

PUBLIC SPEAKING FOR RESEARCHERS

How to Engage Your Audience



Institute of Translational Health Sciences

CAREER DEVELOPMENT SERIES



We love to hear from you!

Please connect anytime.

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Institute of **Translational** Health Sciences
Accelerating Research. Improving Health.

Our Focus

- Speeding science to the clinic for the benefit of patients and communities throughout WWAMI
- We promote the translation of scientific discovery to practice by:
 - ❑ Fostering innovative research
 - ❑ Cultivating transdisciplinary research partnerships
 - ❑ Ensuring a pipeline of next-generation researchers through robust education and career development programs

Laboratory

Clinic

Community



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**PLEASE COMPLETE THE
EVENT SURVEY AT THE
CONCLUSION OF THE
SEMINAR.**

THANK YOU!

PUBLIC SPEAKING FOR RESEARCHERS

How to Engage Your Audience





***How you communicate
can undermine *what* you
communicate.***

EFFECTIVE PUBLIC SPEAKING

A close-up, shallow depth-of-field photograph of a silver, mesh-covered microphone on a black stand. The microphone is positioned in the foreground, slightly to the right of the center. Below it, the top edge of a light-colored wooden podium is visible. The background is a large, out-of-focus crowd of people in a well-lit indoor space, possibly a conference hall or auditorium. Warm, golden light filters through the scene, creating a bokeh effect with soft, glowing circles of light. The overall atmosphere is one of a significant public event.

- ▶ Internalize your plan.
- ▶ Your body is your instrument. *Warm it up!*
- ▶ Be the confident guide to a foreign land.

SEMINAR



www.engage-science.com

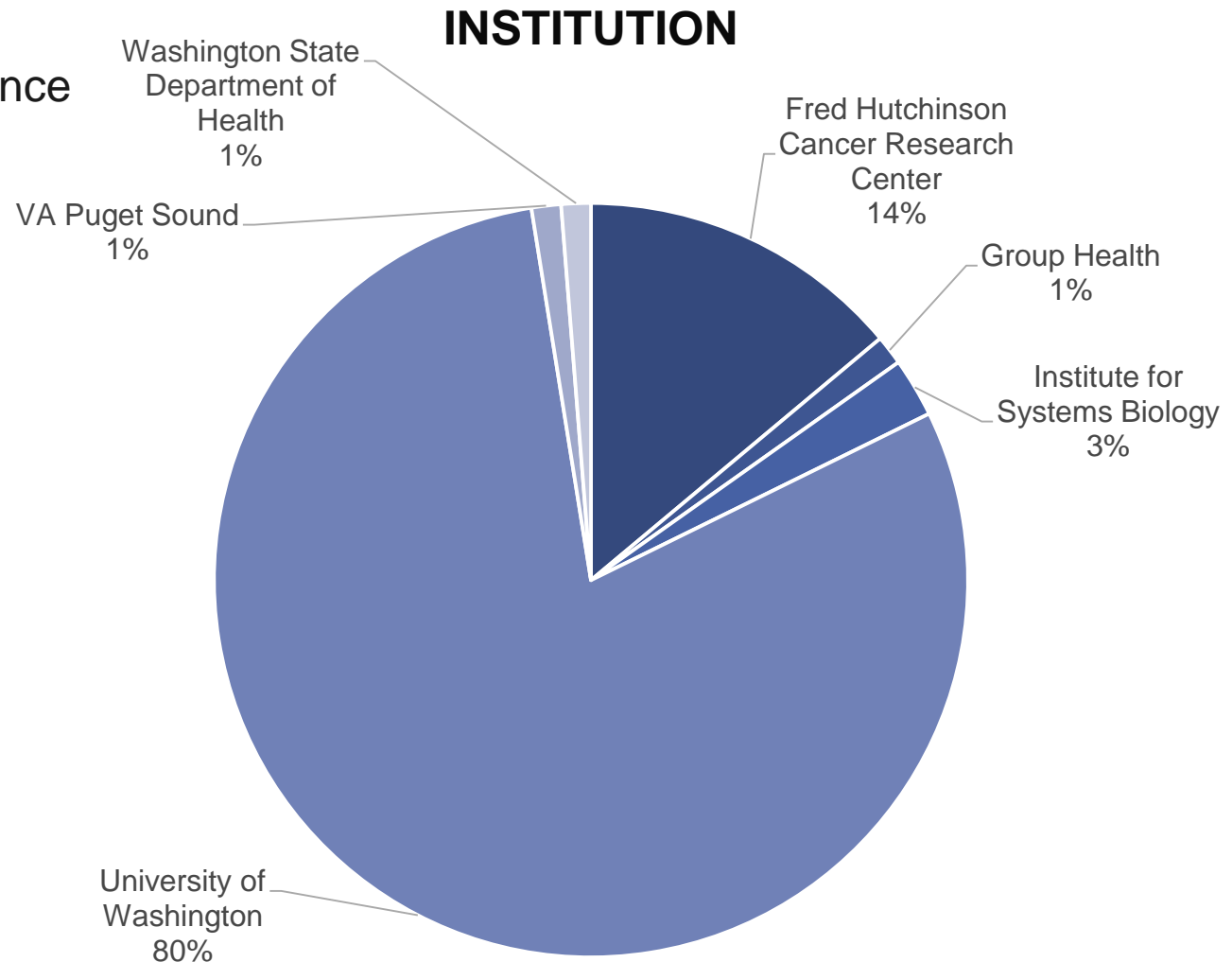
@EngageScience

- ▶ Audience consideration
- ▶ Tools for talking science to anybody

KNOW YOUR AUDIENCE

BE PROACTIVE

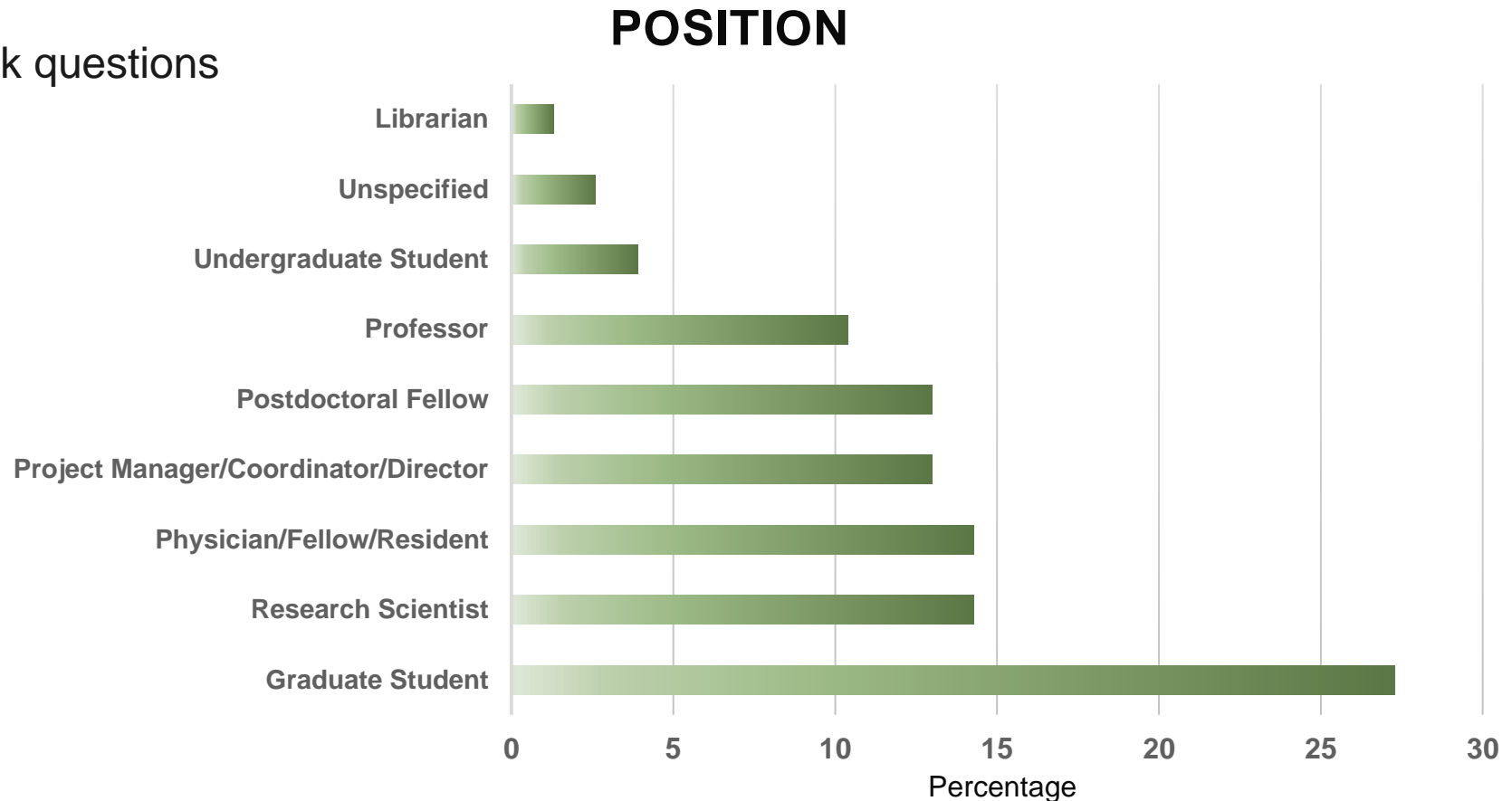
- ▶ Research your audience
- ▶ Ask questions



KNOW YOUR AUDIENCE

BE PROACTIVE

- Research your audience
- Ask questions



KNOW YOUR AUDIENCE

ACTIVITY

Expert

Gets to see the picture.

Must describe the picture using words, without using gestures.

Cannot see what the audience is drawing.

Audience

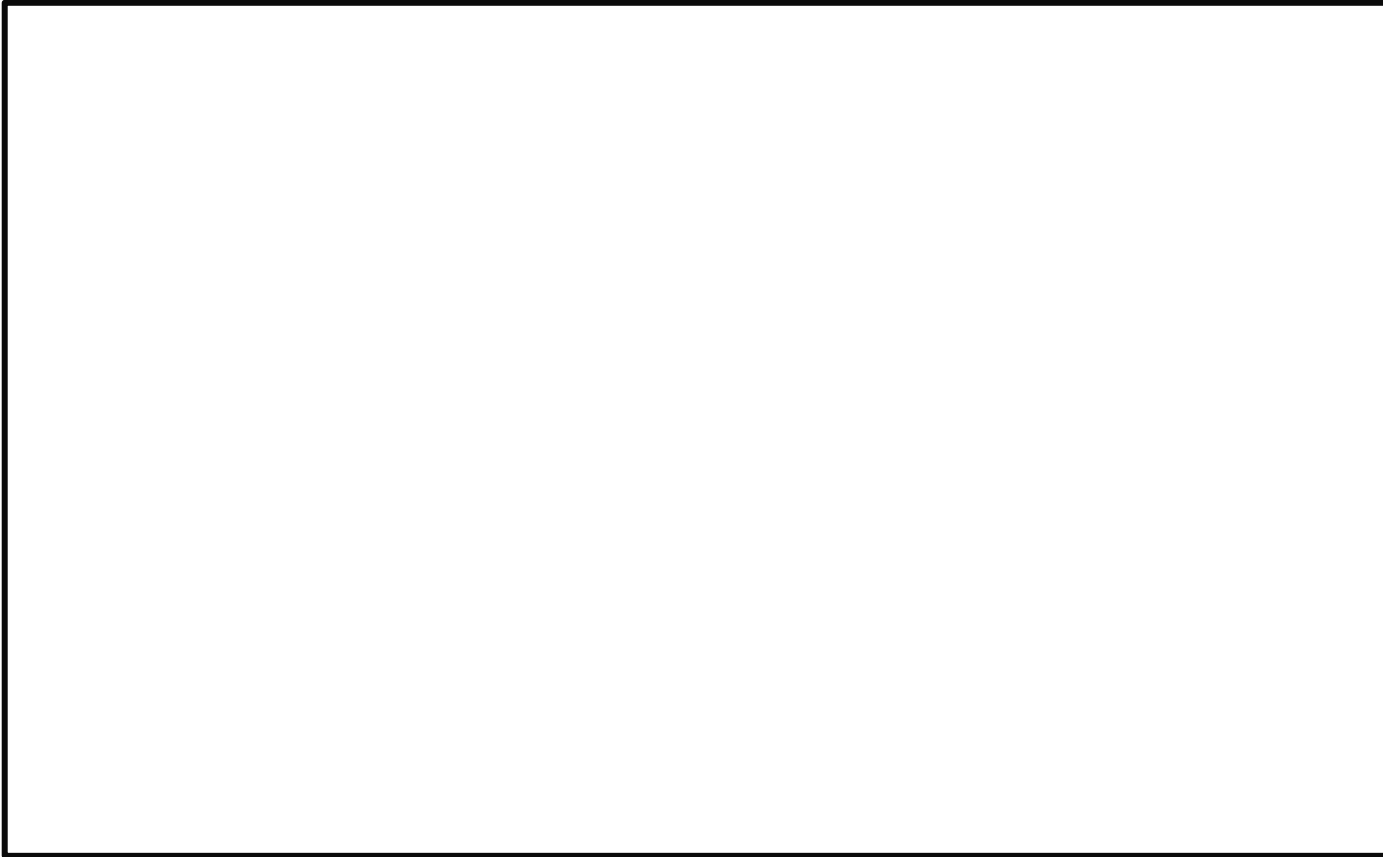
Cannot see the picture.

Must draw the picture described to them.

Try to keep your eyes on your own work.

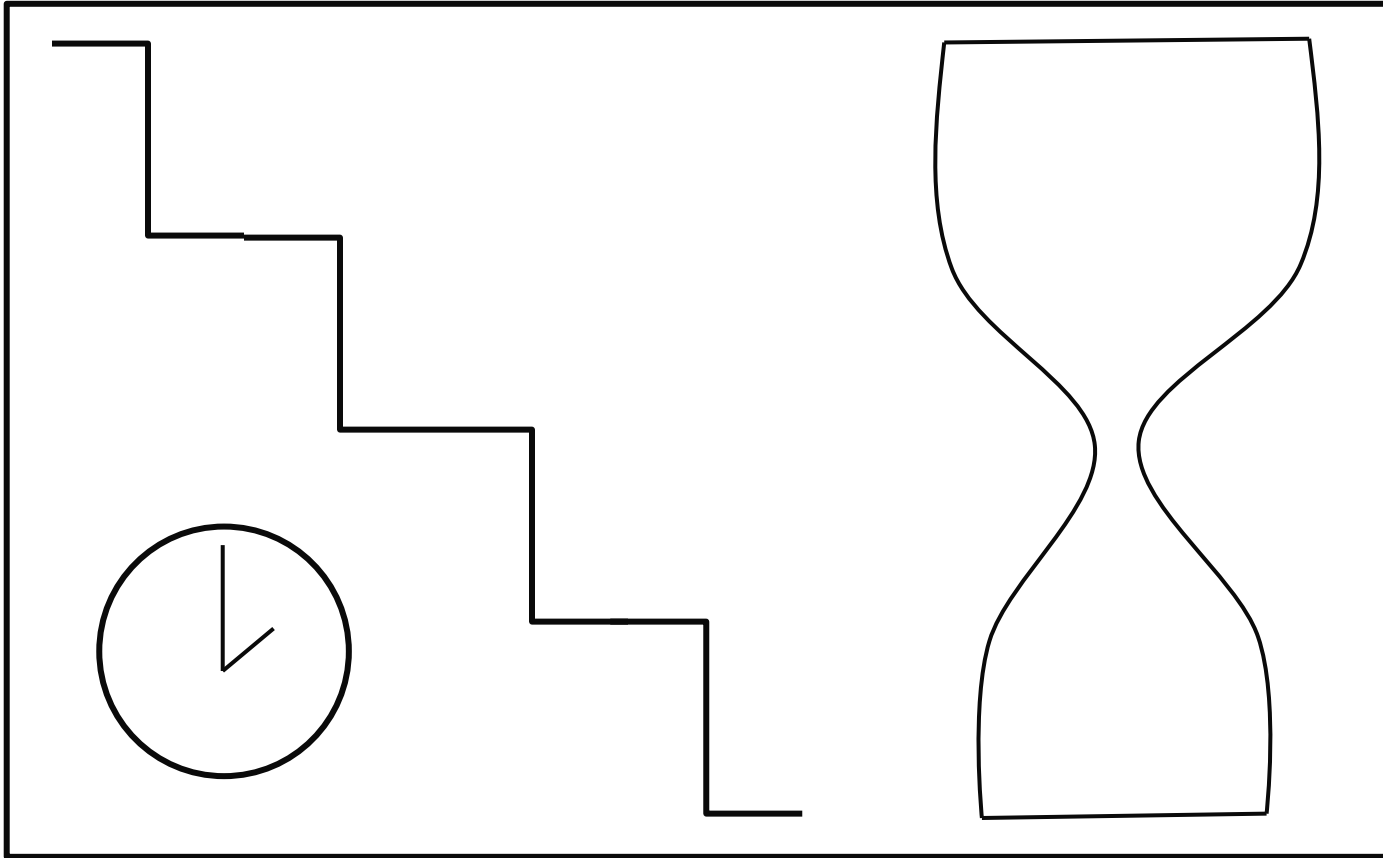
KNOW YOUR AUDIENCE

ANSWER



KNOW YOUR AUDIENCE

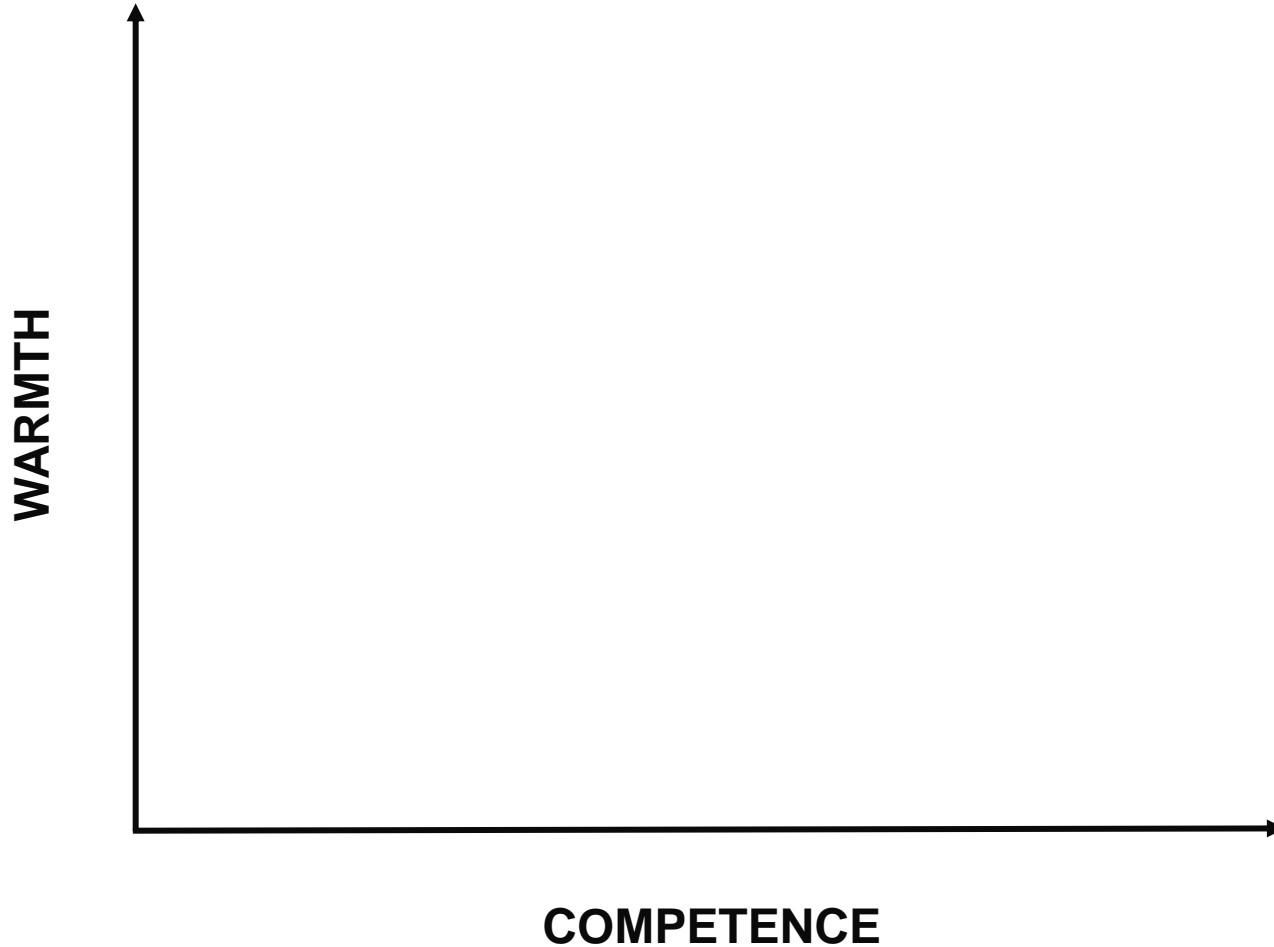
ANSWER



What you say is not always what your audience hears.

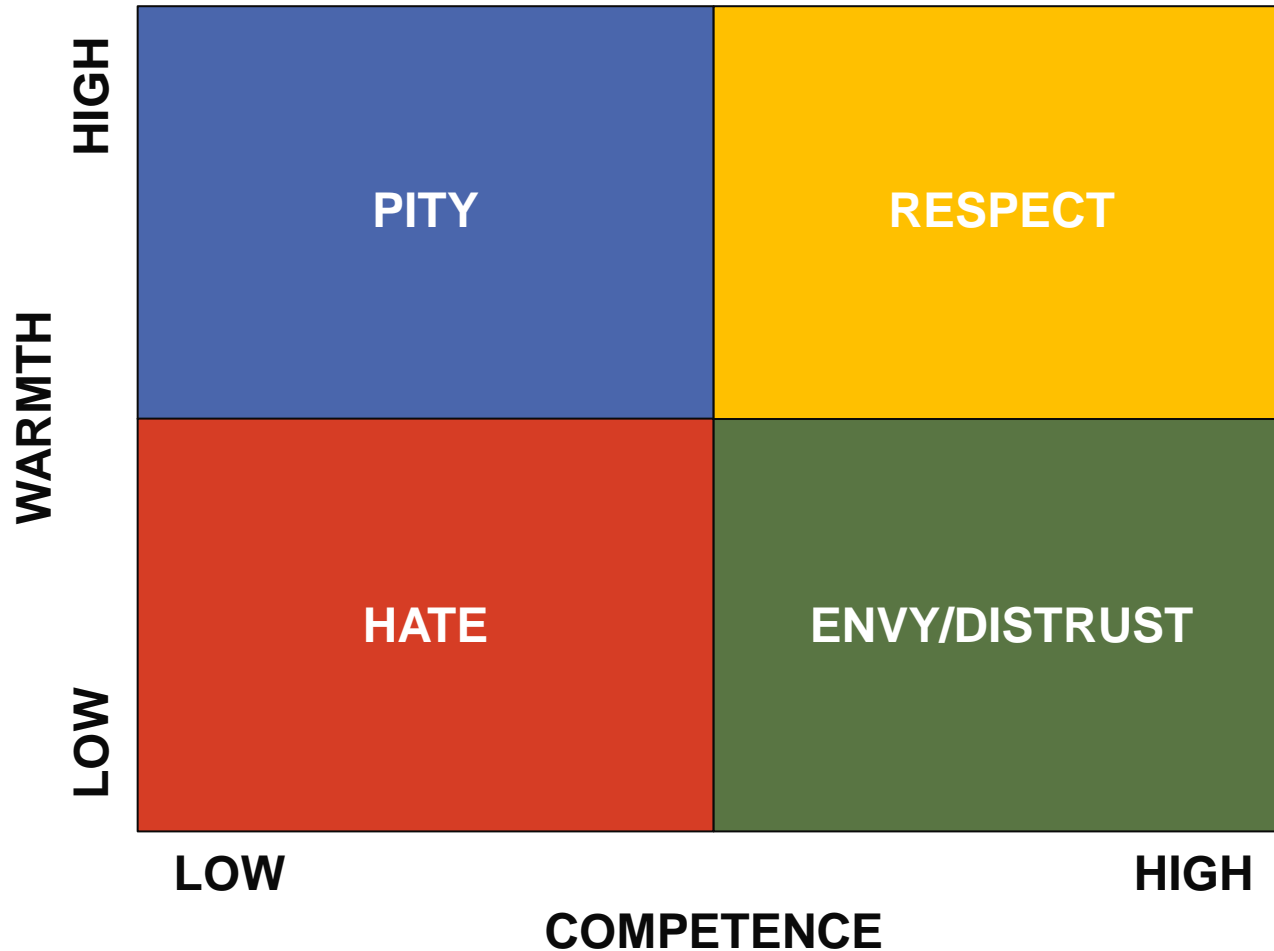
AUDIENCE PERCEPTIONS

FISKE & DUPREE (2014)



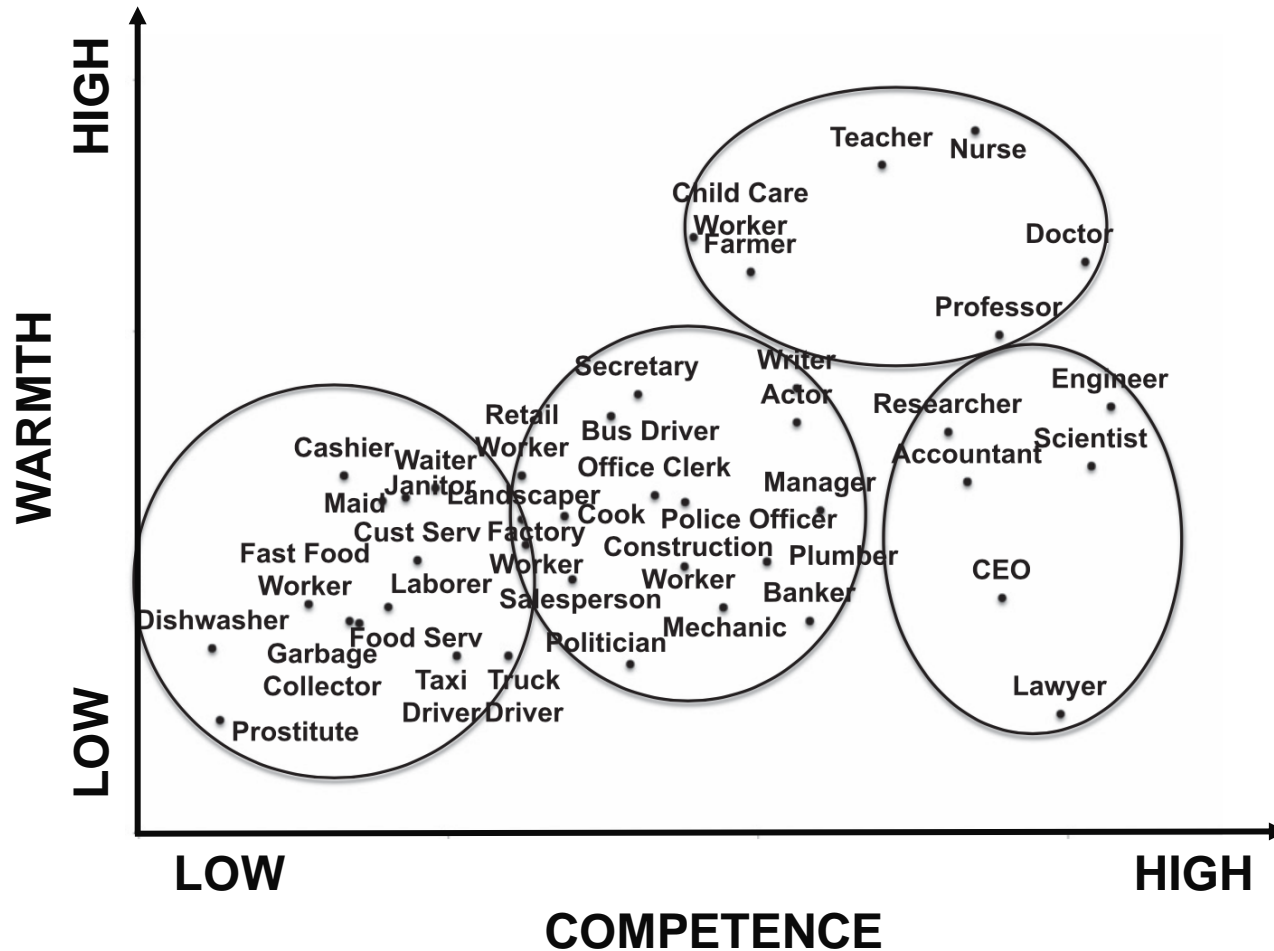
AUDIENCE PERCEPTIONS

FISKE & DUPREE (2014)



AUDIENCE PERCEPTIONS

FISKE & DUPREE (2014) - U.S. JOBS SURVEY



JARGON

Why do we use jargon?

...with colleagues?

...with the public?



Is using jargon categorically bad?

JARGON



“Positive Feedback”

When most people hear that word,
they don't think of an
amplifying loop or vicious circle.

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“Mean”

When most people hear that word,
they don't think of an arithmetic average.

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“Driver”

When most people hear that word,
they don't think of an influential factor.

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JARGON



**USE JARGON RESPONSIBLY
OR NOT AT ALL.**

"P"

When

amp

side.

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"can"
When most people hear that word,
they don't think of an arithmetic average.

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"Driver"

When most people hear that word,
they don't think of an influential factor.

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JARGON: NOUN-WORD STACK

Nearshore Current Model

=

Nearshore + Current + Model

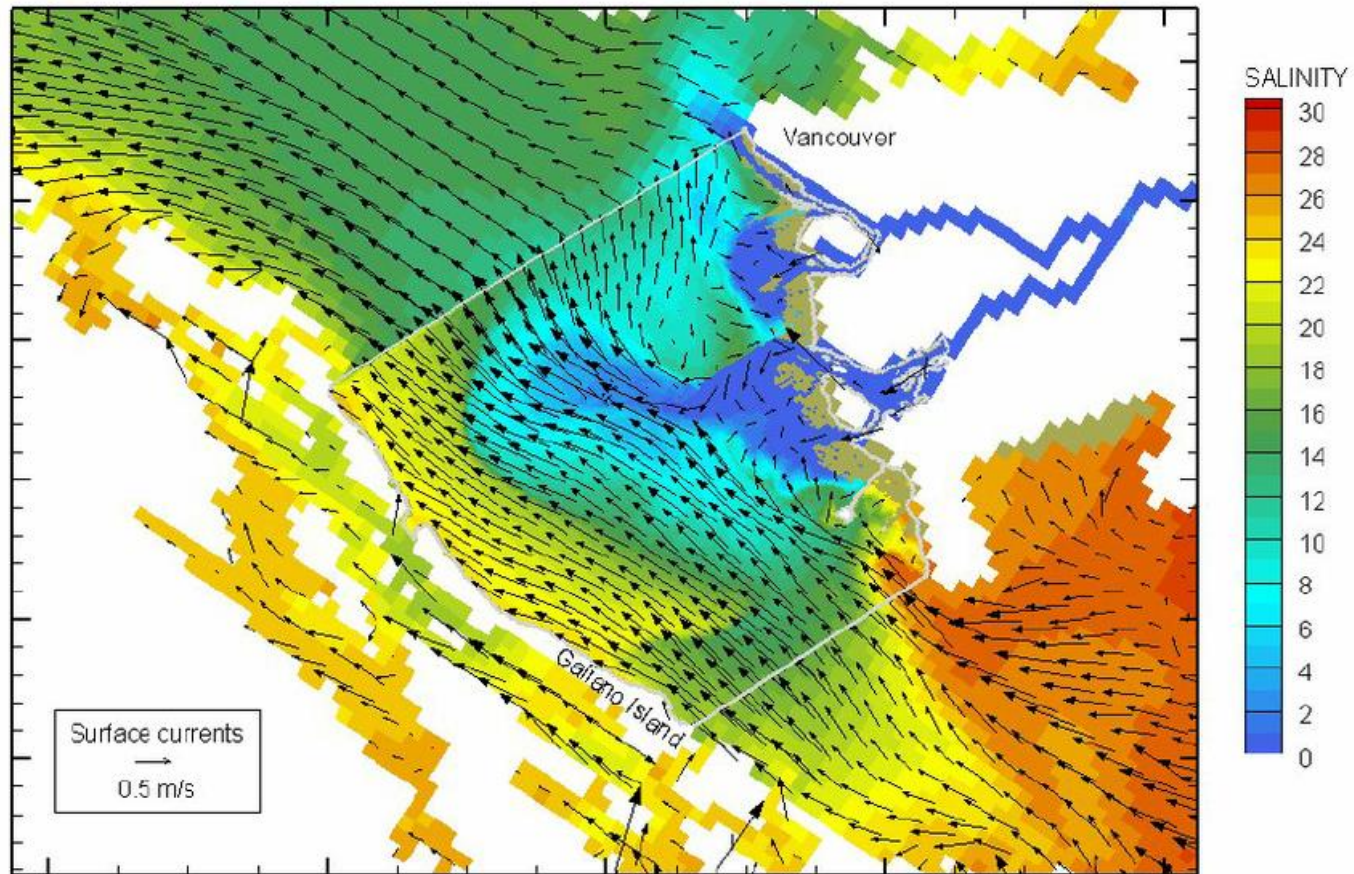
JARGON: NOUN-WORD STACK

Nearshore Current Model?



JARGON: NOUN-WORD STACK

Nearshore Current Model



Stronach et al. (2006)

JARGON: NOUN-WORD STACK

Nearshore Current Model

Healthcare Cost Containment

Primary Care Provider (PCP!?)



Use ANALOGIES to *distill* information.

How do waves go from this...



Credit: The COMET Project

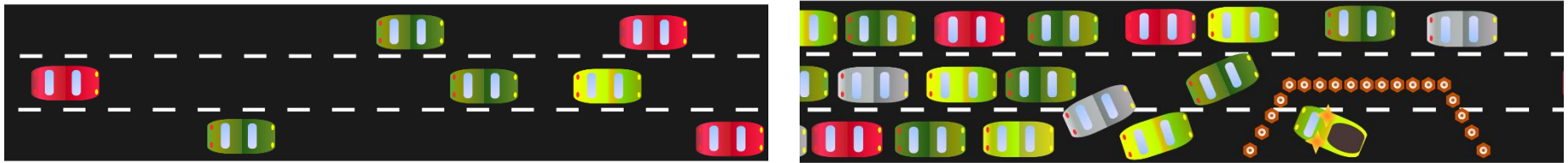
to this?



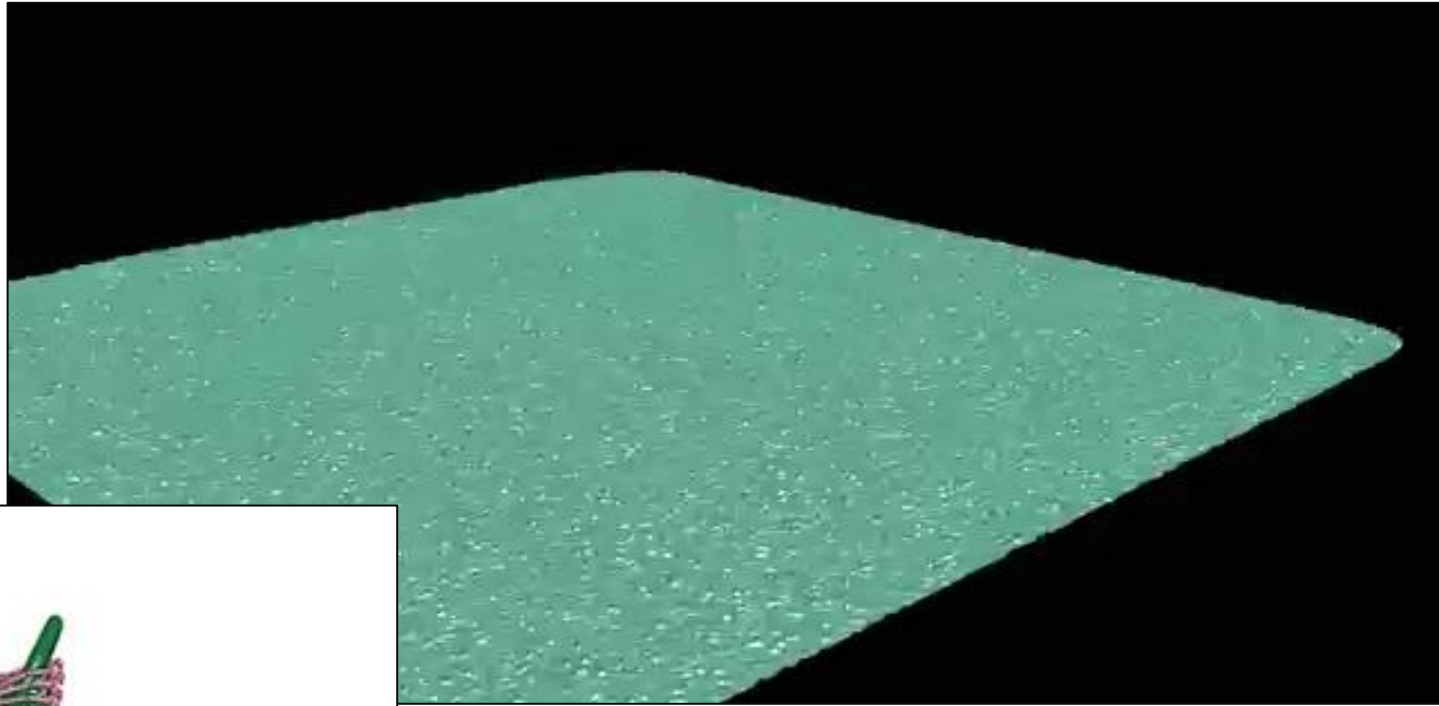
ITHS

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WAVES SHOAL IN SHALLOW WATER



BREAKING POINT



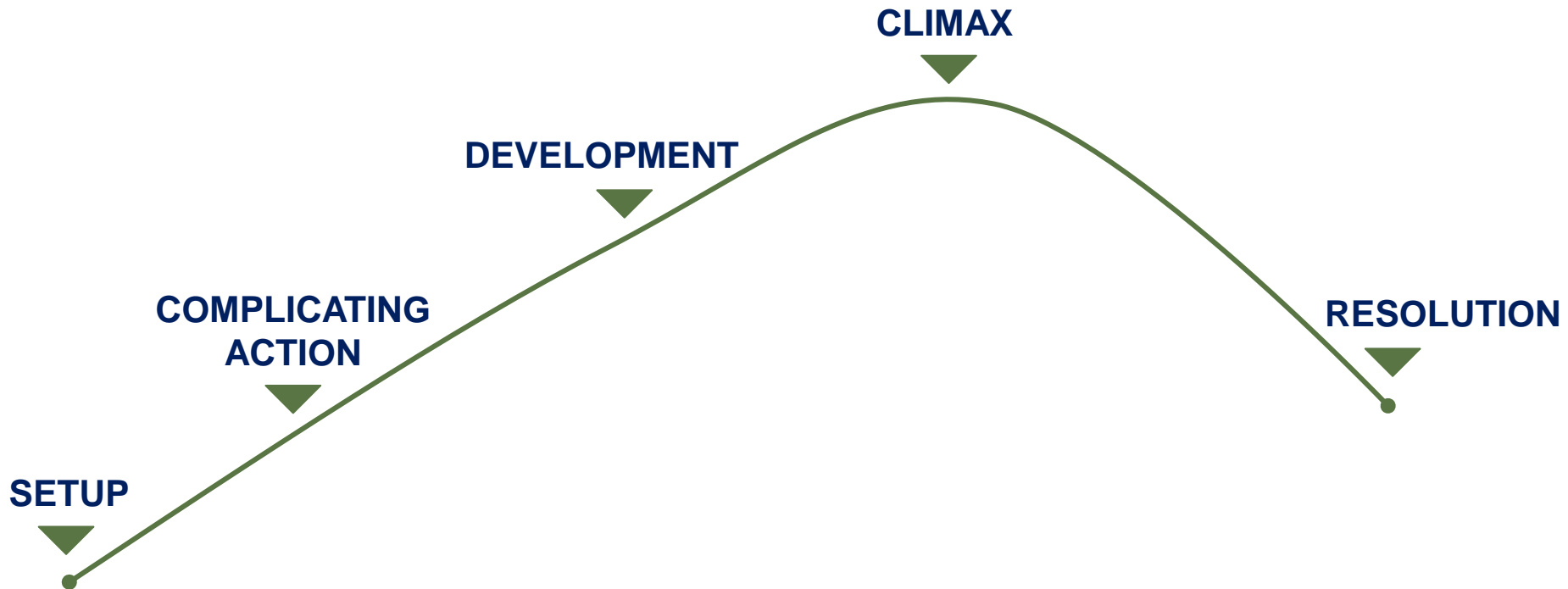
Credit: Toyota

https://www.youtube.com/watch?v=D_tqEJt7NeY



STORY-TELLING

THE STORY ARC



STORY-TELLING

THE STORY ARC



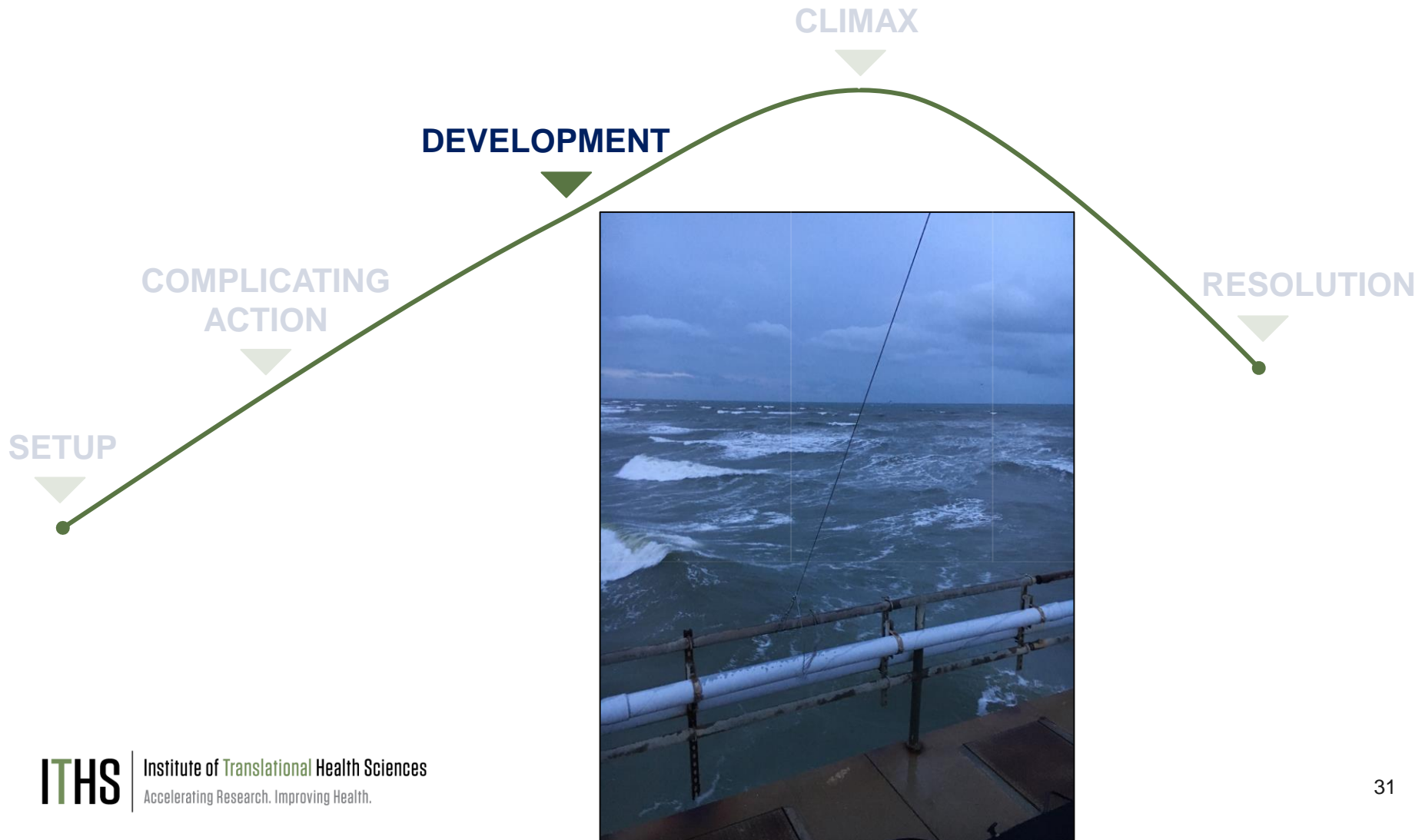
STORY-TELLING

THE STORY ARC



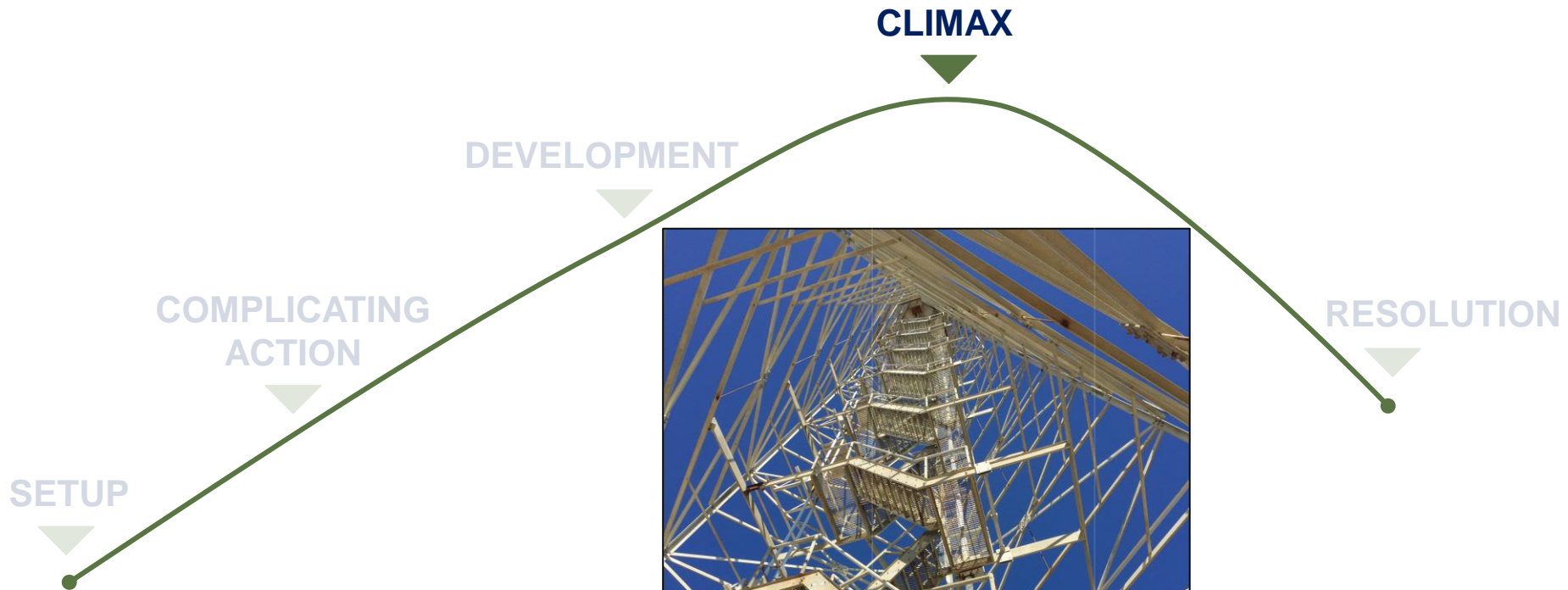
STORY-TELLING

THE STORY ARC



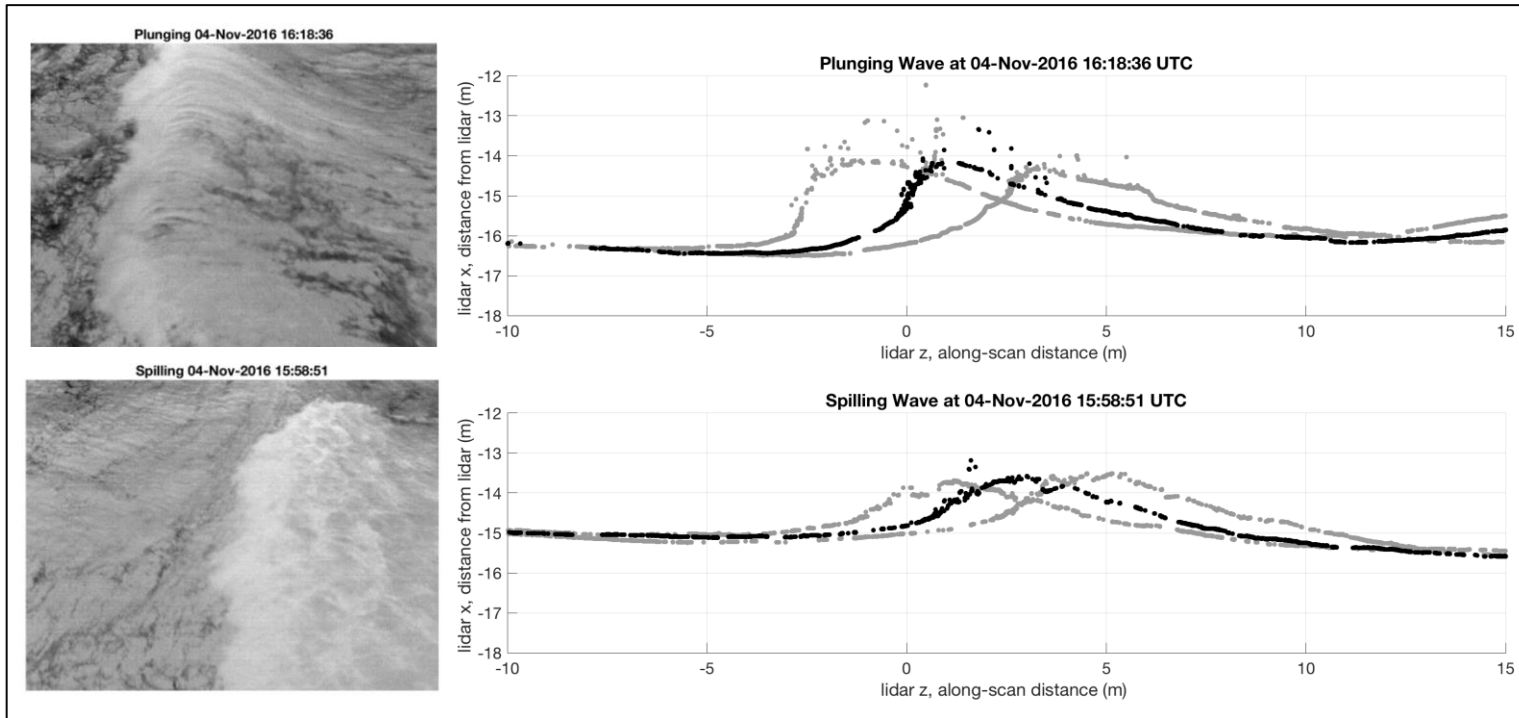
STORY-TELLING

THE STORY ARC



STORY-TELLING

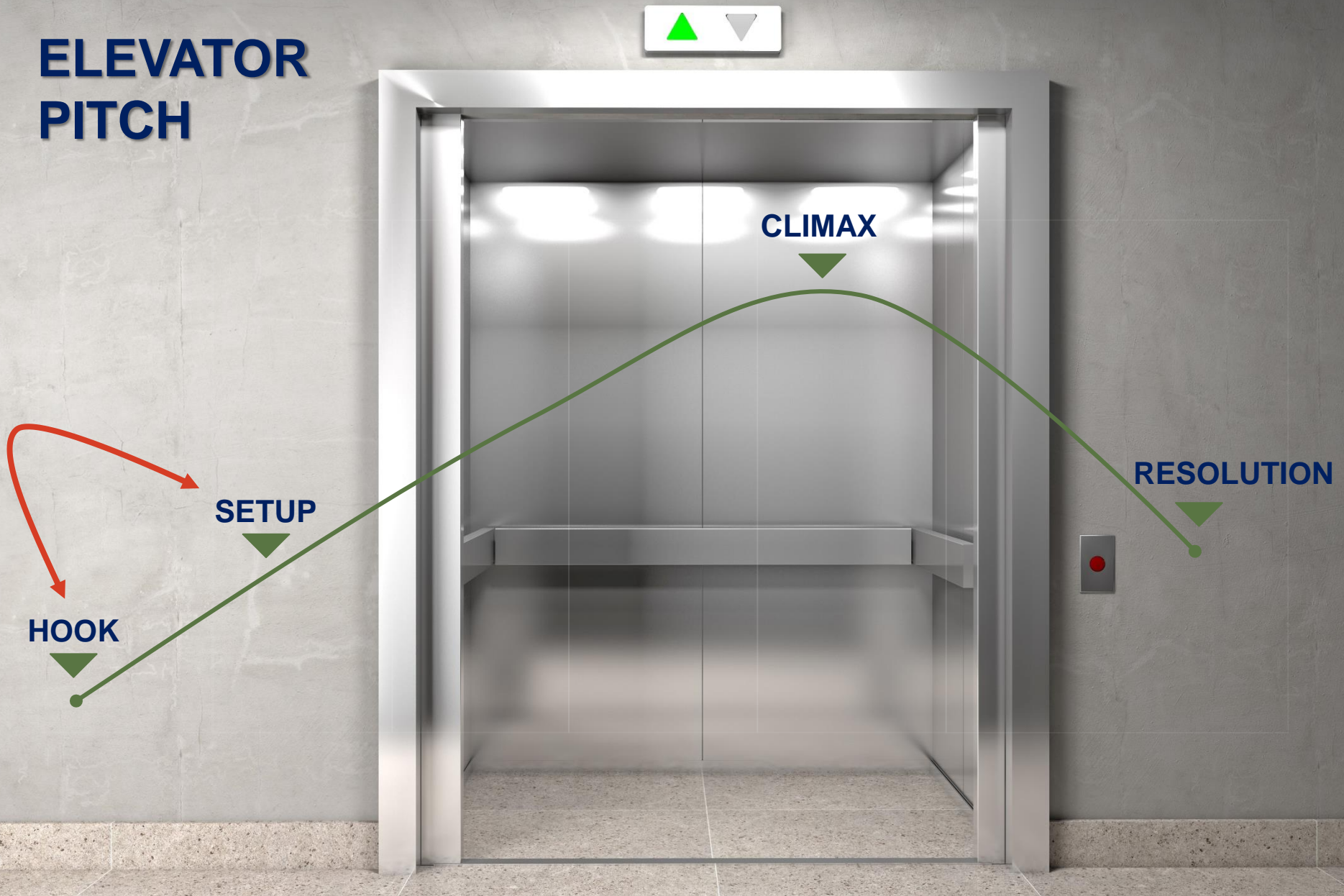
THE STORY ARC



RESOLUTION



ELEVATOR PITCH



WORKSHOP



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@EngageScience

- ▶ “ABC Story” improv game
- ▶ Peer feedback on elevator pitch
- ▶ Fielding questions with “PREP”

FIELDING QUESTIONS with P.R.E.P.

Point – The point I want to make is...

Reason – The reason I say this is...

Example – For example... In my experience...

Point – Therefore, my point is...

RECAP:
What did you learn?



Thank you!



Questions?

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Access

Members gain access the different research services, resources, and tools offered by ITHS, including the ITHS Research Navigator.

Education and Training

Members can access a variety of workforce development and mentoring programs and apply for formal training programs.

Funding

Members can apply for local and national pilot grants and other funding opportunities. ITHS also offers letters of support for grant submissions.

Collaboration

Members can connect with collaborators across the CTSA consortium.

Upcoming Career Development Series



March 1st– Translating your Research into Career Opportunities

Wednesday, March 1 | 5–7 p.m. | HUB 334

Learn how to enhance their job marketability. Explore STEM career paths in non-profit, private industry, and government sectors



April – How to Network

TBD | 4–6 p.m. | South Lake Union

Includes a short seminar with



food + drink + career networking opportunities

RSVP at ITHS.org