

# Avoiding Death by PowerPoint®

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Connecting a World of  
Pharmaceutical Knowledge

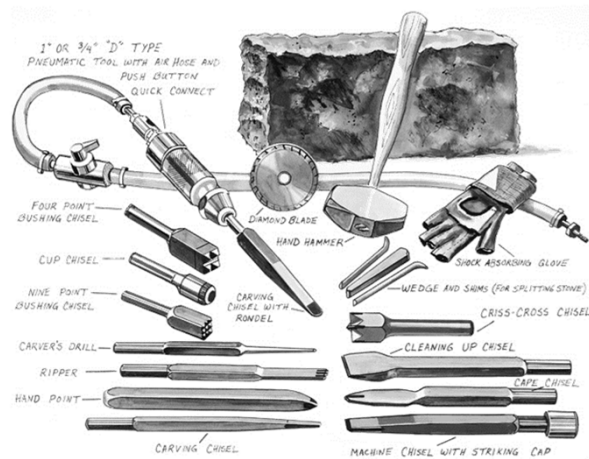
## Background Info

Death by PowerPoint occurs when the  
untrained and unpracticed perform.



## Background Info

## PowerPoint is a tool.



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## Background Info

## Delivering presentations is a skill.



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## Background Info

## Why Present?

## Interact with audience

- Witness reactions
- Observe understanding
- Q & A

## Emphasize key points

- Body Language
- Pace
- Multimedia

## Shallow Depth

- Low information density
- Common pace

## Lack of Control

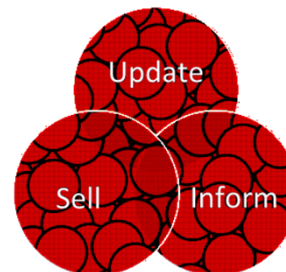
- Venue
- Time
- Attendees



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## Background Info

## Types of presentations:



Low impact ↔ High caliber



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## Take-home

## Cold hard facts about audiences:

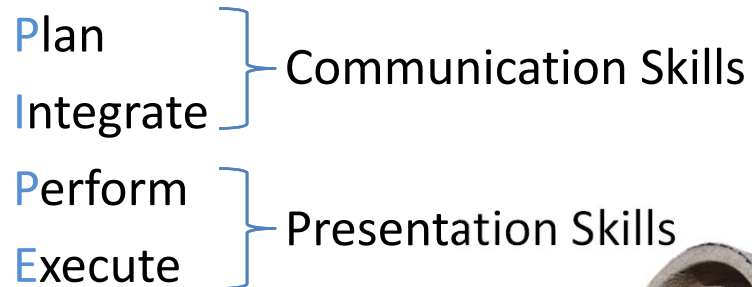
- They haven't a clue what you're presenting
  - ✓ Develop a key message
    - They are distracted
  - ✓ Have a good opening to get interest
- Few will remember more than one thing
  - ✓ Use transitions to summarize key points
- They may sidetrack you from your plan
  - ✓ Rehearse the presentation and timings



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## Learning Aid

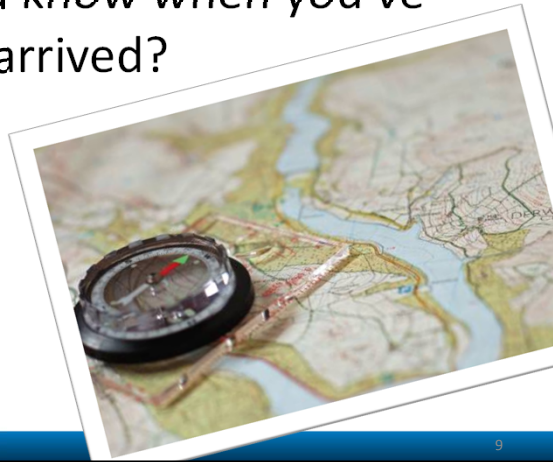
## PIPE



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## Communication Skill - Plan

If you don't know where you're going,  
how will you know when you've  
arrived?



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## Communication Skill - Plan

Determine the aim of your  
presentation



**Titanic**

(1997)



A society girl abandons her haughty fiancé for a penniless artist on the ill-fated ship's maiden voyage.

Leonardo DiCaprio, Kate Winslet, Billy Zane, Kathy Bates, Frances Fisher



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## Communication Skill - Plan

## Think about your audience

- Managerial relationship?
- Apply situational leadership theory to how you present.
- Is this part of a series of presentations?
- How are they likely to respond?



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## Communication Skill - Plan

## Determine the key message of your presentation



"An iPod, a phone, and an Internet communicator ... These are not three separate devices, this is one device, and were calling it iPhone. Today, Apple is going to reinvent the phone, and here it is."

-Steve Jobs, 2007 keynote

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Communication Skill - Plan

## Support the Key Message with 3 to 5 points.

- Brainstorm outline topics - not bullet points.
- Combine or dismiss points if you have too many; the more points the less your audience remembers.
- This is not your presentation!



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"OK...I AGREE THESE 100 COMMANDMENTS CLARIFY YOUR POINT OF VIEW, BUT I'M GOING TO HAVE CIRCULATION PROBLEMS, NOT TO MENTION THE PUBLIC'S SHORT ATTENTION SPAN, SO WE'LL HAVE TO CONDENSE THEM WA-A-AY DOWN."

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Communication Skill - Plan

"People who know what they're talking about don't need PowerPoint."

-Steve Jobs

From Walter Isaacson's book Steve Jobs

What if Steve Jobs used the standard PowerPoint Template for his key points?



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Communication Skill - Plan

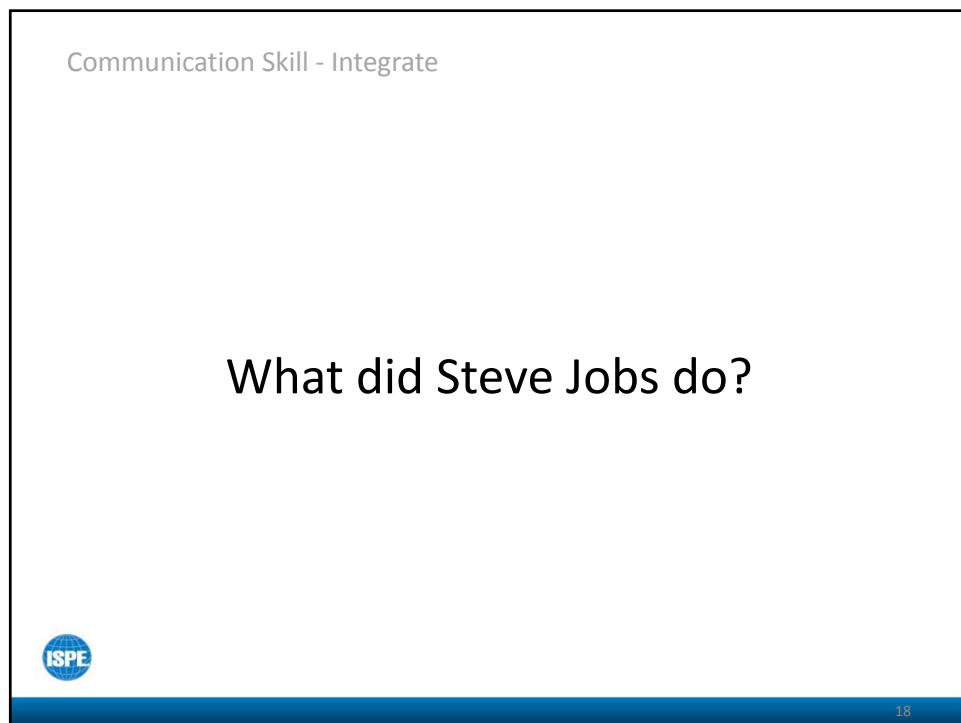
## iPhone – Apple reinvents the phone

- The iPhone has game changing hardware
  - new user interface / multitouch
  - Great screen
  - Perfect size
- The software is made for the hardware
  - Runs OSX
  - ...
- Apps & Partnerships
  - ...
- Pricing & Availability
  - ...



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Communication Skill - Integrate

## Typical Presentation Outline

Pre-introduction

Introduction

*Transition*

Point 1

*Transition*

Point 2

*Transition*

...

Point 5

*Transition*

Summary

*Transition*

Conclusion



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Communication Skill - Integrate

## Pre-Introduction

Lets people settle down

Allows presenter to get into rhythm



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Communication Skill - Integrate

## Introduction

Key message

credentials

agenda



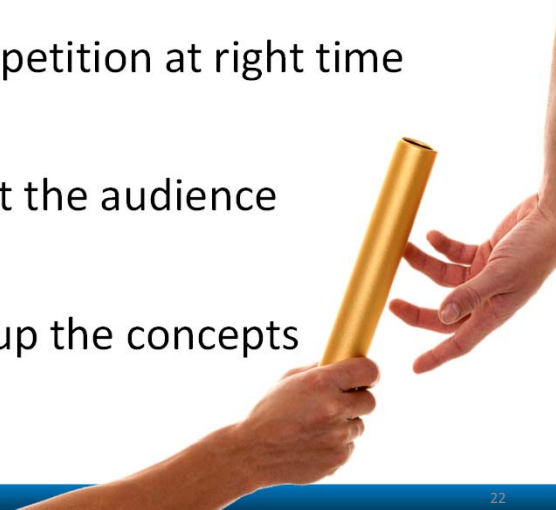
Communication Skill - Integrate

## Frequent transitions

Maximize repetition at right time

Orient the audience

Break up the concepts

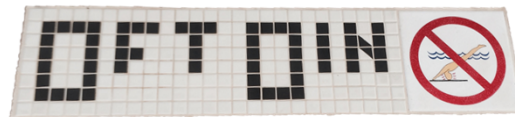


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Communication Skill - Integrate

## Tailor content of your presentation

Consider your audience and what they know



Account for the allotted length & time of day

Pay attention to other presentations



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Communication Skill - Integrate

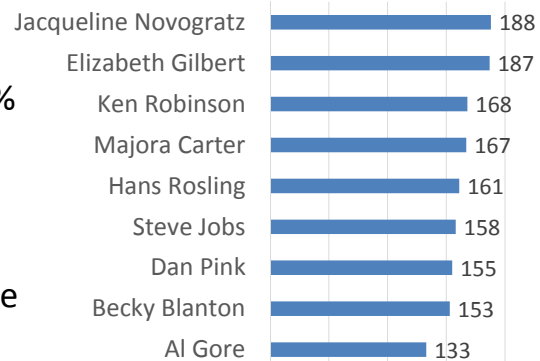
## Know how much you can present

TV script dialogue  
~ 180 wpm

Assume only 60% – 70%  
of time is for novel  
content

Steve Jobs 2007 keynote  
~ 125 wpm (1:19:00)

Speaking Rate  
(words/minute)



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## Communication Skill - Integrate

COSMOS: A SPACETIME ODYSSEY EP #1 Unapproved FC 4/21/14 43.

INSERT: footage of Carl that spans his diverse and decades-long career. His first television appearance; his testimony before congress; his work with the Voyager program; Johnny Carson listening to him, fascinated, on The Tonight Show; etc... All over!

NEIL (V.O.)  
Carl contributed enormously to our knowledge of the planets. He correctly predicted the existence of methane lakes on Saturn's giant moon Titan. He showed that the atmosphere of the early Earth must have contained powerful greenhouse gases. He was the first to understand that seasonal changes on Mars were due to windblown dust. Carl was a pioneer in the search for extra-terrestrial life and intelligence. He played a leading role in every major spacecraft mission to explore the solar system during the first 40 years of the Space Age.

BACK ON NEIL. He shows us what appears to be a book.

NEIL  
But that's not all he did... This is Carl Sagan's own calendar from 1975.

Neil opens it to December. There's only one entry for the whole day of the 20th -- a Saturday -- the handwritten name "Neil Tyson".

NEIL  
Who was I back then? Just a seventeen-year-old kid from the Bronx with dreams of becoming a scientist. And somehow the world's most famous astronomer found time to invite me to Ithaca, in upstate New York, to spend a Saturday with him. I remember that snowy day like it was yesterday. He met me at the bus stop and showed me his laboratory at Cornell University. Carl reached behind his desk and inscribed this book for me...



A73 OMITTED

A73

B73 EXT. MONTEREY CLIFFS - CONTINUOUS (LIVE ACTION)

B73

Neil takes out the well-worn book, shows us the inscription:

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## Communication Skill - Integrate

## Courier New, 20 point

## No Bullet, 4.95" x 9" field

Carl contributed enormously to our knowledge of the planets. He correctly predicted the existence of methane lakes on Saturn's giant moon Titan. He showed that the atmosphere of the early Earth must have contained powerful greenhouse gases. He was the first to understand that seasonal changes on Mars were due to windblown dust. Carl was a pioneer in the search for extra-terrestrial life and intelligence. He played a leading role in every major spacecraft mission to explore the solar system during the first 40 years of the Space Age. But that's not all he did... This is Carl Sagan's own calendar from 1975. Who was I back then? Just a seventeen-year-old kid from the Bronx with dreams of becoming a scientist.



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Communication Skill - Integrate

## Carl Sagan

- Planetary Scientist
  - Titan
  - Earth
  - Mars
- SETI
- NASA
- Mentor



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Communication Skill - Integrate

## Cosmos Breakdown

Memorable because it's a story

Introduction

3-5 points

Transition

Repetition (unintended consequence)



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Communication Skill - Integrate

## Summary

Review each main point

Tie each point back to key message



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Communication Skill - Integrate

## Conclusion

Bookends the presentation with the introduction

Audience is most attentive now

Finish strong! This should show your best effort



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Summary Slide

## Summary

Death by PowerPoint occurs when the untrained and unpracticed perform.

To ensure your presentation is well planned:

Determine your aim

Know your audience

Craft your key message



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Summary Slide

## Summary

To ensure your presentation is well integrated:

high-attention periods are introduction and conclusion

Only 3-5 points

Know how much time you can spend on each

Conclude with key message



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# Thank you



Connecting a World of  
Pharmaceutical Knowledge

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Blooper Reel

The following slides were part of the original  
presentation



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## Take-home

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## Learning Aid

## PIPE

Plan

Integrate

Perform

Execute

Communication Skills

Presentation Skills



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Communication Skill - Integrate

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