



Presenting Your Research

A quotation

- A quotation from an important politician, well-known author, or famous person can be a good way to grab your audience's interest.
 - *Henry Ford once said 'don't find fault; find a remedy', and this is exactly what I am going to do. I will show you how we can move fromto*

A (staggering) statistic

- An interesting statistic related to your message can be a powerful way to show your audience why your message is important.
 - *Did you know that more than eighty per cent of our patients reported being unaware of the benefits associated with X? I have developed a strategy to address this issue. In this way, we can increase the number of positive outcomes to even higher levels.*

A little known or striking fact

- Try to surprise and impress your audience with an interesting fact related to your topic. Avoid commonly known facts; people won't be as interested in learning more.
 - *You may not have realised this, but the most boring companies -- toothpaste, food, bolts -- can make some of the best long-term investments. And the most innovative can make some of the worst investments. When we consider this, what would this mean for our portfolios?*

A question

- An open-ended question can get your audience thinking about your topic. It's important that your question be interesting and thought-provoking.
 - *You will all have heard the phrase 'Trust me, I'm a doctor', but would you take these words for granted? Let me ask you another question. Where and when would you start of stop trying to influence a doctor?*

A story

- A personal story or anecdote (a short, interesting story based on true events) can be a good way to show your audience how your topic affects people.
- Describe your feelings, involvement and commitment.
 - *When I first ventured into the field of juvenile delinquency and learning difficulties, I had little idea of the impact it would have on me personally. Today, I can honestly say that what we have achieved with our new educational outreach programme has not only been good for our clients, but it has also enabled me personally to make a true difference in supporting these youngsters.*
 - *You are looking at a happy man/woman. It greatly pleases me to Words fail to describe.....*

Attention grabbers to hook your audience

A definition

- While dictionary definitions are ok, most people find them to be quite dry. Try to paraphrase, or write your own unique take on a definition whenever you can.
 - *The Oxford Learner's Dictionary defines the word 'challenge' as 'a new or difficult task that tests somebody's ability and skill'. We often use it as a euphemism for 'problem', as we have done in the case that I would like to discuss with you today. Actually, now that I'm thinking about it, the word 'problem' is a bit of a euphemism, too. 'Crisis' would be more appropriate.*

A statement of opinion that you intend to challenge

- No one can resist a bit of fair and healthy conflict. If you can challenge the audience's understanding of the world without alienating their beliefs or values, you have a good chance of getting their attention quickly.
 - *Enron's Kenneth Lay once stated that he knew in his mind that he did nothing criminal. Believe it or not, but he may have had a point.....
Let us assume that he was suffering from delusional disorder, a psychiatric illness, then that would account for his ideas.
Still, I am going to challenge Lay's words. There is evidence to prove the contrary.*

An explanation of why your topic is worth your audience's attention

- You don't have to start like a Dickens novel or an academic article. Sometimes a general statement that pinpoints the key issue, fact, or observation that led you to choose your topic in the first place can interest your audience as well.
 - *Everyone knows that client interests, openness and accountability should be top of the agenda in every social enterprise. This presentation is meant to assess whether these issues are still top of mind within our group.*

An announcement

- State what you are going to do in no uncertain terms.
 - *Beware! This is not a pep talk for the faint-hearted and you will find nothing fancy and soft in my message. My recipe for success is strictly for the brave.*

Open with a riddle or puzzle

- Challenge your audience
 - *Why can't you borrow money from a leprechaun?*
 - *Because they're always a little short!*
 - *Why shouldn't we borrow money from X?*
 - *Because*

Inspirational examples:

https://www.ted.com/talks/temple_grandin_the_world_needs_all_kinds_of_minds

https://www.ted.com/talks/andrew_solomon_love_no_matter_what