

Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant,
Public Speaker & Professional
Writer with a passion for people,
science, language & history.”



Basic principles of communication

§ why rhetoric is still relevant in AD 2015

1 Define your task.

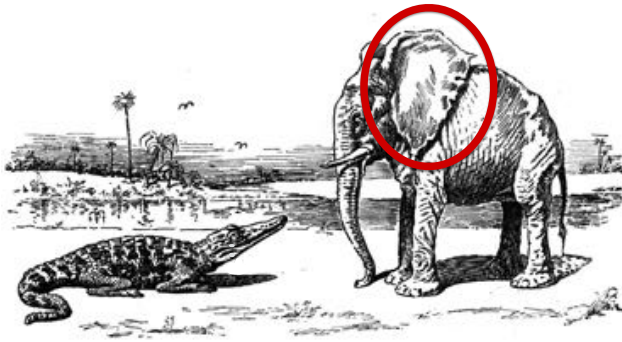
Microsoft®

WHERE DO YOU WANT TO GO TODAY?™



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ **CHANGE THE WORLD!!**

2 Analyze your target group.



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

Know **3** yourself.

*"To thine own
self be true"*

Hamlet Act 1, scene 3

Passion

Understand
the limitations
at **4** head.



Seek inspiration
in all types of
communication.

5



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutation*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



LOGOS

3



Attention

Interest

Desire

Action



Nobelprize.org
The Official Web Site of the Nobel Prize

Home | Nobel Prizes and Laureates | Nomination | Ceremonies | Alfred Nobel | Educational | Events

Nobel Prizes and Laureates
Medicine Prizes < 2008 >

The Nobel Prize in Physiology or Medicine 2008
Harald zur Hausen, Françoise Barré-Sinoussi, Luc Montagnier

Share this: [social icons]

Harald zur Hausen - Facts

Harald zur Hausen
Born: 11 March 1936, Gettenkirchen, Germany
Affiliation at the time of the award: German Cancer Research Centre, Heidelberg, Germany
Prize motivation: "for his discovery of human papilloma viruses causing cervical cancer"
Field: disease transmission, medical oncology, virology
Prize share: 1/2

Photo: G. Mollen

Share this: [social icons]

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- ▶ Who? ▶ When?
- ▶ What? ▶ How?
- ▶ Where? ▶ Why?

The noble art of
public speaking
§ why nervousness is not the main issue

SETTING
THE RIGHT
PRIORITIES

PASSION
beats
PERFECTION

IMPACT
beats
THOROUGHNESS

APPEAL
beats
QUANTITY

LIVING DATA
beats
DEAD NUMBERS

YOUR SMILE
beats
EVERYTHING



Kosslyn's 3 goals

- ▶ Connect with your audience.
- ▶ Direct and hold attention.
- ▶ Promote understanding and memory.

PREPARING YOUR STUFF

THE FIVE
CANONS OF
RHETORIC

ACTIO
MEMORIA
ELOCUTIO
DISPOSITIO
INVENTIO



- Goal?
- Main message?
- Target group?
 - a). How create confidence?
 - b). How inspire them?
 - c). Facts, feelings or trust?
- Type of presentation?
- Content?
 - a). What to include?
 - b). How to structure it?
 - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?

Analyze the task

Define your goal.

- Teach?
- Sell?
- Convince?
- ...?

Pick your messages.

3

Analyze the target group.

- ▶ What do they know?
- ▶ What is their opinion?
- ▶ What motivates them?
- ▶ How do I convince them?

5
Decide a strategy.

ETHOS
PATHOS
LOGOS

6
Compile your material.



7
Plan the delivery.





Structure
& simplify

- Less text.
- No “nice to know” data.
- Simpler graphs.

Try out
& practice

DELIVERING
YOUR STUFF

1. Have a clear goal.
2. Let structure be the foundation of improvisation.
3. Interact with your listeners.
4. Simplify your slides.
5. Have fun & enjoy the moment.

Use your eyes.

Ask things.

Be silent.

(Use the “B” key)

Project your
enthusiasm
towards the
listeners.

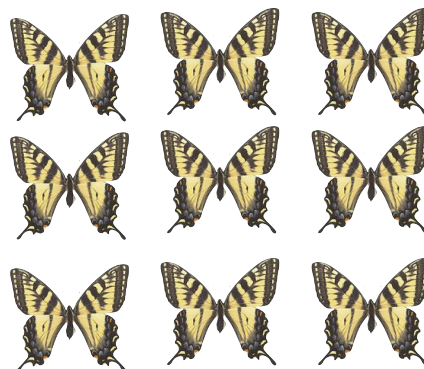


Change
the pace &
take breaks.



ANXIETY

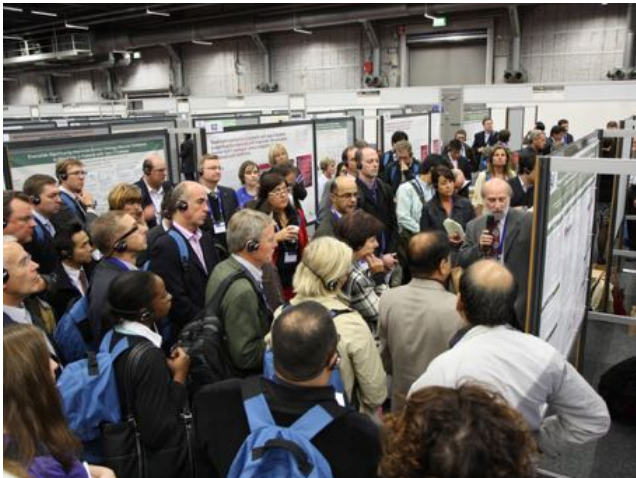
This is a PowerPoint
slide which I show to
remind you that it is
very boring when the
speaker turns his head
away from the
audience and just
reads from the slides.



Research
posters

Why attend a scientific meeting?

- ▶ Educate yourself.
- ▶ Set your benchmarks.
- ▶ Get new ideas.
- ▶ Get feedback on preliminary results.
- ▶ Market your research and your group.
- ▶ Network.



Basics

Two main elements:

- data displays
- supporting text.

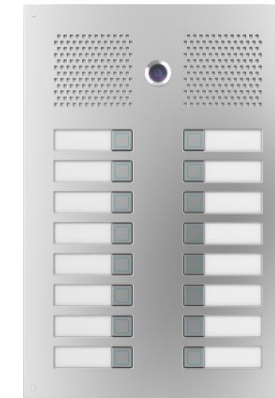
Think
BIG!

View it as
an illustrated
abstract.

Simplicity
is bliss.

Don't be too creative.

Prepare your verbal explanations.



?
**ride
elevator
an
is
long
how
But**

1

PLANNING

1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

Carmine Gallo: *The Presentation Secrets of Steve Jobs*

- BE BRIEF.
- BE CLEAR.
- BE REAL.

2

PREPARATION


- Work with your draft as a poet or a copywriter. Taste the words. Speak out the melody of the language.
- Start rehearsing your lines. Edit.
- Perform your pitch to a trusted friend. Listen to the feedback and edit.
- At some point: trust yourself that you are done.

3

PERFORMANCE

- Don't talk too fast. Breathe!
- Don't panic if you get it a little wrong. Just keep on going.
- Keep eye contact. Smile!
- Be prepared to think on your feet and to act.

Two examples

Stem cell biologists
 **USC** University of Southern California

Pitch Winner



**LinkedIn
& Twitter**
 for science & tech people

Olle Bergman, Lund, 11 May 2015

**Take Home
MESSAGES**

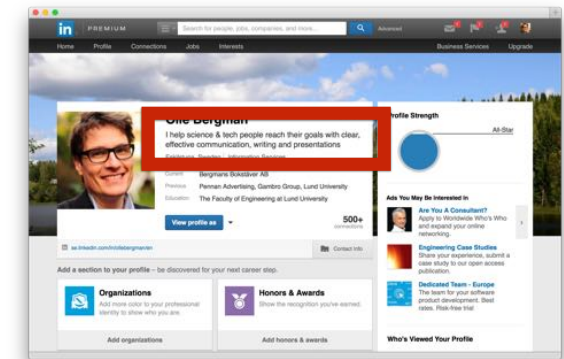
- LinkedIn and Twitter can both help you in your scientific and industrial career.
- LinkedIn is your online CV and a “Facebook for professionals”.
- Twitter is a mess but offers utterly valuable information.



Get a professional looking photo.



Write a headline.



Students, different levels

- EPFL - Neuroengineering master’s student with outstanding academic records and limitless aims
- Early career scientist and cross-cultural talent. Always up for a laugh.

Scientific Media

- I help scientists, publishers and biotech companies to communicate effectively with scientific visualisations
- Technical Writer (and a whole lot more) at *Company*

Scientists (examples from KI)

Project leader at Karolinska Institutet. Virology and cancer research scientist. Microscopy, flow cytometry specialist.

RNA and cancer researcher specialized in finding novel biomarkers for cancer diagnosis. Founder of Stockholm RNA network.

Ph.D. Multimodal Imaging of microbubbles and nanoparticles using MRI, SPECT/CT, US and IVIS/microCT.

Write a summary.



PhD candidate in Systems and Computational Immunology at Stanford University.

My professional goal is to build a career as a scientist and entrepreneur in the field of biotechnology and biomedical research. I want to use my background in immunology and molecular biology to develop tools and solutions for global health problems.

Always looking for challenges, opportunities and exciting ideas.

Marta T., PhD student, Stanford

I am an enthusiastic and outgoing person who loves to see great possibilities in whatever I do, and to be part of working environments fuelled by entrepreneurship and enthusiasm. Positive results come from dedicated work and the right match of the people involved.

I have experience in basic cell biology research from my PhD, as a shareholder in a start-up company (ChurchDesk), and from various events and volunteer projects. These includes scientific and social events in networks related to my work (ASAP and REBBLS).

My primary research experience lies within basic research in the field of the DNA Damage Response (DDR), a critical cellular response in order to preserve genomic stability. I find this area exciting since dissecting the DDR responses is very disease-relevant due to major roles in cancer development and treatment response. My next step in research is fuelled by an ambition to combine basic research with an outlook to clinical relevancy.

Arne Nedergaard Kousholt

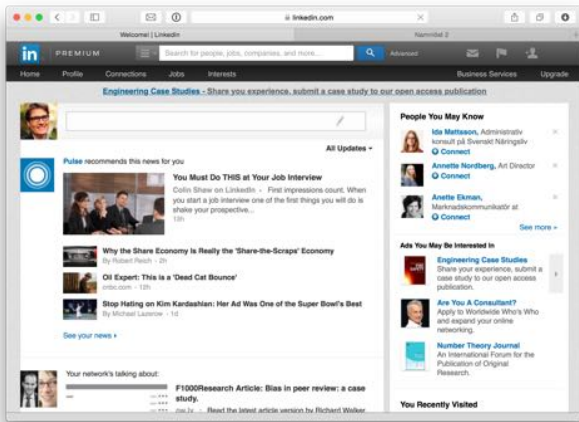
Either ...

... go crazy and fill your page with lots of interesting stuff about you ...

... or ...

... compile carefully selected material to create a professional persona.

Go exploring.



Twitter
– a roaring river,
full of gold nuggets



WHY?

Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Receive piping
hot news.

Discuss stuff.

Get tips.

"Facebook is for people you know.
Twitter is for people you wish you
knew".

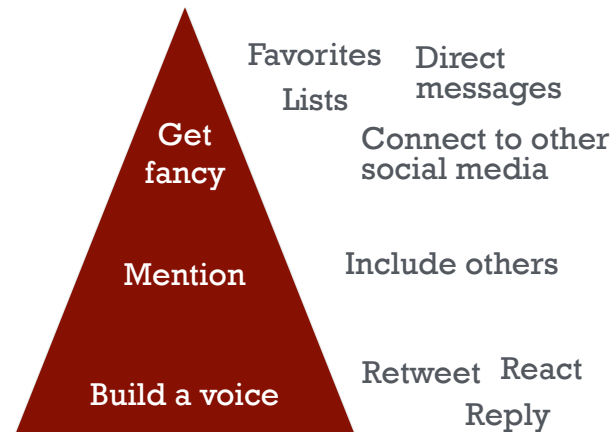
Julie Smith

Get close to
influencers.

Follow conferences
in real time.

Explore
the discourse.

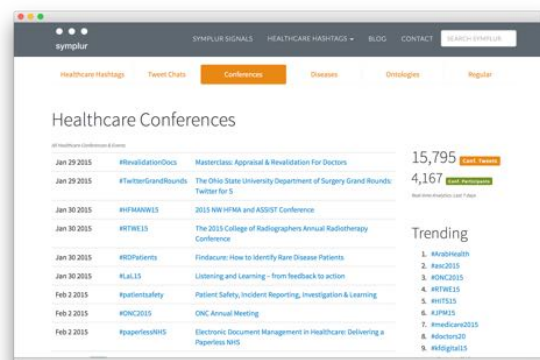
Monitor
global trends.



#Hashtags

Finding your
own Twitter
strategy

- #braintumorthursday
- #p53
- #asco2015





Get it delivered.



Keep a tight leash.





Dive right in.



Be a part of CRAFTINA:

<http://craftina.se>

I appreciate your emails:

olle@bergman.com

PS Feel free to connect on LinkedIn!