BRIAN KLAAS :: BKLAAS@JHU.EDU

BE YOUR OWN SPIELBERG

USING STORYTELLING TO MAKE PRESENTATIONS WITH LASTING IMPACT

nick_esders@Flickr

A	R	I	S	E
R	O	U	T	E
R	U	L	E	S
R	E	B	U	S

tl;dr

PROOF
@matthewosborn @ Unsplash

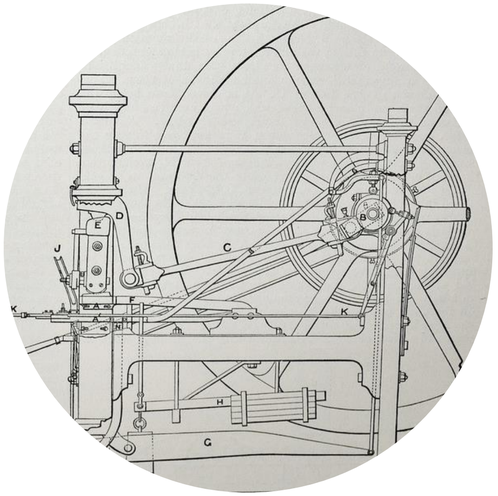
E
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Fig. 1.—COLT'S

QUESTION

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BE YOUR OWN SPIELBERG

USING STORYTELLING TECHNIQUES TO PRESENT TO PARTNERS

FAILURE (NOT #FAIL)

TWO PRINCIPLES

LEARNING = NARRATIVE

NARRATIVE

Narrative gives meaning to fact.

Narrative shapes processing, retention, and desire.

Sensory and emotional cues shape narrative.

DESIGN IS IMPORTANT

PRESENT A COMPELLING STORY

PRESENT IN A COMPELLING WAY

PRESENTATION
=
PRODUCTION

JeremiahChristopher@Flickr

QUESTION

TECHNIQUES

CONFLICT

kirrst@Flickr

CHARACTER

Dick Verton@Flickr

PACE

UnprobableView@Flickr

I II III

2

COMPOSITION

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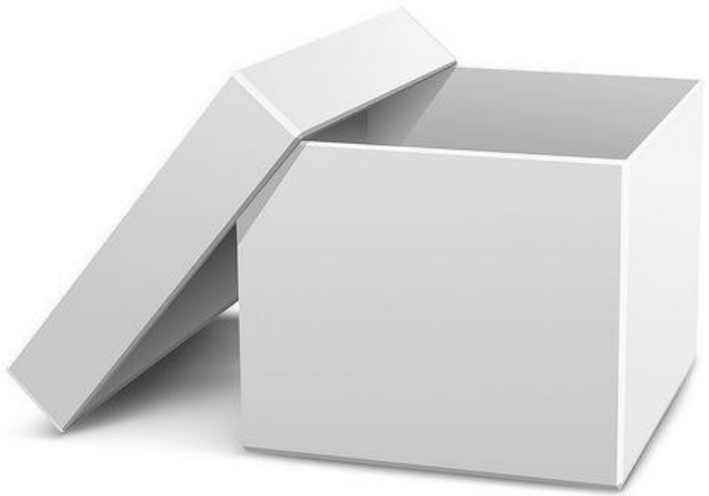
F

OLD
OUTDATED
BROKEN
SPARE
FREE SPACE
FREE MIND
ATTACHMENTS
OVERVALUED
OVERLOOKED
OVERLOADED
OVER
USELESS
"STUFF"
LET GO
HAPPY
DE-
CLUTTER
THIS WAY UP
FULL BOXES
EMPTY BOXES
BOXES OF BOXES
CLEANER
HEALTHIER
TIDIER
SELL
CLUTTERED
CUPBOARD
BAGS
DRAWERS
SHELVES
SHEDS
GARAGES
2007
2020
HOARDING
SURPLUS
FULL HOUSE
AUCTION
SELL
REUSE
SWAP
ECYCLE
LAST YEAR?
PAUL FOREMAN
mindmapinspiration@Flickr



YOU ARE NOT THE HARE.

Notes → Handouts

If you’re using font sizes less than 36 point, you’re doing it wrong.

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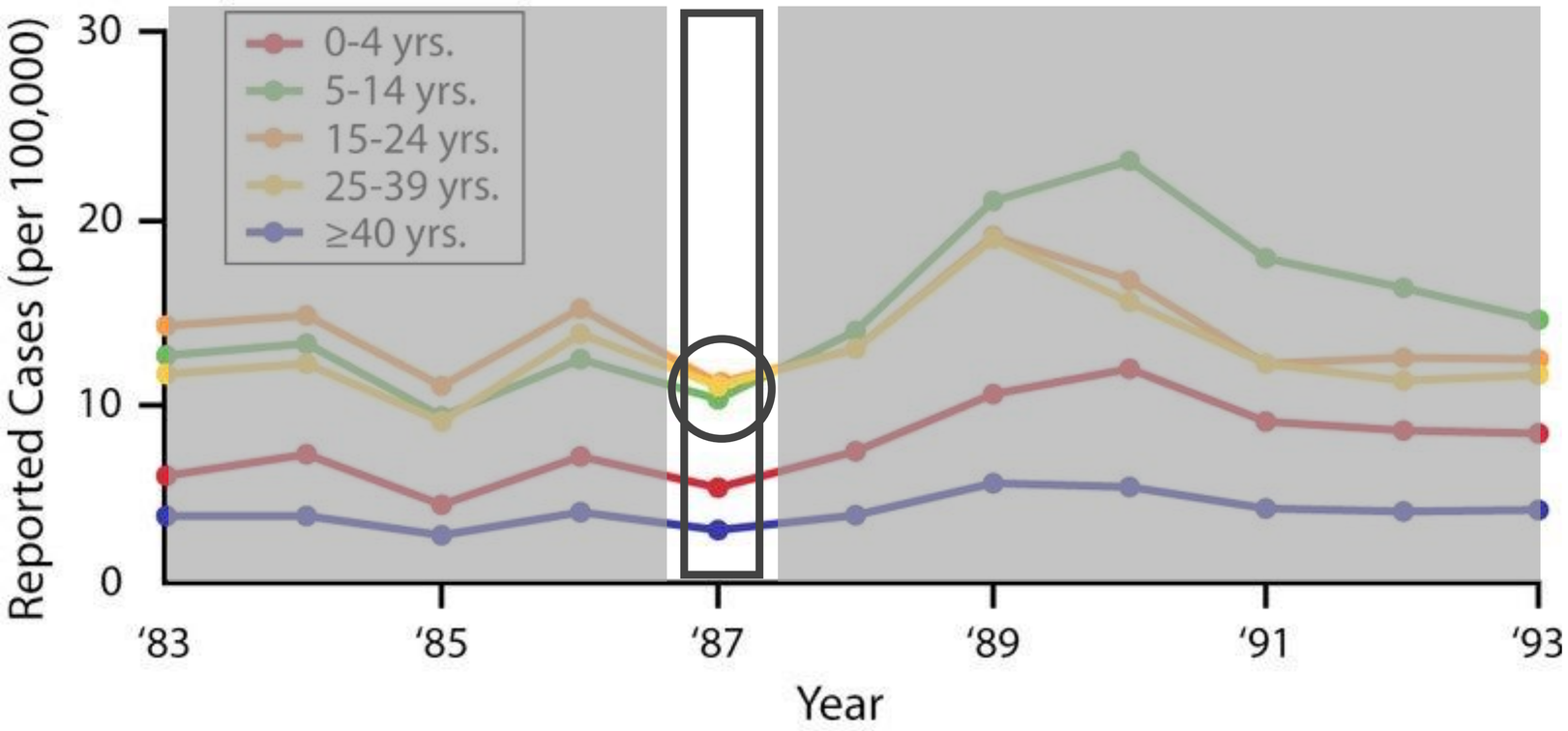
So no data?

Clarify the message by simplifying the presentation.

PowerPoint is the camera.

Age-Specific Incidence of Hepatitis A, U.S., 1983 – 1993



Adapted by CTLT from CDC, National Notifiable Diseases Surveillance System.

CTLT

Schedule of Visits

Month	Pre	0	1	1.5	3	3.5	6
Day	-56 to -1	0	28	42	84	98	168
Study Visit	01	02	03	04	05	06	07
Informed consent	X						
History and physical exam	X	(X)					
Behavioral questionnaires	X	X	X	X	X		X
Urine dipstick	X						
Pregnancy test (females)	X	[X]	X		X		
Hepatitis B and C, syphilis screen, tuberculosis skin test	X						
ALT and creatinine	X					X	
CBC/differential/platelets	X					X	
Antibody (vaccine specific)	X			X		X	X
Vaccinations		X	X		X		
Clinical evaluation	X	X	X	X	X	X	X

The right detail at the right time.

REFLECTION

Moyan_Brenn@Flickr

Ask a question

Personal reflection

WHY IS THIS IMPORTANT TO ME?

SO WHAT?

THE PIXAR FRAMEWORK

Story Spine

Once upon a time…	
And every day…	
Until one day…	
And because of this…	
And because of that…	
Until finally…	

Once upon a time…	Context of the world
And every day…	Everyday life in that world
Until one day…	Incident that launches the story
And because of this…	The character’s journey
And because of that…	New journey the character takes
Until finally…	Resolution of the story

Once upon a time…	A fish named Marlin was protective of his son Nemo.
And every day…	Marlin warned Nemo that the world was full of danger.
Until one day…	Nemo ignored his dad and swam into the sea.
And because of this…	He was captured by a diver and ended up in a fish tank.
And because of that…	Marlin swam across the ocean to rescue Nemo.
Until finally…	Marlin found Nemo and learned that love depends on trust.

What does this have to do with the health sciences?

Once upon a time…	The problem
And every day…	Existing solutions and why they don’t work
Until one day…	A new solution
And because of this…	How things changed/the challenges
And because of that…	How things improved
Until finally…	The current/desired outcome

ANTIBIOTIC RESISTANCE

Once upon a time…	You get an antibiotic every time you go to the doctor
And every day…	Anti-microbial bacteria are on the rise, and here's the data to prove it!
Until one day…	Strategy for reducing antibiotic overprescription
And because of this…	Reduction in antibiotic-resistant microbes; increase in funding for new antibiotic research
And because of that…	Better health outcomes for people; better incentives for private research
Until finally…	Generations of new antibiotics without living in fear of paper cuts killing us

APPLY THE FRAMEWORK

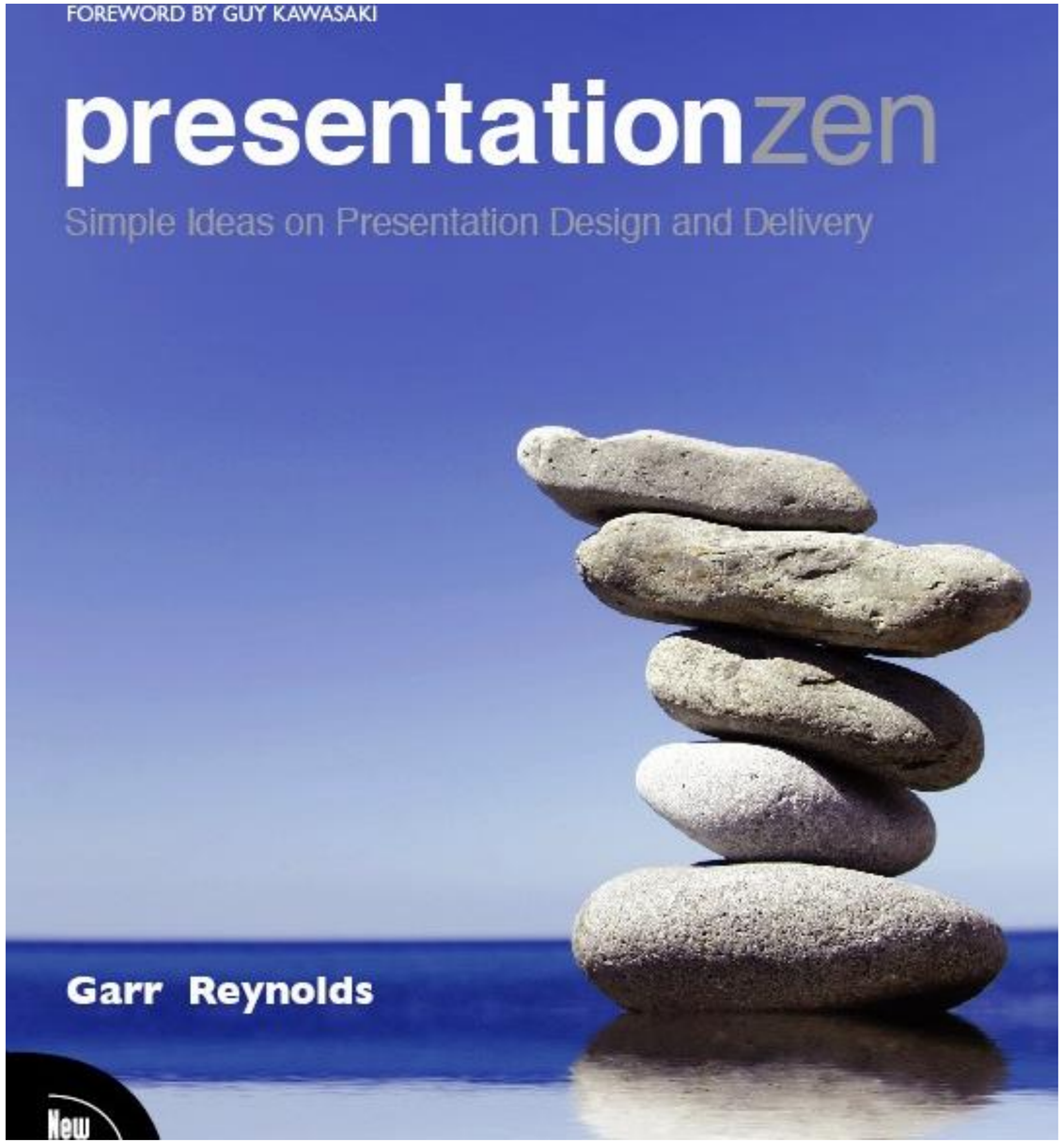
Once upon a time…	The problem
And every day…	Existing solutions and why they don’t work
Until one day…	A new solution
And because of this…	How things changed/the challenges
And because of that…	How things improved
Until finally…	The current/desired outcome

Bekah Price@Flickr

THREE BOOKS

PRESENTATION ZEN

Garr Reynolds

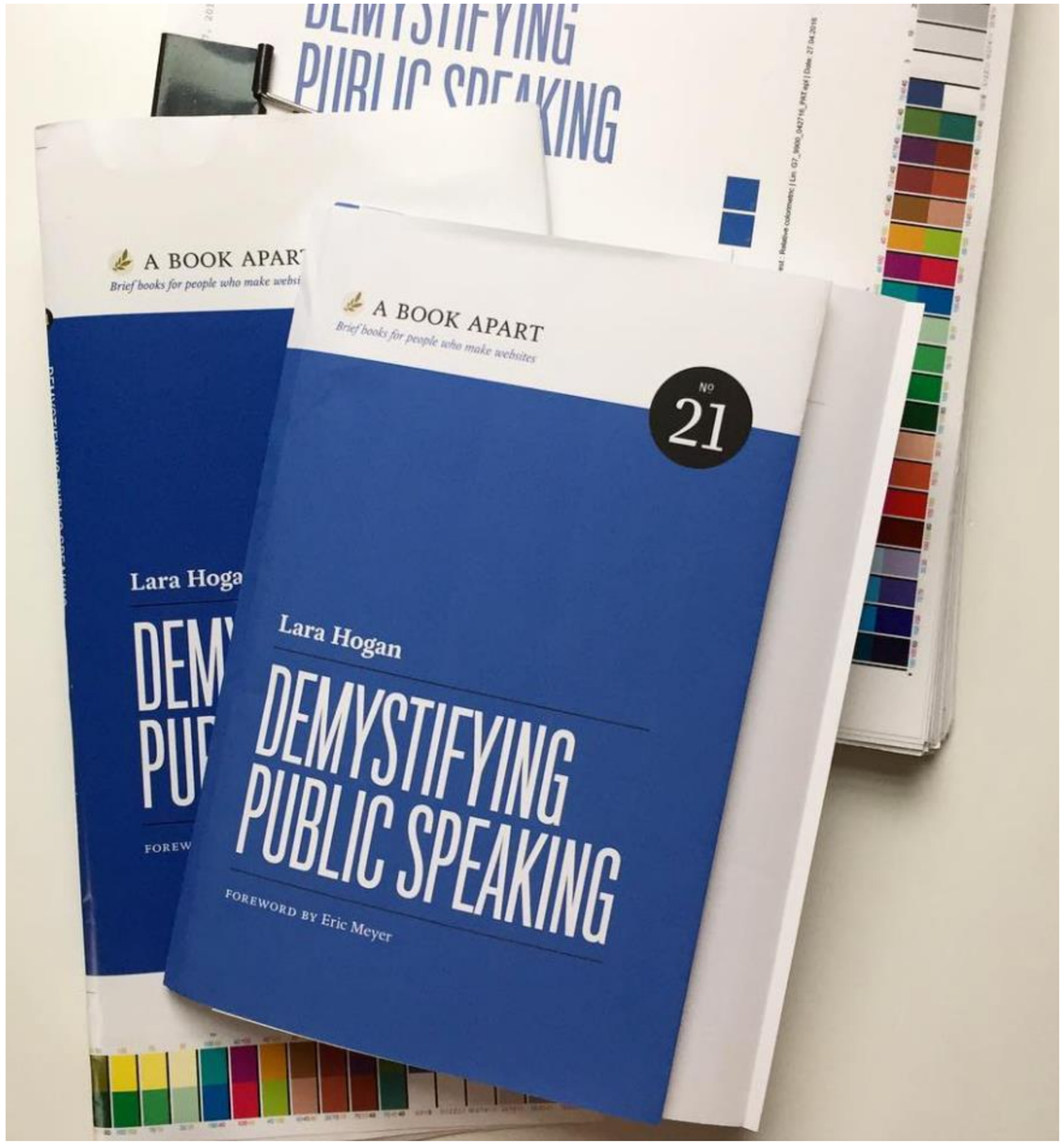


DEMYSTIFYING PUBLIC SPEAKING

Lara Hogan

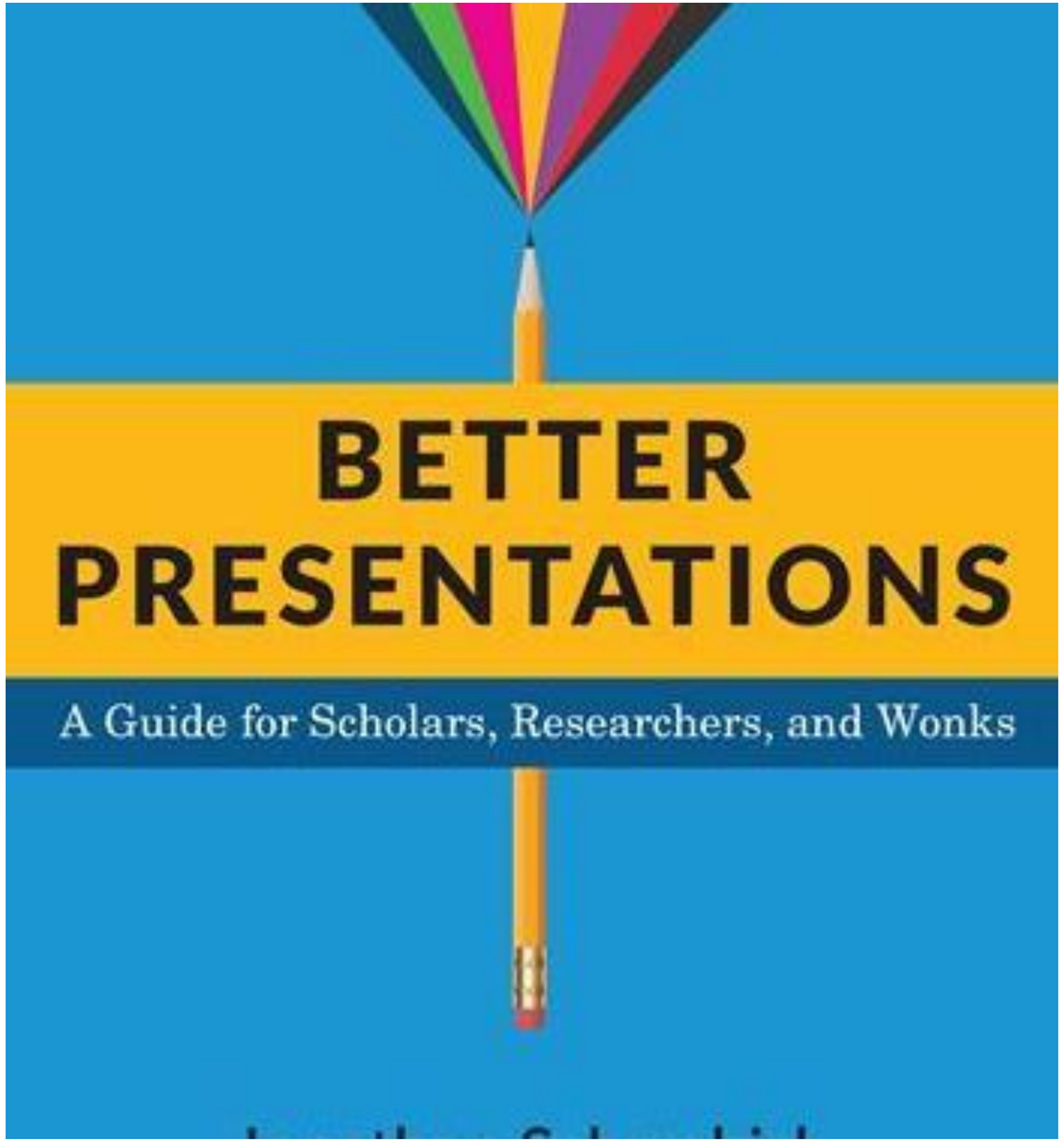
Free!

https://demystifying-public-speaking.com/



BETTER PRESENTATIONS

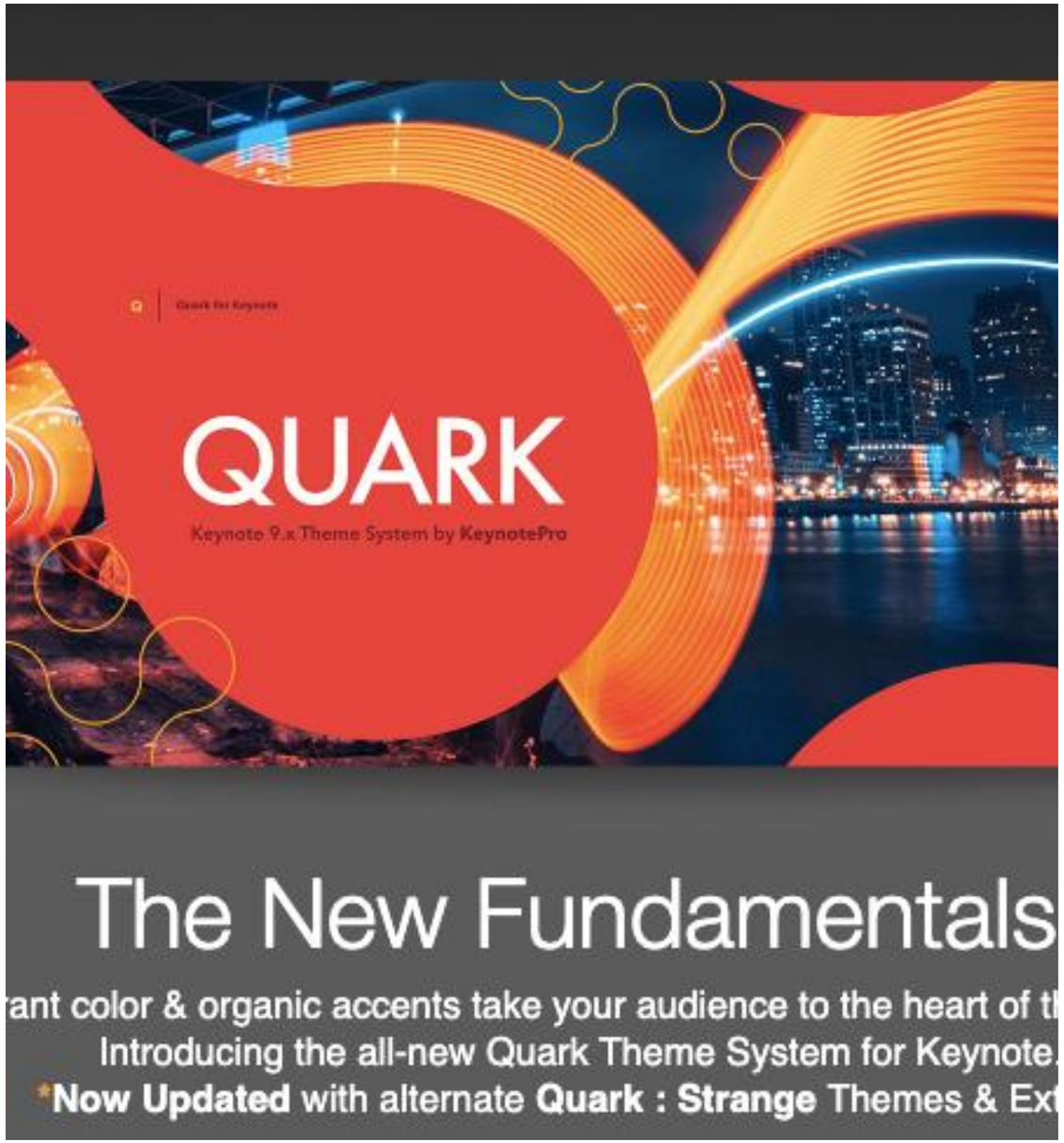
Jonathan Schwabish



BETTER DESIGN

PROFESSIONAL TEMPLATES

envato.com

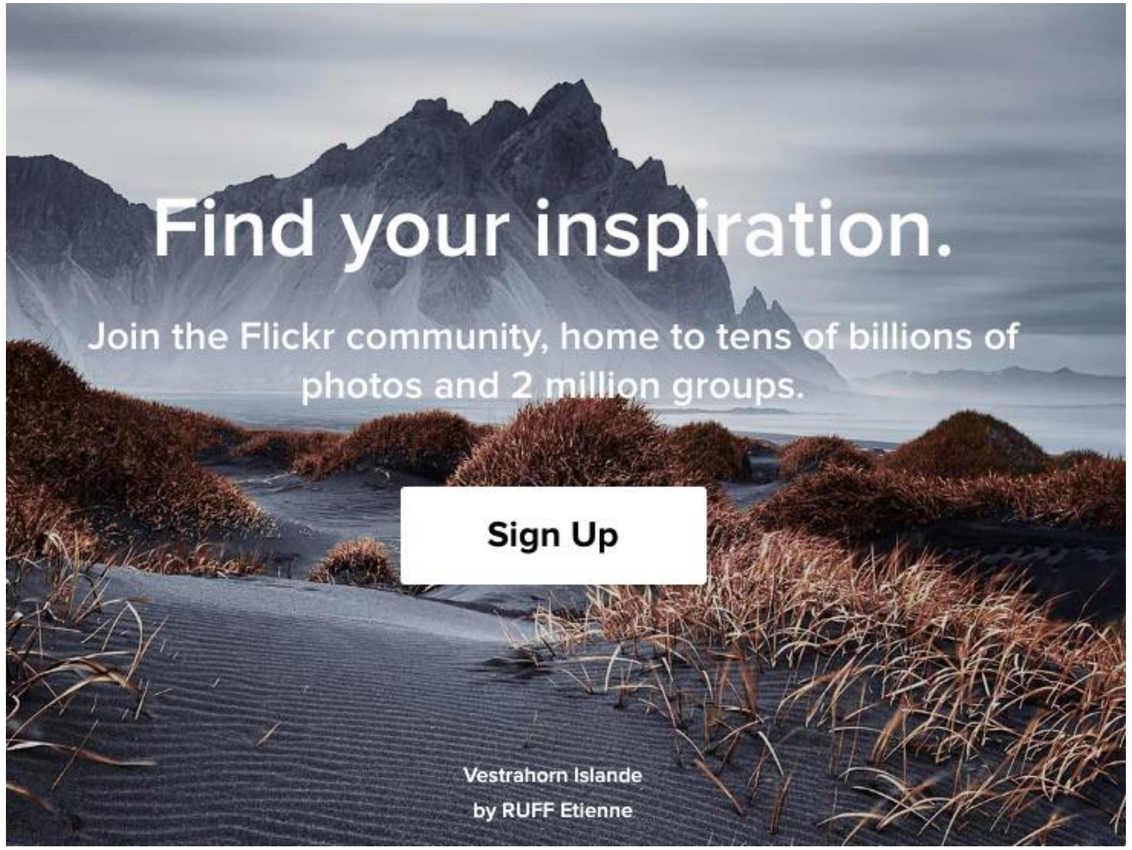


FINDING IMAGES

unsplash.com

Google Images

Always check the image size!



Don’t fear the blank template!

PRESENT A COMPELLING STORY

PRESENT IN A COMPELLING WAY