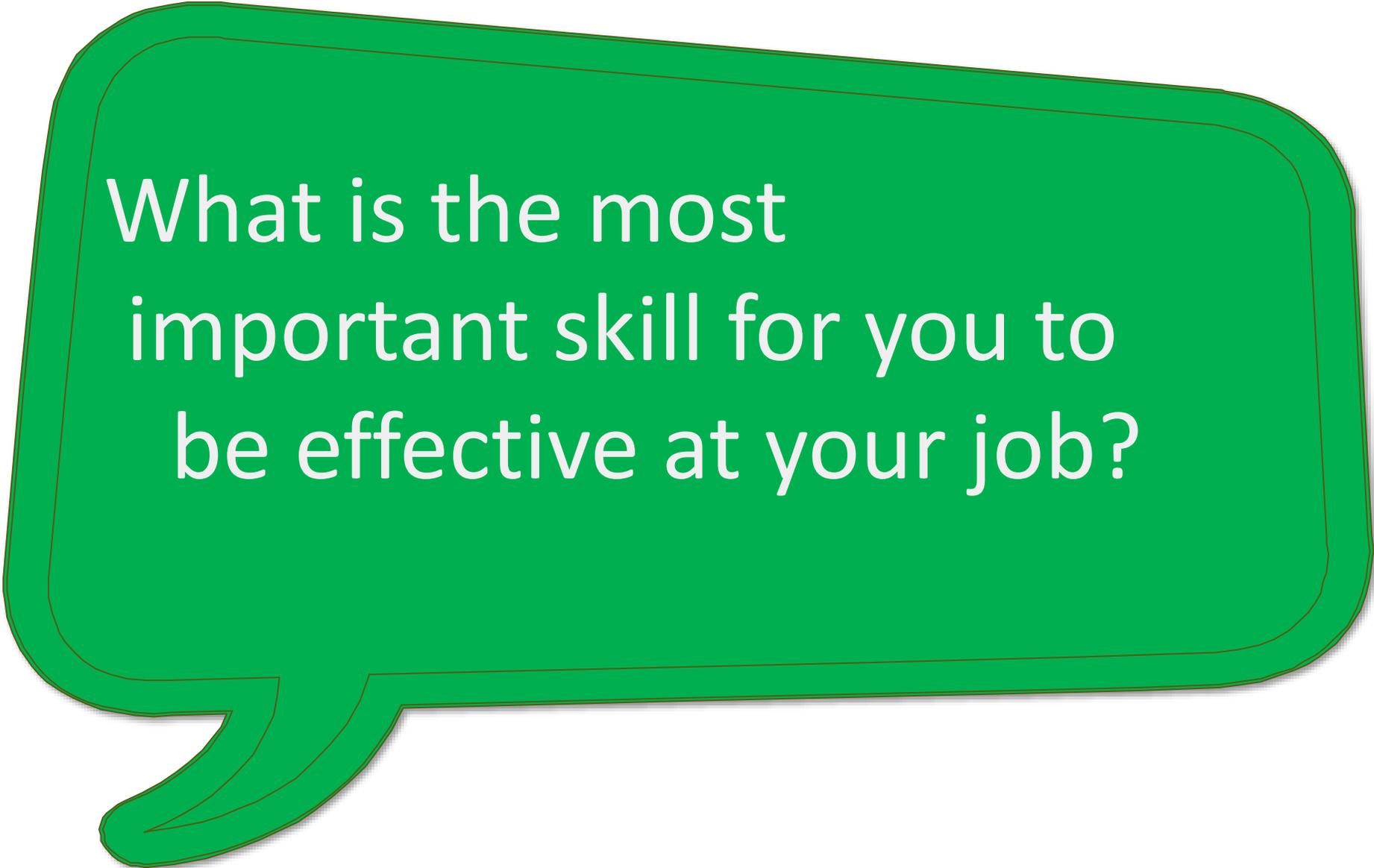


Communication and Presentation skills for post docs

11 March 2022

Dr Jo Uí Chrualaoich, j.uichrualaoich@ucc.ie, (086)3840587

A green speech bubble with a white question inside. The bubble has a dark green outline and a lighter green fill. The text is white and centered within the bubble.

What is the most
important skill for you to
be effective at your job?

Why do we call them soft skills when they are so hard to master?

No one wants to do a communication workshop – because we all think we communicate effectively.

But good communication has a real impact on your professional bottom line. Would you leave machine calibration to random? So why not focus on key transferrable skills?

Communication and the bottom line, the evidence

- During each 40-hour work week, 14% of the time is wasted because of poor communication between managers and their staff. That amounts to approximately seven weeks per year.
- 71% of the population bases its buying decisions on believability and trust.
- After hearing something, 45% of people forget it within 24 hours, and 65-75% of people forget the information within 36 hours.
- Gaining a new customer costs six times more than it does to keep an existing customer.



Your goal today

Learning how to communicate effectively is about developing a range of skills. With these at our fingertips, we can choose how to achieve our intentions in a wide variety of situations. Different styles of communication have surprisingly different but somewhat predictable outcomes. Unfortunately, it's easy to be unaware of the role we play in social interactions and often we may fail to recognise or exercise our potential to be agents for positive change.

Communication like any other set of skills needs to be practiced to achieve proficiency or mastery. **It requires readiness to develop great awareness**, try new things, review the outcomes and try again based on what you learnt – it is an iterative process.

Kotzman & Kotzman, 2008







The art and science of communication

Basically all communication come down to

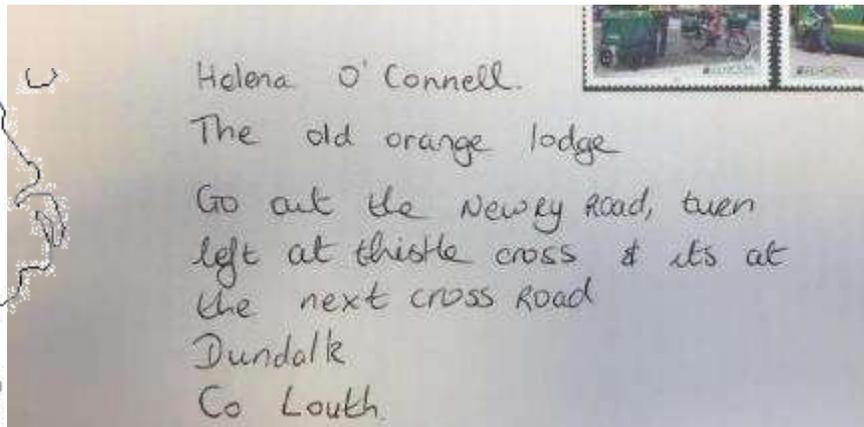
- Who are they?
- What are their motivations?
- What level of detail do they need?

Yuo Cna
Raed Tihs

Being Irish in the 1980s – A story



An Post



Pat and Helena O'Connell



Enchanted paper
Manufactured in Ireland
Great Ireland Recycling



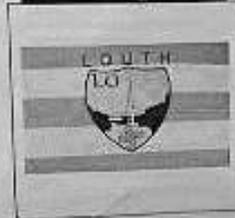
pleasant
peps



100% recycled
paper

€ 0.68

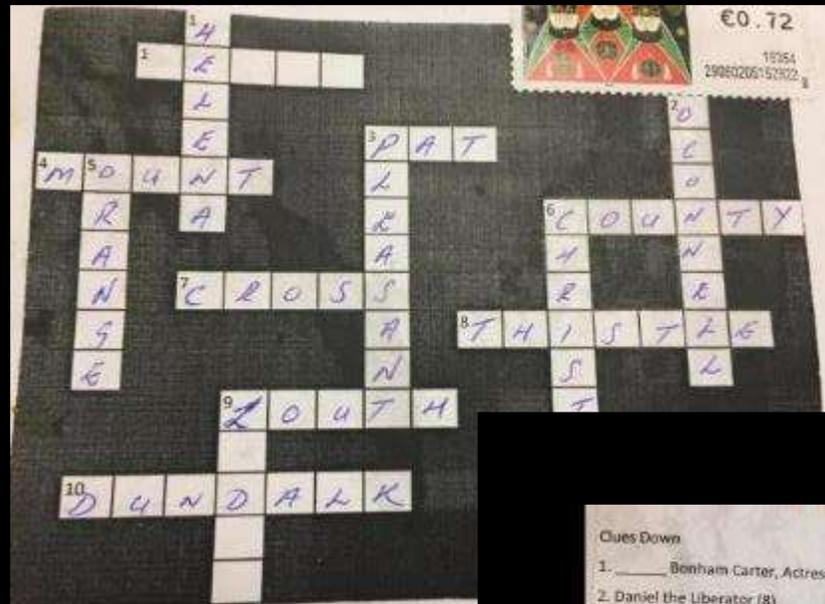
Fire



Charlie

Give this to postman
Pat in Dundee, he will
know what do with it.
He'll probably just be
happy there are no
feckin' pictures to decipher
this year. Happy CHRISTMAS Pat,
And the other Pat + Helen





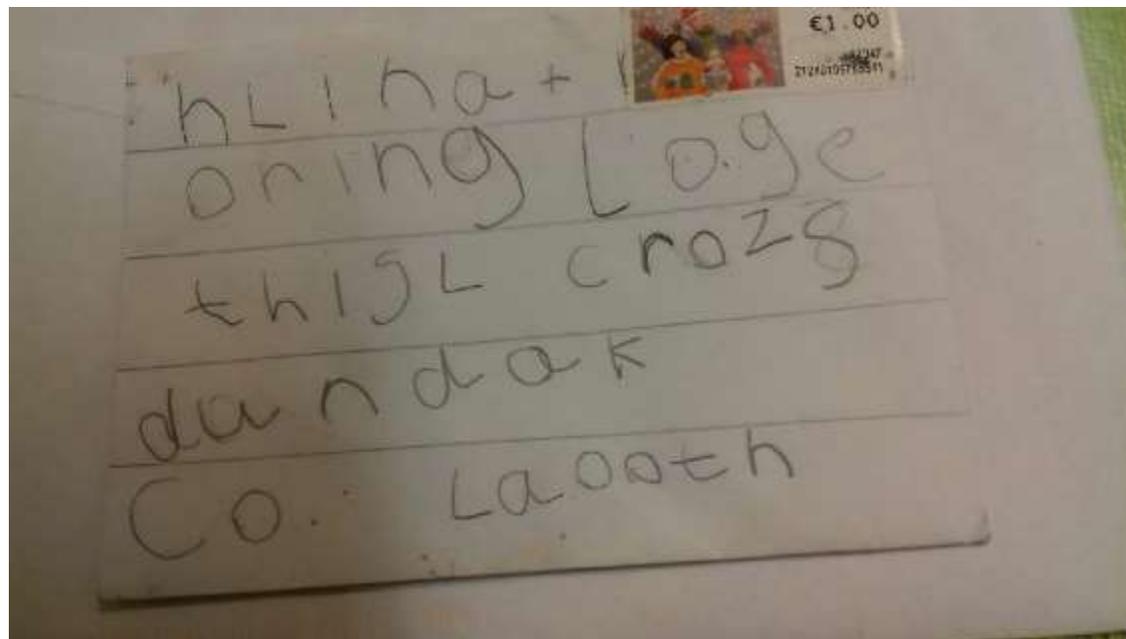
Clues Down

1. _____ Benham Carter, Actress in all of Tim Burton Movies, even ones that do not exist yet. (6)
2. Daniel the Liberator (8)
3. Enjoyable feeling, brought on by solving some cute hoor's crossword (3)
5. One skin colour Trump will not be prejudiced against (6)
6. Jesus' Birthday (9)
9. How Postal workers put their millions into the bank (5)

Clues Across

1. What you tell the bouncer you are, because it is an easy word to say drunk (5)
3. The baker (3)
4. An Everest or Vesuvius say (5)
6. A Garden, A Kingdom and even one for a rebel (5)
7. Really angry, like when your wife says 'it's fine, honestly if that is really what you want to do, it's fine' (5)
8. O Flower of Scotland, when will we see your like again. (7)
9. Diminutive County home to Ireland's greatest town, and also Drogheda. (7)
10. Home of Stephen Kenny's Black and White Army (7)

Polly



Lost anonymity



Take a minute to reflect on the story?

Added emotion

What are your own recollections of childhood communication?

What do you think you know about my family?

What sounds do you associated with this story?

What about the other senses, taste, sights

Now some learning

If you're 19 today, what did you learn about Ireland 40 years ago?

Imagine you've never been to Ireland before, what sense are you getting about the country?

Can you describe how you might reconsider the traditional "today I'm here to talk to you about....." Formula for communication?

Year	Number
1950/1	6,669
1951/2	6,069
1952/3	5,564
1953/4	5,227
1954/5	6,653
1955/6	8,274
1957	9,600
1958	10,500
1959	13,200
1960	16,500
1964	15,300 ²⁸⁴
1967	16,000
1968	17,700
1969	21,400
1970	25,000 approx.
1971	26,000
1973	41,000
1974	39,000
1975	37,000
1976	36,000
1977	44,000
1978	58,000
1979	57,000 approx.
1980	57,000 approx.
1984	46,000 approx. ²⁸⁵
1984/5	73,000 ²⁸⁶
1985/86	62,000 ²⁸⁷
1986/87	77,000 ²⁸⁸
1988	81,250 ²⁸⁹
1988/89	92,000 ²⁹⁰
1989/90	102,000 ²⁹¹
1990/91	113,000 ²⁹²
1991/92	123,000 ²⁹³

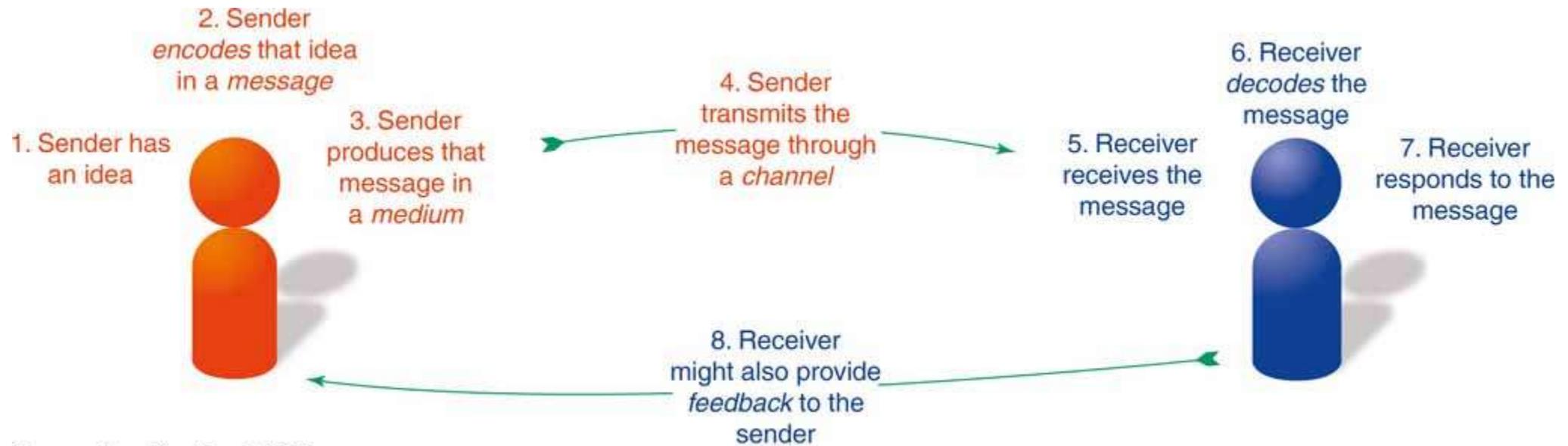
31/8/74	39,000		
31/12/74	42,000		
31/8/75	42,000		
31/12/75	42,600	(30/6/75:20,500 in Dublin alone)	
31/3/76	43,000		
31/12/76	40,000		
31/3/77	40,600		
4/78	53,000		(Average waiting time 13 months)
31/5/78	54,000		
10/78	60,000		17,000 Business apps, 43,000 Residence apps
12/78	62,000		
1/1/79	58,000		
1/2/79	65,000		
9/79	75,880	30,810 in '01' area.	
9/80	94,000	40,000 approx in Dublin	26,000 waiting two years or more
1/1/81	60,000 ²⁹⁴		
1/1/82	86,000 ²⁹⁵		
15/7/82	c. 85,000		
1/1/83	78,000 ²⁹⁶		
28/4/83	71,900	47,500 in Dublin ²⁹⁷	Of the Dublin

In the 1980's there were long waiting lists for phones.

Other characteristics of Irish life included

- Large families (often informed by religious rules)
- Limited mobility with the exception of emigration
- Close family ties

Basic (!) communication model



Michael Collins

The fact that the candidate you're being asked to vote for is at this moment rotting in an English jail shouldn't put you off! Sure wasn't I one myself 'til a week ago. They can jail us. They can shoot us. They can even conscript us. They can use us as cannon fodder in the Somme. But -- But we have a weapon more powerful than any in the whole arsenal of their British Empire -- and that weapon is our refusal. Our refusal to bow to any order but our own, any institution but our own.

Our friends in the Royal Irish Constabulary would like to shut me up. Oh yes, jail me again, shoot me, who knows? And I'd like you to send them a message. If they shut me up, who'll take my place?

[Crowd: I will!]

Who's going to take my place?

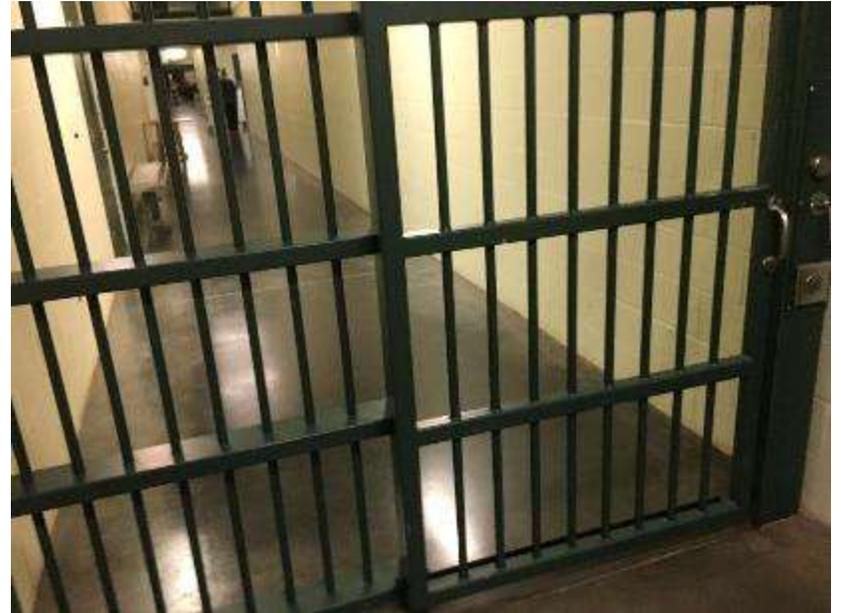
[Crowd: I will!]

I can't hear you. Who'll take my place?! Will they shut you up?!!



Problem with current candidates

Rotting in jail!



Their options

1. Jail
2. Shooting
3. Conscription
4. Cannon fodder (Somme)



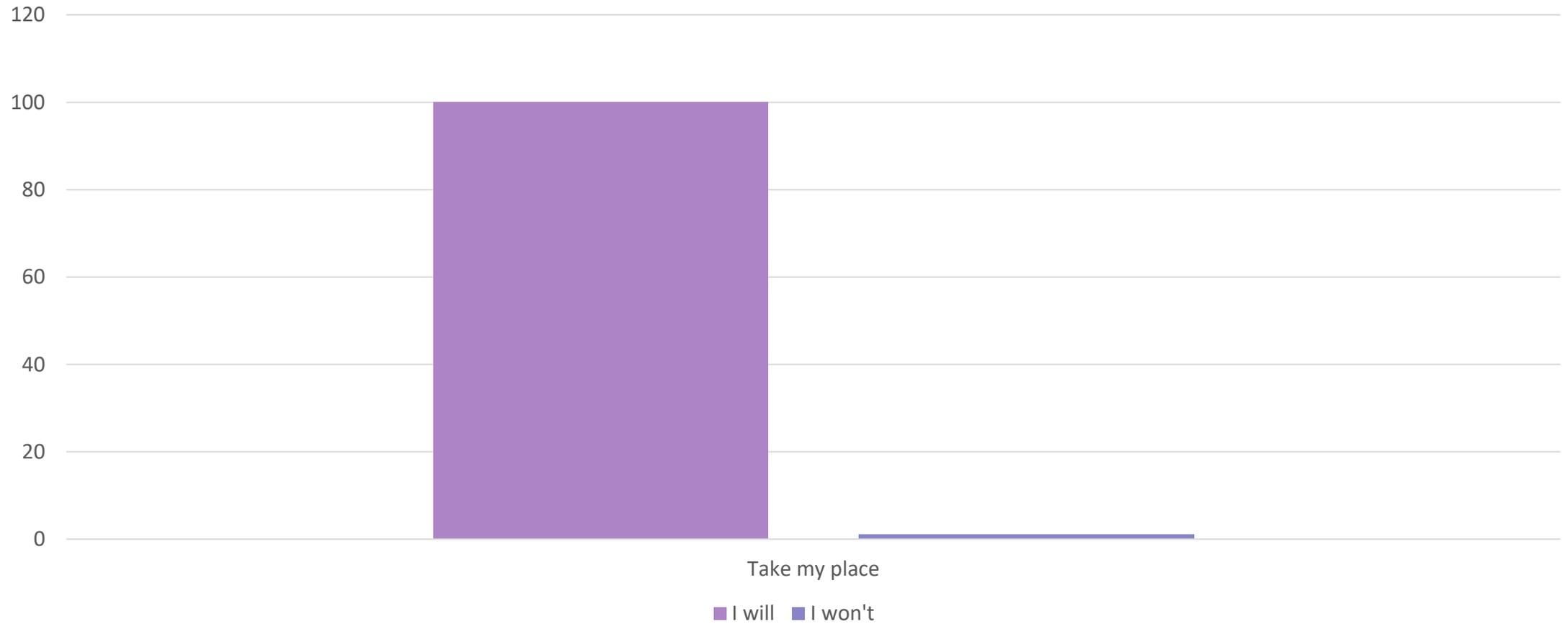
Our weapon

Refusal

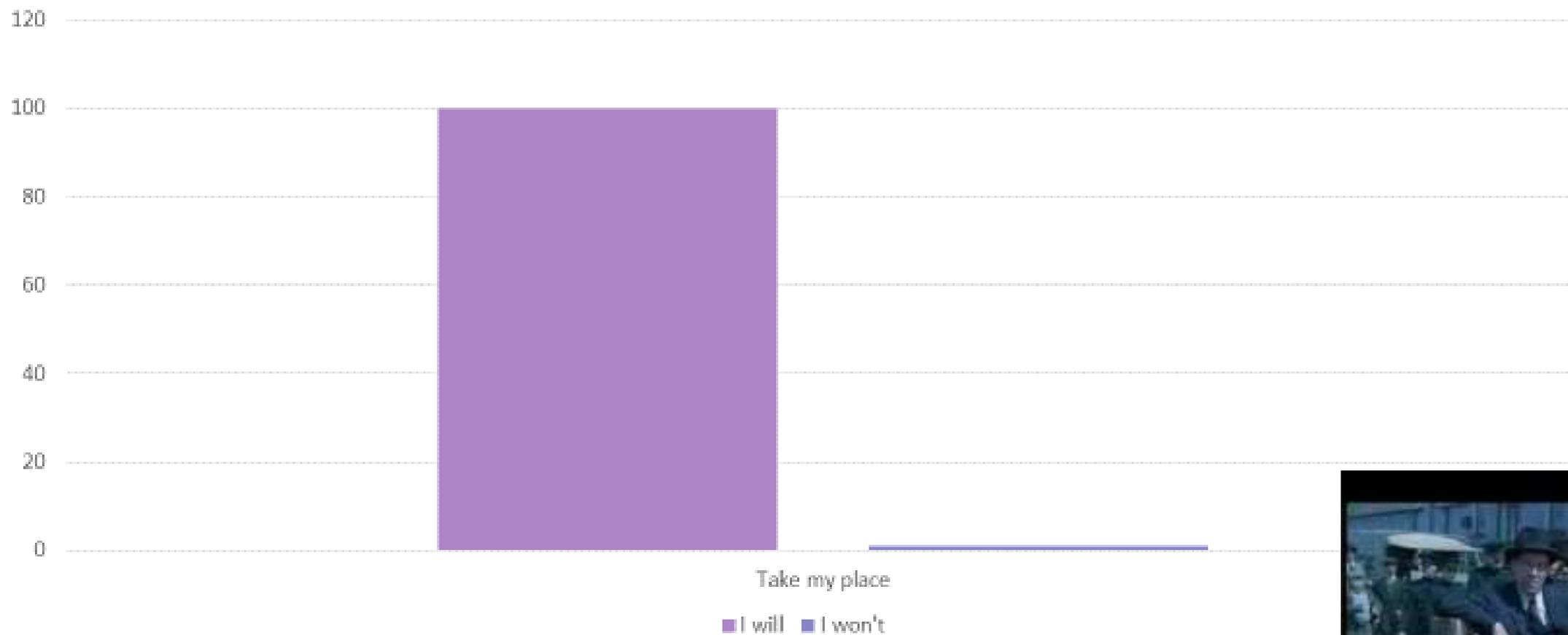
to bow to any order

to bow to any institution

Message for RIC



Message for RIC



Their options

1. Jail
2. Shooting
3. Conscription
4. Cannon fodder (Somme)

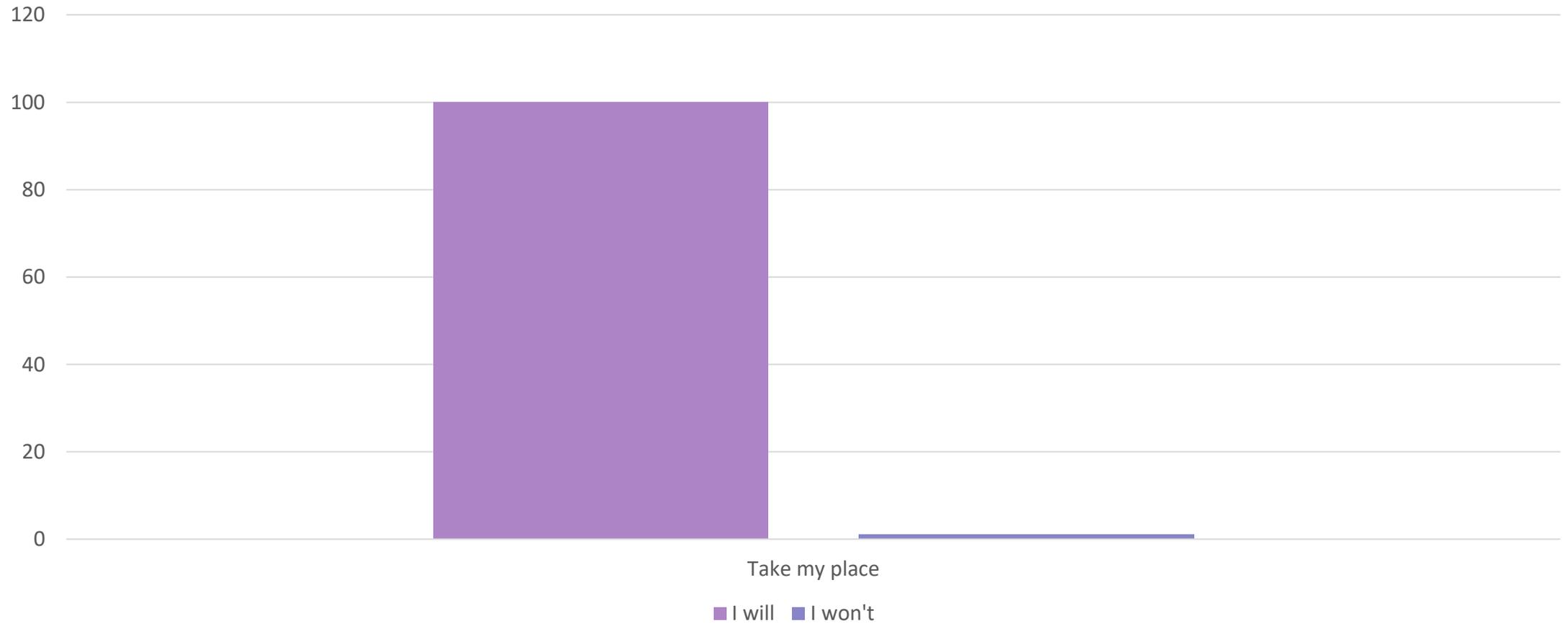
Our weapon

Refusal

to bow to any order

to bow to any institution

Message for RIC

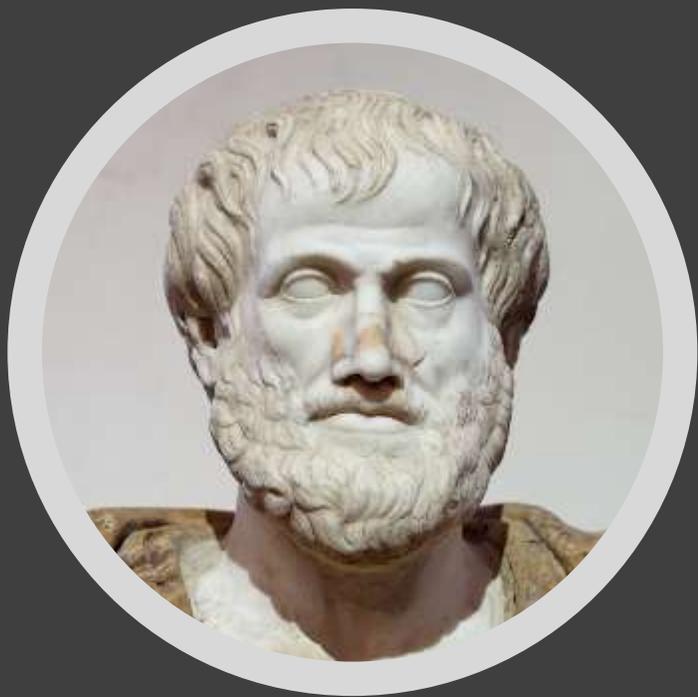


Oral Communication (presentations)

"A great presentation gives smart ideas an advantage."
- Nancy Duarte

What is a presentation?





Aristotle



Freytag



Duarte

Storytelling

What is a story?

“For Sale. Baby Shoes. Never worn.”

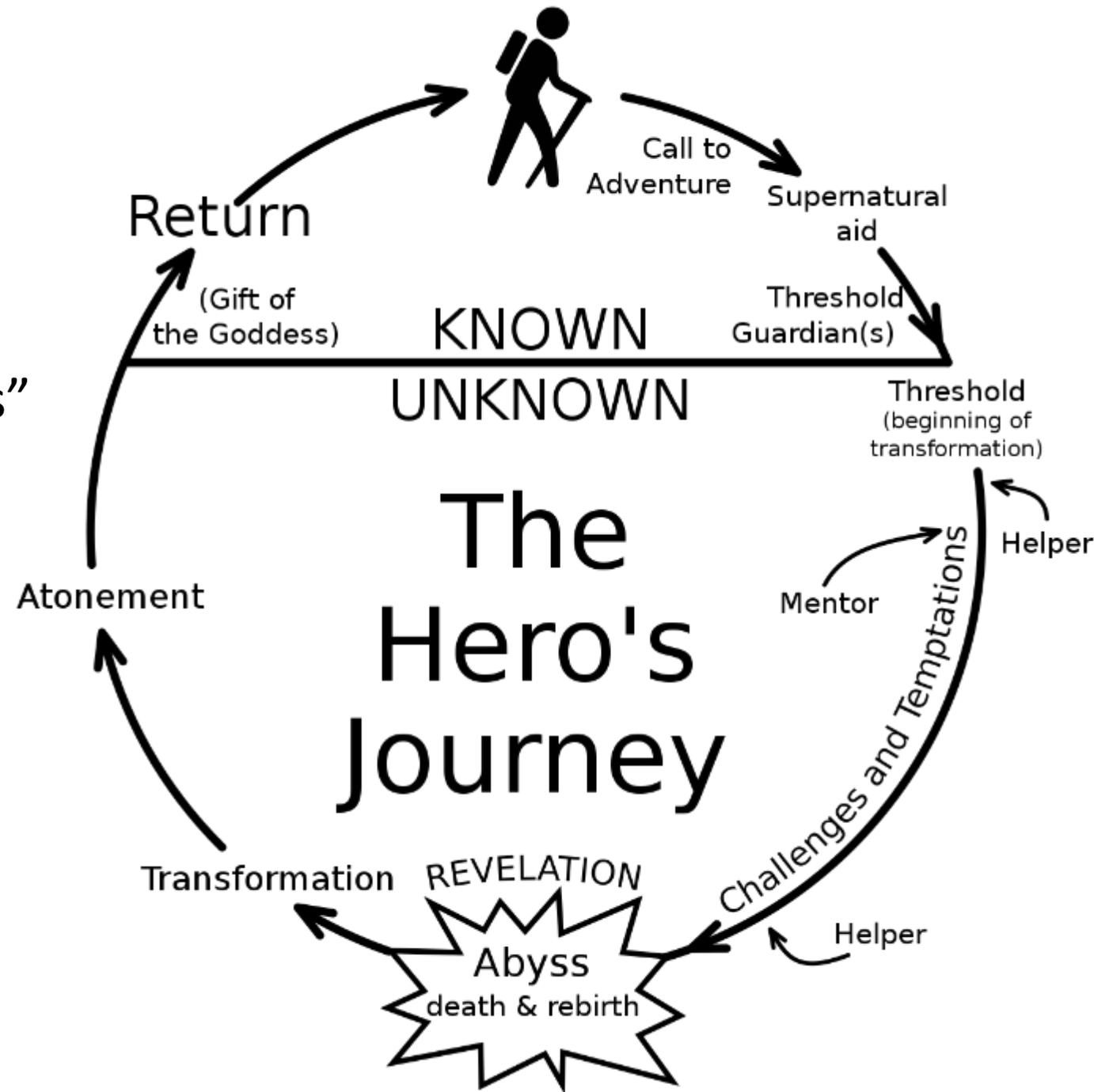


Why stories?

- Create a sense of connection, familiarity and trust
- Increase engagement
- Listener buys into the story – becoming more open to learning
- Can create multiple levels of meaning – literal, semantic and ‘reading between the lines’
- Can make complex ideas simple
- Engages multiple modes of engagement and learning

Hero's journey

Joseph Campbell's monomyth
"The hero with a thousand faces"

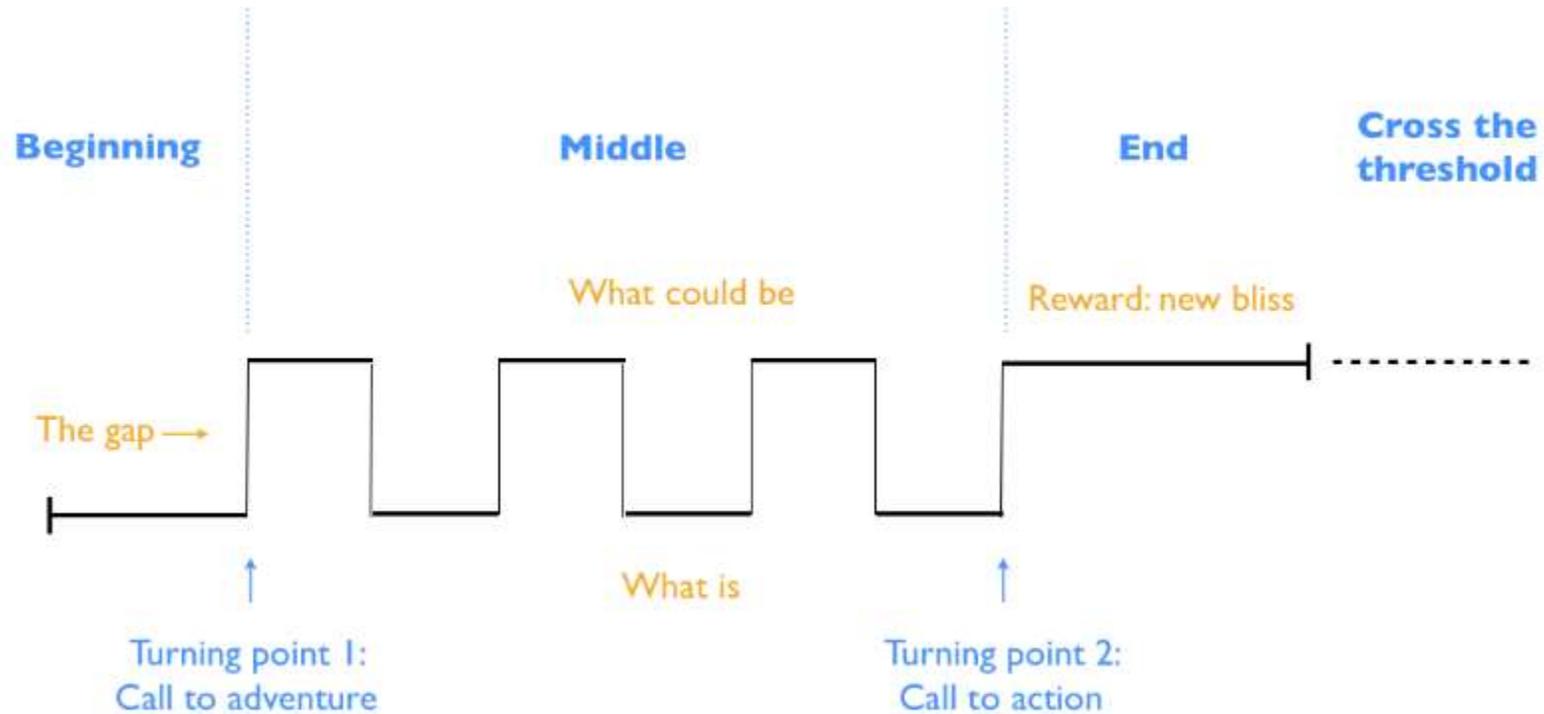




Using the Hero's
journey in your
training

- Pique their curiosity (beginning)
- Analyse the audience (personalise)
- The end is only the beginning (application of learning)

Shape of great presentations



A real sparkline

Jobs's Sparkline

Establish What Could Be

"This is a day I've been looking forward to for two and a half years. Every once in a while, a revolutionary product comes along that changes everything. Today we're introducing three revolutionary products of this class. The first one is a widescreen iPod with touch controls, a revolutionary mobile phone, and the third is the breakthrough internet communications device. So three things: A widescreen iPod with touch controls, a revolutionary mobile phone, and a breakthrough internet communications device. An iPod, a phone, and an internet communicator. An iPod, a phone... are you getting it? These are not three separate devices. This is one device. And we are calling it iPhone."

Lure with Suspense

Jobs has a magical sense for creating suspense. For fifteen minutes, he reviews the featured features of the iPhone by clicking through photos of the device while it is turned off. Yes, off! When he finally powers up the iPhone and demonstrates the scrolling feature for the first time, the audience gasps and breaks into roving applause.

Keep Them Engaged

When Jobs demos the new features, he doesn't merely go through a checklist of the features—he plans clever scenarios. Every thirty seconds or so, he showed a new feature by completing a task the way a real user would. He makes phone calls to a colleague while another colleague calls him, he checks his visual voicemail and plays a message from Al Gore congratulating him on the launch, he calls Starbucks to order four thousand lattes to go. He vanced the tasks in his demo forty-seven times to make it a riveting demonstration.

The New Bliss

Jobs ends his presentation having enthusiastically moved his audience from what is to what could be. But he doesn't stop there. He reminds them of Apple's revolutionary product heritage and assures them that they'll do this again. His ending sets the stage for a new beginning. "I didn't sleep a very late night. I was so excited about today because we've been so lucky at Apple. We've had some real revolutionary products. The Mac in 1977 is an experience that those of us that were there will never forget, and I don't think the world will forget it either. The iPod in 2001 changed everything about music. We're going to do it again with the iPhone in 2007. We're very excited about this. There's an old Wayne Gretzky quote that I love: 'I skate to where the puck is going to be, not where it has been.' We've always tried to do that at Apple since the very, very beginning, and we always will. Thank you very, very much!"



Establish What Is

Jobs sets up what is in perfect form. He gives an update on the market and performance of several products: Intel transition, retail stores, iPod, iTunes, and Apple TV. He demos the recently released Apple TV.

Create Contrast

Jobs comes back down to what is a few times in the speech by comparing the iPhone features with current products on the market that amplify the uniqueness of this breakthrough.

Make Them Marvel

Jobs creates a sense of wonder by interjecting phrases that invite the audience to marvel at the product. A few examples of the language he uses: "This is a revolution of the first order — literally being the new iPhone to your phone." "Isn't this great?" "So we think this is pretty cool..." "We've designed something wonderful for your hand, just wonderful... It's pretty awesome."

Invite Guest Speakers

Jobs invited three partners to present. The first two breezed through their parts but the Cingular/WMT CD read through cue cards, repeated what was already said, and rambled way longer than he should have, too bad.

Be Flexible

When the clock stops working, he pauses, smiles, and fills the time. It takes to him with a funny story about how he and Steve Wozniak used a TV remote as a prank on unsuspecting college students when they were in high school. Carmine Gallo said, "In his one-minute story, Jobs revealed a side of his personality that few people get to see. It made him more human, engaging, and natural. He also never got frustrated."⁴



Martin Luther King



Traditional v persuasive presentations

- Introduction
- Methods/technical details
- Results
- Conclusions
- Any questions

Boring, generic title (4)

- **I am writing down everything I could possibly say about this slide**
- **Resulting in me reading all the text out loud**
 - But hey, that also means I do not have to make any contact whatsoever with my audience.
 - Yippeeee!
 - Shit, is my fly open? I feel a breeze
 - Why is that guy yawning over there?
 - I just love the Arial font, don't you?
 - I'm glad my secretary found this standard background, it is just so pretty to look at.
- **Could this possible get more lame?**
 - No, probably not
 - I should insert a joke, but I wouldn't know where to find one on the internet
 - If I bore everyone long enough, there will be no room for questions
 - The idea of interaction just made me pee in my pants
- **I hope no one notices I actually wish I was dead**
- **I've just forgotten my name...**
- **Oh well, only 50 more minutes of this**

Roles and responsibilities

- At the core of all presentations is an idea that you are trying to sell to your audience
- You need to engage the audience
- They need to believe in your message by the end



Know your audience



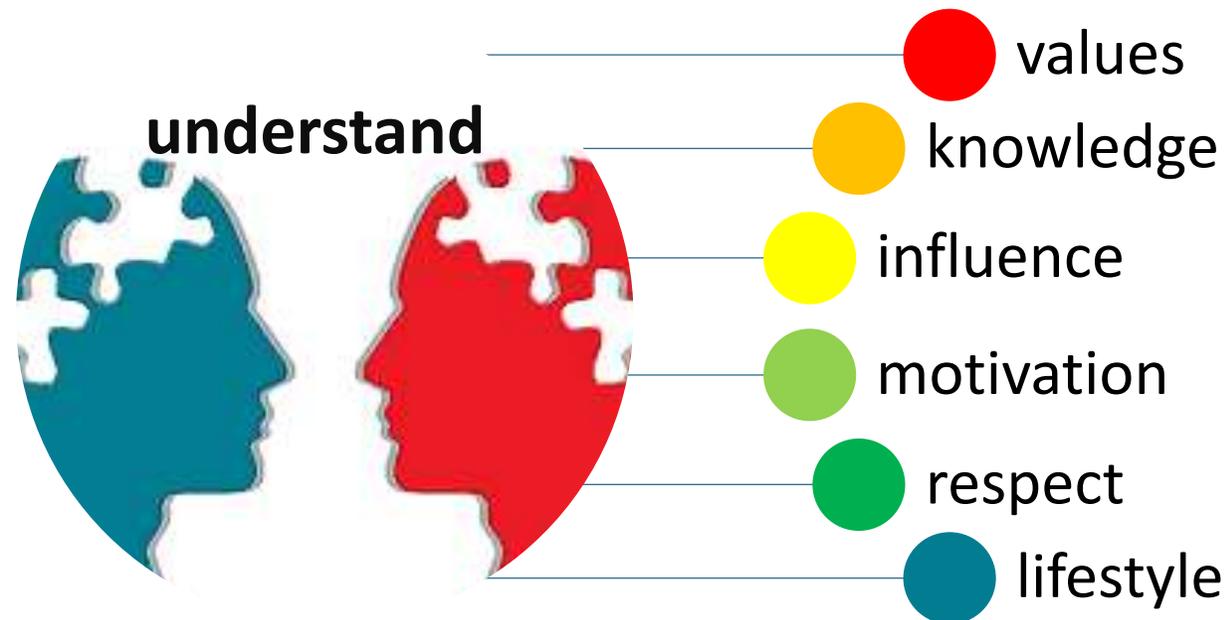
You are not the hero, your audience is. Unless they buy into your idea it will die. You are a mentor in the process (yoda to luke skywalkers audience)

- Audiences react badly to ego, arrogance, elitism
- Make a connection with them
- Don't assume they know the basics

- Audience analysis - Meet the hero

Analyse your audience to understand what makes them tick and then make a connection

“Designing a presentation without an audience in mind is like writing a love letter and addressing it ‘to whom it may concern’”



Know the mentor

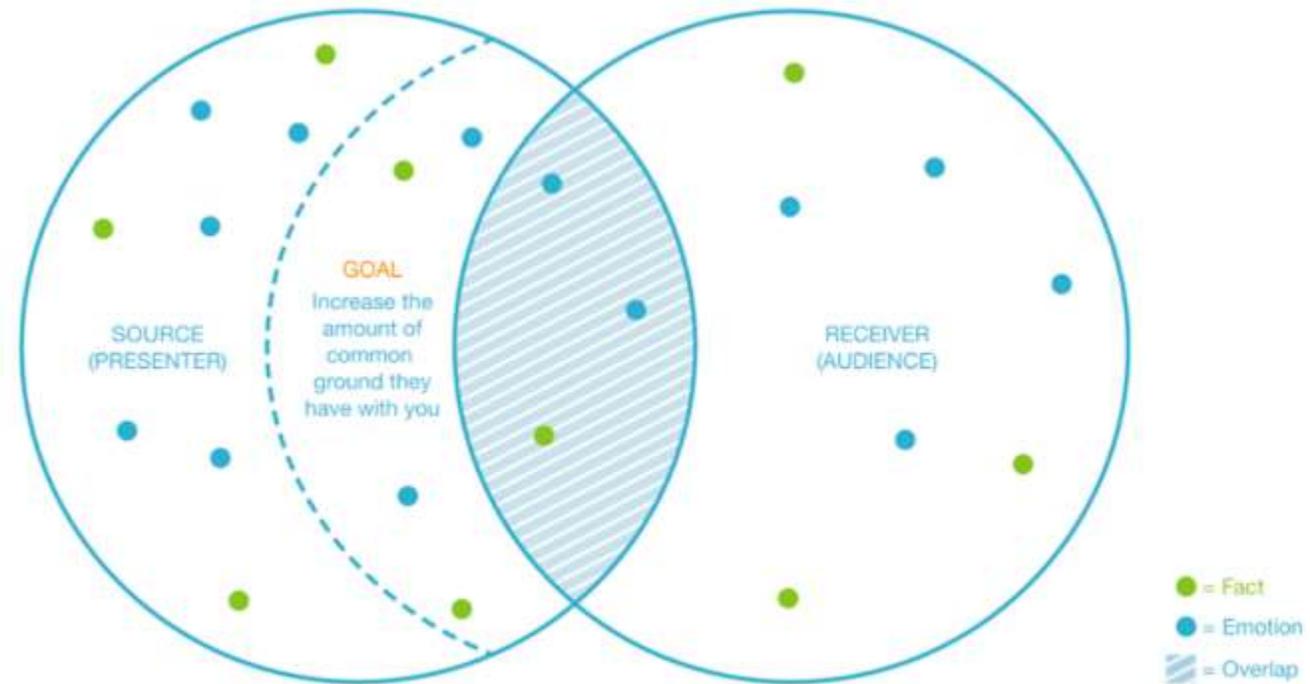
How can you unstick the hero/audience from their current view?

1. Need to provide previously unknown information
2. Need to motivate the audience

We will look at various tools to do this

E.g. connect with them through shared experiences, common goals or your unique qualifications/experiences

Know the mentor

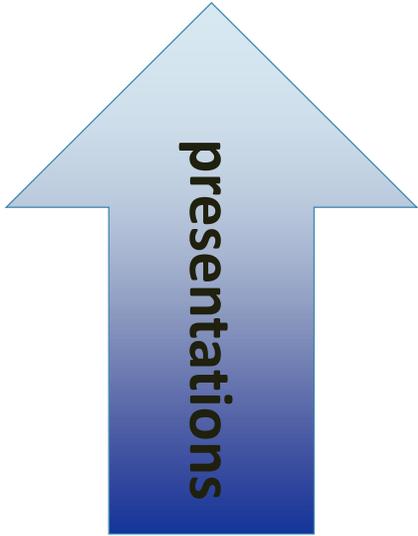


A cow with a colorful, abstract pattern on its body, standing in a field. The pattern consists of various shades of green, yellow, red, and black, resembling a camouflage or abstract art design. The cow is facing right, and the background is a simple, flat landscape under a grey sky.

Don't design a Camouflage presentation

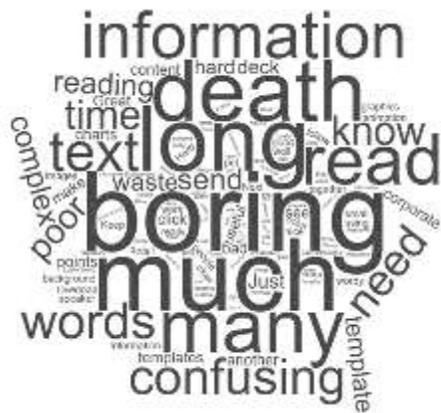
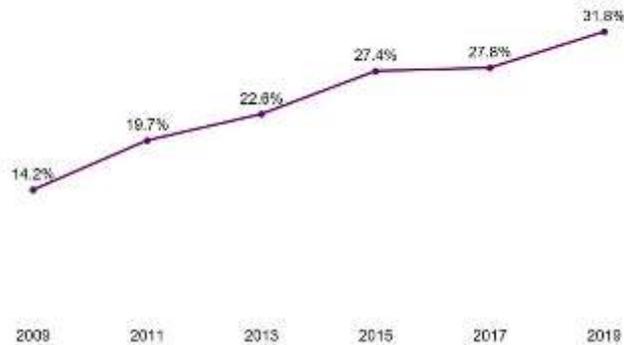
- People are interesting – show your personality
- Don't hide behind facts, unless you show the impact of the facts they will be forgotten

A spectrum of communication



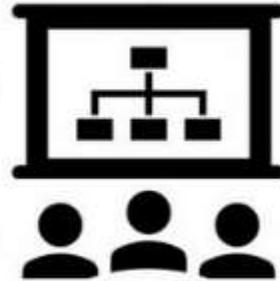
Some statistics

% of respondents who see at least one PowerPoint presentation each business day



PowerPoint presentations are the de facto method of communicating

78%



See 2 or more PowerPoint presentations each week

"We've forgotten how to communicate any other way."

Information overload continues to be a big issue

Top words:

*boring
long
much
information
many*



"Presentations look like a Word or Excel file instead of PowerPoint slides."

Reading a "brain dump" report from the screen is not an effective presentation

Top annoyances

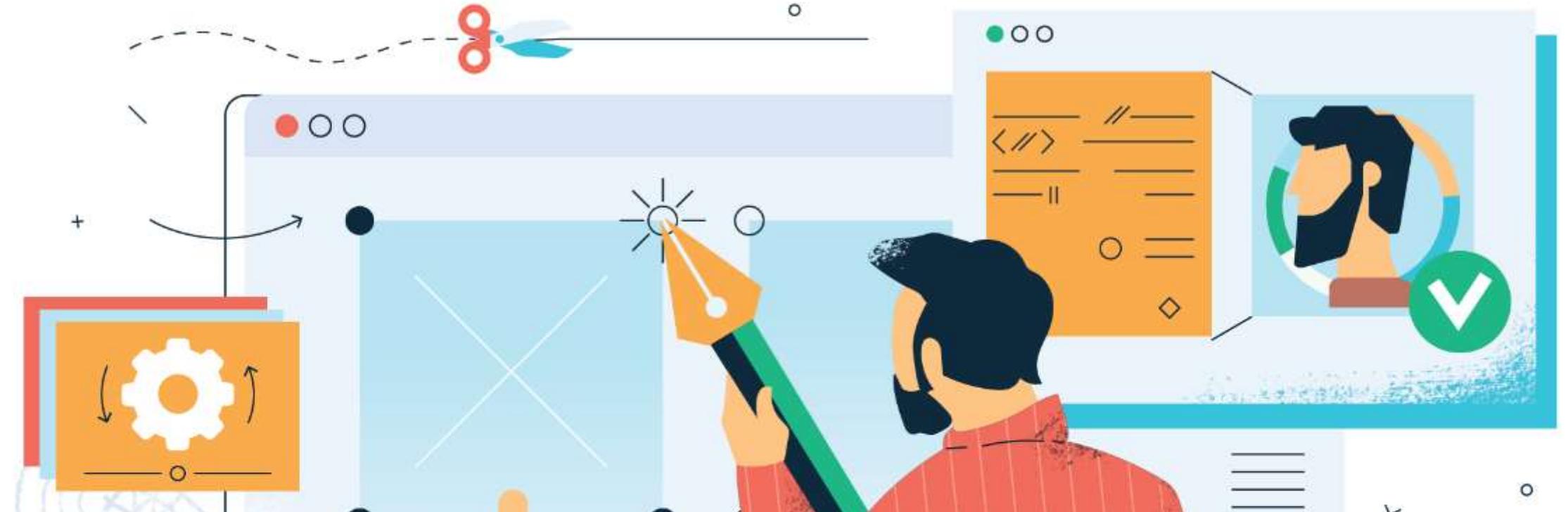
1. Reading the slides
2. Tiny text
3. Full sentences



"Too many words, too much data on a single slide, no clear take home message of a slide, no clear message of the presentation, lack of consideration for the audience."

Audiences want concise, well-structured visual presentations that are delivered in an engaging manner

- | | |
|-----------------|---|
| Content | Goal with clear structure & flow
Background & details in document
Tailored for <u>this</u> audience |
| Slides | One point with clear headline
More visuals
Short, big text (reminders in notes) |
| Delivery | Rehearse!
Don't read the slides from the screen
Engage: stories/examples, builds |



Let's get practical about presentations

- Planning
- Delivering
- Reflecting
- (practice)

Planning stage

“If I am to speak ten minutes, I need a week for preparation; if fifteen minutes, three days; if half an hour, two days; if an hour, I am ready now.”

Woodrow Wilson

1. Objectives
2. Audience
3. Storyboard your ideas
4. Decide on visuals
5. Practice and delivery

How many Peaks?



Outline template

Idea / problem to be solved		
Question 1 answer evidence	Question 2 answer evidence	Question 3 answer evidence
Our new understanding		

Outline template

Idea / problem to be solved

Encourage scientists to innovators

Question 1

Is the science not enough?

Answer no, modern science is less basic and more applied

Evidence: funding agencies only supply funding for projects with a commercial future

Question 2

I'm a scientist not an innovator

Answer: innovation can be learned

Evidence: case study of successful innovator who trained in tools of entrepreneurship

Question 3

what are the risks

Answer: could be left behind by competitors or fail

Evidence show most successful leaders in the field and their innovations, show some failed ideas

Our new understanding: Innovation is essential in modern science and there are techniques that can be taught to improved innovations

Outline template

Idea / problem to be solved

Question 1

answer

evidence

What data do I need
What visuals do I need

Question 2

answer

evidence

What data do I need
What visuals do I need

Question 3

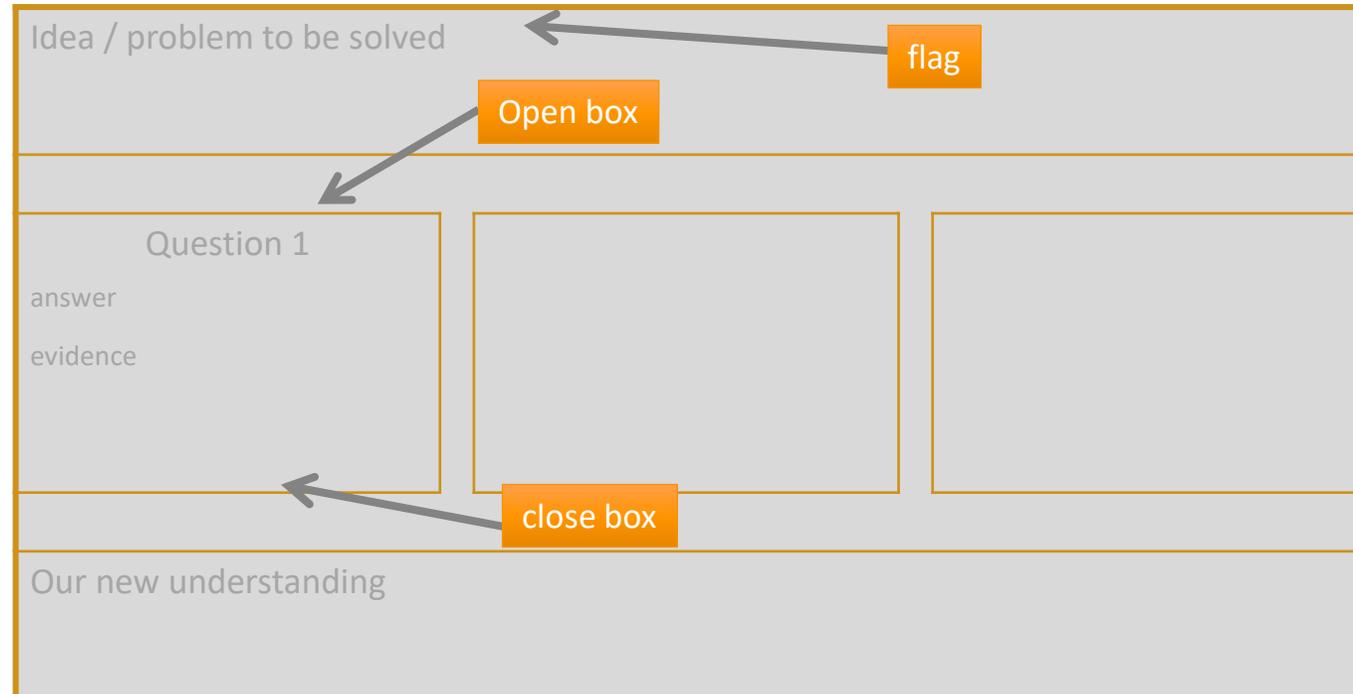
answer

evidence

What data do I need
What visuals do I need

Our new understanding

Signposting



SUCCES model

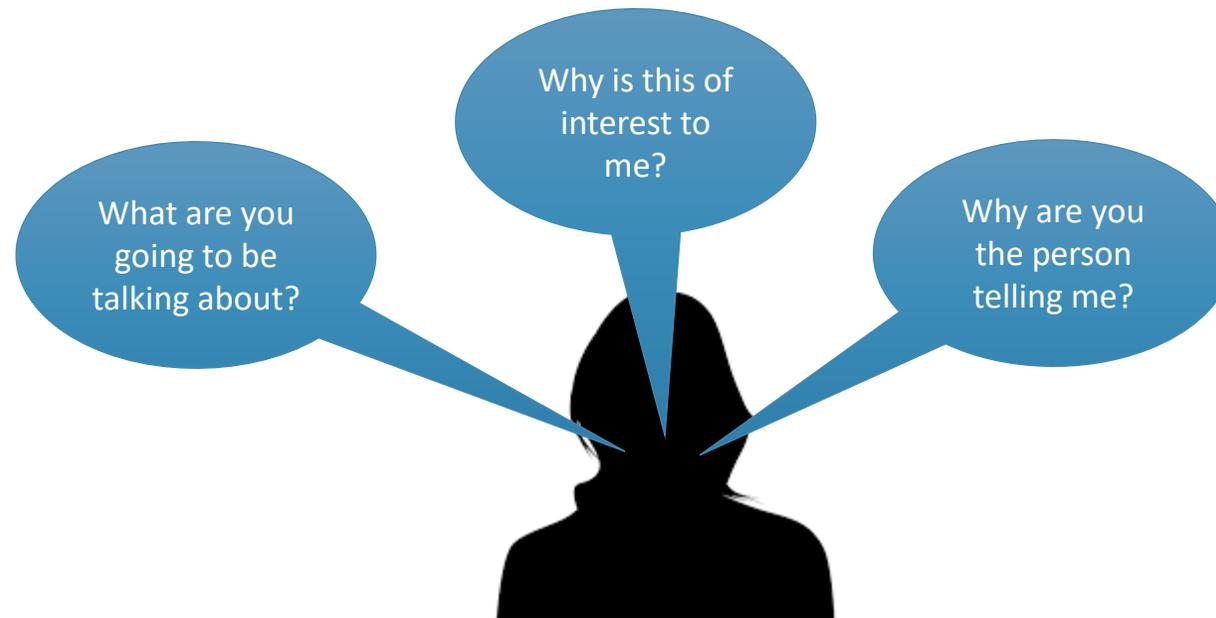
Simple-Unexpected-Concrete-Credible-Emotional-Stories



Centre for Science in the Public Interest
“Lights, Camera, Cholesterol”

The beginning

Prepare your audience for a journey



Open strong

Learn your opening by heart.

Craft a strong message.

You want to hook your audience for what is to come

Some ideas

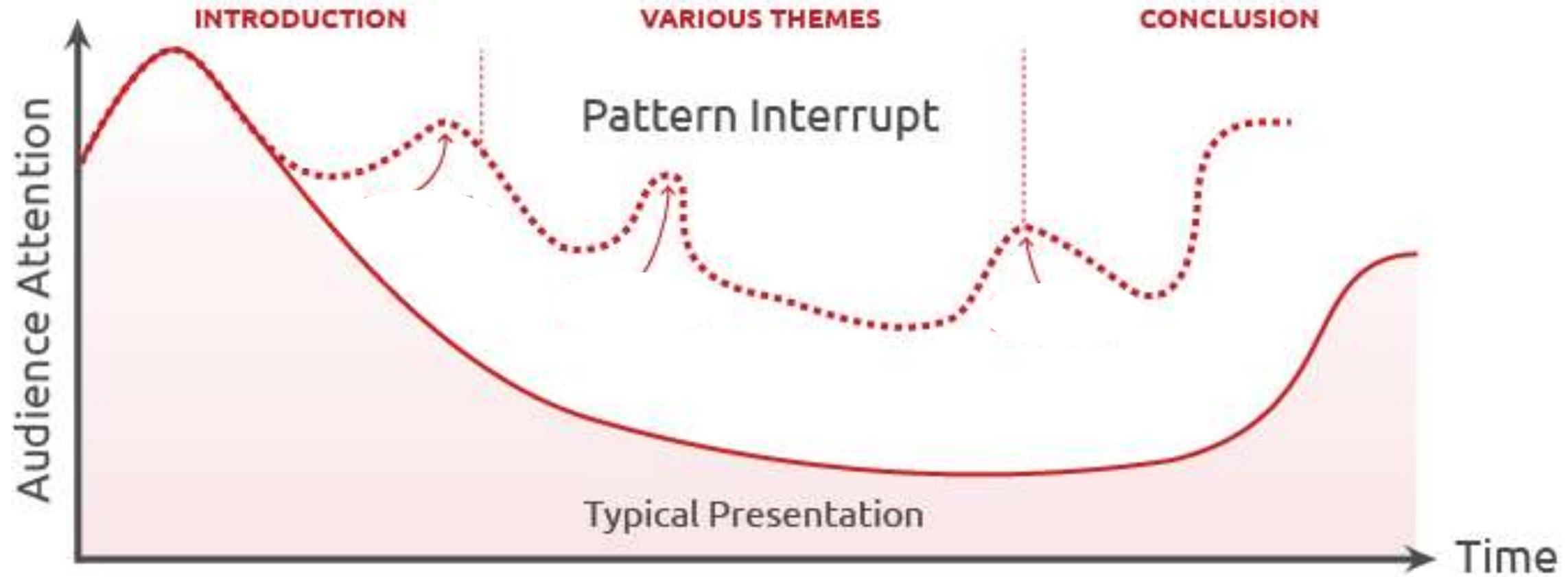
- A story
- Shock
- Ask a question / poll the room
- Close your eyes and imagine
- Silence

A man in a white robe is sitting on a rocky shore, looking out at the ocean. The scene is set during sunset or sunrise, with a warm, golden light. The man is wearing a white, long-sleeved robe and a dark belt. The ocean is calm, and the sky is a mix of orange and yellow. In the distance, a small lighthouse is visible on the horizon.

Call to adventure

At the end of the beginning you want to prepare your audience for what you want them to do/change/believe

Audience attention



Close strong

Design a three-part closing

- Remind audience what you told them,
- Include your call to action
- Define the end

Some ideas

- Repeat the important stuff
- thank you, and I'll take questions now
- Remember the principle of recent

Personalised Communication Skills audit



PP technology



Digital literacy



Story boarding/templating



Managing nerves



Looking professional



Establishing credibility



Doing research

NERVES

“NEW QUOTE HERE

A white, torn paper-like border runs horizontally across the bottom of the page, with irregular, jagged edges that give it a hand-torn appearance. The border is set against a solid black background.

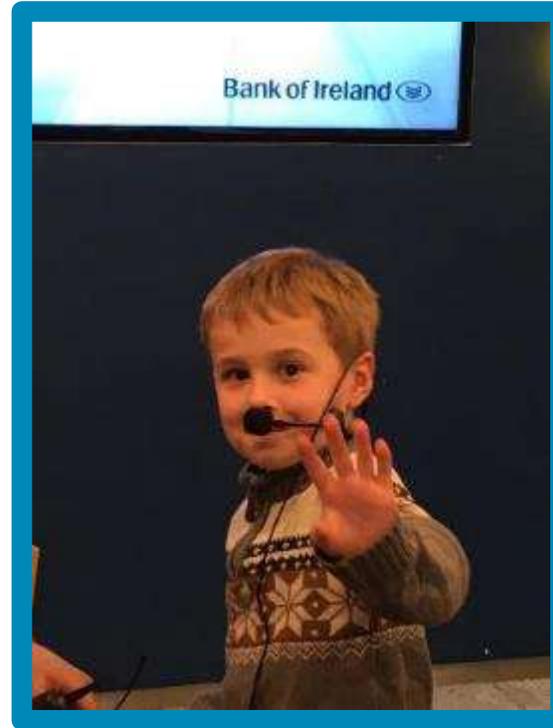
We fear public speaking more than death!

1. Glossophobia (75%)
2. Thanatophobia (68%)
3. Arachnophobia (31%)
4. Achluophobia (11%)
5. Arachnophobia (10%)
6. Sociophobia (8%)
7. Aerophobia (7%)
8. Claustrophobia (3%)
9. Agoraphobia (2%)
10. Brontophobia (2%)

“Look at the bright side. There’s always a chance that a comet will destroy the Earth before you have to give your presentation.”



me



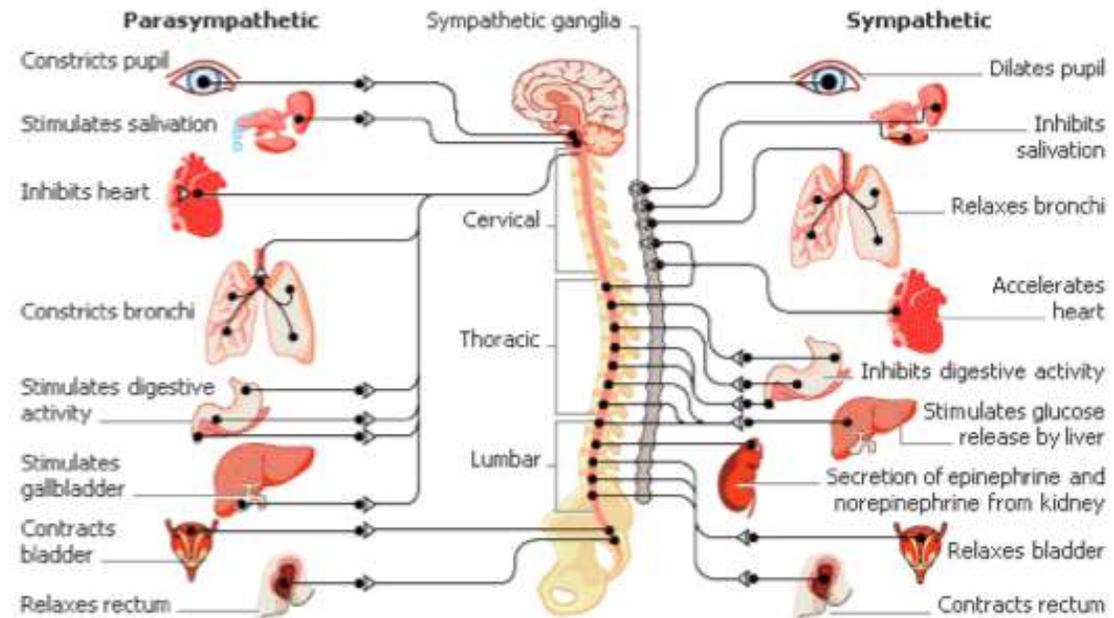
Darragh, 7 years old,
ESL, ASD, DCD, DYSL
Presentation to pitch website



Overcome Glossophobia



- glossophobia
- middle ground
- thrive



“Proper Planning and Preparation Prevents Poor Performance”

[Stephen Keague, The Little Red Handbook of Public Speaking and Presenting](#)

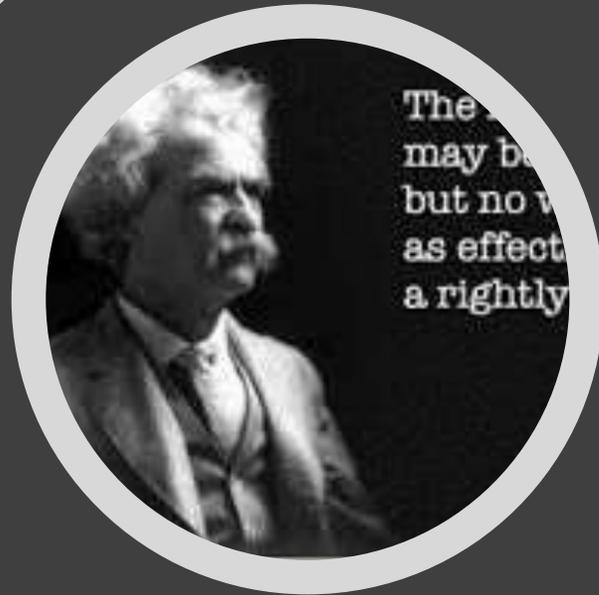
How to appear Confident

- Stand tall
- Use symmetric gestures
- Steady pace
- Lower your pitch
- Maintain eye contact
- Smile
- Dress well





Avoid nervous habits



video

