Thinking About Presentations

October 23, 2019
## DISCLOSURE: Thomas M. Krummel, MD

### Past - Acquired / IPO

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*Received: Ownership Interest

None are relevant
OBJECTIVES

1. Review 40 years of experience
2. Focus on Key “Do” & “Do NOT”
3. Discuss thoughts on “slides” or other visual aids
4. Primary focus on scientific presentations
   - 10 minutes to 50 minutes
5. No p < 0.1, RCT, evidence “sketchy”, but solid results
CRITICAL THOUGHTS

1. Your presentation is a very public reflection on you, your lab, and your department

2. Preparation is EVERYTHING
   - Remember the 10:1 or 20:1 Rule

3. Know your audience

4. Know your time allotment

5. Technology SNAFU’s happen – be prepared

6. Learn by doing & observing, always reevaluate & grow
USEFUL REFERENCES

- https://people.eecs.berkeley.edu/~jrs/speaking.html


- https://www.elsevier.com/connect/how-to-give-a-dynamic-scientific-presentation

WHY SHOULD YOU CARE?

1. Primary source of knowledge transmission / impact
2. Allows connection outside your “home court”
3. Forces organization, clear thinking
4. Always a unique opportunity, always a test
5. Ultimately defines “The Brand of You”
   https://www.fastcompany.com/28905/brand-called-you
6. Avoid the fallacy of “my science speaks for itself”
GENERAL FORMAT

1. Tell them what you are going to tell them
2. Tell them
3. Tell them what you told them
4. Never forget the worst talk you ever witnessed
   - disorganized, confused, no sense of purpose
   - too long, “canned”, gibberish & jargon
   - disrespectful to ALL
1. Consider audience
   - specialty experts?
   - scientists / physicians
   - learners
   - ‘lay’ public

2. Adjust content / objectives to them

3. Empathy – the talk is NOT for you, it is for your audience

4. TMK: 10:1 or 20:1 rule
A WORD ABOUT...  TIME ALLOTMENT

1. Do not go over allotted time

2. Do NOT go over allotted time

3. DO NOT GO OVER ALLOTTED TIME

4. DO NOT GO OVER ALLOTTED TIME

5. Any questions?
TALK FORMATS

1. “Sermon” – graduation remarks

2. Chalk talk

3. More formal professional talk -
   - scientific plenary session
   - panel presentation
   - extended, i.e. “Grand Rounds” talk
SLIDES

1. Your roadmap / cue card / tool
2. A picture is worth 1,000 words
3. Video has 30 pictures/second
4. A most impactful tool
   - if you use them right!
5. The “Build” slide, the “signpost” slide
WHY USE “SLIDES”?

1. Visuals stick in long term memory
   - pair concepts with meaningful image

2. Transmits messages faster
   - 90% of information to brain is visual
   - processed much faster than words
   - sense of visual in 0.1 sec.

3. Trigger emotions, improves comprehension

4. Think about a red planer octagon
   - with white letters that
   - read S-T-O-P
DO YOU WANT ME TO LISTEN OR TO READ?

1. If speaker makes eye contact
   - good cue

2. If slides have beaucoup words
   - audience will read or be confused

3. If you need “Notes” section on podium computer
   - can be useful

4. **Practice** – in front of an audience or self video
   - lab, coworkers, mentors
   - speaking voice
IMPACTFUL SLIDES
EVERY BREATH YOU TAKE WILL EVENTUALLY SHORTEN YOUR LIFE.
PROTOTYPE PROGRESS
Five years of work on one slide

Funding – Biodesign, NSF, Gates, Wellcome Trust
Same day demonstration of ability to engage tissue from local butcher with true-to-scale threaded screw from ACE Hardware.
STANFORD BIODESIGN
a 20 year start-up

“We believe the process of Innovation can be taught; our goal is to develop the next generation of medical device inventors.”
National Medal of Technology and Innovation for Dr. Thomas J. Fogarty

Dr. Fogarty was awarded the medal by President Obama in a ceremony on November 24, 2014 at the White House
ALAN KAY

1. Joined PARC at the beginning.
2. In a paper published in 1972, conceptualized “The Dynabook.”
3. Rebuffed by senior leadership at XEROX headquarters.
4. They had interest in “following trends.”
5. “Look, the best way to predict the future... is to INVENT it.” PARC disintegrated!
6. Received Turing Award in 2003. “Nobel Prize in C.S.”
### Commercializing Medical Technology

**Fogarty Institute Residence**
- Technology validation
- Business plan creation

**Fogarty Institute Impact**
- Education and knowledge with lasting impact

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<th>Revenue</th>
<th>Investment/Value</th>
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<td>C Round</td>
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<td>D Round</td>
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- **A Round**
- **B Round**
- **C Round**
- **D Round**

**Idea**
- **Prototype**
- **Animal Studies**
- **Prepare Clinical Trial**
- **Clinical Trial**
- **FDA, Regulatory**
- **Marketing, Sales**
Embedded Animation Video
Say What?!
Bill – “What were you thinking?”
THE PRESENTATION

1. Prep is done
2. Slides are polished
3. You have rehearsed in a speaking voice
4. Bomb proof technology
   - use “house system” whenever possible; email, Box
   - memory stick
   - your laptop, dongle, power, remote
   - locked & loaded well before start
     - make sure animations and videos work
5. After 40 years, I still review “one last time” ALWAYS
6. “Recon” the room – mike, podium, controls, laser pointer
THE PRESENTATION

1. Acknowledge introduction if there has been one
2. Disclose any potential COI
3. Objectives
   - 3-4 chunks / 2-10 minutes each
   - It is a math problem;
     • 4 chunks of 4 min each is NOT a 10 min. talk
4. Summary slide
5. Closure – make it memorable
OBJECTIVES

1. Honor the career of John “Jack” Templeton, Jr., MD

2. Use his career/lifetime as spring board to discuss Innovation.

3. Chronicle surgeon/pioneers who set “gold standard” for innovation/creativity.

4. Suggest that success/failure are two sides of the same coin of innovation/progress.

5. Introduce Stanford Biodesign Program as a way to teach/sustain Innovation in Med Tech space.
SUMMARY
Sustaining MCV/VCU Tradition of Innovation

1. Sincere thanks to Jack Templeton for his enduring example.
2. Highlight MCV/VCU history of innovators.
3. Change is the only constant.
5. Primed you to be A “Prepared Mind”.
The Close
- Make it memorable!
OUR REAL “PRODUCT”
OK to use humor - carefully
The Art of Surgery is not yet perfect and advancements now unimaginable are still to come.

May we have the wisdom to live with this with grace and humility.
CREDITS / Q & A

1. Give credit when credit is due
   - start or finish
   - local experts
   - leaders in field
   - mentor / colleagues

2. Key citations

3. Q & A can be unpredictable
   - remember – you are an expert
   - if good question – say so
   - can always offer “off line” follow on
### INFORMATION TECHNOLOGY & MEDICINE AT STANFORD

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<td>T. Andriacchi</td>
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CONCLUSIONS

1. Thanks for the privilege of thinking together about what makes a great presentation.
2. Preparation is EVERYTHING. - 10:1 or 20:1 TMK rule
3. Empathize with audience.
4. Do not go over allotted time.
5. Prepare for technology SNAFU’s.
6. No substitute for practice.