This class discusses strategies for how to be successful in three critical areas of your presentations:

1. **Content**
2. **Visual Aids**
3. **Delivery**
This class discusses strategies for how to be successful in three critical areas of your presentations:

- **Content**
- **Visual Aids**
- **Delivery**
We will take a look “inside the box” at what makes a successful presentation.
Exercise: Watch this video and then we’ll discuss your reactions.
To have your ideas stick with your audience, your message should contain certain qualities:

- Simple
- Unexpected
- Concrete
- Credible
- Emotion
- Story
To have your ideas stick with your audience, your message should contain certain qualities
Exercise: Identify the success qualities in the talk by Benyus

- simple
- unexpected
- concrete
- credible
- emotion
- story
Working against you is the Curse of Knowledge
To overcome the Curse of Knowledge, you have to imagine how your audience will see the topic
Beginnings prepare and engage the audience in the talk.

- **What**
- **Why**
- **Who**
- **How**
Beginnings prepare and engage the audience in the talk
Engineering the Human Body:
Bone Repair
and Reconstruction

Genevieve Brown
Engineering Ambassadors
Department of Bioengineering
The Pennsylvania State University
Trabeculae reduce a bone’s weight while giving it maximum strength against multiple forces.

Gustav Eiffel, 1889
This is who I am
This is also who I am
“We can’t operate on your spine now, there’s too much swelling and we’d risk doing more harm than good”

“We can’t confirm if you have permanent nerve damage because it’s just too swollen”

“All we can do is wait…”
All we can do is wait.
Last Lecture: Adapting vs Overcoming Obstacles

Jenny Amos
Bioengineering
In the film, Marine Sergeant Thomas Highway (played by Eastwood) said, “You’re Marines now. You adapt. You overcome. You improvise.”
Adapt: adjust to whatever situation is being faced.
Adapting vs Overcoming: The difference is wanting more

12 hours
Remove a rib
Remove part of the hip
Rotation during surgery
4 units of blood
High risk of pneumonia and pleurisy
6-12 month recovery

http://spinerevolution.com/
Overcome: prevail over the situation – with the use of heavy metal

www.mayoclinic.org
Content is more than just information, it’s a way of packing information for your audience.