

# Crafting Engaging Presentations

The top half of the page features a background of marbled paper with a complex, organic pattern of light and dark grey veins on a white base. The pattern resembles natural stone or aged parchment.

By Christine Clapp

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FOR  
ATD Learn & Watch



**Start with the**

**SANDWICH**

**Structure**

# How it's different



One page



Oriented horizontally



The "Oreo"



Ocular cues<sup>TM</sup>



One page



Oriented horizontally

Central idea

I.

- A.
- B.
- C.

II.

- A.
- B.
- C.

III.

- A.
- B.
- C.



## The "Oreo"

Write the first line or two of your introduction, word for word.

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### Central idea

I.

- A.
- B.
- C.

II.

- A.
- B.
- C.

III.

- A.
- B.
- C.

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Write the last line or two of your conclusion, word for word.



## Ocular cues

Write the first line or two of your introduction, word for word.

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### PREVIEW

Central idea

**T** I.

- A.
- B.
- C.

**T** II.

- A.
- B.
- C.

**T** III.

- A.
- B.
- C.

### REVIEW

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Write the last line or two of your conclusion, word for word.

EXAMPLE

# Sensor innovator Dr. Todd Coleman



Please meet Jane. High-risk pregnancy. At 24 weeks, she's at the hospital being monitored for pre-term contractions. Requires clunky monitoring belts. She's worried about what happens after her 10-day stay on bed rest at the hospital. Is there a way to have benefits of high-fidelity monitoring while people are at home?

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A temporary tattoo that brings hospital care to the home

### PREVIEW

- |   |  |   |
|---|--|---|
| <p><b>T</b> I. Idea: wearable system for monitoring</p> <ul style="list-style-type: none"><li>A. Electronic patch</li><li>B. Thickness of human hair, can monitor temperature, movement, etc.</li><li>C. Wireless transmission capabilities</li></ul> | <p><b>T</b> II. Problems: Example of woman in labor</p> <ul style="list-style-type: none"><li>A. Tech concerns: inefficient, error prone, adhesives, data transmission</li><li>B. Solution: Integrate system in adhesive</li><li>C. Privacy concerns: Lack of trust</li><li>D. Solution: Trusted parties as intermediaries</li></ul> | <p><b>T</b> III. Lessons learned</p> <ul style="list-style-type: none"><li>A. Insurance companies interested due to cost savings</li><li>B. Iterative process: Attacking problems and innovating</li><li>C. Technology is used by humans, can't lose sight of the users</li></ul> |
|---|--|---|

### REVIEW

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We have to be mindful that human beings using this technology have a face, a name, and a life. And in the case of Jane – hopefully two.

EXAMPLE

# Retina specialist Dr. Camila Ventura



Two years ago in November 2015, I was working in a public neonatal intensive care unit in Brazil screening premature babies for retinal diseases. I found myself evaluating a preemie with severe microcephaly. I was struck by the lesions I saw in the baby's eyes. These are different than those I am familiar with. There were rumors that the cause might be Zika.

### Caregiving at the epicenter of the Zika epidemic

I. Zika Virus: Ignorance to alarm	II. Scientific progress	III. Treatment progress
<p><b>T</b></p> <ul style="list-style-type: none"> <li>A. Discovered in 1947 in monkeys</li> <li>B. Mosquito borne</li> <li>C. In 1950's first detected in humans, but not considered harmful</li> <li>D. October 2015, high incidence of microcephaly in Brazil</li> <li>E. Epidemic from Feb. – Nov. 2016, 26 countries report Congenital Zika Syndrome</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>A. Proven link between Zika and microcephaly and ocular findings</li> <li>B. Development of a blood test</li> <li>C. Microcephaly no longer a required criterion for screening</li> <li>D. Brain damage is responsible visual impairment, early intervention helps</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>A. Multidisciplinary team, assessed needs and made protocols for reducing crying; supporting mothers; addressing visual, hearing and intellectual deficits; providing therapy</li> <li>B. Surprises with babies: increased life expectancy; individualized care improved abilities of babies; caregivers have become allies;</li> </ul>
REVIEW / Lessons learned		

When the world first confronted the Zika pandemic, it looked like a nightmare. However, CZS has taught us the more devastating medical conditions can have a more hopeful outcome when we combine the power of a determined team and the commitment of brave parents.

EXAMPLE

# Hospital CEO Dr. Stephen Klasko



I'd like to talk about a few things that we have the ability to transform. The least talked-about issue is changing the DNA of healthcare one physician at a time.

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[Instead of react, we should transform](#) to a better healthcare system

- |  |   |   |  |
|--|---|---|--|
| I. How we select and educate physicians  | II. How we track readmissions                     | III. How we assess competence                               | IV. How we compensate primary care providers |
| A. Cult of biases  | A. We all want to stop them                       | A. My last check was 1984                                   | A. Nobody goes in, 20-30% of specialists     |
| B. We shouldn't be amazed that doctors aren't empathetic, communicative and creative | B. Need to create extensivist                     | B. Anybody who does robotic surgery has to prove competence | B. Example of Jamie                          |
| C. Need investment to change DNA of medical staffs                                   | C. Follow patients for 90 days and use technology |   | C. Create ACO's, pay more                    |
- 

We spent the last several years reacting to healthcare reform and the external changes through cost cutting, planning and spending dollars. [ . . . ] We need to spend time on how to use new technologies and processes to fundamentally not react but transform the healthcare system. Let's change the DNA of healthcare beyond some of the incremental approaches that we've been relying on to this point

EXAMPLE

# Briefing

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## PREVIEW

### Overview of ABC Project

**T** I. Key Point 1

- A.
- B.
- C.
- D.

**T** II. Key Point 2

- A.
- B.
- C.
- D.

## REVIEW

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EXAMPLE

# Meeting

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## MEETING PREVIEW / AGENDA

Decide on vendor

**T** I. Vendor A  
A.  
B.  
C.

**T** II. Vendor B  
A.  
B.  
C.

**T** III. Vendor C  
A.  
B.  
C.

VOTE / RECOMMENDATIONS  
NEXT STEPS

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EXAMPLE

# Pitch

Attention

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PREVIEW

Adopt XYZ Strategy

**T** I. Need  
(Problem)  
A.  
B.  
C.

**T** II. Satisfaction  
(Solution)  
A.  
B.  
C.

**T** III. Visualization  
(Benefits)  
A.  
B.  
C.

REVIEW

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Call to action

EXAMPLE

# Group presentation or panel

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## PREVIEW / AGENDA

Theme of Panel

**T** I. Speaker A    **T** II. Speaker B    **T** III. Speaker C    **T** IV. Speaker D

## REVIEW HIGHLIGHTS

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EXAMPLE

# Impromptu speaking

Restate/rephrase question

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**PREVIEW**

Position

**T** I. Reason 1

**T** II. Reason 2

**REVIEW**

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Restate position and question

# Sandwich Structure



One page



Oriented horizontally



The "Oreo"



Ocular cues<sup>TM</sup>

# Application: Try this at home

- Use the Sandwich Structure next week to outline your talking points for:
  - ▶ An update you have to give in a meeting or on the phone
  - ▶ A question you expect to answer in a meeting or conversation
  - ▶ A pitch you are giving to an internal or external audience
  - ▶ A training session or when you are delivering instructions
- Rehearse six times
- Record yourself if possible
- Receive feedback and review video if available
- Set a goal for improvement
- Use the Sandwich Structure again the week of Nov. 19

**Christine Clapp**

202 . 210 . 4916

christine@spokenwithauthority.com

@christineclapp

