TIPS AND TRICKS FOR DELIVERING A SUCCESSFUL PRESENTATION AT IISE CONFERENCES

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Key Points

• Being an effective presenter
• Preparing presentation appropriate for ISEs
• Delivering an effective presentation
• Being passionate with the audience
• Focusing on the audience's questions and concerns
What Do You Want from the Attendees?

• What should they know?
• What should they feel?
• What should they be able to do?
• What should they remember?
According to Dale Carnegie

• There are THREE speeches for every one you actually gave:
  – The one you practiced
  – The one you gave
  – And the one you wish you gave!
What Engages Attendees?

• Sharing Experiences
• Sharing Expertise
• Fostering New Insights
• Facilitating Networking
• Sharing Knowledge Sharing Tools
• Providing Valuable Takeaways
• Creating an Interactive and Memorable Experience
Preparing presentation for ISEs

• Who is your audience?

• 2018 Format
  – 7 min/20 min/40 min/80 min

ISE Industry Professionals 47%
ISE Undergrad Students 29%
ISE Grad Students 12%
ISE Faculty Members 12%

IIESE Annual Conference 2016
CRAFT A COMPELLING MESSAGE

Tailor your message to your audience, according to their needs and to your goals.

If you had a gun to your head and HAD to delete content, what would you remove?

Simple. Strip down your message to its core content. Build a compact phrase that would summarize it all.

Concrete. People don’t remember vague stuff, be specific.

Credible. Nobody cares about your opinion. Back up your message with evidence that’ll make people believe you.

Beneficial. Communicate key features that can help people accomplishing something they want to.

Source: Brian Tracy
Does it sound familiar?

• “complete waste of my time!”
• “nothing was related to the title – misleading title!”
• “didn’t understand 50% of what he was talking”
• “too basic! – what’s the contribution?”
• “what a typical class exercise?”
• “oh, no! she is reading from the slides”
• “wow! what a representation of a simple objective?”
• “too nerdy! – it was way over my head.”
Does it sound familiar?
Melissa Marshall: We're fascinated by what you're doing. So tell us about it -- in a way we can understand.
Preparing presentation for ISEs

• Have purpose for the topic
• Fact based, original work
• Reflect current industry standards
• Reference any work that you have cited
• Commercial free content
• Use adequate amount of time
• Embed interaction time with the attendees
Delivering an effective presentation

• Frame your story
  – Conceptualize and frame what you want to say
  – It’s not a summary of your life!

• Plan your delivery
  – 3 major ways: script/bullets/internalize
  – Find the perfect mix of data and narrative

• Develop stage presence

• Plan the multimedia

• Putting it together

Source: Harvard Business Review, the June 2013 issue
Delivering an effective presentation

• Tell your audience a story
  – a story that you care and passionate about
  – a well crafted, not half-baked!

• Use media for engagement

• Design your media for persuasion, not distraction

• Don’t read your slides word for word

• Use the power of “what if”

• Practice, Practice, Practice!

Source: Justin Croxton @ CustomShow, March 21, 2017
President Obama: Rehearsal of ACA Announcement.
Practical Takeaways

• Bring concepts to Life through
  – Data points
  – Stories
  – Examples
  – Models
  – Tools
  – Case Studies
  – Visuals
  – Metaphors
Empower the Attendees

• Empower them to see/learn/think/feel differently

• Provide access to resources, strategies, tools

• Make meaningful connections

• Cultivate commitment

• Ask compelling, memorable questions
Inspire the Audience

• Inspire. Leave your audience determined to
  • Learn/do/get involved more
  • Incorporate their learning into their work
  • Impact others positively, in their company, networks, and field
  • Share it with others
  • Make a better world.

Go up and never stop
Collaborate and Coordinate

• Plan your presentation in coordination with your Session Leader and the other speakers

• Get together by email and on the phone
• Compare notes on content, priorities, and flow
• Prepare for and anticipate questions
• Plan diverse interaction activities & discussion time
Key Rules

• Be clear on the **exact time** for each person and segment
• Use a **stop watch** to time your talk
• Practice the art of **summarizing**
• **Prioritize** your time and content
• **End** on time

• Coordinate with your moderator in the beginning to request a signal 5 minutes before or 10 minutes before you finish
And above all try to avoid putting tons of small print on each slide with overly wide margins all done in complete sentences and small font size with a multitude of font types and tiny numbers on the screen that the audience can’t possibly absorb, especially those sitting in the back who just flew in from overseas and are highly jetlagged and new to your particular sub-discipline, when in fact brain science is very clear on the fact that

- **We are all visual learners**
- **We can really only focus on one thing at a time**
- **Too much stimulation, movement, and color all at once can be highly distracting**

Reference: ISPE

*Do not use yellow lines/font/graphics on a white background*
Use Sensible Graphics

Any graphics should label each axis, line/bar, and have a title.
Use Data Driven Statistics

• According to US Dept. of Health & Human Services, the total national health expenditure was $3.2 trillion dollars in 2015 with a growth rate of 6.67% compared to the previous year.
Get Interactive

- **Pairs and groups**
  - Turn to your neighbor
  - Brainstorm at your table

- **Get up, get moving**
  - Stand up, talk to two people you don’t know
  - Quick survey – then stand up, find a new table based on common challenges/roles/company type
  - Regroup and share ideas on flipcharts
Utilize Case Studies

• SHS provides a variety of health and wellness services such as:
  • regular medical care (acute problems)
  • allergy injections
  • tobacco cessation
  • orthopedic care
  • travel medicine
  • STD testing
  • well woman exams

• Health service fee is approximately $110 per semester.
• All enrolled students can utilize the services offered by SHS.
• Objective of case study was to support continuous improvement of SHS.
Objectives and Conclusions

• Ensure the audience knows your objectives
• End with a Conclusion and Practical Takeaways
• Leave time for questions
• Thank the Audience
QUESTIONS?

WHAT DO YOU MEAN?
Resources

https://www.youtube.com/watch?v=HtBhM2wo2BQ

0:47 sec – 1:14 sec

https://mail.google.com/mail/u/0/#search/Msarder%40bgsu.edu/161fc91398d9c99b?projector=1