

How You Can Be the Speaker and Communicator Everyone Wants You to Be

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- MEd, Fellowship in Medical Education
- PD and Dean of GME
- RSNA FDW 2002-2009
- Whitley Award
- RSNA Outstanding Educator

Disclosures

- I have served as a consultant for RSNA and directed an annual faculty development workshop sponsored by RSNA
- I am the Editor of *Seminars in Roentgenology*

Objectives

1. Apply adult learning principles
2. Demonstrate effective presentation skills



I will model behaviors



Who are you?



Who are you?

1. Private practice radiologist
2. Academic Radiologist
3. Resident or fellow
4. Medical Physicist
5. Other

Principles of adult learning

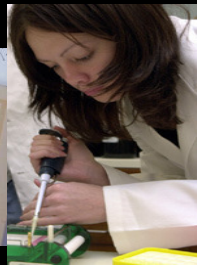
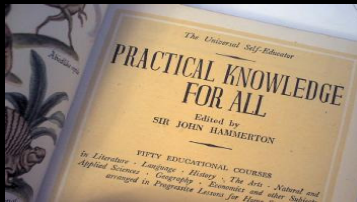


- Adults are goal-oriented



- How will this activity help me reach my goals?
- Necessitates lectures be organized with clearly defined elements

- Adults are relevancy-oriented and practical



- WIFM (what's in it for me?)
- Apply to real-life
- Allow learner to identify his/her needs

- Adults (all learners) need respect



- Share ideas and learn from each other
- Comfortable physical environment
- Follow planned schedule
- “Safe” learning environment

- Set degree of difficulty high enough but not too high



- Adults learn best when they are active participants in learning



Tell me and I forget. Show me and I remember. Involve me, and I understand.

Chinese proverb



10% of what we read



20% of what we hear



30% of what we see



50% of what we see and hear



70% of what we say



90% of what we say as we do
(orally work out a problem)



**PEOPLE GENERALLY
REMEMBER:**

- 20% of what they HEAR
- 30% of what they SEE
- 50% of what they HEAR and SEE

**What is the average adult
attention span?**

1. 5-7 minutes
2. 8-10 minutes
3. 15-20 minutes
4. 25-30 minutes

**What is the average adult
attention span?**

25-30 minutes

Stuart J, Rutherford RJD. Lancet 1978

- Because of the passive role of learners in a lecture, learner attention span is relatively short
- Use a technique to help maintain attention at 15-20 minutes

Incorporate Interaction

- Ask ?
- Brainstorming
- “Think-pair-share”
- Case-based examples
- Directed listening
- ARS

- Adults learn best with feedback



ARS

- Facilitates interaction
- Anonymous
- Instantaneous results
- Feedback to speaker and attendee
- Can be used “on the fly”
- Takes time



- T/F, Y/N, MCQ
- Make questions meaningful
- Discuss the correct and each wrong answer

What is your level of comfort in using the ARS?

1. Very comfortable
2. Somewhat comfortable
3. Somewhat uncomfortable
4. Very uncomfortable

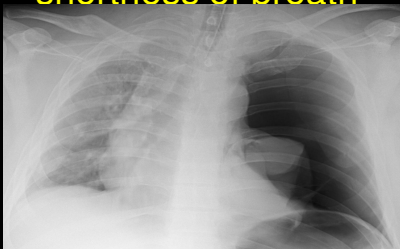
What is the most common CT finding of lymphangiomyomatosis?

1. Small nodules
2. Cysts
3. Septal thickening
4. Bronchiectasis

Given the following image, what is the most likely diagnosis?

1. Hamartoma
2. Carcinoid tumor
3. Bronchogenic carcinoma
4. Rounded atelectasis

40-year-old man with acute shortness of breath





What should
be done
next?

1. Recommend CT of the chest
2. Recommend D-dimer test
3. Call the referring clinician

Presentation Skills

Assumptions

- You want to see good presentations
- You want to deliver good presentations

Have you developed and delivered a PowerPoint presentation?

1. Yes
2. No

Think of the last lecture you attended that inspired you.
Why did it inspire you?

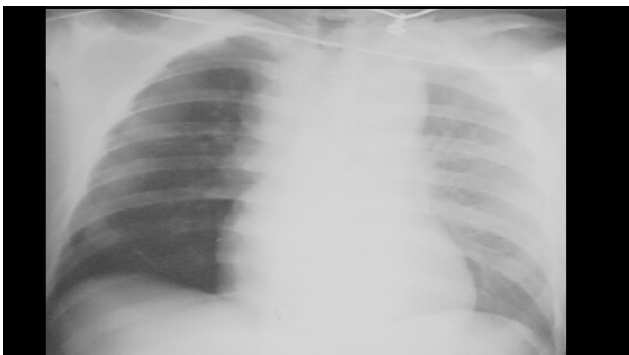
Lecture Components

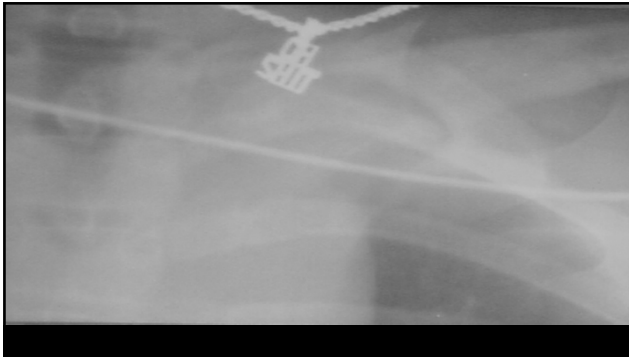
- Introduction
- Body
- Summary
- Consider pre/post test

Introduction

- Review objectives
- Ask rhetorical ?
- Ask for show of hand to ?
- Use ARS
- Quotation

- Present a case
- Videotape
- Cartoon
- Demonstration
- Role play
- Share personal experience





Body

- Better to have too little than too much!
- 2-5 key points

Summary

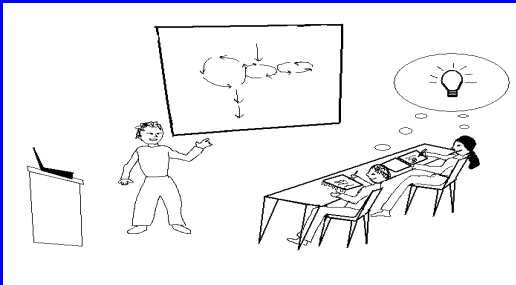
- Brief
- Address main points
- Ask learners for ?
- Ask ?

PowerPoint

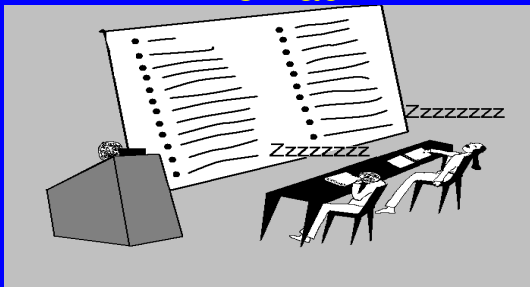
The Good, the Bad and the Ugly

Pamela Bagley and David Izzo, Biomedical Libraries

The Good



The Bad





“Presentations largely stand or fall on the quality, relevance, and integrity of the content. If your numbers are boring, then you’ve got the wrong numbers. If your words or images are not on point, making them dance in color won’t make them relevant.”

Edward Tufte “PowerPoint is Evil”

Which font is easier to read?

1. This is Times New Roman, a commonly used serif font.
2. This is Arial, a commonly used sans serif font.

Serif = Tail

Times New
Roman

No Tail (sans serif)

Arial

Font Sizes (Eye Test)

12	16	20
24	28	32
36	40	44

Which do you prefer?

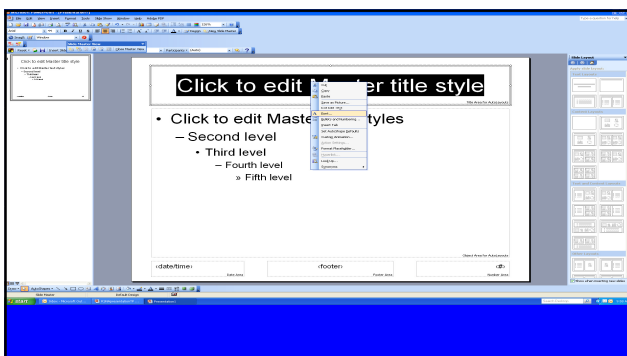
1. This is 20 font
2. This is 28 font
3. This is 32 font
4. This is 40 font

PowerPoint default font:

- 44 (heading)
- 32 (main text)

Master Slide!

View – Slide Master



I routinely use ≥ 50 for headings and ≥ 40 for main text.

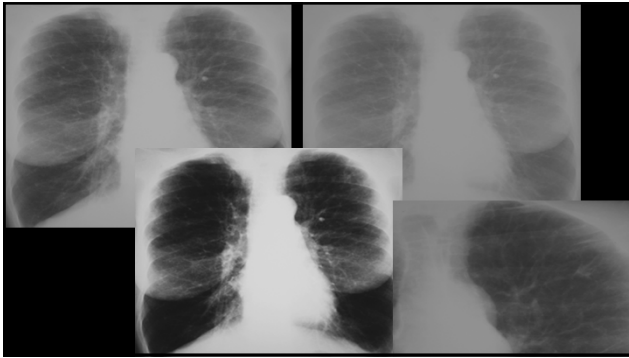
The size of this font is 54.

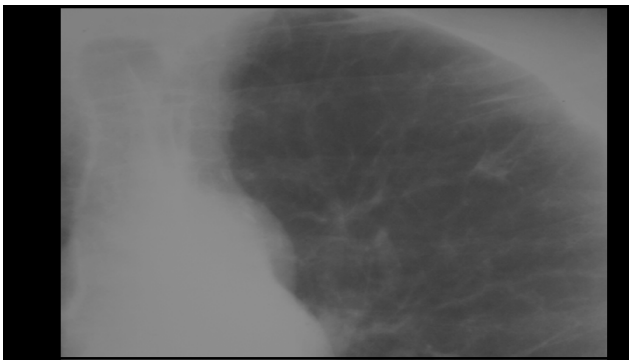
Which is easier to read?

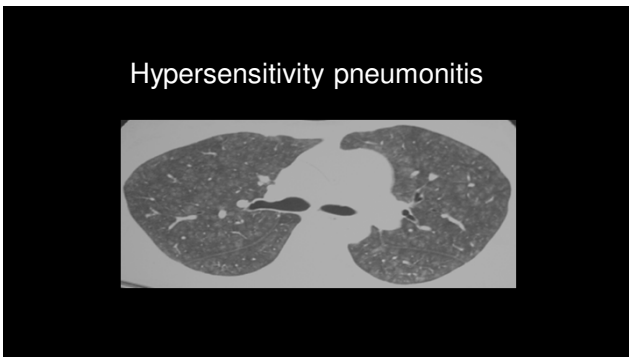
1. ALL CAPITAL LETTERS
2. A mixture of capital and lower case letters

Images

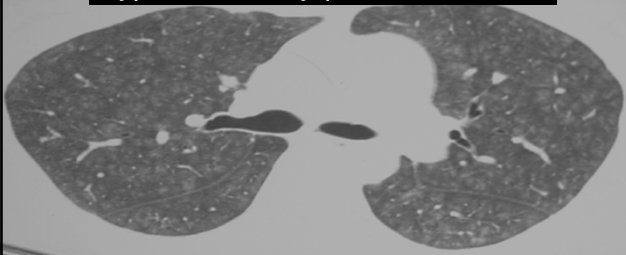
- Make them big
- Delete poor quality images
- Optimize contrast
- Crop







Hypersensitivity pneumonitis





KISS

Keep

It

Simple

Example of a Bad Kiss

- There is too much text on this slide, which makes it too busy
- The font is only 36, which makes it hard to read
- The lines extend too far inferiorly on the slide, which make them hard to read
- The animation effects are annoying

- Keep slides simple
- Rule of 6
- Avoid distracting animation

PEOPLE GENERALLY REMEMBER:

- 20% of what they HEAR
- 30% of what they SEE
- 50% of what they HEAR and SEE

Use Spell Check

Pneumonic for **cavitary** nodules

- **C**ancer
- **A**utoimmune diseases
- **V**ascular (septic emboli)
- **I**nfection (TB, fungal)
- **T**rauma (pneumatocele)
- **Y**oung (congenital)

Mnemonic

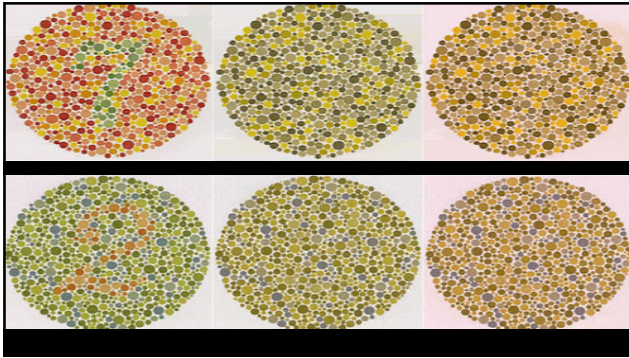
(NOT
pneumonic)

- Appropriate color schemes
(Avoid red and green)

Bad Color Scheme
A colorblind person
may not see the text

Colorblindness

- 8-12% European males; .5% females
- Cannot distinguish colors
- Red/green most common
- Traffic lights, sunburn, raw meat, slides



Giving a Presentation

- Emphasize 2-5 key points
- Rehearse
- Incorporate interaction
- Be entertaining

- **Rehearse!**
- Be completely familiar with the content and organization of the slides

Don't read slides or notes.

"I carry fire insurance, but I don't expect my house to burn down."

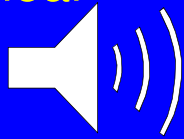
Winston Churchill

Speak in a conversational tone

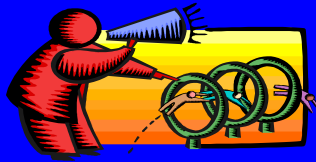


Speak slowly and incorporate pauses

Speak loudly enough
that everyone in the
audience can hear



Speak directly
into the
microphone



A Short Lesson in
Communication



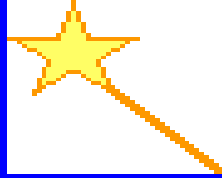
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Incorporate Interaction

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- Case-based examples
- ARS

Don't use the
pointer as a
wand.



People will pay more to
be entertained than
educated.

Johnny Carson

Dr. Fox

Quotations

"Computers will never be popular."

Thomas Watson, former Chairman of IBM

"Why would anyone want a computer at home?"

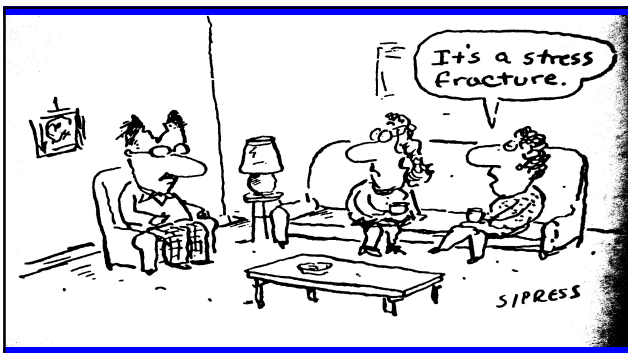
Ken Olson, founder and former president of Digital Equipment Corp.

Who said the following?

"640K of memory will be enough for everyone."

The Quotations Page – Your
Source for Famous
Quotations:
www.quotationspage.com

Review of Common
Fractures
Jannette Collins, MD, MEd,
FCCP



Body Movements

- Appropriate gestures
- Eye contact with audience

PEOPLE GENERALLY REMEMBER:

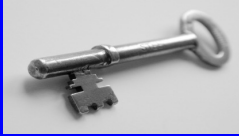
- _____ % of what they HEAR
- _____ % of what they SEE
- _____ % of what they HEAR
and SEE

PEOPLE GENERALLY REMEMBER:

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SEE

Key Points

- Base content on objectives and learner needs
- Limit content
- Make presentations interactive
- Make presentations entertaining





The Lecture Song