



CERN McNET Science Dissemination: Presentations

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Today's Objectives

1. Improve clarity and understanding when presenting content to non-scientific audiences
2. Increase confidence while presenting to various groups
3. Learn and practice techniques to present more effectively
4. Enhance spontaneity and ability to troubleshoot when faced with difficult questions or presentation issues.

Negative Brainstorming

How to ensure that you present as badly as possible?



Negative Brainstorming: Group 1

How to ensure that you present as badly as possible?

- Talk too fast
- Talk too slowly
- Talk too quietly
- No intonation
- Mumble
- Don't explain anything
- Walls of text
- Looking at slides
- Not looking at audience
- Not using a pointer
- Using a pointer too vigorously
- Poorly structured slides
- Going over time
- Constant pace/lack of being dynamic
- Poor choice of colours
- Poor font choice
- Using different fonts in diff slides
- Low quality pictures
- Slide transition animation (PowerPoint effects)
- Walking too much (moving hands ok)
- Figures too small
- No rehearsing
- Bad volume
- Monotone
- Too many details
- Nervous
- Eat our words
- Slides out of order
- Being awkward
- Read your slides
- Too many (bad) jokes
- Move too much
- Come in your pyjamas
- Kids in background

Negative Brainstorming

- Which qualities on these lists are you most likely do when presenting?

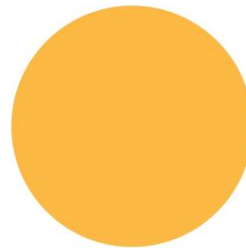


Box breathing



1. Breathe in through your nose deep into your belly and chest
HOLD FOR A COUNT OF FOUR
2. Hold breath for a count of four
3. Exhale completely, pulling your navel towards your spine
HOLD FOR A COUNT OF FOUR
4. Hold exhale for a count of four.

Repeat several times.



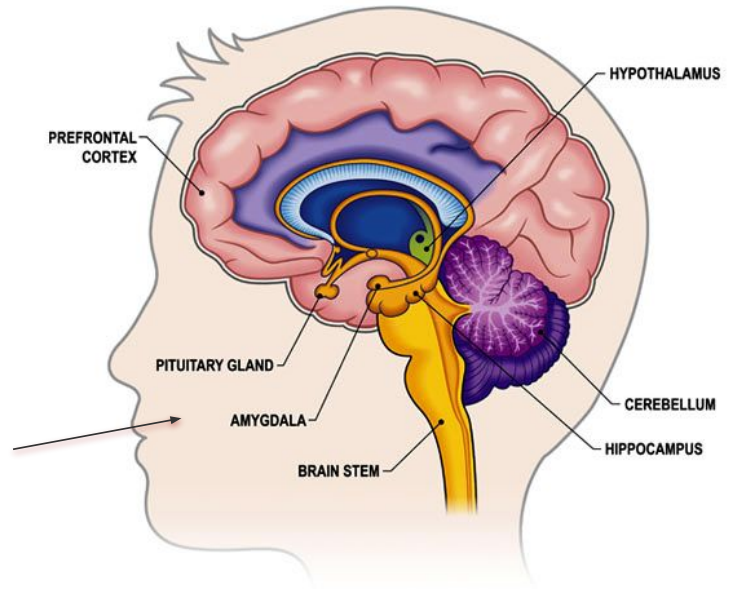
@healthline

THE AMYGDALA “HIJACK”

The prefrontal cortex regulates focus, attention, logic and empathy.

The amygdala regulates emotional reactions & threat detections.

It floods brain with stress hormones and overrides prefrontal cortex.



7

7

The 3 V's



Visual

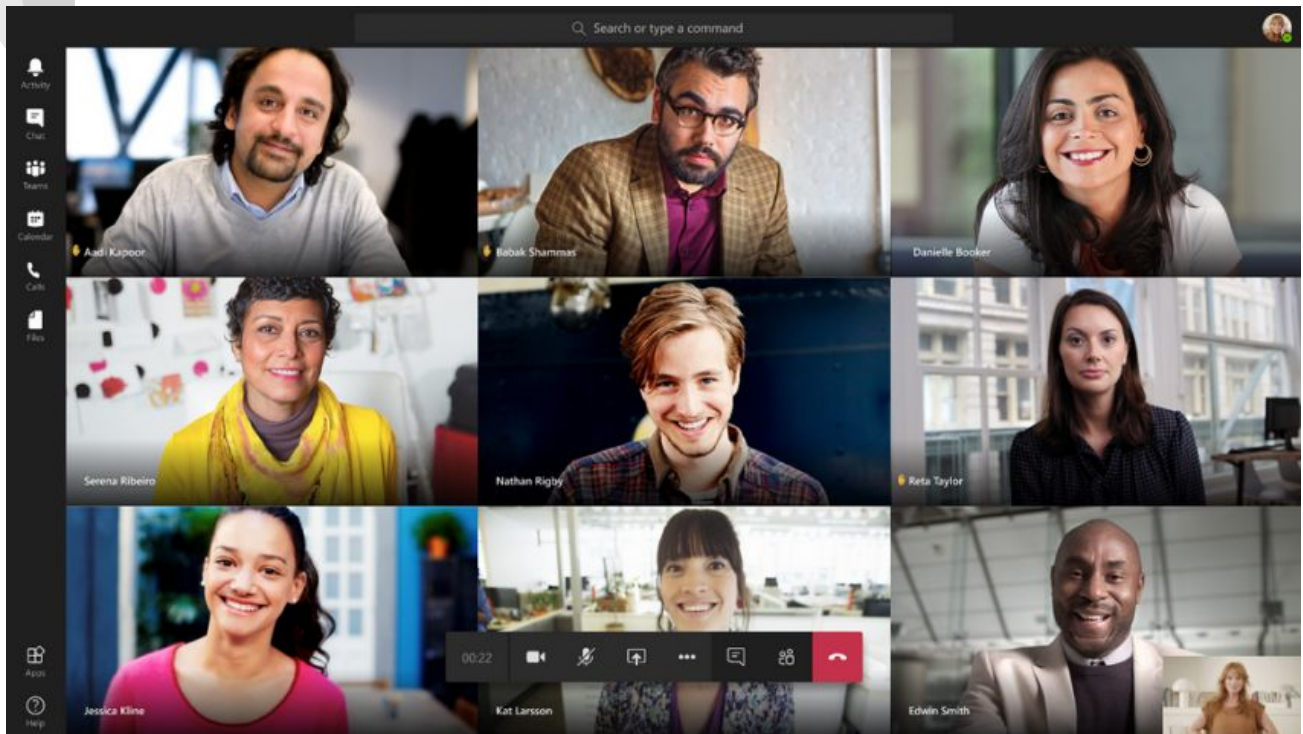


Vocal



Verbal

WHO IS MOST VISIBLE?



The Visual Channel

- Appearance, dress
- Posture and bearing
- Walking/movement
- Body language
- Gestures
- Facial expression
- Eye contact



Visual

The Vocal Channel

- Volume
- Projection
- Pace/speed
- Emphasis
- Rhythm
- Pitch
- Tone
- Pausing



Vocal

The Verbal Channel

- Make it relevant & real
- Use the right words
- Shorten sentences
- Key message focus
- Bring ideas to life
- Be interesting/engaging



Verbal

Handling questions effectively

- ✓ Anticipate tough questions and pre-emptively address them
- ✓ It's alright not to know, use ABC model (next slide)
- ✓ It's alright to get back to people with the answer
- ✓ Preferable not to end on questions
- ✓ Always leave time to end with your key messages



ACKNOWLEDGE
QUESTION



BRIDGE
TO ANSWER



COMMUNICATE YOUR
KEY MESSAGE



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