

ELEVATE2035



**UChicago
Medicine**

**Biological Sciences
Pritzker School of Medicine**

Top 10 Tips for Presentations

- 1. Start with a clear, compelling headline message to grab the audience's attention, set the tone, and make them want more.**
 - *I have created the world's largest 'datascope.' It helps us see new ways to treat people with cancer.*
 - *I have created a 'surgical playbook' to improve coordination and outcomes in the operating room.*
- 2. Make people care. Answer the "so what" question. Why does it matter? What are the implications? What does this mean for those listening in the audience, or for the world?**
 - *Understanding how cells adapt and respond to stress could help us better detect and treat aging-related diseases such as Alzheimer's.*
 - *Robotic heart surgery enabled a UChicago patient to keep his plans (three days later) to travel around the world with his family.*
 - *Our AI algorithm will prepare us for the next pandemic by empowering us to allocate scarce medical resources more fairly.*
- 3. Avoid jargon. Keep it simple. Use clear, everyday language that your audience will understand. Stress meaning not details.**
 - *Before:*
 - *The overall goal of our novel research is to...computationally analyze MRI phenotypes of both the tumor and the tumor microenvironment (stroma), by relating them to histopathology & genomics, and by spatially registering the multi-'omics' findings with large whole-mount pathology images to yield location-specific histology/genomic analyses.*
 - *After:*
 - *I have created a 'digital biopsy' that can help radiologists more quickly and accurately interpret MRIs and make a breast cancer diagnosis.*
- 4. Tell a story. Use a three-act structure. Have a beginning, middle, and end.**
 - **Beginning**—How can your work connect with what they care about? What common ground do you share?
 - *Your gut microbiome is a hidden, sixth organ, vital to your health.*
 - **Middle**—What is the conflict? What problem are you trying to solve? What is the enemy that needs to be overcome?
 - *Doctors use screening tools to see how your other organs are working, but have no such tool for your microbiome.*

- **End**—What’s the solution to the problem? What’s the new angle or development that will lead to victory?
 - *We have created a first-of-its-kind panel to measure state of your gut health, pinpoint imbalances, and guide corrective interventions.*
5. **Keep it short. Don’t overwhelm with facts or background information. Get to the point!**
 6. **Keep it accessible. Use analogies and metaphors and examples that will be familiar to the audience. Compare what you do to something they know about (similar or contrasting).**
 - *If a cell is the size of a Wrigley Field, our nanoparticle is the size of a baseball.*
 - *We found a chemical tool to precisely optimize drug candidates—so we are able to remodel the bathroom without having to bulldoze the house.*
 - *We are pursuing an ‘inverse’ vaccine. It turns off immune reactions in people whose immune system is malfunctioning or mistakenly attacking the body’s own cells.*
 - *...unlike antibiotics which use a “carpet-bombing approach” to kill bad bacteria...*
 7. **Help the audience pay attention. What’s surprising or unexpected or mysterious about your subject?**
 - *We found that the number of neighbors with high blood pressure that a patient has is a better predictor of whether that patient will develop high blood pressure than the patient’s age and race combined.*
 - *Nearly a quarter of the nation’s medical students hail from the upper 5% of the country’s wealthiest households.*
 8. **What differentiates your work? What sets it apart from what others are doing?**
 - *With our technology, the severity of depression, anxiety, or suicide risk can be measured in just two minutes—and with precision equal to an hour-long clinical interview.*
 9. **Don’t be afraid to get personal. What was your inspiration? Why do you care about this?**
 - *A UChicago faculty member grew up on a farm, which she later learned in medical school likely protected her from allergies. Now she helps children and adults with allergies who were less fortunate.*
 10. **Rehearse, rehearse, rehearse—until you can toss the “script” and make it relaxed and natural.**

Slides

- **Less is more.**
- **Present one idea per slide. Don't overcrowd or clutter.**
- **Use single, high-quality graphics.**
- **Use graphics as punctuation rather than words! Do your images bring your talk to life and augment or illustrate what you are saying?**
- **Use limited or no text.**
- **Use restraint on charts and graphs. Make sure the takeaway is clear. Guide the viewer's eye.**
- **Have a consistent look and feel.**

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