

MAGI WE CAN AGREE TO SAVE LIVES

MAGI's Clinical Research Conference - 2015 East

(W188) Public Speaking 2.0: Stage Presence

From business meetings to industry conferences, clinical research offers many opportunities for public speaking. This interactive workshop will focus on stage presence: authenticity, vocalization, animation and engagement.

At the conclusion of this activity, participants should be able to:

- Deliver consistent and effective presentations.
- Differentiate between effective and ineffective delivery skills.
- Engage audiences.

Speakers:

Vatche Bartekian, BSc MSc

President

Vantage BioTrials

Email: vatche.bartekian@vantagebiotrials.com

Telephone: +1 (514) 564-3466 x222

Vatche founded Vantage BioTrials in 2007. He's also held several management positions with companies such as Pfizer, Covance, PPD, LAB Pharma, and MDS Pharma. He's been involved in the pharma industry for over 16 years and has gained vast experience handling complicated trials across an array of therapeutic areas. He's an expert in ClinOps, Quality and Monitoring, and holds a B.Sc. in Biochemistry and a M.Sc. Administration from Concordia Univ.



David Chapin, BS MA

CEO

Forma Life Science Marketing

Email: btaube@formallifesciencemarketing.com

Telephone: +1 (919) 832-1244 x223

David is the author of the new book "Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences," the recipient of Best Life Science Consultant in Triangle Business Journal's 2013 Life Sciences Awards, and the named inventor on more than 40 patents (including medical device design). He has nearly 30 years' experience in marketing communications for pre-clinical and clinical research, drug development, medical device and healthcare programs.



Public Speaking 2.0

PRESENTED BY: VATCHE BARTEKIAN, PRESIDENT,



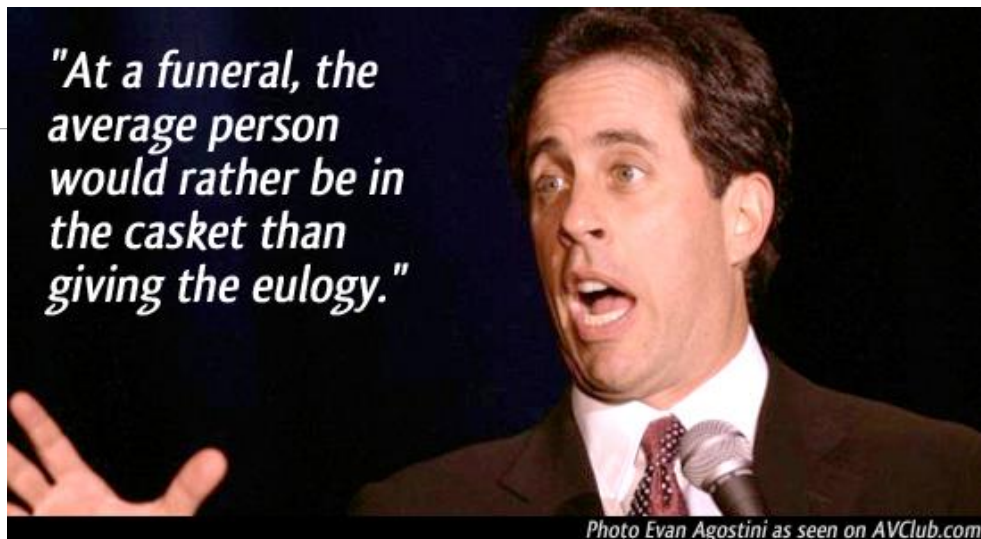
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Reference: "How to Struggle Through the Fear of Public Speaking" - <http://www.struggletoictory.com/how-to-struggle-through-the-fear-of-public-speaking/>



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Famous & Distinguished Public Speakers



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I Bet You Didn't Know...

- Mark Twain, who made most of his income from speaking (not writing), once said: "There are 2 types of speakers. Those that are nervous, and those that are liars."
- Thomas Jefferson was so afraid of speaking that he had someone else read the State of the Union Address
- Winston Churchill, Oprah Winfrey, JFK, Barbara Walters, Johnny Carson, and Margaret Thatcher have all admitted their own fears of public communication at one point in their professional lives.
- Aristotle, Sir Isaac Newton, Charles Darwin, Winston Churchill, James Earl Jones and King George VI all suffered from stuttering at one point in their lives.

Reference: "Confessions of a Public Speaker" by Scott Berkun

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So most of you are TERRIFIED of Public Speaking...



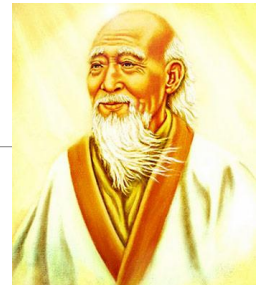
ACTUALLY...



PRACTICE
makes
PROGRESS,
NOT
PERFECT.

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Become less of a Sage on stage...



... and more of a Guide on the side!

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Practical Exercises



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Exercise #1: Lie Detector

1. Create two statements about yourself which are TRUE
2. Create one statement about yourself which is a LIE
3. Tell the audience all three statements (in no particular order)
4. Audience will guess which statements are true and which is the lie.

Examples of themes you can use: holidays, my favorite outdoor activities, when I was a teenager, the best adventures I've had, my hidden talents, etc.

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Exercise #2: The Interview

1. Get into groups of pairs (2 people per group)
2. Each person in the group interviews the other. Write down the information you learn.
3. Ask them questions like: where they live/work, what is their partner's name, what hobbies they have, what is their favorite movie and why, what are they most proud of (achievements), what they hope to get out of this workshop, etc
4. When time is up, you will introduce your new friend to the rest of the audience.

Example of an Introduction: This is Vatche. He was born on an island in the Mediterranean and has lived in Canada for over 30 years. I think he's crazy... who leaves warm waters for the Great Cold North?!... ☺ He's a self-proclaimed "foodie" and has co-authored a restaurant guidebook for the city of Montreal. He hopes that everyone in the audience today will feel more confident about speaking in public before the workshop is over.

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Exercise #3: Enunciation Proclamation

"You know New York, you need New York, you know you need unique New York"

"Betty bought a bit of butter, but she found the butter bitter, so Betty bought a bit of better butter to make the bitter butter better"

"Lucy lingered, looking longingly for her lost lap-dog"

"Round the rugged rocks the ragged rascal ran"

"Theophilus Thistler , the thistle sifter, in sifting a sieve of unsifted thistles, thrust three thousand thistles through the thick of his thumb"

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Exercise #4: “Sell me this pen”



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Exercise #5: Constructing Humour

1. Get into groups of pairs (2 people per group)
2. “List of Three” Method: set up an idea with two serious ideas, and then add a twist on the third.
3. It’s an absolute necessity that your first two statements be real and serious. You want to lead the audience down a path of sincerity and then surprise them with a joke! You never want them to see the funny coming. The surprise is what makes people laugh. Two easy ways to set up this formula are “Big- Big-Small” and “Small-Small-Big.”

Example: Big-Big-Small

“It’s a scary world out there: We’ve got terrorism, the war in Iraq, and ... Lindsay Lohan is out of jail.”

Example: Small-Small-Big

“There are three subtle clues that your marriage might be over: You’ve stopped sending each other love notes. You’re not kissing as much. Your husband’s new girlfriend has issued a restraining order.”

Reference: Toastmasters International

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Body Language – what NOT to do



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Body Language – Tapping your inner confidence



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Body Language — Tapping your inner confidence



**GET A
MOVE ON**



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Biggest Public Speaking Mistakes¹

1. Starting with a whimper: Don't start with "Thank you for that kind intro". Instead, begin with a startling statistic, an interesting quote, a news headline, etc.
2. Attempting to imitate other speakers: Authenticity is lost when you aren't yourself.
3. Failing to "work" the room: interact with the audience and keep eye contact with different people during your speech. Mingle before and after your presentation to build credibility and engage your audience.
4. Failing to use relaxation techniques.
5. Reading your speech word for word: this will put everyone to sleep! Instead, use "keyword" notes to prompt your thoughts.
6. Failing to prepare: rehearse well enough to ensure you'll leave a good impression.
7. Ending a speech with Q&A: instead, take questions then end with a closing/strong statement or a call for action.
8. Using someone else's stories: the audience wants to connect with you on a personal level. It's ok to quote others, but try your best to tell YOUR story to paint a picture or get a point across.

¹ According to Toastmasters International

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Extra Tips:

1. Fuel your brain before a speech: dopamine and epinephrine help regulate mental alertness. Both come from tyrosine, an amino acid that comes from proteins, so make sure you eat a balanced meal full of protein a few hours before your speech.
2. Burn off cortisol, the “stress hormone”: best way is to exercise a few hours before your speech.
3. Pause for 10 seconds: confident speakers are secure with silence, and it provides more dramatic impact.
4. Ask a question you can’t answer: most speakers have all the answers, but if you don’t, it actually humanizes you towards the audience. Then continue talking about what you *do* know and they’ll pay closer attention.
5. Always repeat audience questions: it’s not only courteous, it also gives you extra time to think of an awesome answer!
6. Favor pictures over texts: PowerPoint is not the enemy, bullet points are.

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In Conclusion

3 Things I hope you Learned Today:

1. Public Speaking can be fun!



2. You can positively influence people through your words.



3. Your Guides for today deserve an “Excellent” rating!



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Thank you!



Vatche Bartekian, President, Vantage BioTrials

T: (514) 564-3466 x 222

E: vatche.bartekian@vantagebiotrials.com

www.vantagebiotrials.com

f o r M A

Making the Complex Compelling



content

The First Rule for Public Speaking

Have something to say!



$$\oint_S \mathbf{E} \cdot d\mathbf{A} = \frac{q}{\epsilon_o}$$

$$\oint_S \mathbf{B} \cdot d\mathbf{A} = 0$$

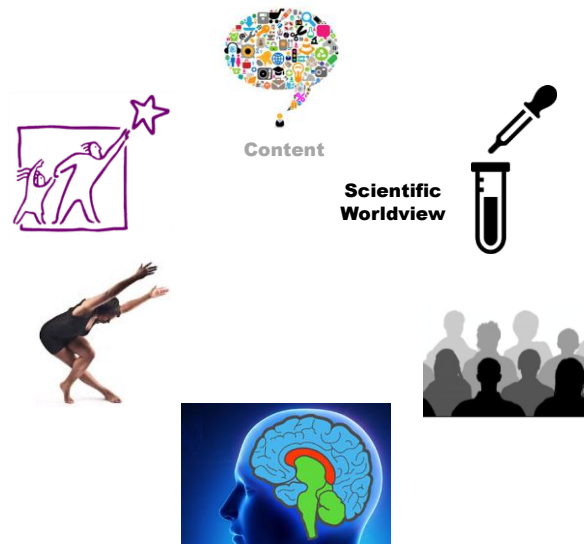
$$\oint \mathbf{E} \cdot d\mathbf{s} = -\frac{d\Phi_B}{dt}$$

$$\oint \mathbf{B} \cdot d\mathbf{s} = \mu_o I + \epsilon_o \mu_o \frac{d\Phi_E}{dt}$$

The First Rule for Public Speaking

Unique, Relevant, Important, Compelling
Have something to say!





Raise your hand if....

...you have scientific or technical training (e.g., BA or greater in science).


...the key to your success is clear and effective communication of scientific/technical content or the implications.

That's too bad

The scientific worldview **impedes** compelling communication and audience engagement!

The scientific worldview

...how long it takes you to read a scientific paper.

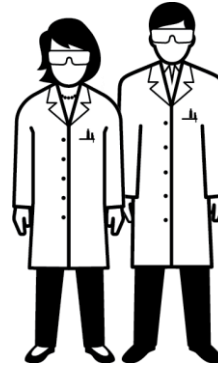




Marketing/Public speaking

The audience

Differing worldviews

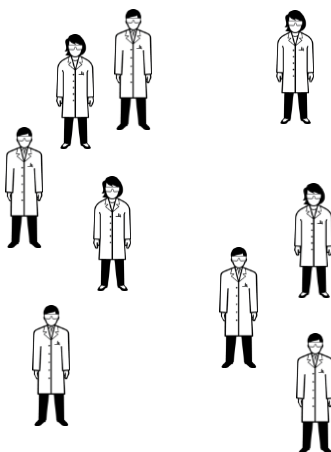


Scientific/Technical

Priority

Knowledge

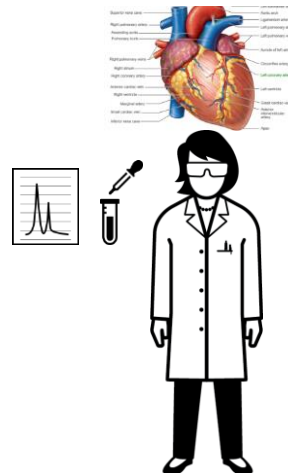
Scientific worldview



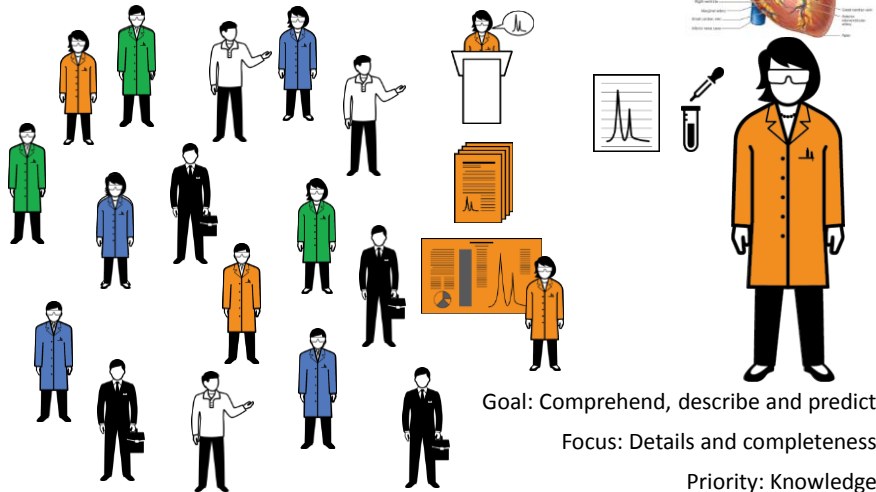
Goal: Comprehend, describe and predict

Focus: Details and completeness

Priority: Knowledge



Scientific worldview



Marketing/Public speaking
Engage, communicate and influence
Compelling big picture
The audience

Differing worldviews



Scientific/Technical
Comprehend, describe and predict
Details and completeness
Knowledge



Differing worldviews



The marketing worldview doesn't produce great science.

The scientific/technical worldview doesn't produce great communication.

PharmaDirections Consultants for Pharmaceutical and Biotech Drug Development

Home | Our Consultants | Areas of Expertise | Case Studies | Project Plans | About Us | Articles and News | Careers | Contact Us | Privacy Policy

Preclinical Development

Pharmaceutical Development

Formulation Development

Clinical Materials Management

CRO Selection and Management

Quality Assurance

Regulatory Affairs

Chemistry, Manufacturing & Controls (CMC)

Interim Management

Virtual CRO

PRO

QMP

CTM

Do you have the scientific leadership and management skills needed to shepherd your preclinical drug discovery and pharmaceutical drug development project through to fruition? The pharmaceutical and biotech arena is alive with exciting new developments. But success doesn't come easily.

PharmaDirections provides the pharmaceutical consulting expertise necessary to guide your project through the complex development environment. Under the leadership of Dr. Richard Soltesz, PharmaDirections has become an invaluable resource to small and medium-sized pharmaceutical and biotechnology companies in the pharmaceutical drug development and preclinical drug development research phases of their work. The impressive list of achievements of our team of scientists and BioPharma executives gives them the capacity to guide your decision process and reduce the time and risks inherent in the preclinical drug development cycle.

Through alignment with the biotech and pharmaceutical consulting executives of PharmaDirections, your company achieves faster pharmaceutical drug development at a more effective cost to drive the value of your preclinical drug development and total organization.

Our fields of pharmaceutical & biotechnology consulting expertise include:

- Preclinical Drug Development
- Pharmaceutical Drug Development
- Formulation Development
- Clinical Materials Management
- CRO Selection and Management
- Quality Assurance
- Pharmaceutical Regulatory Affairs
- CMC
- Interim Management
- Virtual CRO
- PRO
- QMP
- CTM

PharmaDirections can help you develop the preclinical drug development plan for the next phase of biotech formulation development, pharmaceutical drug development or fully execute the biotechnology project plans in place.

Contact PharmaDirections now to discuss any issues that you are facing related to your preclinical drug development or pharmaceutical drug discovery outsourcing programs.

Biotechnology Project Plans

View these successful pharmaceutical drug development project plans designed by PharmaDirections! These biotechnology project plans and Virtual CRO case studies are detailed and complete from beginning to end, including ordered step-by-step processes, milestones and timelines for several types of preclinical pharmaceutical drug development projects. [Get the details.](#)

Case Studies

#1: Customized Virtual CRO outsourcing strategy saves \$900,000 in costs. [Learn how we did it.](#)

#2: Stuck preclinical drug development project is back to "happy" status. [Find out why!](#)

#3: A fully compliant pharmaceutical drug discovery quality assurance system now meets current requirements. [Read all about it!](#)

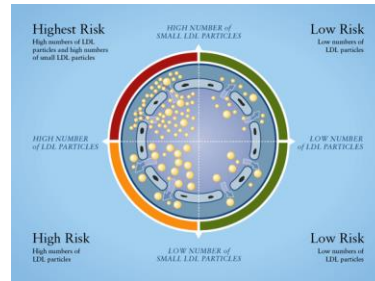
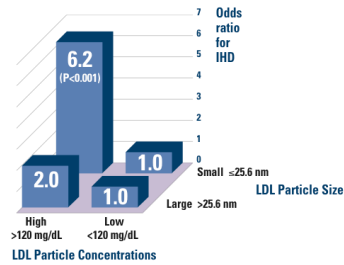
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The scientific/technical worldview doesn't produce great communication.

Great science isn't enough for success



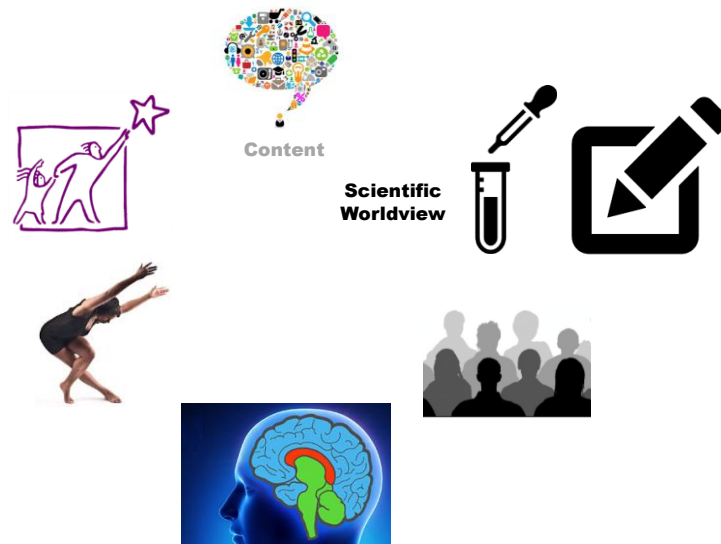
Poor sales (from a complex story)

This client made sales numbers for the first time in 4 years.

The Second Rule for Public Speaking

You must get beyond the scientific mindset!





**They don't
care
about you
...unless
you speak
to their
concerns.**

**They want
you to
succeed**

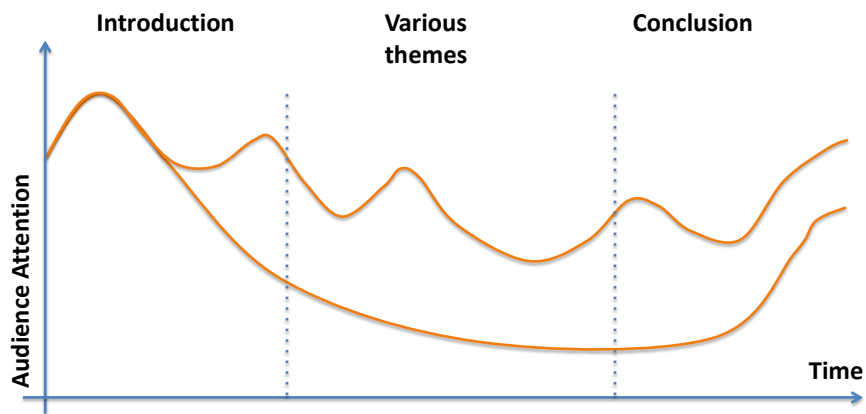
They're self centered!

Understand your audiences

How hetero/homogeneous are they?
 What expectations do they have?
 What do they already know?
 What is the pain in their (professional) life?
 Is the pain strategic, financial or personal?
 How do they (or you) know this is a problem?
 How can you help address this pain?
 What are all of the issues the solution is intended to resolve?
 What's letting you know it's a problem? *Problem Evidence*
 What is the impact on the business? *Problem Impact*
 How would you measure success? *Result Evidence*
 What is the payoff if success is achieved? *Result Impact*
 Who or what else is affected? *Operational Context*
 What is the big picture? *Organizational Context*
 What has stopped the organization from resolving this in the past? *Constraints*
 What do they want from this encounter?

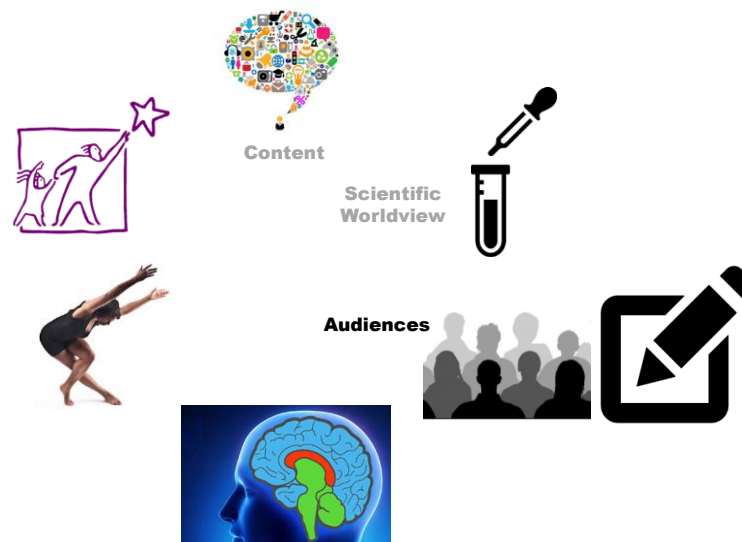
Put yourself in their shoes

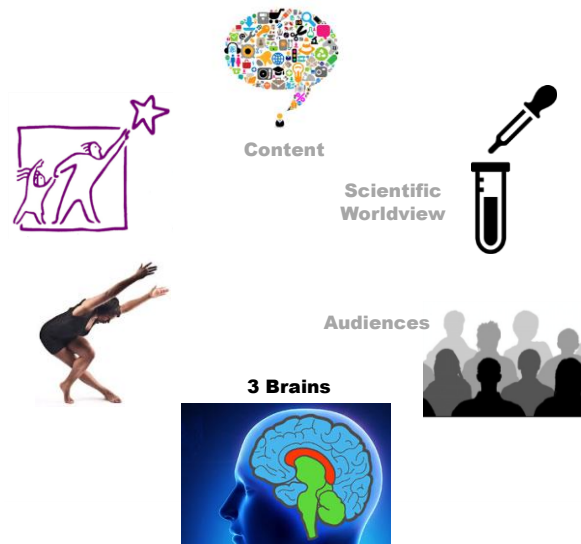
Attention span



The Third Rule for Public Speaking

Understand your audiences





The Three Brains

3) Neocortex: The Rational Brain

Responsible for sensory perception, spatial reasoning, generation of motor commands, conscious thought, intellectual memory

2) The Limbic Brain: Emotional Brain

Responsible for positive emotions, learning, emotional memory and spirituality

1) Reptilian Brain: Instinctual Brain

Responsible for 4 F's: fight, flight, feed, fornicate. Wired for danger and therefore negative emotions.



Emotions play a significant role in decision making

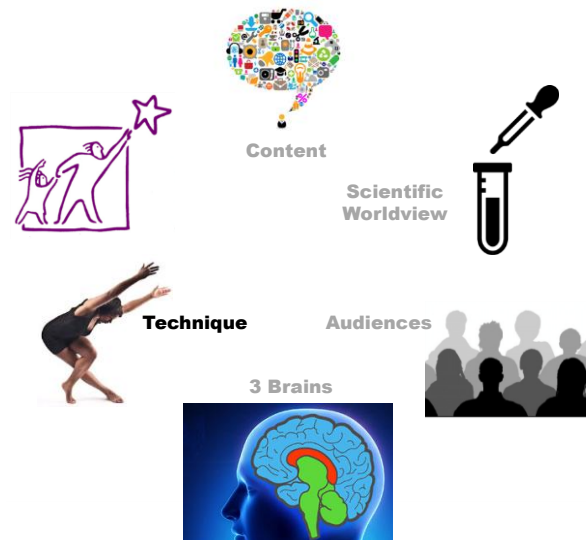
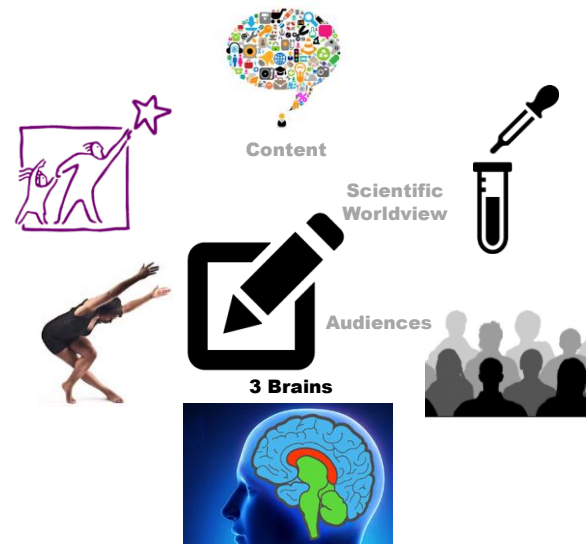
Bechara, A., *"The role of emotion in decision-making: evidence from neurological patients with orbitofrontal damage,"* Brain Cogn. 2004 Jun; 55(1):30-40

"The studies of decision-making in neurological patients who can no longer process emotional information normally suggest that people make judgments not only by evaluating the consequences and their probability of occurring, but also and even sometimes primarily at a gut or emotional level."

The Fourth Rule for Public Speaking

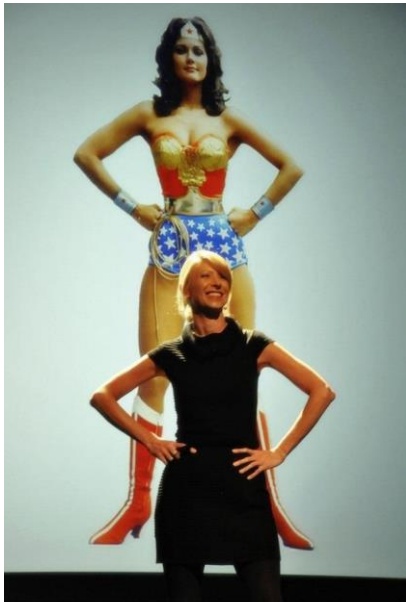
"Sell" to the Reptilian brain!





Start with a grabber

Mini drama
Wordplay
Rhetorical questions
(What if you could...)
Props
Stories



Strike the pose

TED talk: Amy Cuddy



Use “YOU”



Navigation – Show them the journey

Evaporate your slides to increase engagement



Diabetes

Type 2 Diabetes Mellitus

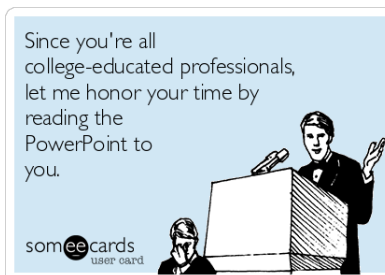
- In type 2 DM (previously called adult-onset or non-insulin-dependent), insulin secretion is inadequate
- The disease generally develops in adults and becomes more common with age.
- Plasma glucose levels reach higher levels after eating in older than in younger adults, especially after high carbohydrate loads, and take longer to return to normal, in part because of increased accumulation of visceral and abdominal fat and decreased muscle mass.
- Type 2 DM is becoming increasingly common in children as childhood obesity has become epidemic: 40 to 50% of new-onset DM in children is now type 2



Use Contrast

Before/after
With/without





Lose the slides

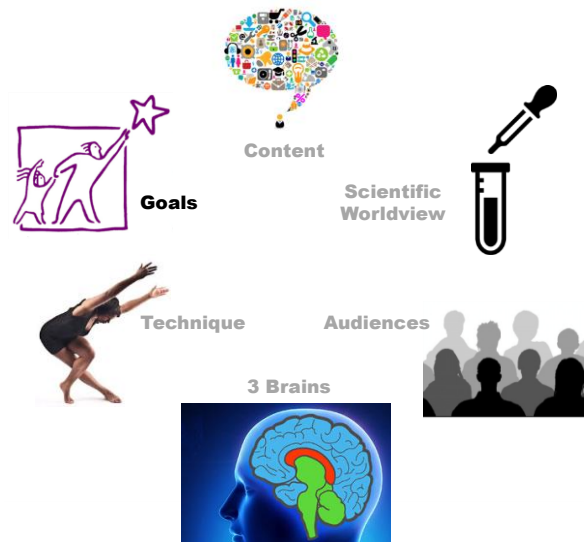
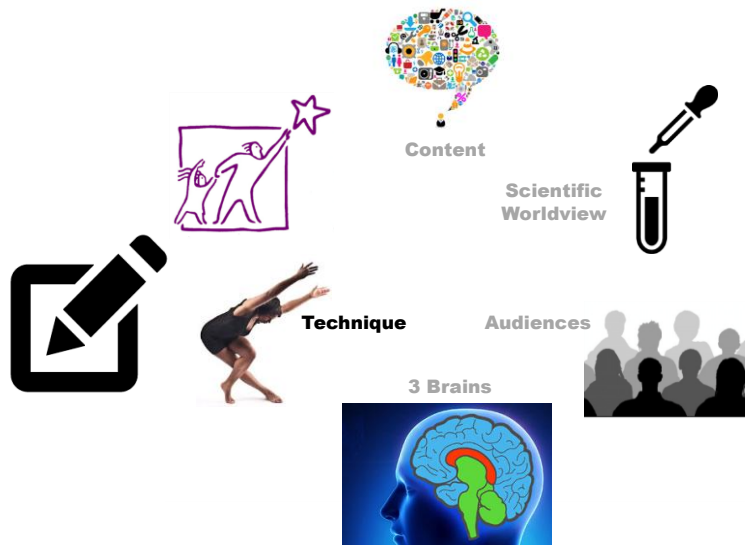
Slow down

Practice

The Fifth Rule for Public Speaking

“ _____ ”





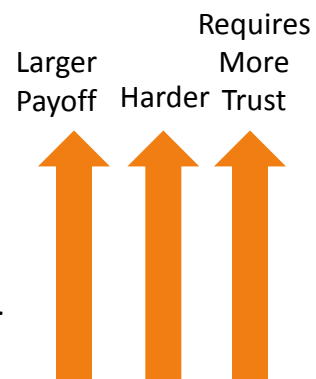
Keep your goals simple

**And defined in terms
of your audience!**

What are your goals?

To “ladder up” ask: What
would that do for you?

Change behavior	Get you to sign...
Change beliefs	We are the best...
Change attitudes	We are capable...
Inform them	Here’s what we’ve done...
Engage them	Pay attention to me...



To “ladder down” ask:
How would that happen?

**Everything you do should be focused
on achieving your goal(s)**

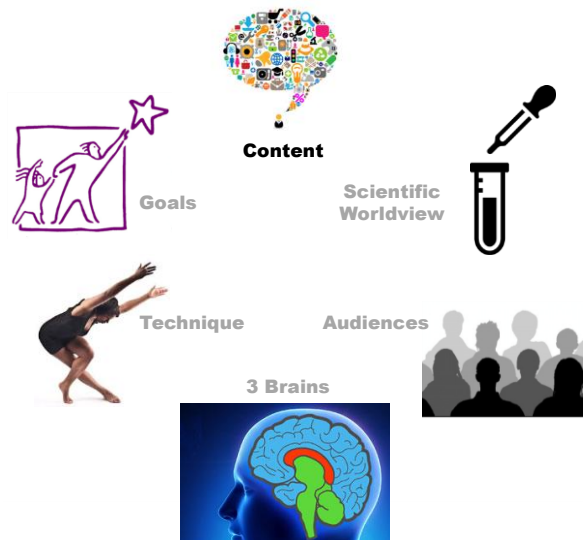
Everything!



The Sixth Rule for Public Speaking

Clarify your goals; stick to them!





Making a Mind Map

A way to harness your brain's content and externalize it

Flexible, Powerful

The brain doesn't think in outline form!

Making a Mind Map

PUBLIC
SPEAKING

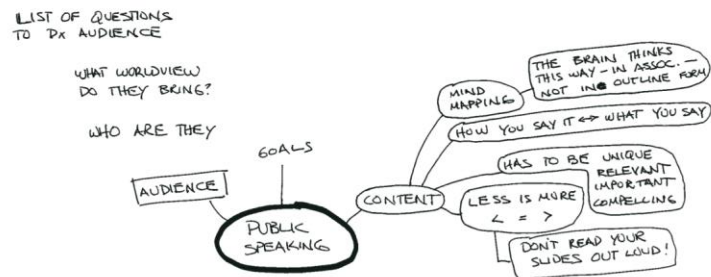
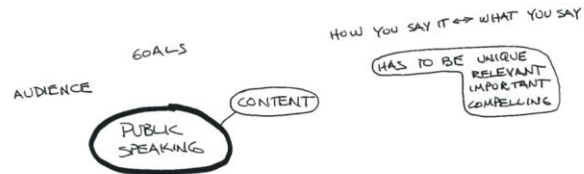
Write your topic in the center of a horizontal sheet of paper

PUBLIC
SPEAKING

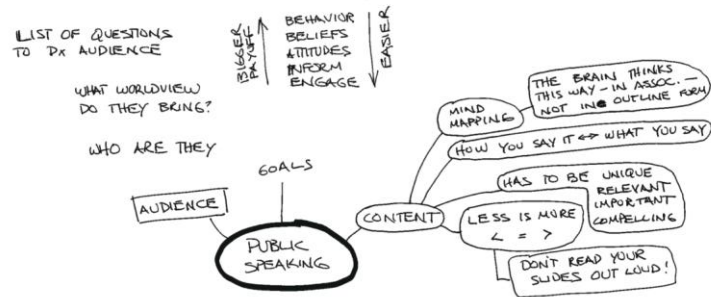
Start to add topics



Start to add topics and subtopics



When your mind slows down, start to circle and connect your topics



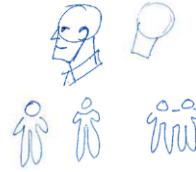
When your mind slows down, start to circle and connect your topics







Making a Mind Map



Start in the center of an unlined sheet of paper

Use images/sketches. (Starfish people... circle+square heads)

Write related topics next to each other. Use fewer words, not more

Don't worry about structure yet. No points for neatness!

Energizer Bunny: keep going and going. When your mind pauses, circle topics and connect them (the mind works by association)

Seek an "Aha" for *connections*: the overall theme, the big intro or the overall flow. Deliberately try a different flow, theme or direction

Come back and overlay with color; use color to organize

Exercise

Divide into groups of three. Agree on a topic. Tackle the goal: *change behavior*.

The topic isn't important, but all must have significant topic knowledge.

Create a joint mind-map by writing everything down.

Then edit by looking for the flow, the order in which you'll present

What do you know about the AUDIENCE?

How can you use YOU?

What's the GRABBER?

How can you use CONTRAST?

How can you make it VISUAL?

How can you make it EMOTIONAL?



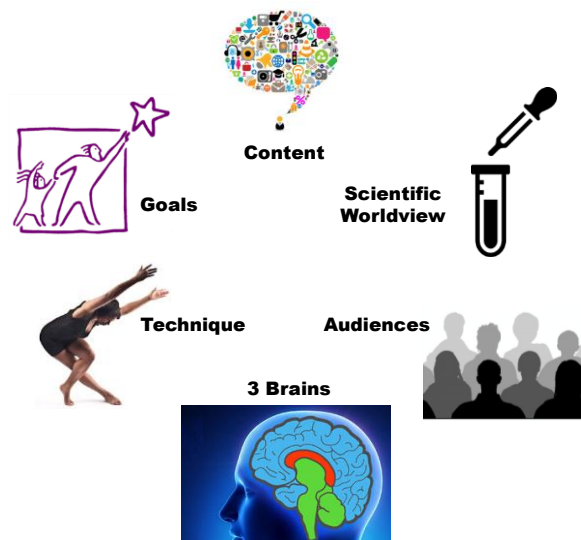
Topics

Why yellow is the best color.

The advantages of ice cream over a sharp stick in the eye.

Buying a suit in a department store vs. specialty store.

Make up your own topic — but don't take too long to come up with the topic.



f o r M A

Making the Complex Compelling

