

The 10 Commandments of Giving a Good Talk

CASEY BURLEYSON

11-SEPTEMBER 2015

ADVANCED STUDY & DEVELOPMENT



The 10 Commandments of Giving a Good Bad Talk

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I. Thou shalt not consider thy audience.



- You are an expert so it is reasonable to assume everyone in your audience is too.
- It is too much work to tailor your talk to different audiences, so just use a one-size-fits-all approach.

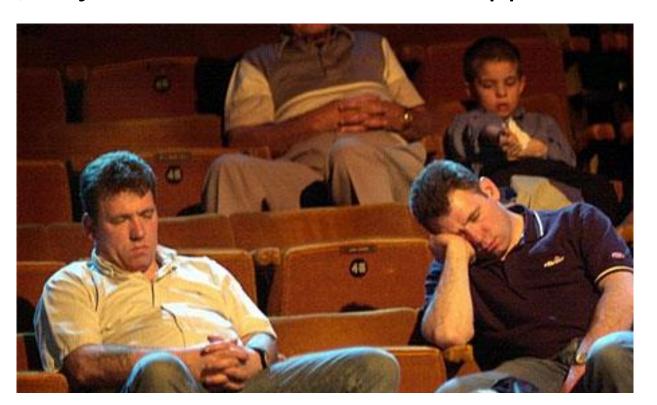


Image from www.theguardian.com

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In a Good Talk

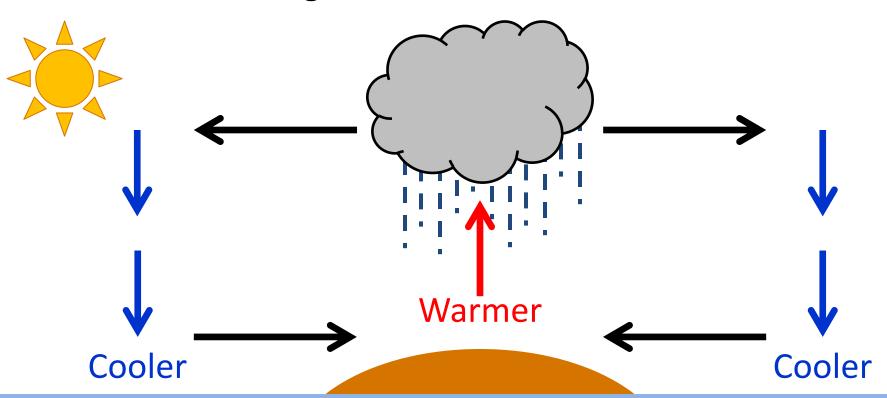
- Think about who, what, when, where, and why?
- What are the 2-3 main results or ideas that you want your audience to walk away with?
- General audience or specialist audience?

Last Minute Background Info



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Land-Sea Breezes: Localized circulations driven by differential heating over land versus over water.





- You understand them, why can't everyone else?
- The smartest members of your audience will eventually catch on.

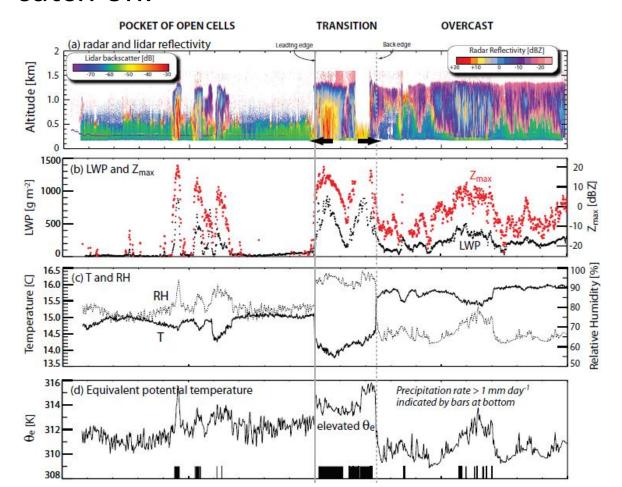


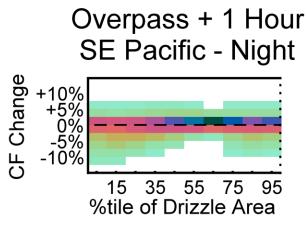
Fig. 20 from Wood et al. 2011b

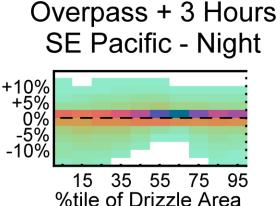


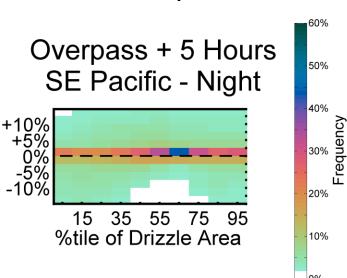
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Basic Method

Use the 1:30 am MODIS overpass to characterize the area fraction of heavy drizzle in 3° x 3° boxes in the Sc regions, then use the IR cloud masks to track what happens to cloud fraction in the subsequent hours.



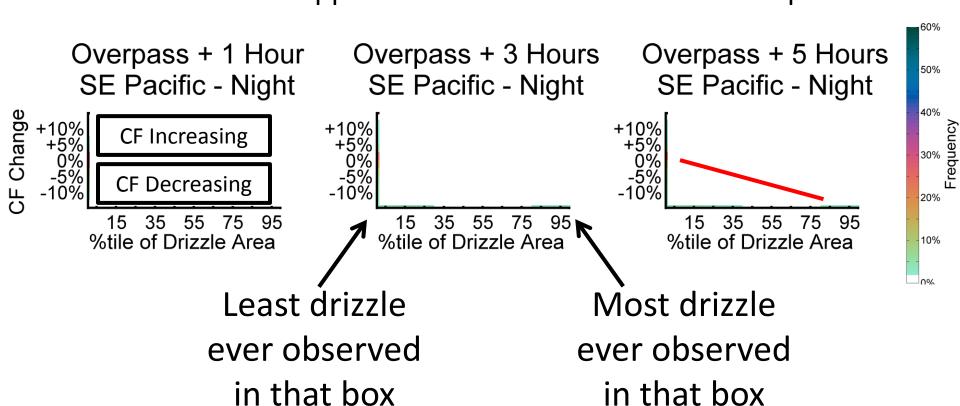






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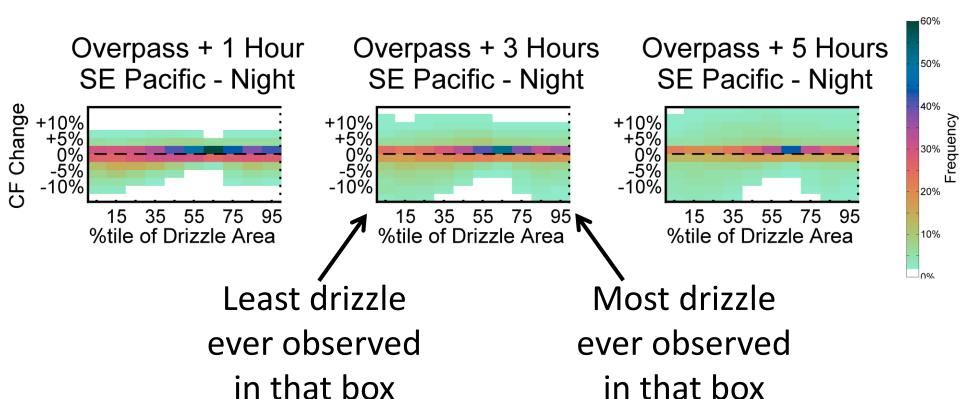




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III. Thou shalt present all of thy conclusions.



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Conclusions

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<u>In a Good Talk</u>

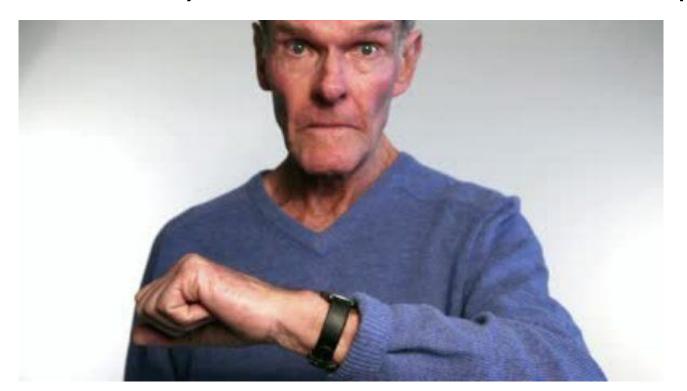
- Consider your audience and chose the 2-3 main points you want them to walk away with.
- If you do a good job conveying your message then they will find you or find your paper where they can read about all of your other findings.
- Making 2-3 points stick is better than covering 7 points that nobody will be able to understand or remember.

IV. Thou shalt not covet brevity.



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- You prepared all of your slides; people came for your whole talk; so just talk faster.
- If you are really pressed for time then skip your summary and conclusions slides if necessary.
- Definitely don't bother to leave time for questions.



Your session chair if you go long...

- You prepared all of your slides; people came for your whole talk; so just talk faster.
- If you are really pressed for time then skip your summary and conclusions slides if necessary.
- Definitely don't bother to leave time for questions.

In a Good Talk

- Do not go long; do not end short; hit your mark.
- For 3 points: 2 min intro, 3 min per point, 1 min summary,
 3 min for discussion.
- Practice, practice, practice!

V. Thou shalt always end on a "Thank You!" slide.



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Thank You!!!!!

VI. Thou shalt not practice.



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- Practicing a 15 minute talk a few times could take several hours out of your two years of valuable research time.
- How can you appear spontaneous if you practice?



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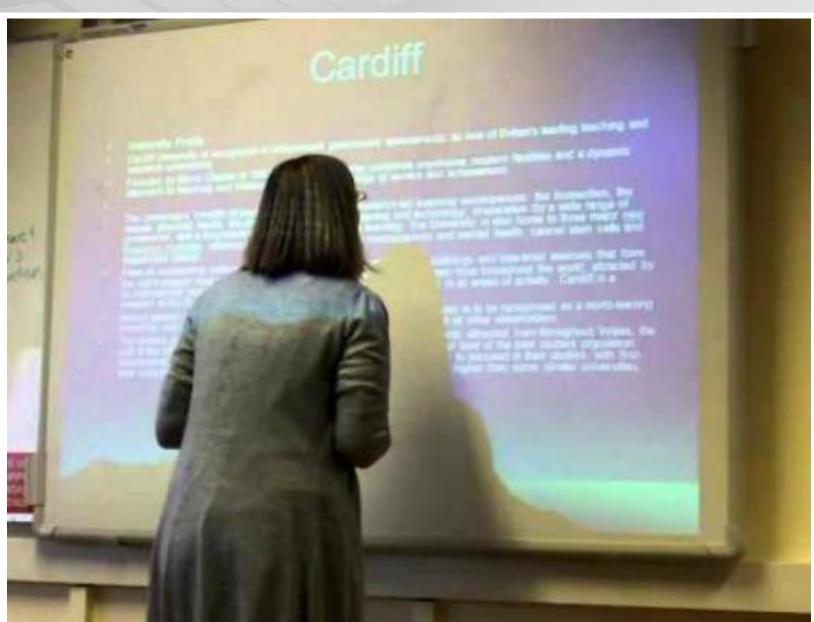
In a Good Talk

- Practice is the most unbreakable commandment.
- Consider using at least 3 runs for a 15 min talk:
 - 1) Consider message and main structure of your talk
 - 2) Polish your slides and look for holes in logic/material
 - 3) Polish your delivery
- For a 15 min talk you should be able to hit your 12 min mark within 15-30 sec every time.

VII. Thou shalt not make eye contact.



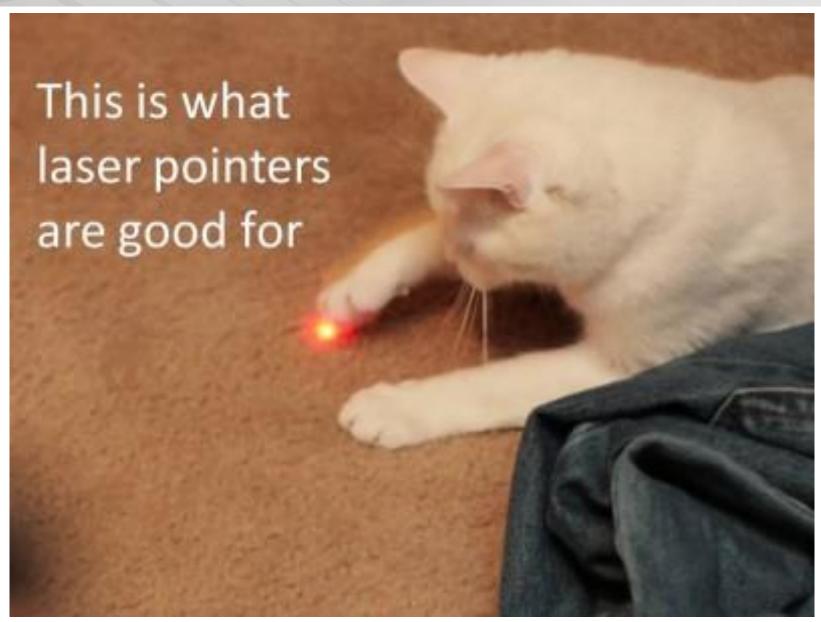
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VIII. Thou shalt overuse thy laser pointer.



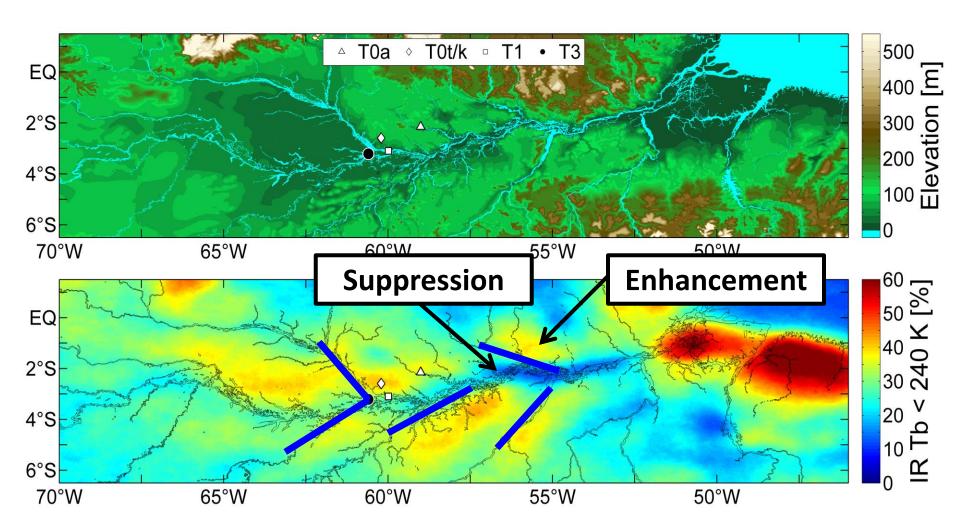
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VIII. Thou shalt overuse thy laser pointer.



2) River-breeze circulations have a clear and persistent impact on thunderstorm frequency.



IX. Thou shalt always use stamp plots.



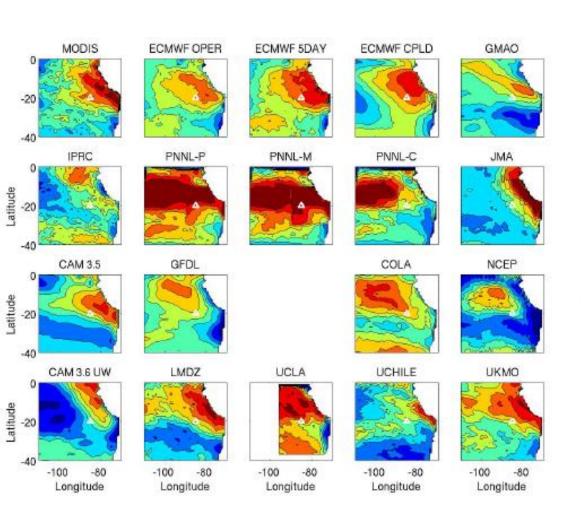


Fig. 4 from Wyant et al. 2010

Model X
 shows blah
 blah blah.

0.9

0.7

0.5

0.4

0.3

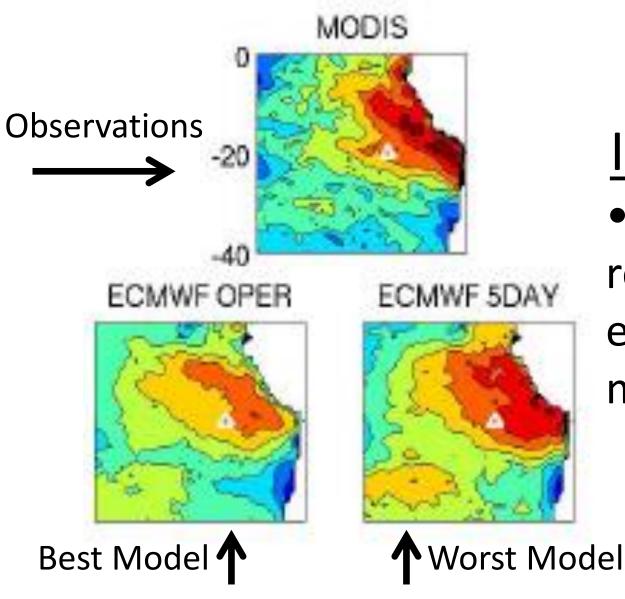
0.2

0.1

- Model Y
 shows blah
 blah blah.
- Model Z
 shows blah
 blah blah.

IX. Thou shalt always use stamp plots.





In a Good Talk

 Choose representative examples to make your point.



- •The great ones prepare there talks in the audience right b4 they present,
- Ignore speling, grammer legibility & neatne ss.

People came for your sciencenot a clean presentation

In a Good Talk

- Neat = professional.
- Mistakes distract the audience from your message.
- You (and your organization) are being judged at every talk.

The 10 Commandments



- I. Thou shalt know thy audience and tailor thy message.
- II. Thou shalt quickly explain complicated figures.
- III. Thou shalt present thy main conclusions and leave the rest for the paper.
- IV. Thou shalt honor thy time constraints.
- V. Thou shalt always end on thy "Conclusions" slide.
- VI. Thou shalt practice until thy borest thyself to death.
- VII. Thou shalt remember thy basic presentation skills.
- VIII. Thou shalt smash the laser pointer into 1000 pieces.
- IX. Thou shalt choose representative panels to make thy points.
- X. Thou shalt be neat and professional.