Welcome!
HBRN Scholar Webinar and Panel Presentation
Professional Development

April 23, 2019
Your moderator...

Edline Francois, BA
Oregon Health & Science University
Healthy Brain Research Network Scholar
Professional Development

Jeff Harris, MD, MPH, MBA
Chair, Health Services; Professor, Health Services, University of Washington

Heather Brandt, PhD
Associate Dean in the Graduate School; Professor, Health Promotion, Education and Behavior
University of South Carolina

Jane Mohler, NP-C, MPH, PhD
Professor of Medicine, Public Health, Pharmacy and Nursing; Director, GeriMetrics; Co-Principal Investigator, HBRN Center University of Arizona
Participants

Submit your questions via the chat box, and directed to everyone, during the session.

A 20 minute moderated Q&A session will occur at the end of the three presentations.

Webinar recording will be made available to all registrants.
Time Management

Jeff Harris, MD MPH MBA
What is Time Management?

Setting **priorities**

**Planning** your time to accomplish priorities

Managing your time to **implement** plan
Figure out what your major roles are in your current life

Source: *First Things First*. Covey, Merrill, & Merrill.
“Dance close to the revenue line”

Plan for 5 years, 6 months, and 1 week

Source: *Seven Habits of Highly Effective People*. Stephen Covey.
First things first

Source: *Seven Habits of Highly Effective People*. Stephen Covey.
“Begin with the end in mind”

Source: *Seven Habits of Highly Effective People*. Stephen Covey.
Don’t be the bottleneck

Source: *The Goal*. Eliyahu Goldratt and Jeff Cox.
Break complex tasks down into action steps and do a little every day.

Sources: *Getting Things Done*. David Allen; *How to Write A Lot*. Paul Silva.
Finish yesterday’s email before you begin today’s

Strategies for Giving Awesome Scientific Presentations

Presenter: Heather M. Brandt, PhD
Associate Dean, Graduate School
Professor, Health Promotion, Education, and Behavior, Arnold School of Public Health

University of South Carolina
The Graduate School

@BlondeScientist
The best presentations start a conversation.

– Darcy Gentleman
Strategies for Giving **Awesome** Scientific Presentations

- **Professional Persona:** How you prepare and how you execute your story

- **Content:** What you want to say – what you need to say to tell a story about your work

- **Visuals:** What you show and how it looks should enhance your story

- **Delivery:** How you tell your story
Professional Persona
Tips to Be the Best Professional You

- Clarify and stay true to your professional values
- Learn to relish and proudly let others know that you are always learning
- Don’t aspire to become [insert someone you admire]; be yourself
- Welcome support and guidance from others from a position of strength, not weakness
- Engage in self-reflection activities
- Maintain personal and professional boundaries
- Don’t sabotage yourself
- Dress for success

#protip: Reach out to a colleague, mentor, or peer who has presented at the same conference or in a similar setting for advice on what to expect so you can be prepared.
Content
Content: Audience

• Know your audience, e.g.,
  • Specialists (i.e. in your discipline): Ensure your content is not overly narrow and focus on broad implications
  • Subgroup of specialists (i.e. in your field): Focus on your specific area but provide broad implications
  • Non-specialists: Avoid jargon, explain advanced concepts in a way in which anyone can understand

• Tailor your content to your audience.
Content: Format of Presentation

- Know the format, e.g.,
  - Poster (e.g., digital, print)
  - Poster slam (i.e. poster with oral presentation)
  - Oral (how many minutes)
  - Three-minute Thesis
  - In-person or virtual (e.g., webinar, Zoom)
  - Other

- Tailor your content to the format of your presentation.
Content: Tell the story of your work...

• Make an outline using traditional headings to organize:
  • Background (limit based on audience)
  • Methods
  • **Results**
  • Discussion
  • Conclusion

• Identify the 2-3 most important pieces of information you want everyone to know and remember – come back to this often

Based on:
• Audience
• Format
Visuals
Visuals: Simple is Best

• Use simple backgrounds
• Use large enough font to read text from several feet away for posters and think of sitting in the last row of a large auditorium for Power Point slides (or other)
• Use standard fonts
• Use color sparingly
• Brand your materials
• Tables and figures – a few words about tables and figures…
Delivery
Putting It All Together for an Awesome Presentation
For Awesome Presentations

- Think of a concise, interesting title
- Cut down on text
- Tell a story
- Let your visuals ‘breathe’
- Choose the right color palette
- Size matters
- Don’t go crazy on the fonts
- Re-figure your figures
Final Tips

Practice

Get feedback from your colleague(s), mentor(s), peers, and if possible, people who comprise your audience.

Work with Colleague(s) and/or Mentor(s)

Work with your colleague(s) and/or mentor(s) on developing your content, visuals, and delivery.

Tell YOUR Story

Remain focused on the 2-3 pieces of information (“take aways”) that you want the audience to remember. Tailor to the audience and format.
Additional Resources: General

- Conference Commando (Keith Ferrazzi): 
- Scientific presentations: A cheat sheet:
- A David Letterman-like countdown to the 10 biggest pitfalls in scientific presentations: 
- A powerful narrative: 
  [https://www.nature.com/naturejobs/science/articles/10.1038/nj7490-131a](https://www.nature.com/naturejobs/science/articles/10.1038/nj7490-131a)
Additional Resources: Posters

- Making a Better Research Poster: https://www.youtube.com/watch?v=AwMFhyH7_5g
- Giving an Effective Poster Presentation: https://www.youtube.com/watch?v=vMSaFUrK-FA#action=share
- How to Create a Research Poster: Poster Basics: https://guides.nyu.edu/c.php?g=276826&p=1846154
- Academic posters: http://getready.napier.ac.uk/pages/how-to-succeed.php#topic
- Effective poster design: http://www.soe.uoguelph.ca/webfiles/agalvez/poster/
- Designing conference posters: http://colinpurrington.com/tips/academic/posterdesign
Strategies for Giving Awesome Scientific Presentations

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@BlondeScientist
Career Development: The Importance of a Plan

Jane Mohler, NP-C, MPH, PhD
Director, Arizona HBRN Collaborating Center
Tell me, what is it you plan to do with your one wild and precious life?

-Mary Oliver
Objectives

1. Why is planning important?
2. Picking a generative environment & mentors
3. Making the plan
4. Revisiting & modifying your plan
5. Quick review of Academic Scholar Career Development Plan
Why is planning important?
Picking a generative environment & mentors
Making the Plan

Are your goals SMART?

Specific
Measurable
Achievable
Realistic
Timely
Revisiting & modifying your plan
Academic Scholar
Career Development Plan
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The views, findings and/or conclusions of this presentation are those of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

University of Arizona – U48 DP005002
Q&A with our presenters

Jeff Harris, MD, MPH, MBA
Time Management

Heather Brandt, PhD
Strategies for Giving Awesome Scientific Presentations

Jane Mohler, NP-C, MPH, PhD
Mentoring Matters
Thank you!

Links to the webinar recording and related materials will be distributed to all registrants.

We encourage you to complete our webinar evaluation, which will be sent to you via email today.
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http://depts.washington.edu/hprc/research/thematic-networks/hbrn/