



## Physician Speaker Training

### Program Overview:

After years of attending speaker-training programs that emphasize presentation platform skills (hand gestures, eye contact, etc.), physicians and other medical professionals are looking for new training value.

BRODY is responding to this demand by focusing on the critical area of message development. Participants learn the most important keys to crafting a message that generates and holds attention while delivering a central theme that is memorable. They also practice the techniques necessary to take the provided slide deck and infuse the slides with life and meaning for the benefit of their audience.

In addition, BRODY training directly addresses the communication responsibilities of an opinion leader faced with questions requiring impromptu speaking. Focus and conciseness are emphasized with a use of an easily learnable template.

Finally, rather than use generic material, BRODY brings added value by integrating and working with specific slides and content from the featured product slide show. This approach ensures that the training reinforces the product-specific message of the speaker program.

### Target Audience:

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

Program Length: Varies, depending on need



## Learning Outcomes:

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

- Craft and deliver a strong persuasive message using the client company's pharmaceutical slide kit
- Respond as opinion leaders by utilizing our impromptu speaking techniques
- Handle challenging audience situations

## Course Outline:

### 1. Responding as an Opinion Leader

- Participants are taught a four-step template/formula that they can use whenever they are asked to give their opinion on a topic. Participants are each asked to prepare a product or treatment-specific question to be used during a practice session. Then, participants pose these questions to each other while being observed by the class and the Brody trainer. The Brody trainer facilitates general feedback and offers advice.

### 2. Message Development Lecture & Discussion

- Incorporating several example slides from the client slide show, the trainer takes the participants through ten keys that are essential in the development of a strong message. These include a central theme and a strong introduction and closing, as well as the use of analogies, examples and anecdotal insight.

### 3. Messaging Exercise

- Each participant is given one slide from a pre-determined short message drawn from the client slide kit. Time is given for determining how to present that slide using what was learned in class. Then, the short-version slide show is presented in a round-robin fashion with the participants taking turns speaking from the front of the room. After each slide, the group is given an opportunity to make recommendations on additional approaches to presenting the slide.



**Materials Include:**

Customized Participant handouts, BRODY publication *Speaking is an Audience Centered Sport* book and "Effective Presentation Skills" CD-ROM

**Note:**

Although it is not required for our facilitators to attend the medical education portion of the program, it is beneficial for their coaching of the program participants. While our trainers are not scientific content experts, a basic understanding of the slides and the supporting studies will help them maximize presentation effectiveness, both in content and delivery.