be fun and entertaining
 - B. Speaking is essential to move ahead in your profession
 - C. Advice for becoming a great speaker
 1. PRACTICE
 - a. Does not come naturally
 - b. Give talks at department meetings, medical society meetings, and every chance you get- in your car, while you go for a walk, etc
 - c. Practice by yourself-aloud or in your head
 - d. *Outliers* by Malcolm Gladwell-a book on why people are good at some things. The author states you need to 10,000 hours of practice to be good at that particular "thing."
 2. Only give about 4 major points per 1 hour lecture and repeat those points about 4 times for the information to stick
 3. Work on transition statements and how to link the major points together
 4. Your talk should breakdown a complex subject into bite sized pieces
 - a. Place emphasis on what is important and what is not
 - b. Know how much information to give
 - c. Know what audience wants to know
 5. Tell a story or present a case
 6. Pacing-do not rush, better to leave some information out if time is an issue
 7. Grab the audience in the beginning
 - a. Let the audience know what's in it for them
 - b. Distill down the problem they deal with every day
 - c. Audience needs to feel immediacy to what they do for a living
 8. Listen to all level speakers and learn from their lectures
 9. Choose a topic that will interest the audience (and you)
 10. Keep it simple and interesting
 11. Give practical information-things they can use in their practice
 12. Pick out a person in audience and speak to that person
 - a. Get cues from that person-if they look like they are enjoying the talk, you are probably doing well
 13. Be dynamic- Raise the epinephrine levels in the room and excite the audience-this allows people to remember your talk
 - a. Vary position- do not stand behind podium
 - b. Vary tone/sound
 - c. Change intensity
 14. Mistakes

- a. Never present all new material-review the basics then add on new material
 - b. Do not put the audience down
 - c. Don't talk down to the audience "you should do this"
 - d. Don't force humor, it should flow naturally. If you use humor and it fails, make a joke of the fact that your joke did not work.
 - e. Don't be dependent on slides. You should be able to give your talk without slides
 - f. Don't read off slides
 - g. Don't be bored with your talk-need to be cheerleader for the topic
 - h. You need to know the topic. Speak to other experts. Read the papers. 40 hours of preparation for each 1 hour talk.
15. Need to be entertaining, energetic, and interesting
16. You are in charge of the room. You need to know how to control people in the room.

II. Amal Mattu's comments

A. 3 things he did to be a better speaker

- 1. Read on how to be a better speaker
 - a. Go to the business section in your local bookstore
 - b. Recommends reading Lilly Walter's book *Secrets of Successful Speakers*
- 2. Audiotape or videotape yourself to learn your idiosyncrasies
- 3. Every time you listen to a talk, critique the person (not to their face) to learn what you liked and what should be improved upon. This will allow you to become aware of those things in your own lectures.

B. Nervousness

- 1. Practice your talk
 - a. Know talk very well especially your introduction and conclusion
 - b. Don't memorize
- 2. Get comfortable talking in public places/people
 - a. Make small talk with people
 - b. At conferences, ask question/give comment at each lecture
- 3. Always start lecture with joke
 - a. To hear audience laugh makes you feel more comfortable
 - b. Engage audience
 - c. Politically correct joke-do not offend audience
 - d. Joke that will surely get a laugh

C. Other tips

- 1. What's in it for me? Address what the audience wants from lecture.
- 2. Don't offend other specialties in audience
- 3. Biggest pitfall-covering too much info
- 4. People take 3-4 points away from lecture
 - a. Repeat points over and over
 - b. Decide what the main points are and design your lecture around reinforcing those points