



## Physician Speaker Training: Facilitative Presenting

### Program Overview:

The most effective speakers stimulate discussion and interaction with their audiences, keeping them interested, involved, and wanting more.

Research shows that there is no better way to increase retention and impact than to involve the audience in the presentation. Join us for this interactive workshop as we develop your facilitation skills, and take your future presentations from fine to fabulous.

### Target audience:

Physicians, nurses, and hospital staff – any medical professional that is responsible for delivering detailed information to physicians, medical personnel or to patients

Number of participants: 10 maximum

Length of program: 2-3 hours

### Learning Outcomes:

As a result of this training program, participants will be able to:

- Describe the benefits of facilitative presenting
- Develop a game plan for making future presentations more interactive
- Use effective techniques to encourage discussion and questions
- Avoid the 6 pitfalls that kill interaction and render speakers ineffective
- Manage stage hogs and other challenging behavior



### Course Outline:

1. Benefits of Facilitative Presenting
2. Have a Game Plan
  - Strategies to apply before you ever get to the podium
3. Techniques for Encouraging Discussion & Questions
  - Utilizing key approaches to enable participation
4. Discussion “Killers”
  - Avoiding the 6 common pitfalls
5. Response Options
  - Applying a model for responding to questions
6. Stage Hogs
  - Techniques to managing challenging behavior
7. Participant Project: Participants will present one slide from the company slide deck to the rest of the group. They will deliver their slide using the facilitative techniques learned in the earlier part of the program, and will receive feedback and coaching on their performance

### Materials Include:

Participant manual and BRODY publication *Speaking is an Audience-Centered Sport* book or “Effective Presentation Skills” CD-ROM

### Course Tailoring:

This program can be tailored to meet specific corporate and participant needs, including the following:

- Inclusion of company or team-specific presentation topics, content and format
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints