

BRING YOUR CONTENT ALIVE

Take-away points to develop an upcoming presentation or improve a current one

1. Stories bring your content to life and help make the message understandable and memorable. Case studies are stories about patients.

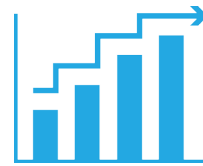
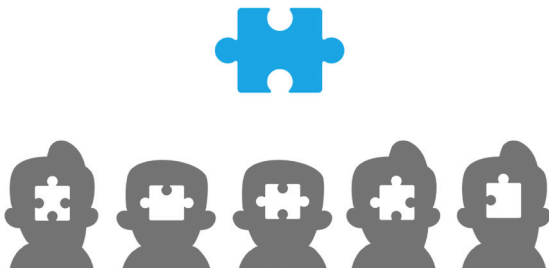
Use the SPA method to assure the story is worth telling in your presentation:

- *Story*
- *Point*
- *Application*

2. Adding statistics to a presentation can spark attention. However, the challenge for the speaker is to present the statistic in a way that the audience can grasp it.

Follow the three R's for using statistics in a presentation:

- *Reduce the number of statistics that you cite.*
- *Round your statistics.*
- *Relate the statistics to something familiar to the audience.*

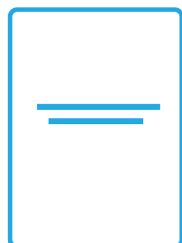


3. Incorporating memorable, unusual, or provocative quotes into your presentations adds originality and changes the pace of the presentation.

4. Most presentations could be improved by adding a little humor.

Suggestions for adding humor to a presentation:

- *Avoid remarks about sex, religion, politics, obesity, ethnicity, culture, language, socioeconomics, and gender issues because they may offend someone in your audience.*
- *Avoid telling jokes that make fun of anyone but yourself.*
- *Describe cartoons or show humorous pictures.*



5. Examples are great for enhancing understanding and can make the difference between confusing and clarity.



Notes: