PRESENTING TO INFLUENCE

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Understanding your Audience

Making your Message Memorable
“A magnificent drama of writing... a classic.”
—The New York Times Book Review Editor’s Choice, Best Books of the Year

THE NATIONAL BESTSELLER by the author of A RIVER RUNS THROUGH IT
On August 5th, 1949, a lightning caused wildfire entrapped a smokejumper crew in this steep canyon. Before it was controlled it took the lives of 13 men and burned nearly 5,000 acres.

The lessons learned from this tragic event continue to influence wildland fire fighting.

Helena National Forest
How engaged in this presentation are you **right now**?

- A. Completely engaged
- B. Moderately engaged
- C. Mildly engaged
- D. Minimally engaged
- E. Just made new high score on angry birds
Your presentation will need to show “Value”

The Value Equation in Healthcare

Value = Quality

Cost
This'll look nice when it's framed.
Happy Coppers
$286,217
Insane Clown
$481,165
Keep It Spotless
$1,870,000
VALUE EXISTS ONLY TO THE EXTENT THAT IT HAS VALUE TO THE BEHOLDER
THE FIRST QUESTION THAT MUST BE ASKED IS TO WHOM ARE WE DEMONSTRATING VALUE?

THE SECOND QUESTION IS WHAT IS VALUE FROM THEIR PERSPECTIVE?
EMPATHIZE WITH YOUR AUDIENCE

- What makes them tick
- What do they need
- What is “Value” from their perspective
- What is THEIR burning platform
How much of the content of the average presentation do you think you retain?
Types of Presentations to Executives

The Elevator Pitch
1. Know what’s motivating your audience.

2. Incorporate social proof by sharing a brief story that illustrates a transformation.

3. Craft a story that gets your audience on your team.

4. Anticipate and answer key questions.

The Art Of The Elevator Pitch: 4 Tips For Making An Impression
Ryan Robinson. Forbes. Sep 5, 2017
THE "HOOK"
AMATEUR MISTAKES

• Using font smaller than 24

• Having long sentences which run on and on and on and on and wrap around to multiple lines. It is important to recognize that a power-point bullet is a point and not a conversation.

• Irritating animation
## Too much Data!

<table>
<thead>
<tr>
<th>Type of help sought and perceived need</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>( \chi^2 )</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Any help</td>
<td>585</td>
<td>7.5</td>
<td>424</td>
<td>8.5</td>
</tr>
<tr>
<td>Alcoholics Anonymous or 12-step meetings</td>
<td>417</td>
<td>5.3</td>
<td>303</td>
<td>6.0</td>
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<tr>
<td>Family services</td>
<td>108</td>
<td>1.3</td>
<td>81</td>
<td>1.5</td>
</tr>
<tr>
<td>Detoxification clinic or ward</td>
<td>140</td>
<td>1.7</td>
<td>97</td>
<td>2.0</td>
</tr>
<tr>
<td>Inpatient ward</td>
<td>93</td>
<td>1.1</td>
<td>63</td>
<td>1.3</td>
</tr>
<tr>
<td>Rehabilitation program</td>
<td>201</td>
<td>2.6</td>
<td>152</td>
<td>3.1</td>
</tr>
<tr>
<td>Outpatient</td>
<td>110</td>
<td>1.4</td>
<td>70</td>
<td>1.5</td>
</tr>
<tr>
<td>Emergency department</td>
<td>95</td>
<td>1.2</td>
<td>67</td>
<td>1.4</td>
</tr>
<tr>
<td>Halfway house</td>
<td>43</td>
<td>0.5</td>
<td>28</td>
<td>0.5</td>
</tr>
<tr>
<td>Crisis center</td>
<td>13</td>
<td>0.1</td>
<td>8</td>
<td>0.1</td>
</tr>
<tr>
<td>Employee assistance program</td>
<td>30</td>
<td>0.5</td>
<td>23</td>
<td>0.5</td>
</tr>
<tr>
<td>Clergy, priest, or rabbi</td>
<td>45</td>
<td>0.5</td>
<td>30</td>
<td>0.4</td>
</tr>
<tr>
<td>Physician, psychiatrist, or psychologist</td>
<td>130</td>
<td>1.6</td>
<td>86</td>
<td>1.7</td>
</tr>
<tr>
<td>Other agency or professional</td>
<td>55</td>
<td>0.8</td>
<td>43</td>
<td>1.0</td>
</tr>
<tr>
<td>Perceived need for help(^c)</td>
<td>195</td>
<td>2.6</td>
<td>131</td>
<td>2.7</td>
</tr>
<tr>
<td>Either perceived a need for help or sought it</td>
<td>697</td>
<td>9.1</td>
<td>499</td>
<td>10.0</td>
</tr>
</tbody>
</table>

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\( ^a \) All Ns are unweighted; all percentages are weighted.

\( ^b \) df = 1

\( ^c \) Individuals who perceived a need for help but did not seek help

\( ^* p < .05 \)

\( ^** p < .01 \)

\( ^*** p < .001 \)
AVOID BAD VISUALS

- Low definition photos
- A bunch of small photos
TIMING
The Story is a Method
It makes your work memorable

A story alone cannot make your case
TAKE AWAY POINTS

• Memorable presentations contain a story or hook

• Empathize with your audience

• Your audience will remember little…
  • Make what's important stick