

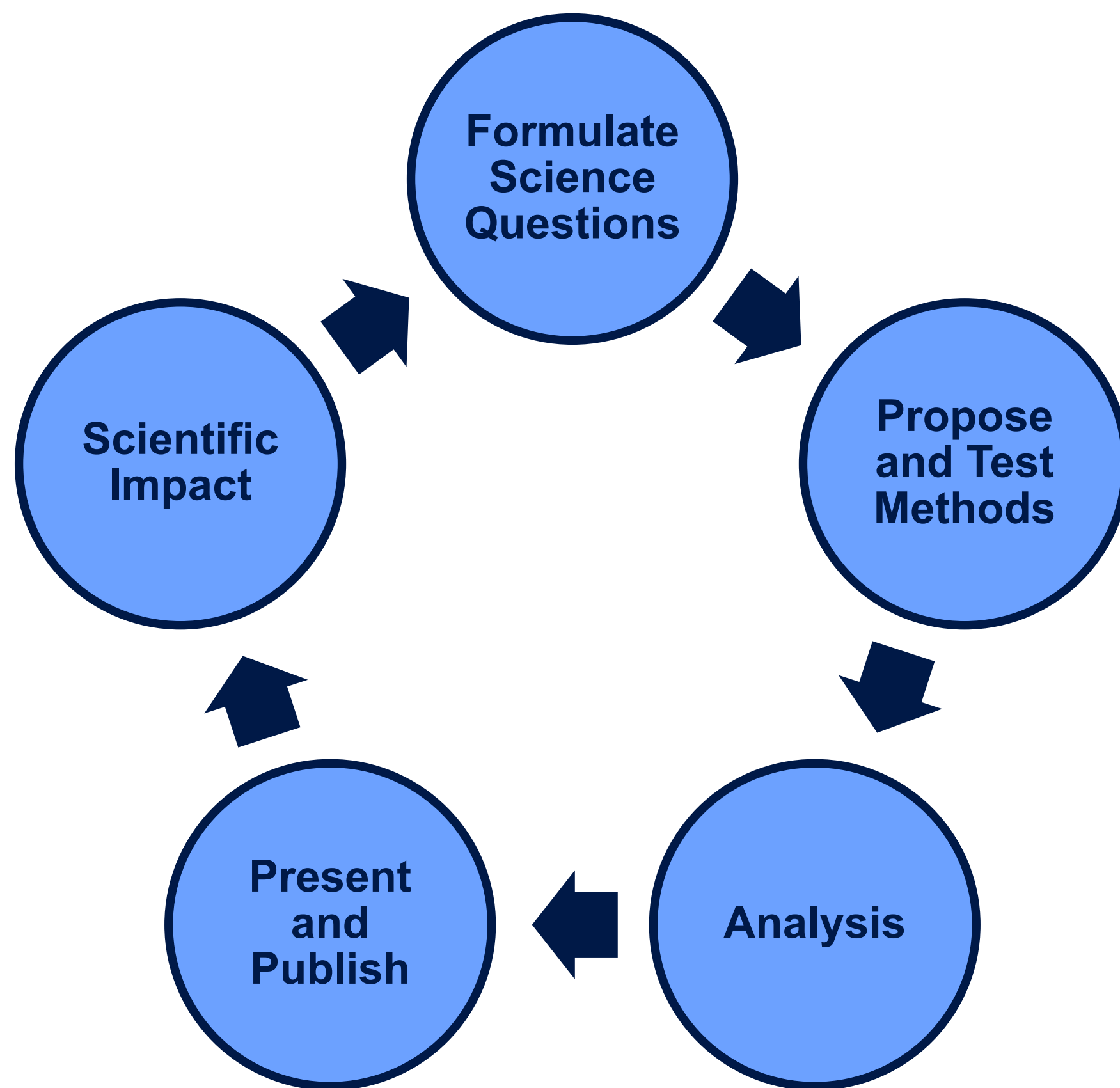


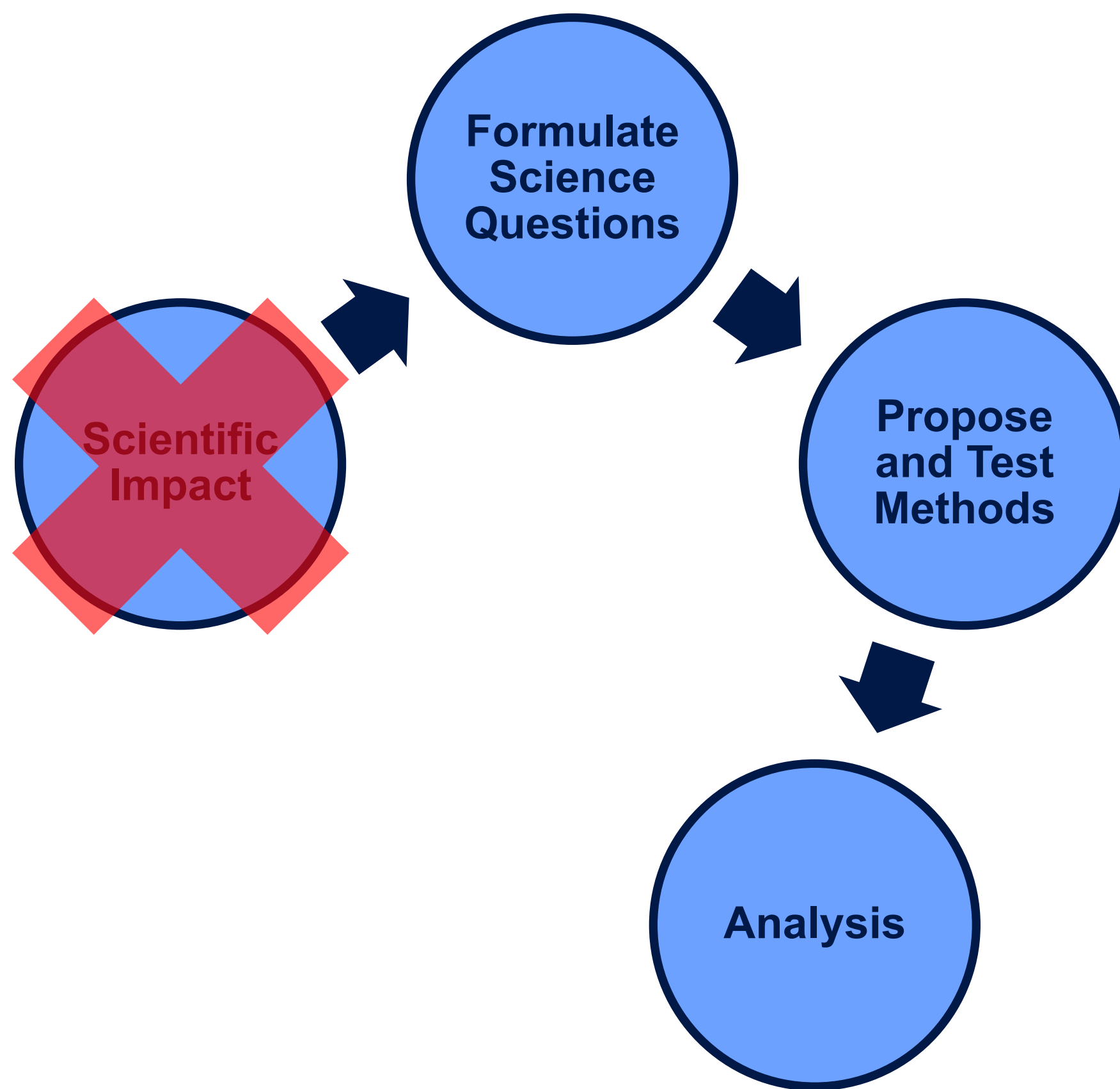
# Giving Bad Talks is a Choice and You Need to Stop

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PNNL is operated by Battelle for the U.S. Department of Energy







# Your paper is the product, your talk is the commercial



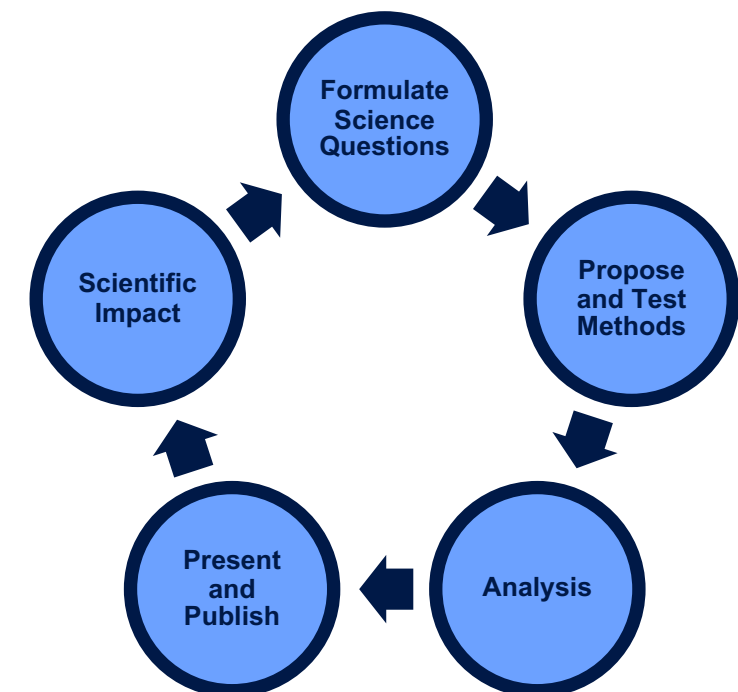
# Start-to-Finish Timeline

Total = 4 months (~650 hours)

Questions + Methods  
+ Analysis = 3 months  
(~75%)

Writing = 3 weeks (~18.5%)

Drafting, Practicing, and  
Presenting = 1.5 days (~1.8%)



# Start-to-Finish Timeline

**Why are you only investing 1.8% of your resources in marketing your result?**



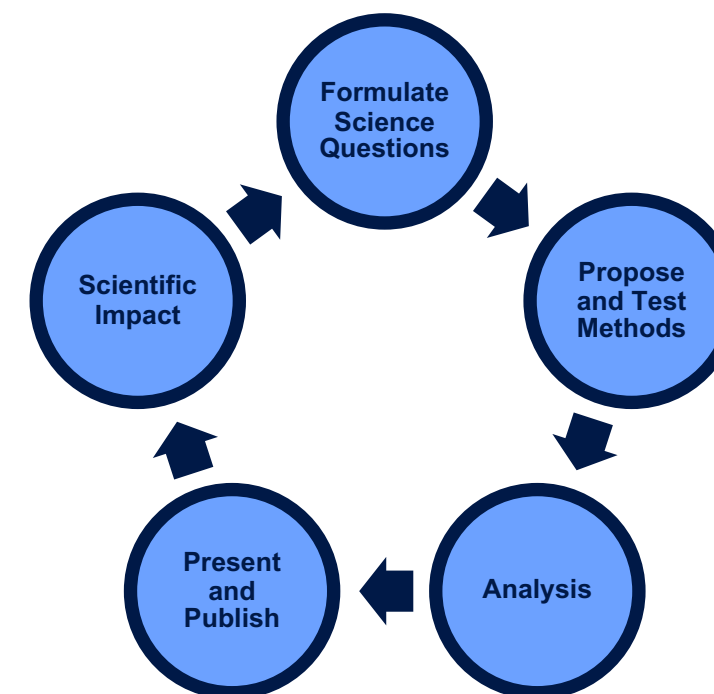
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# Theories

1. “It’s not something that I’m good at.”
2. “It’s not important.”
3. “I don’t know how.”
4. “I don’t give bad talks.”



# Theories

## 1. “It’s not something that I’m good at.”





# Theories

## 2. “It’s not important.”

“I presented at AGU in December and a professor that attended my talk enjoyed it enough to invite me to give a guest lecture on the topic this Spring.”

“I can also think of a few specific talks or posters leading to people being invited to join projects.”

“Our SFA renewal presentations, which usually took several rounds of dry run and revision, had been made very concise and effective. We often heard reviewers saying that most of the questions they had were cleared after the presentations.”

“Great presentations are the best way to get an impactful framing for your research and papers. Many of my most cited papers were the product of a reframing after crafting impactful presentations.”

“I had a presentation at a conference, which I spent a LOT of time preparing and getting the story just right and clear, and an editor from Nature Climate Change was there and asked me to submit the paper the presentation was on.”

“Compelling talks at AGU have led to collaborations and co-authorships - too many to count, over the years.”

“I was mildly mobbed during the break after my talk and the Xcel and State of MN engagements are a direct result.”

# Theories

## 2. “It’s not important.”

**“I have seen bad talks  
raise red flags or limit  
people’s opportunities  
for leadership.”**

# Theories

## 3. “I don’t know how.”

### Quasigeostrophic Omega Equation

$$\nabla_p^2 (\sigma \omega) + f_0^2 \frac{\partial^2 \omega}{\partial p^2} = - \boxed{2 \nabla_p \cdot \vec{Q}} + \boxed{\beta f_0 \frac{\partial v_g}{\partial p}} - \boxed{f_0 \frac{\partial}{\partial p} (\vec{k} \cdot \nabla_p \times \vec{F})} - \boxed{\frac{R_d}{p} \nabla_p^2 \left( \frac{\dot{H}}{c_{p_d}} \right)}$$

Divergence  
of Q-vectors  
(geostrophic  
deformation  
acting on  
temperature  
gradients)

Advection  
of planetary  
vorticity  
by the  
thermal wind

Friction effects

Diabatic heating  
effects  
(latent/sensible  
heating)



# Random Tips and Tricks

- Nobody will remember five Key Results. They might remember a story.

- If you can make it bigger, then make it bigger.

- Take the time to explain your figures.

- “Don’t use seven words when four will do.”

- An hour of practice is priceless. No excuses.

- “Break any of these rules soon than say anything outright barbarous.”

- The 10 commandments: <https://bit.ly/2ReGNKh>

# Theories

## 4. “I don’t give bad talks.”

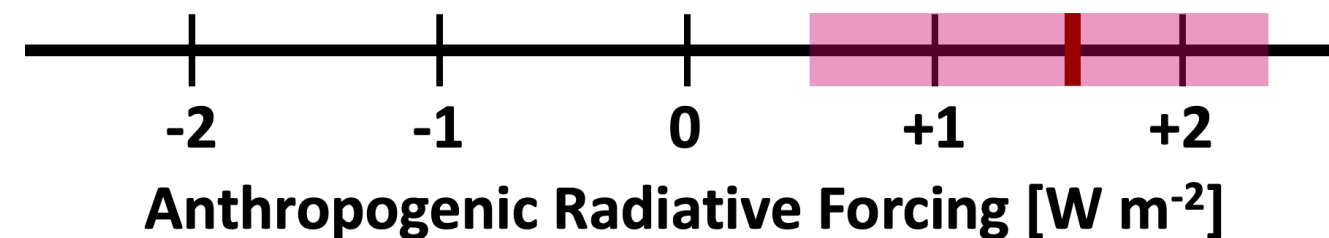
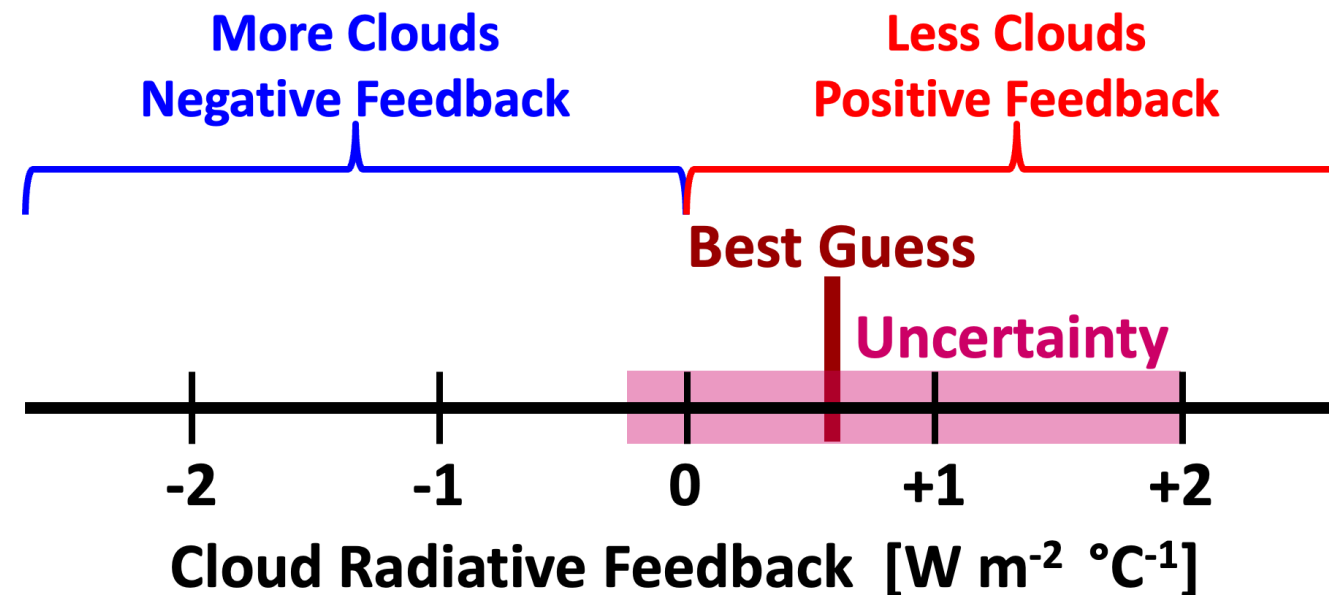
“IMHO, most people overestimate their speaking abilities, and I think this is also a significant factor in under-preparation. I consider myself a decent speaker but am guilty of this myself - when I watch recording of my own talks, I typically wish I had rehearsed more.”

# Theories

## 4. “I don’t give bad talks.”

### Why Does DOE Care About Clouds?

There is large uncertainty in how clouds will respond in a warmer climate.





# Theories

## 4. “I don’t give bad talks.”



# Giving Bad Talks is a Choice and You Need to Stop

1. Your paper is the product, your talk is the commercial.

2. Change the diaper.



3. Seek out constructive criticism.

