



Physician Speaker Training: Interactive Breakouts

Program Overview:

Being a skilled speaker requires more than just mastering platform skills. The most effective speakers develop a genuine connection with their audience. Join us in this interactive program as we enable participants to deliver audience-centered presentations, and ultimately help to create a best-in-class educational experience.

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.

Program Length:

- Varies depending on number of slide decks being presented by client company.
- Typically clients are introducing 3 to 4 slide decks, resulting in 3 to 4 breakout sessions.
- Each breakout is 1 hour in length and is sandwiched in between the presentation of the product slide decks. As a result, it typically takes 1 to 2 days to complete all the breakouts.

Learning Outcomes:

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

- Identify the critical steps for engaging your audiences
- Use voice, word choice, and body language to one's best advantage
- Deliver presentations using the company slide deck, receive feedback, and identify strengths and opportunities for growth



Program Structure:

- This program is highly integrated with the content portion of the speaker program.
- The larger group of attending participants will be broken into smaller breakout groups of no more than 10 practitioners each.
- These breakouts will follow the presentation of each of the slide decks presented by the client to the larger group audience.
- During these breakouts, the Brody trainers will lead focused discussion and practice on how to best deliver each of the slide decks.
- The following outline assumes 4 breakouts are required.

Course Outline:

First Breakout - 7 Steps for taking ownership of a slide deck

- In this first session, participants are presented with an overview of the 7 steps, and how they could be applied to the first slide deck. The steps are:
 1. Identify key messages & their relevance to the audience
 2. Analyze the structure, transitions, and (your) relevant clinical experience
 3. Deliver a strong introduction
 4. Create moments for interaction
 5. Leave the audience with a strong conclusion
 6. Manage your time well
 7. Anticipate questions
- Before the close of this session, participants are put into pairs and assigned one of the steps from above.
- Participants are then given the task of viewing the next presentation with their step in mind. They make notes on the particular slides that are key for their assigned step and determine how they would use those slides.
- Participants provide input on their step during the next breakout (see below)



Second Breakout - Application

- Participant pairs present their suggestions and input on their assigned step.
 - Specifically, pairs discuss how they would use the slides or what they would say in addition to the slides to properly relate the slides to the step.
- Each pair presents their opinion of the existing slide deck and particular slides and their relationship to their assigned step.
- The Brody trainer uses the specific questions under each step in the handout to generate discussions and allows for other participants to share their views.

Third Breakout - Presenting off the deck

- In this breakout, individuals deliver slide-by-slide practice. Using the slide deck, each doctor is assigned a set of slides and given 5 minutes to determine what they will say about that slide.
- Then the Brody trainer goes around the table (in slide order), letting each doctor present (from seat) his/her slide. Discussion is encouraged with each slide presented.

Fourth Breakout - The Q&A

- The final breakout focuses on how to handle challenging questions. The doctors are asked to identify the top 2-3 challenging questions they expect to receive when delivering the slides (or portions of the slide deck). Then they practice answering the questions identified, followed by short discussion
- The group also shares the challenging situations they have faced in previous speaking situations, or that they are afraid may encounter in the future. The Brody trainer takes them through each of the 7 steps to identify how the steps can help them prepare to address each situation.
- The Brody trainer works with the group to summarize the learnings of all 4 breakouts, and then closes the speaking skill portion of the program.