CIMNE EXCELENCIA SEVERO OCHOA

WINTER SCHOOL

An excursion into computational methods

January 24th – 28th, 2022

Oral Communication

Narges Dialami

CIMNE EXCELENCIA SEVERO OCHOA

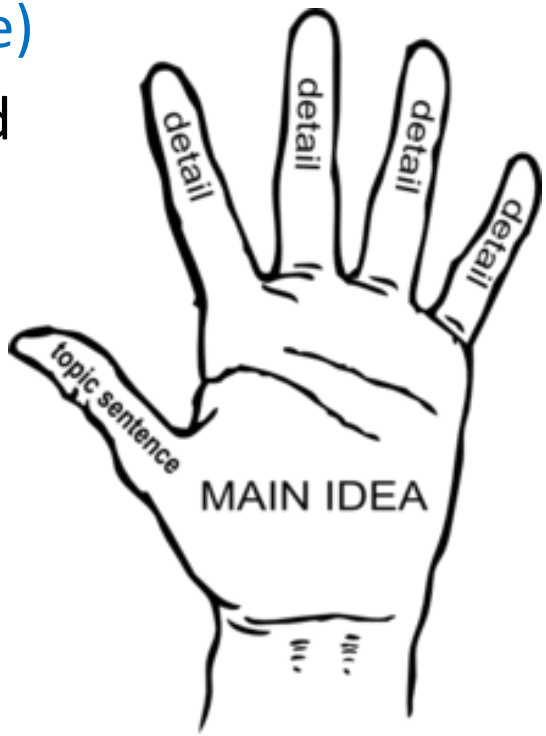
Simple rules to be taken into account for making good oral presentations

The main idea

- **Start** with the **end** in mind
  - Think about and memorize exactly the beginning (start) and the end (applause)

A speech is a journey: must have origin and destination

- Present **one** - and only one - main **idea**
- Which is the message you want to pass to the audience?
- Which are the important points?

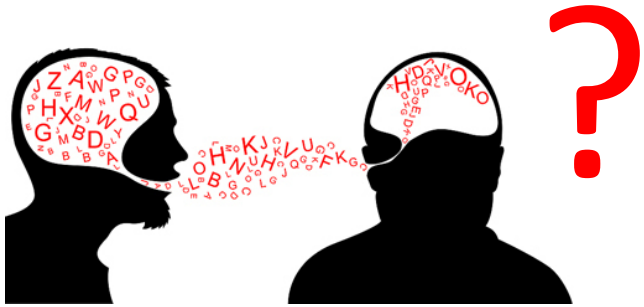


<u>Formulate a strategy</u>

The three keys

- Know your **audience**
- Know your **time** limit
- Know your **subject**

Think about the audience

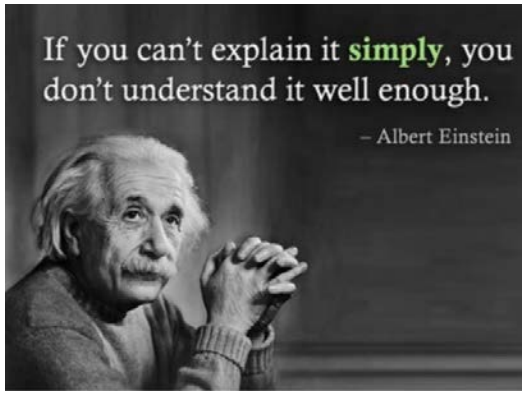


CIMNE
EXCELENCIA SEVERO OCHOA

TALK NERDY TO ME

"MAKE EVERYTHING AS SIMPLE AS POSSIBLE BUT NOT SIMPLER"

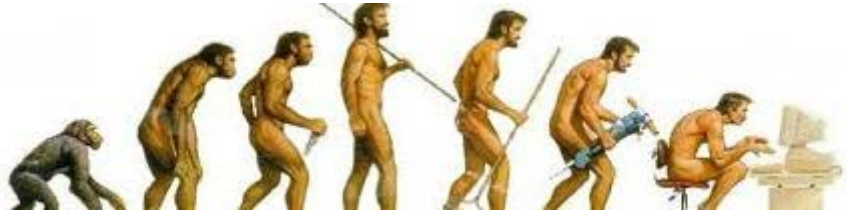
A. Einstein



You can clearly communicate your without compromising your ideas

Melissa Marshal, TED talk

https://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me?language=en



CIMNE

EXCELENCIA SEVERO OCHOA

Structure

Basic 3 parts:

Introduction

- Overview
- Background
- Objectives (purpose, aim, goals)

WHY?

Body

- Methods
- Finding
- Limitations

WHAT?/HOW?

Conclusions

- State the goal and uses of the presentation

CIMNE EXCELENCIA SEVERO OCHOA

Basic order

Structure of a ten-minute talk

Introduction

- Title slide
- Background (1-2 slides)
- Aim of the study (1 slide – essential!)

Body

- Brief methods (1 slide)
- Results (4-8 slides)

No more than 15 slides in total!

Conclusions

- Summary (1 slide)
- Conclusions (1 slide)
  - Make it attractive!

CIMNE EXCELENCIA SEVERO OCHOA

Introduction

Get the audience's attention and signal the beginning

- Let's begin
- Can we start?
- …

Greet audience

- Hello ladies and gentlemen
- Good morning members of the jury
- Thank you for your kind introduction

Introduce oneself (name, position and Center)

- Good morning everyone, I would like to start by introducing myself. My name is …
- …

First few slides

Most presentations start with a **title slide** that presents the **title of the talk**, **author**, **coauthors**, and **affiliations**.

Succinctly state the project

Give title
and
introduce the subject

What exactly are you going to speak about?

Give a rough idea or working definition of the subject

- I plan to speak about ...
- Today I'm going to talk about …
- The subject of my presentation is …

Announce your outline

What comes next in many talks is the “Outline of my talk” slide
You should keep the outline **simple**

I have divided my presentation into X parts

- In the first part I give a few basic definitions. (A brief overview on …)
- In the next section I will explain…
- In part Y I’m going to show…
- In the last part I would like to give an example …

Outline

Advantages:
Helps you organize your ideas;
Presents your material in a logical form;
Constructs an **ordered overview** of your speech.

Disadvantages:
Wastes time and **loses the interest** of the audience immediately.

A better approach is to present the **motivation**, **purpose**, or **goals of the presentation**.

For a 10–15-minute conference presentation:

OUTLINE OF MY TALK

- Introduction
- Data
- Methods
- Results
- Discussion
- Conclusions

Introduction

Tells the audience the direction your presentation will take:

- State the **topic** and tell what the presentation will cover
- Outline the **main points**

A good introduction will capture the <u>audience's attention</u>

Introduction

Examples of Attention Getters

Introduction

- **Usually a few slides**
- **Engage audience**
- **Background**
  - Briefly describe the published literature on the topic
- **Set stage for outbreak investigation**
- **Describe how your study will advance the field**
  - Basically, why is your study important
  - What is your research question
- **Include a slide describing study objective**

Make a transition between the introduction and the body

Body

Be clear and concrete

Sequence your ideas

- Keep the audience's attention
- Link ideas, sections (make transitions)
- Signal where you are

Example

- Now let's take an example
- To illustrate this …
- Let's see this through the example

Rephrase

- Let me rephrase that
- In other words …
- That is to say …

CIMNE EXCELENCIA SEVERO OCHOA

Body:
Method slides

- **Briefly** describe the methods **essential** for the study
- **Do not** describe **every thought** process that went into the method development
- Describe your **study design**
- **Lead the audience** through your slides

Body:
Result slides

- Provide a **title** for each slide
- Emphasize most important **findings**
- Include descriptive results
- Use mixture of **text**, **table**, **figure** and **photos** as appropriate to your results
- Draw **conclusions** for the audience

Tips

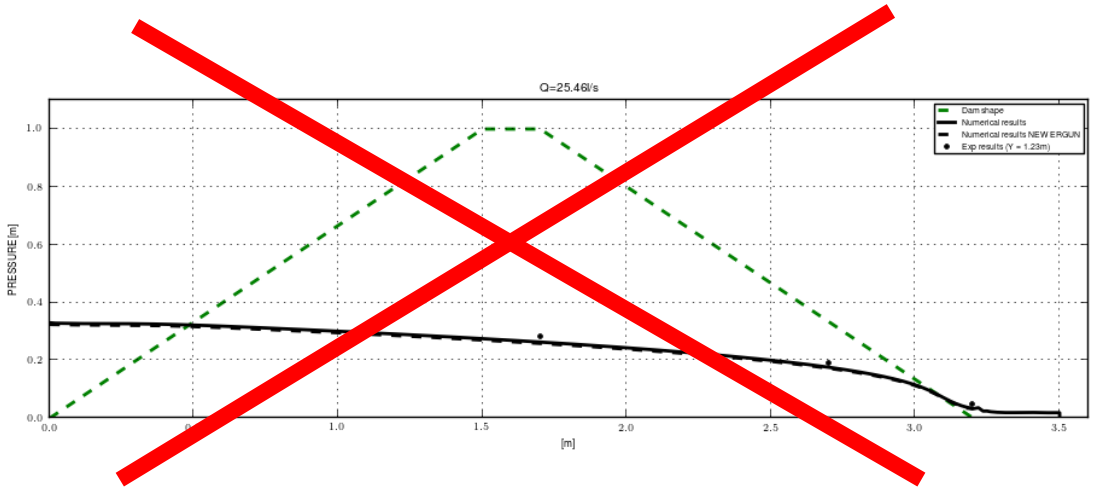
- **Start** with your **storyboard** and **write notes** for what you want to say about each slide. (PowerPoint has the speaker notes area for this purpose.)
- **Each slide** should have **one important point**, and that one point should be made extremely **clear** by **the slide**. If no discernible point exists for the slide, delete it from your presentation.
- **Do not** put the **obvious** on your slide.

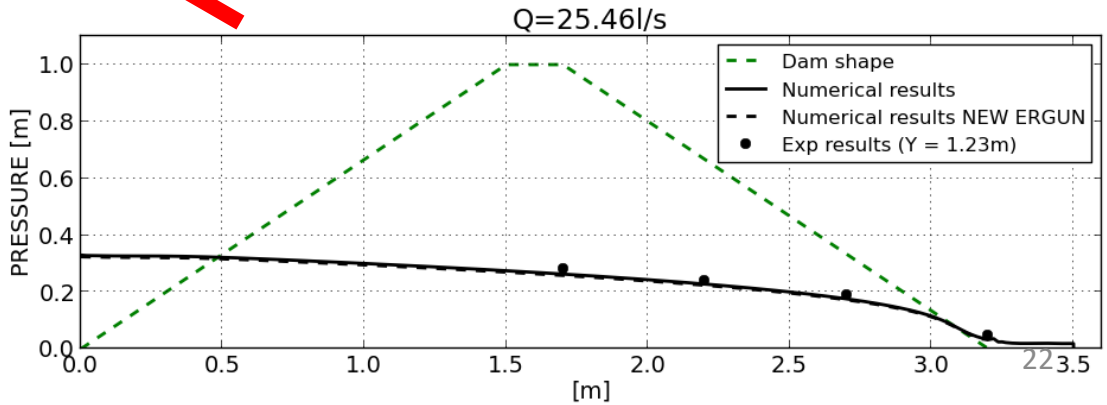
Instead, provide facts that **demonstrate** to the audience why it is an **important** problem.

DILBERT: © Scott Adams, dist. by United Feature Syndicate, Inc.

Layout

- Choose the layout you prefer but… make your presentation readable!!!!





Time

- Account for 1-2minutes per slide

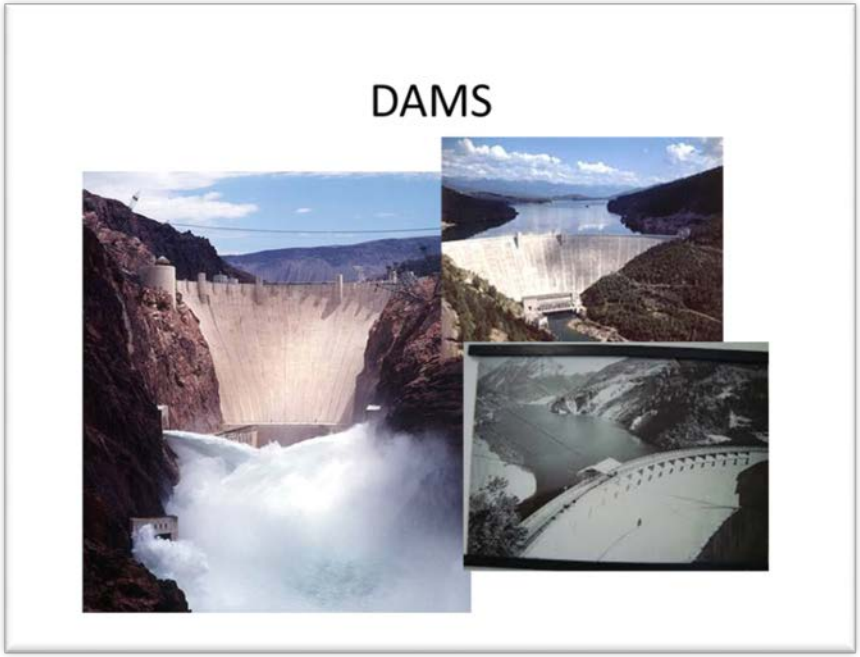
Do not exceed your time

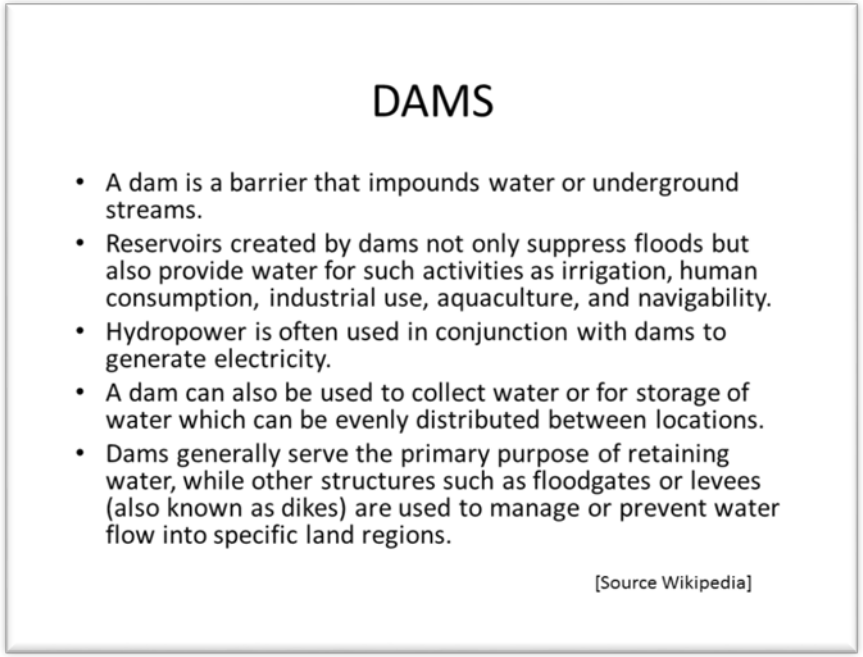
A shorter presentation is always welcome

"I'm going to make a long speech because I've not had the time to prepare a short one"

W. Churchill

Show images, not text



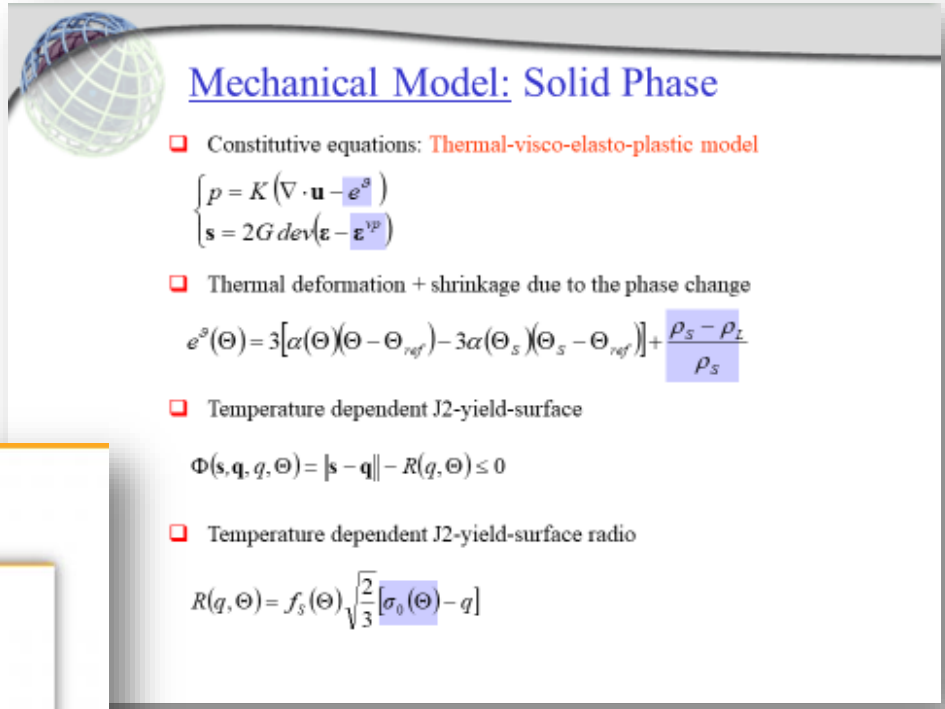


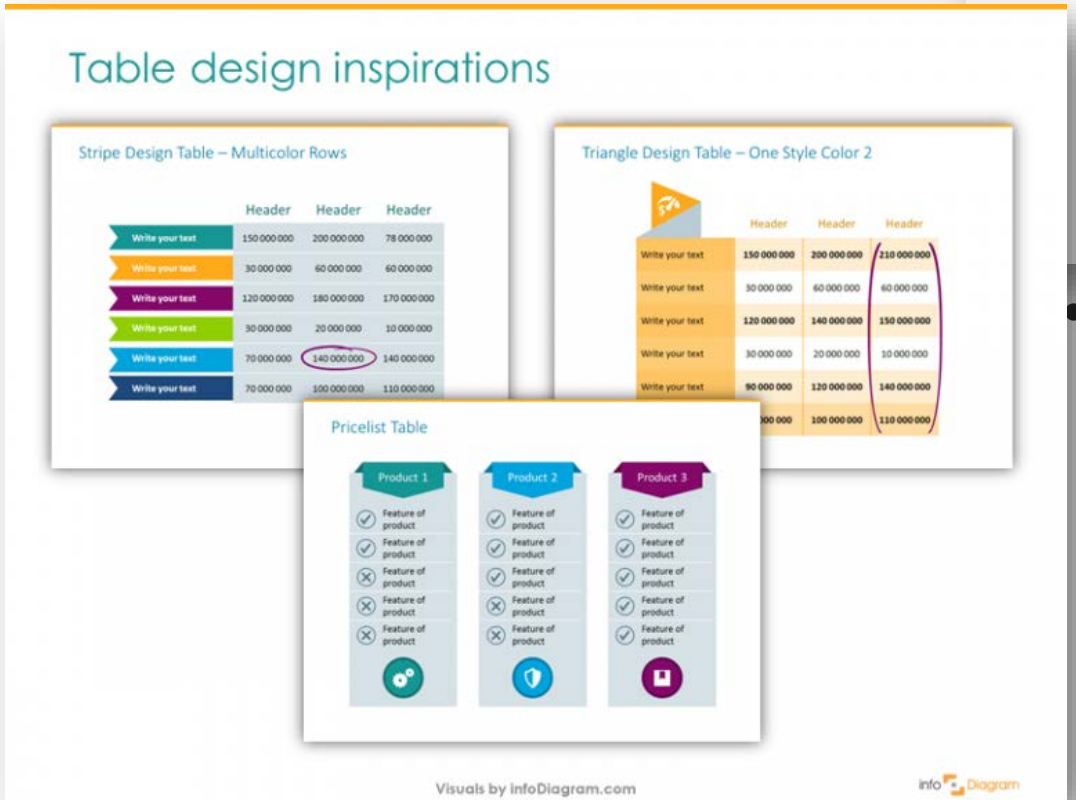
.. and use KEYWORDS, not full sentences

Little text for you to build the sentence.

Formula & Table

- Use equations sporadically
  - Explain the **concepts** they represent

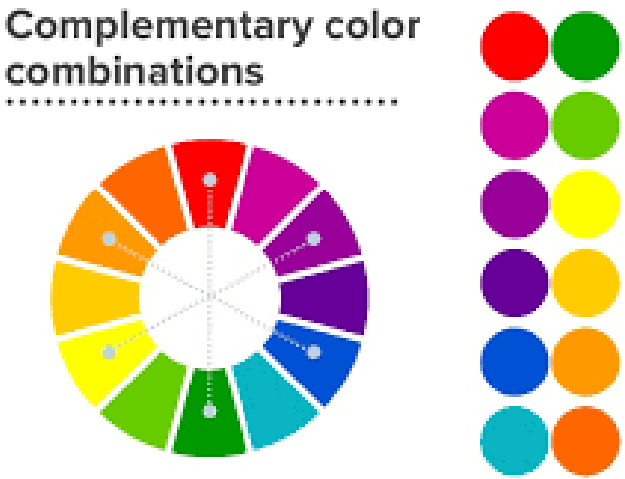




- Do not put **tables** that cannot be **read** or excess information that creates "noise"

Use colors on purpose, not to decorate

- **Emphasize** a component, title, ...
- Identify a **repeating** element
- Distinguish **similar** elements
- **Symbolize**
- Too many colors reduce readability
- Generally do not use more than 4 colors



Effective slides…

- Are uncluttered, clear, visible
- Don’t distract the audience
- Use informative title (Not “Results 1”, “Results 2”)
- Use bolded, sans serif font (Arial, Tahoma, Calibri,..)
- Keep text/title size consistent across slides
- Have simple, high-contrast, consistent color schemes

Last few slides

Your last slide should be *one* **well-considered** and **briefly worded** conclusion slide.

- **No** extremely **general** statements
- Select **real results** that **summarize** your talk in a few key points
- Do not introduce new information

The conclusion slide is especially important to **emphasize the take-home message** to the audience.

Avoid presenting more after the conclusion slide!

Conclusion

The conclusion of your talk should include:

- **Brief reminder** of what you tried to show in your speech and how you tried to do so
- A short **conclusion**
- Emphasize the **significance** of the findings
- Provide an indication of **future** direction
- **Thanks** to the audience for listening
- An invitation to ask **questions**, make **comments** or open a **discussion**

CIMNE EXCELENCIA SEVERO OCHOA

Take-home messages

- Decide type of data and the point you want to convey, then choose the visual accordingly (text, table, graph, chart, etc)

- Well organized, practiced presentation with clear, effective slides (when used) reinforces your message and helps you communicate effectively

- Good science is more important than glitz

Be natural and relax!

- **Eye contact**
  - to keep audience's attention
- **Facial expressions**
  - should be natural and friendly. SMILE!
  - Raise eyebrows to show surprise
  - Open eyes wide
  - Knit your eyebrows to show consternation or puzzlement
- **Posture**
  - Stand straight but relaxed (do not slouch or lean)
- **Gesture**
  - Up & down head motion or other movements to indicate importance
  - Pen or pointer to indicate a part, a place (on a transparency)
  - Shrug of the shoulders to indicate "I don't know!"

Avoiding technical snafus

- Take care with colors, font size, overcrowding
  - Project <u>before</u> the meeting
  - Don't apologize for slides (or need to)
- Arrive at the session room at least 15 minutes prior to the start of the session
- Belt and braces
  - CD/zip/removable media <u>plus</u> laptop
  - Give a labeled copy of your presentation to your mentor or a trustworthy colleague
  - Never check your presentation with your luggage!

Speak, don’t read

Focus on you, not on the slides

You are not the soundtrack to your slides.
You are the main event.
You are the presentation.

Think more about a **communication** with the audience than a **presentation** to the audience

Overcoming anxiety

- Prepare your presentation well in advance
- Practice, practice, practice!
  - Rehearse out loud on your feet
  - Present to a variety of audiences if possible but first alone
  - Time yourself. Your talk will almost certainly get longer on the day; allow for this!
  - Use outline notes to ensure coverage of key points
  - Breath

The role of rehearsal

"It takes three weeks to prepare a good *ad lib* speech"
Mark Twain

CIMNE
EXCELENCIA SEVERO OCHOA

Practice your presentation

- Practice with visuals
- Memorize key parts

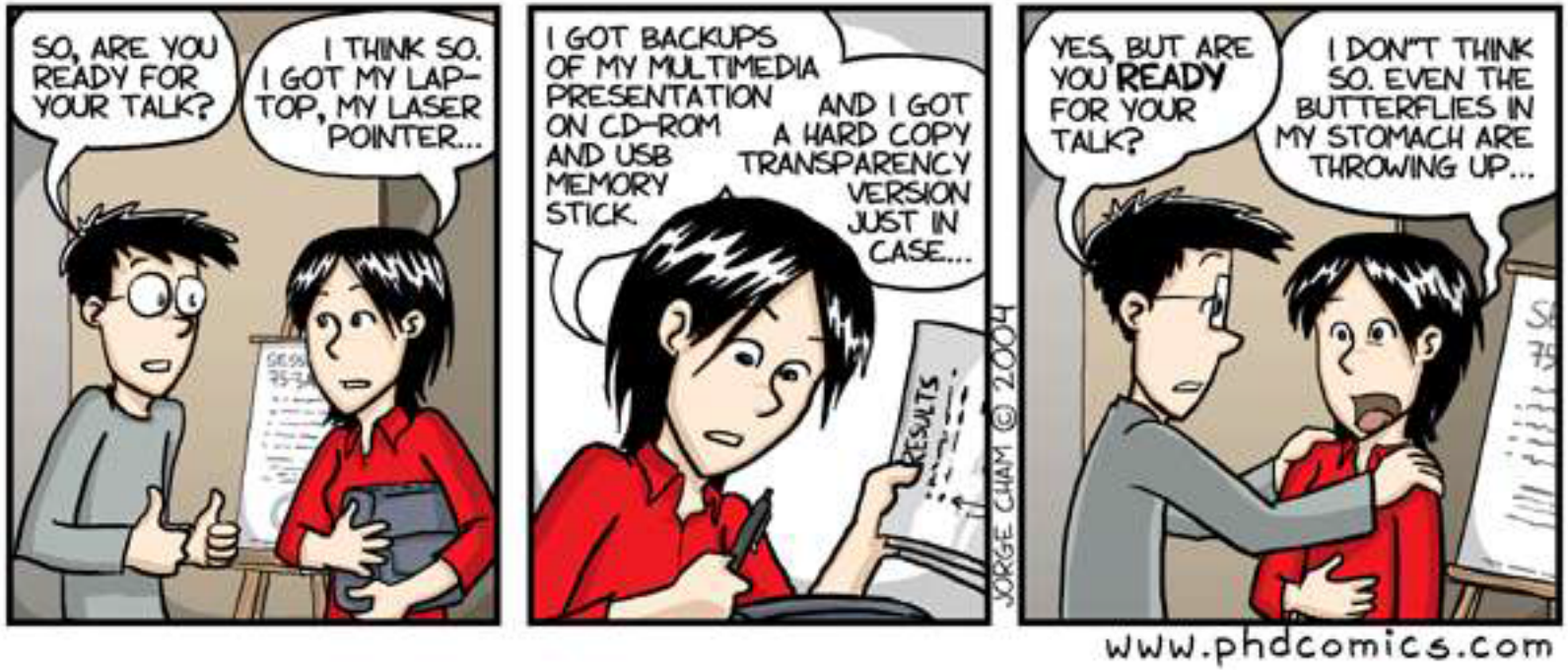
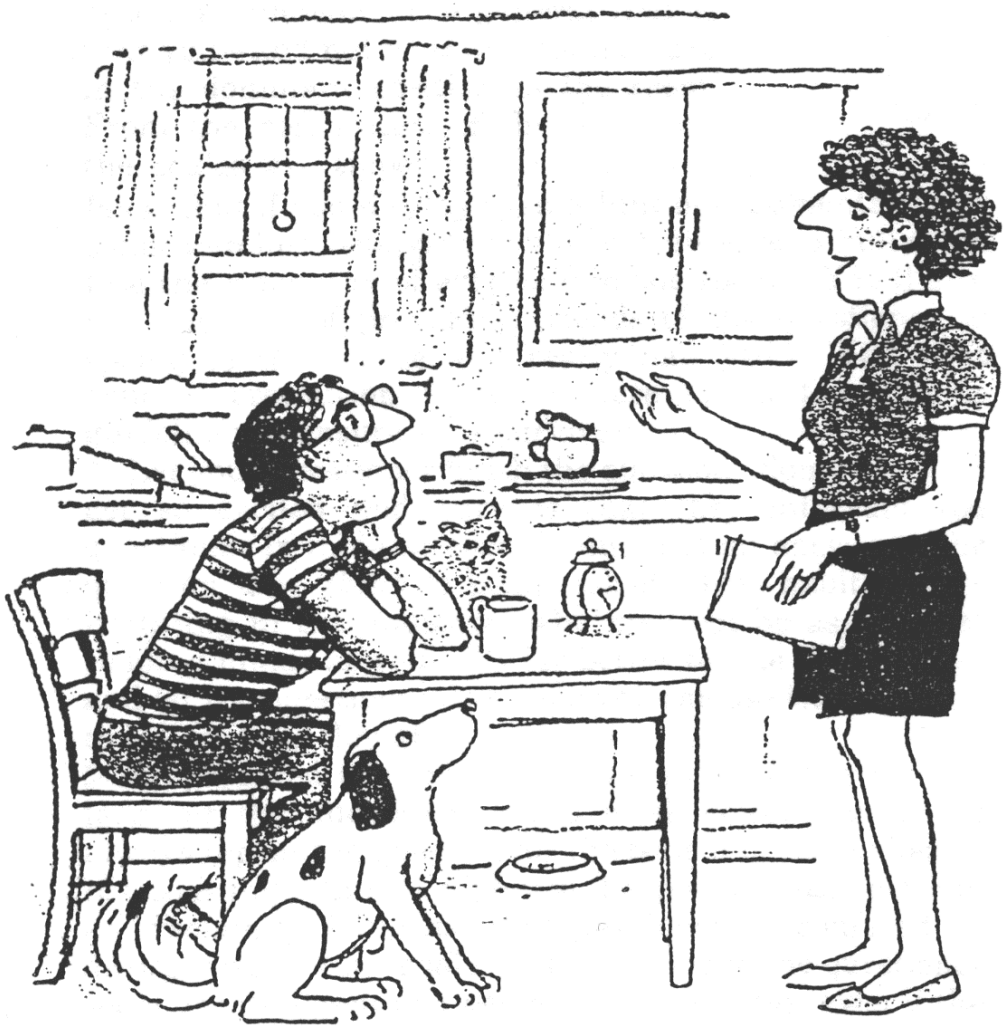


Image taken from CLIMB Northwestern Univ



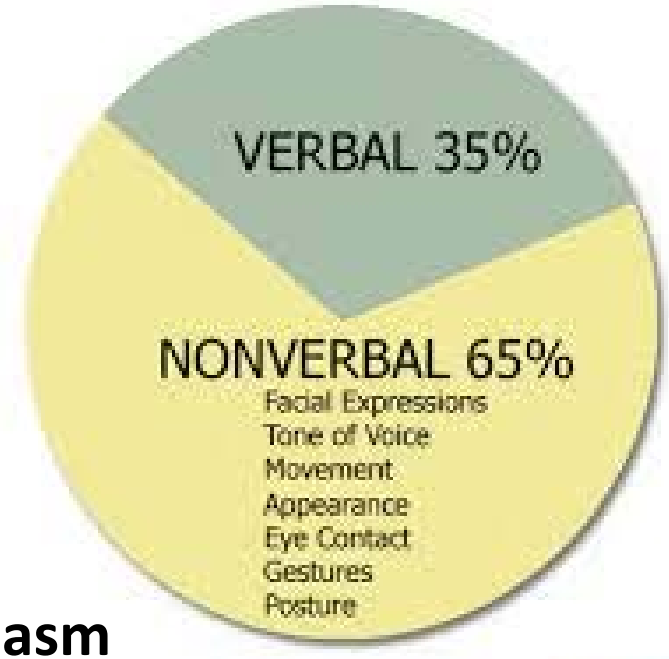
Practice your talk with your partner, friends, family ...

- Critique practice session
- Simulate actual situation

Practice your presentation

CIMNE
EXCELENCIA SEVERO OCHOA

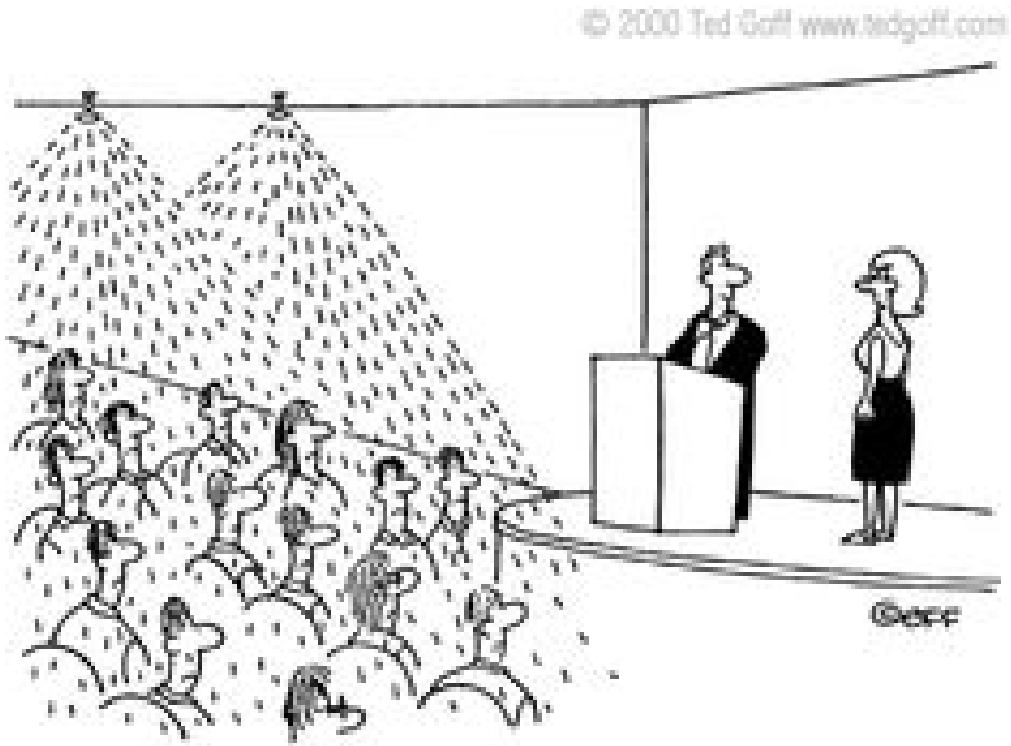
Be confident



Show **confidence**, **conviction** and **enthusiasm**

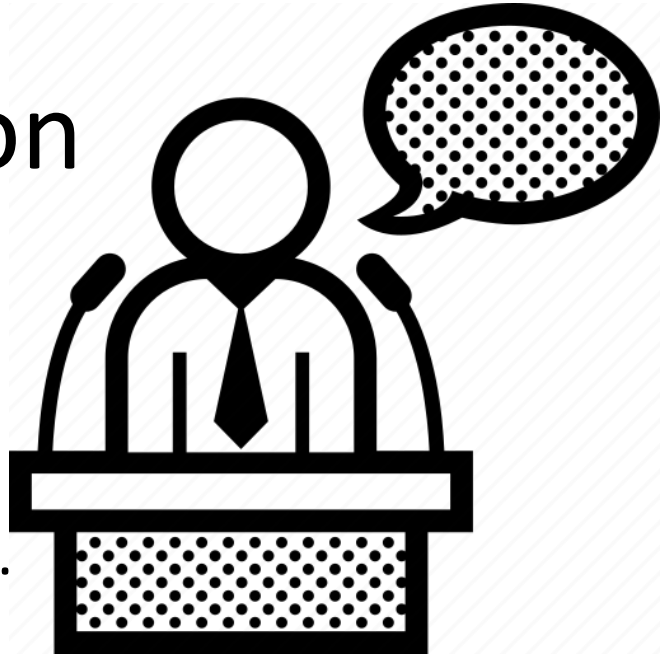
Copyright © 2008 www.imprinttrainingcenter.blogspot.com

Give rhythm to your talk



"You're not allowed to use the sprinkler system to keep your audience awake."

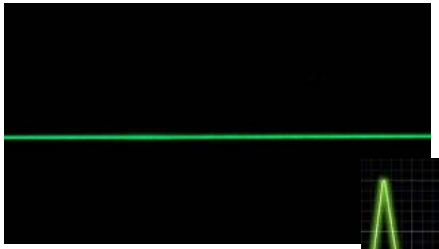
Good elocution



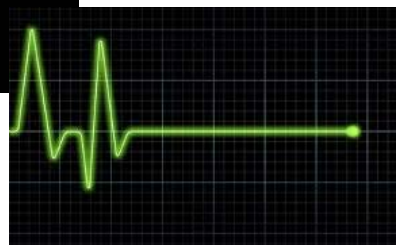
- **Highlight** important words.
- Vary the **tone of voice** and **speed** of speech.
- Make **breaks before and after** important ideas: Emphasize the **main points**.
- Make the sentences and recite them with **elocution**.
- Turn the heart up: **convince**!
- Focus on the **listeners: Talk to the audience**.

CIMNE EXCELENCIA SEVERO OCHOA

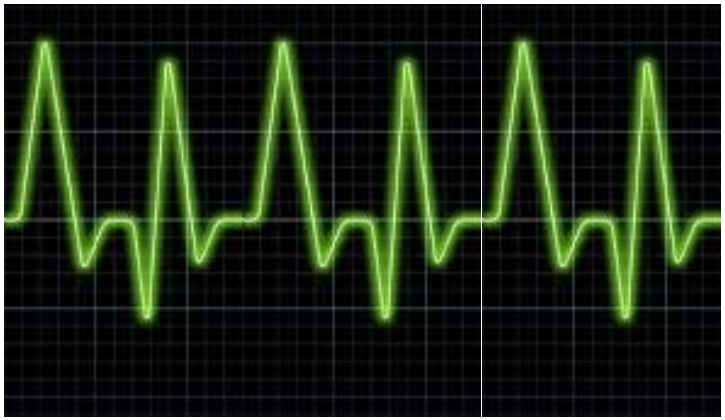
Give rhythm to your talk



Monotone

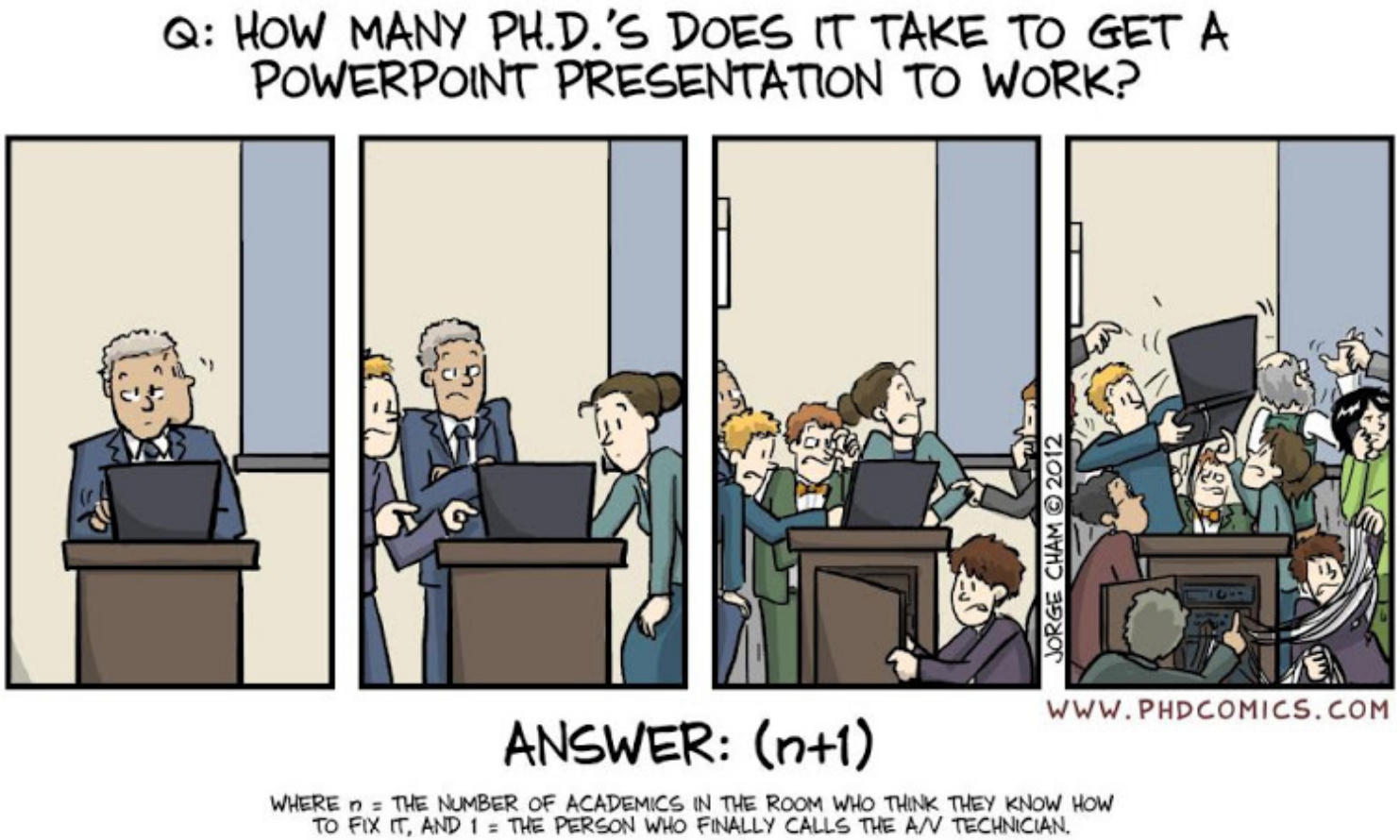


Good start, loosing energy



Be conscious of your voice tone and rate of speech

Be aware of technical problems



CIMNE
EXCELENCIA SEVERO OCHOA

Some More.

- Try to awaken the **curiosity** of the audience.
- Make the **structure** evident.
- Prepare for **questions**.
- **Rehearse**.
- Do not go over the given **time**.

Handling questions

- Listen carefully
- You are the expert
  - Prepare among friends
  - Insist that they challenge you
- Answer accurately, concisely, clearly
- It’s OK to say you don’t know, or haven’t done the work yet
- The three “D”’s
  - Defend
  - Deflect
  - Defer

Handling questions: Don’ts

- Don’t be defensive even if question hostile
- Don’t say “Did that answer your question?”
- Don’t thank the questioner for the question
- Don’t rate the question

Closing thoughts

- Presenting your work orally is a wonderful opportunity to further your career
- The keys to success are preparation, precision and practice
- Focus on the message, not what the audience might be thinking of you
- Always have a back-up plan
- Try to have fun! Give yourself many reasons to feel good about yourself

References

- CLIMB program (Collaborative Learning and Integrated Mentoring in the Biosciences). Northwestern University, USA http://www.northwestern.edu/climb/
- NATURE Scitable http://www.nature.com/scitable/ebooks/english-communication-for-scientists-14053993/giving-oral-presentations-14239332
- The golden rules for making a good presentation: https://www.youtube.com/watch?v=6xAM2GH1wKA
- 10 TIPS for oral presentations http://christopherwitt.com/10-tips-for-technical-presentations/

Some More. Non scientific

- About your body language: TIPS
- Think of your presentation as a story.
- About BAD presentations
- BEWARE! Cultural differences matter

Examples

- Three Minute Thesis winning presentation by Emily Johnston