



Case Study: Speech & Presentation Coaching for Clinicians & Scientists (1)

Situation:

- A scientist who had moved into a business role at a medium sized medical device company was scheduled to moderate a panel at a major international conference. She was somewhat nervous and uncertain about how to approach this assignment, even though the panelists were mostly people she had worked with and had used her company's products.

Actions:

- We reviewed the overall structure of the conference and identified both her goals and the company's objectives.
- We then established a list of actions she needed to accomplish prior to the conference, such as talking to each panelist individually and arranging for a group call and in-person meeting at the conference.
- We discussed and rehearsed each of the components of the session:
 - How to introduce the session to the audience;
 - How to introduce each of the speakers;
 - Potential questions to have ready for the panelists;
 - How to handle audience questions and possible problems such as a run-on panelist or a difficult audience member; and
 - How to thank the panelists and audience, and close out the session
- I gave her feedback about each of these aspects of her role and performance for moderating the panel.

Outcomes:

- She was much more confident and comfortable with her role as moderator and her speaking abilities.
- The session went very well, despite two of the three panelists (and a backup panelist) becoming ill less than 24 hours before the panel. She pivoted from a standard panel to a fireside chat format with the one remaining panelist.
- Because of her preparation she was able to provide insights and specific points from the absent panelists using her pre-meeting notes.
- In our post-event review, we discussed additional options for increasing audience engagement that might have enhanced the discussion part of the session in the fireside chat format.
- Because of the value she received from our working together, she requested additional leadership and situational coaching support.