

# You Only Have Three Tenths of a Second to Make a First Impression – Don't Blow It!

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# Tips on Attire and Public Speaking

- How to speak
- How to answer questions and handle adversity
- How to dress

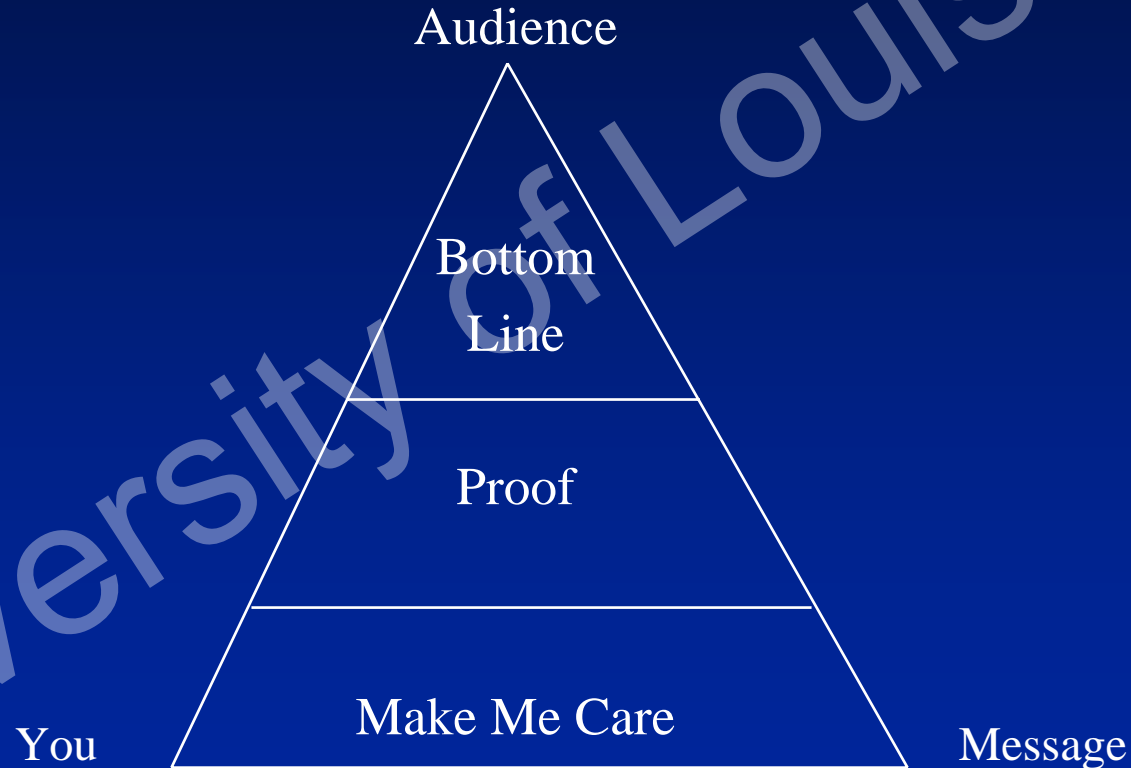
# Tips on Attire and Public Speaking

## *3 Things the Audience Asks*

- So what?
- Who cares?
- What does this have to do with me?

# Tips on Attire and Public Speaking

## *Communication Triangle*



# Tips on Attire and Public Speaking

## *Persuasion*

- Chemistry
- Clarity
- Credibility
- Consistency

# Tips on Attire and Public Speaking

## *Slide Preparation*

- Speak slowly and communicate
- Pause when needed – No fillers (Uh, Er, Um, etc)
- Speak loudly with inflection and varied tone/speed

# Tips on Attire and Public Speaking

## *Public Speaking*

- Tell them what you will tell them
- Tell them
- Tell them what you told them

***SPEAK UP!!!!!!***



# Tips on Attire and Public Speaking

## *One Hour Presentation*

- 30-60 sec *Opening*      *Stimulate interest, relevance to audience, EXCITE*
- 30-60 sec *Preview*      Agenda
- 30-40 min *Talk*      5 points ( $\pm 2$ )  
Explicit transitions  
Internal summaries
- 1-2 min *Closing*      Finish strong  
Summary  
End with *Main* point

# Tips on Attire and Public Speaking

## *Slide Preparation*

- Readable from back of room
- Simple design (no bells/moving figures)
- Less than six items per slide
- One slide per minute
- *Wake up* slides every 10-15 min

**Table III: Diseases predisposing  
to zinc depletion and clinical  
manifestations of human  
zinc deficiency.**

**Diseases**

Alcoholism  
Alcoholic cirrhosis  
Alcoholic pancreatitis  
Inflammatory bowel disease  
Celiac disease  
Short bowel syndrome  
Jejuno-ileal bypass  
Pancreatic insufficiency  
Cystic fibrosis  
Nephrotic syndrome  
Hemolytic anemia  
Anorexia nervosa  
Chronic uremia

**Clinical manifestations**

Growth retardation  
Hypogonadism  
Alopecia  
Skin lesions  
Diarrhea  
Immune deficiencies  
Behavioral disturbances  
Night blindness  
Impaired taste acuity  
Impaired wound healing  
Hypospermia

# Tips on Attire and Public Speaking

## *Slide Preparation*

- Use graphs, not numbers
- Show main ideas only
- Eliminate chart junk
- Use large type (Times, Roman, Palatino)
- *Cool* background, *Hot* message
- No more than six items on each slide

# PATIENT RETURNED TO NORMAL DIET

- Breakfast: 1 piece of toast, coffee
- Lunch: refused
- Dinner: refused



## Clinical Nutrition-I

NUTRITION-RELATED FACTORS IN ACUTELY INJURED PATIENTS. D. Eisenberg, M.D., R. Shofler, M.D.,\* J. Ryan, M.D.,\* J. Weiss, M.S.,\* H. Silberman, M.D., Departments of Surgery and Medicine, University of Southern California, Los Angeles, California.

Putative nutritional parameters were compared in 25 critically-ill post-operative trauma (T) patients and 28 critically-ill post-operative non-trauma (NT) patients:

	Proportion (%) of T vs NT Patients with Deficit (D)			P Value
	Normal	Moderate D	Marked D	
Mid-arm circumference (% std)				
Trauma patients	92.0% (>90%)	8.0% (60-90%)	0.0% (<60%)	P=.04
Non-trauma patients	64.3% (>90%)	35.7% (60-90%)	0.0% (<60%)	
Mid-arm muscle circumference (% std)				
Trauma patients	84.0% (>90%)	12.0% (60-90%)	4.0% (<60%)	P=.04
Non-trauma patients	53.6% (>90%)	46.4% (60-90%)	0.0% (<60%)	
Ideal body weight (% std)	84.4% (>90%)	15.6% (60-90%)	0.0% (<60%)	NS
Triceps skin fold (% std)	75.5% (>90%)	17.0% (60-90%)	7.5% (<60%)	NS
Albumin (gm/dl)				
Trauma patients	88.0% (>3.5)	60.0% (2.8-3.5)	32.0% (<2.8)	P=.04
Non-trauma patients	28.6% (>3.5)	28.6% (2.8-3.5)	42.9% (<2.8)	
Transferrin (mg/dl)	22.0% ( $\leq$ 200)	78.0% (<200)		NS
Lymphocytes (cells/mm <sup>3</sup> )	35.8% (>1200)	32.1% (8-1200)	32.1% (<800)	NS
Skin tests (# positive)	15.4% ( $\geq$ 2)	23.1% (1)	61.5% (0)	NS

Surviving patients did not differ from non-surviving patients in any parameter including energy. The relative preservation of anthropometric measures in contrast to striking deficits in other parameters (albumin, transferrin, lymphocytes, skin tests) suggest the influence of non-nutritional factors in trauma and the need for caution in the interpretation of the latter parameters.

# Tips on Attire and Public Speaking

## *Body Language*

- Open stance
- Gesture with hands
- One person eye contact with each thought
- Smile
- Don't fidget or move excessively

# Tips on Attire and Public Speaking

## *Translations*

*“So”*

Pay attention! This is the punch line!

*“As you know”*

As you should know, but obviously don't.

*“Actually”*

This is the obvious conclusion that you missed!

*“Again”*

Since you didn't listen the first time!

*“Basically”*

I don't really understand this, but here's a try!

*“In all honesty”*

I've been lying all along, but this part is true!



# Tips on Attire and Public Speaking

## *Translations*

*“Obviously”*

My opinion, but exactly right!

*“Remember”*

Write this down since you can't keep it in your brain!

*“In Other Words”*

Since you didn't get it the first time!

*“You Know”*

You don't know but should!

*“Of course”*

Obviously you missed this!

# Tips on Attire and Public Speaking

## *Adverse Questions/Statements*

- Why is he/she doing this?
- What does he/she want?
- Is he/she detracting or contributing?
- Does he/she want to make a statement?

# Tips on Attire and Public Speaking

## *Adverse Questions/Statements*

- Look directly at speaker
- Don't retreat
- Be direct and respectful
- Thank him/her for comment/question
- Defer until break
- Don't spar
- Change the subject
- Go on to another question

# Tips on Attire and Public Speaking

## *Interviews*

- Upbeat and positive
- Genuine smile
- Eye contact
- Listen, listen, listen
- Pay attention
- Ask pertinent questions

# Tips on Attire and Public Speaking

## *Interviews*

Fifty percent of an interviewer's final impression is formed within eight seconds of the encounter

**HOW TO DRESS**

**DON'T OFFEND**

# Tips on Attire and Public Speaking

## *Dress Conservatively – Don't Offend*

### *Men*

Blue or dark gray suit (not black)

White long sleeve shirt

Conservative silk tie

Expensive tasteful pen

Expensive tasteful watch

Black conservative leather shoes

Dark socks

### *Women*

Black, dark gray, or dark blue suit

White or blue blouse

Non-obtrusive jewelry

Post earrings (no dangles)

Black/blue closed toe shoes

Skirts/dresses at or below the knee

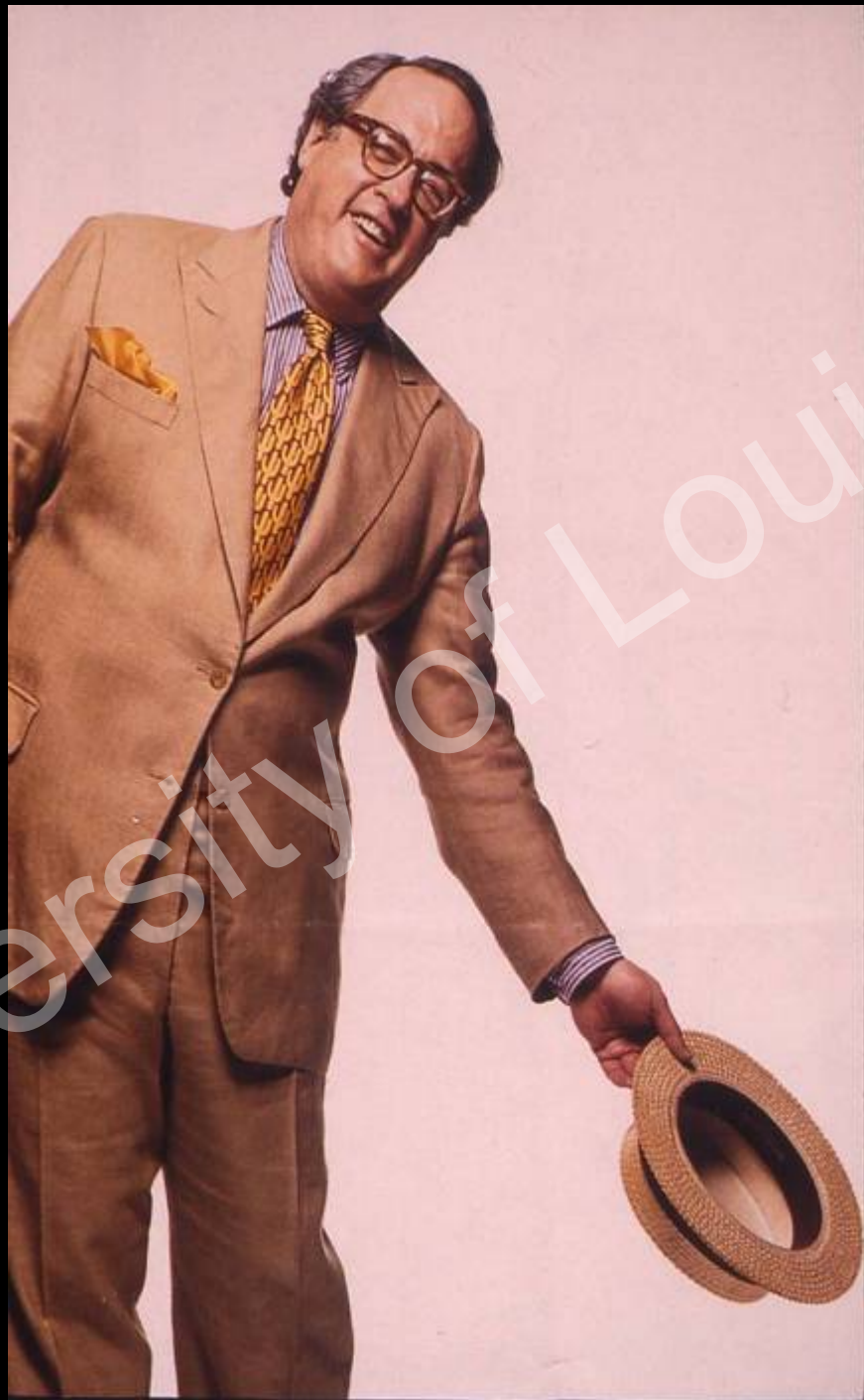
Closed toe pumps with medium/low heel

Flesh color hose

# Etiquette in Foreign Countries

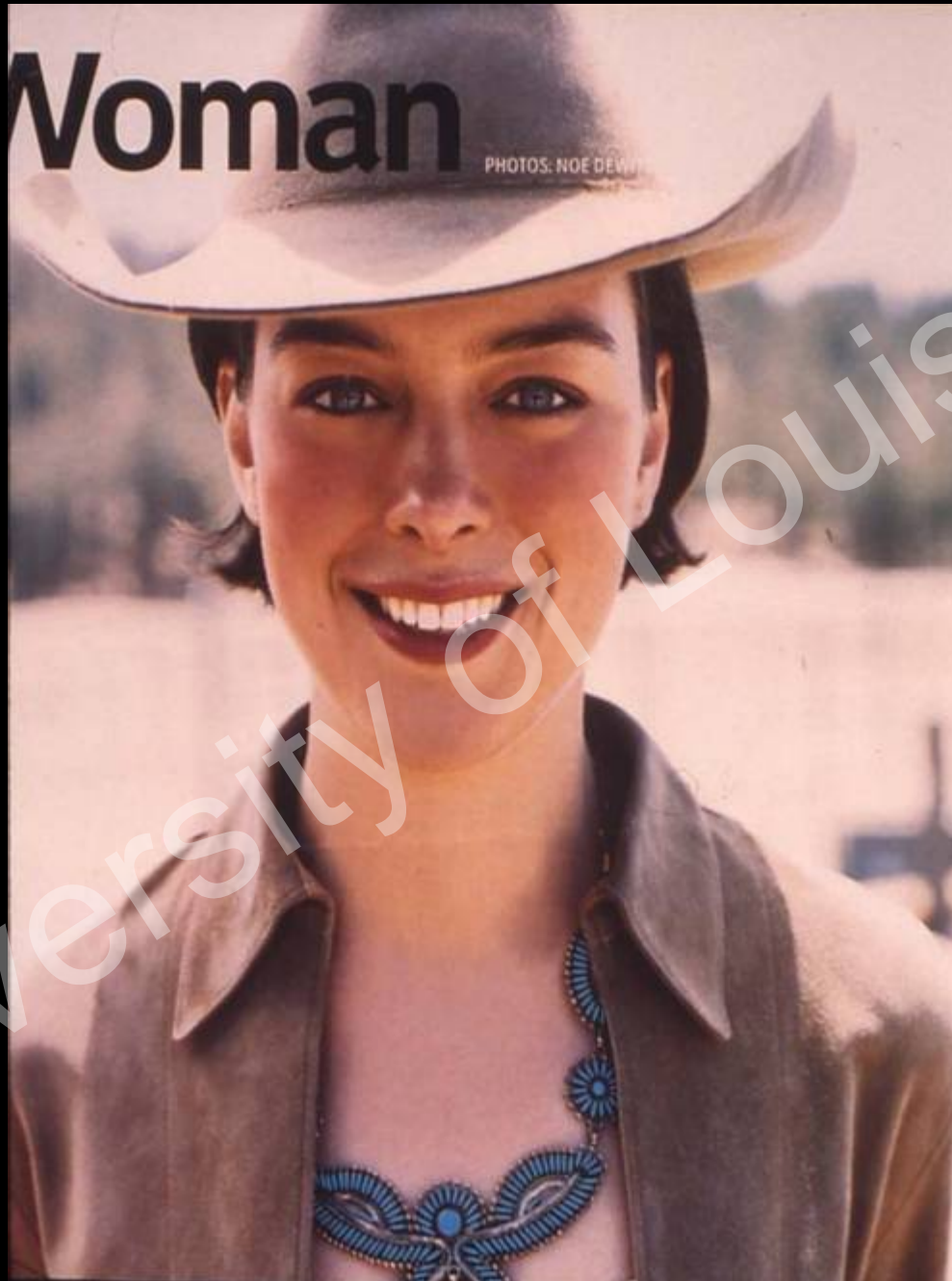
- Saudi Arabia
  - No shorts, no shaking hands or opening doors for women
  - Work week Sat – Thu
  - Prayers 5x/day
- Japan, Korea, China
  - No sunglasses, blowing nose in public, public criticism or argument, pouring your own alcohol, exposure of soles of shoes or feet
  - Use both hands to present business card
  - Greeting = bow
- Lithuania
  - No opening of gifts in public, “agenda” = schedule, American humor
- Russia
  - No ok sign, pointing with index finger, wearing shoes inside, center seating (for leader only)
  - Yes, thumbs up for approval, vodka – bottoms up, conducting business while intoxicated, long toasts with large gestures (standing)





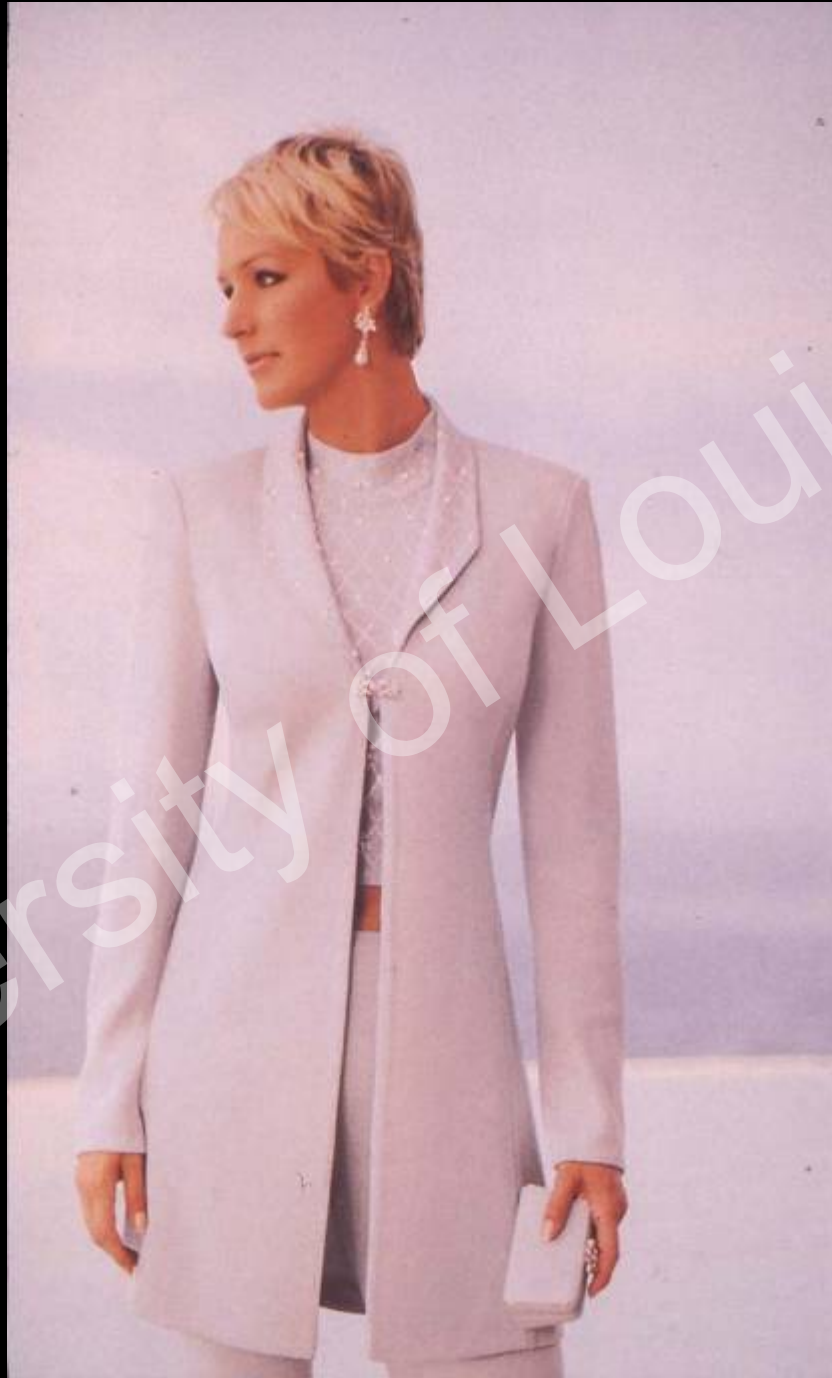
# Woman

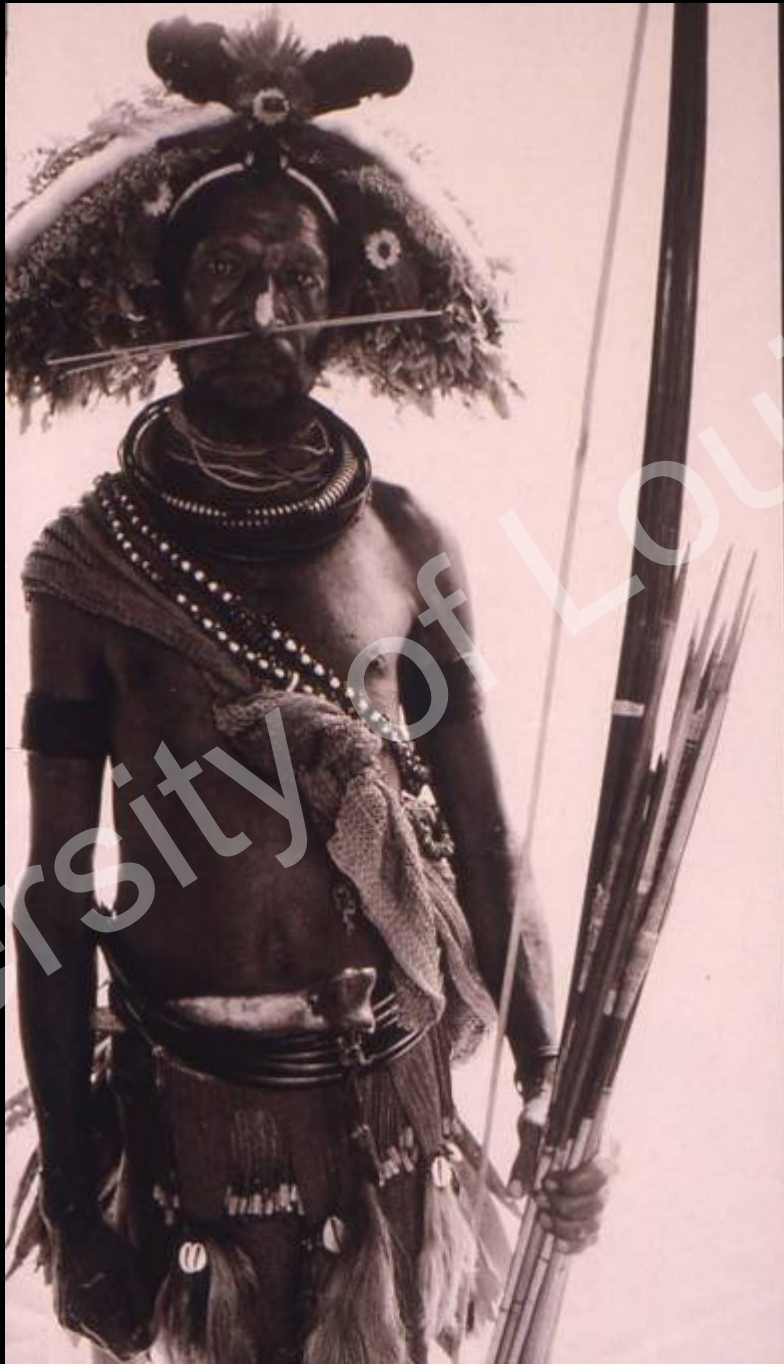
PHOTOS: NOE DEWITT





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# Tips on Attire and Public Speaking

## *Don'ts*

Dangle earrings

Men's bracelets (unless medical alert)

Piercings

Tattoos

Facial hair

Dirty hair

Novelty watch/cufflinks

Neck chain

Men's earring

Linen

Pinkie rings

Religious/political symbols

Tinted glasses/sunglasses

Cleavage

Belly button

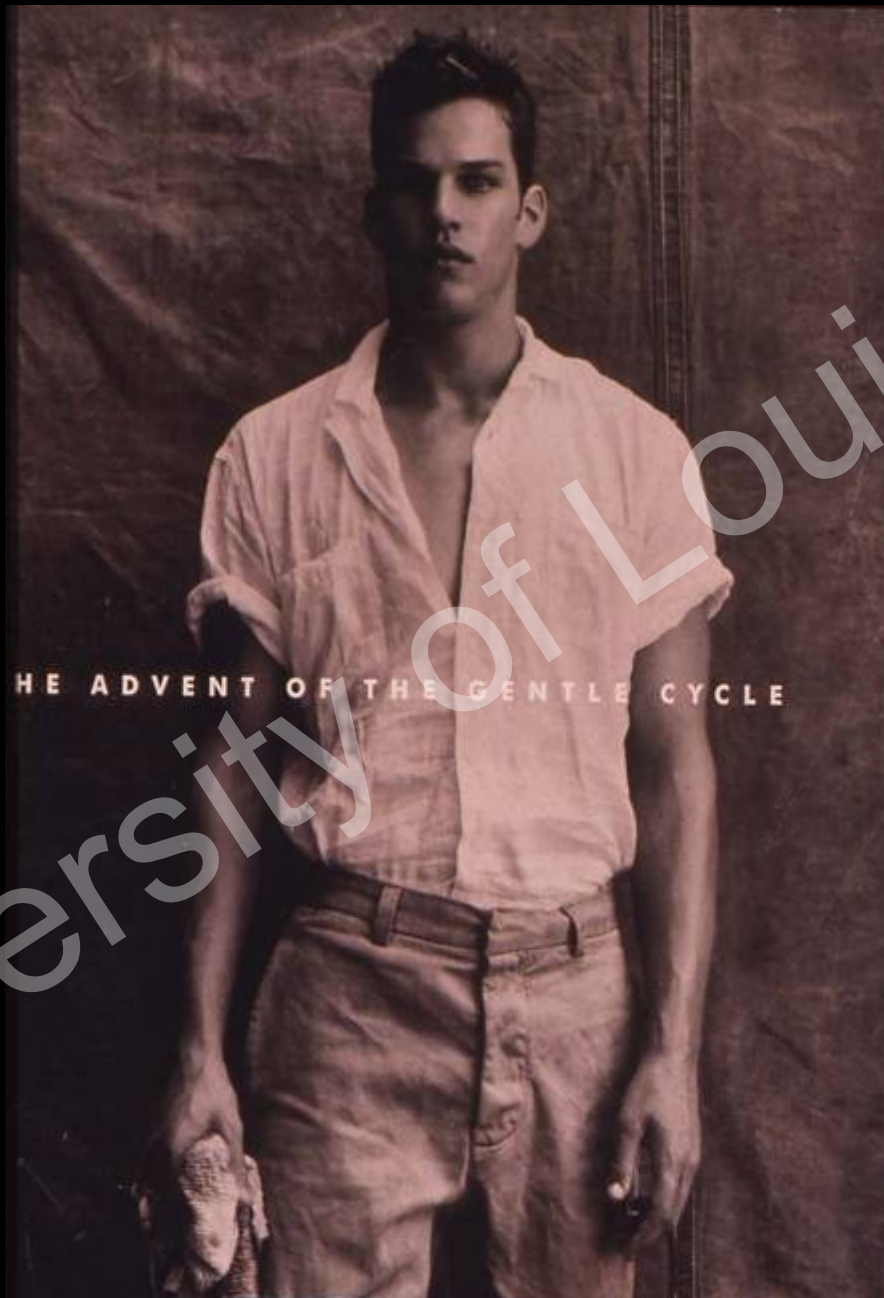
Body odor

Tie bar/tie pin

Men's cologne

Knits/sheer fabrics

Bic pen/pharmaceutical company pen



HE ADVENT OF THE GENTLE CYCLE

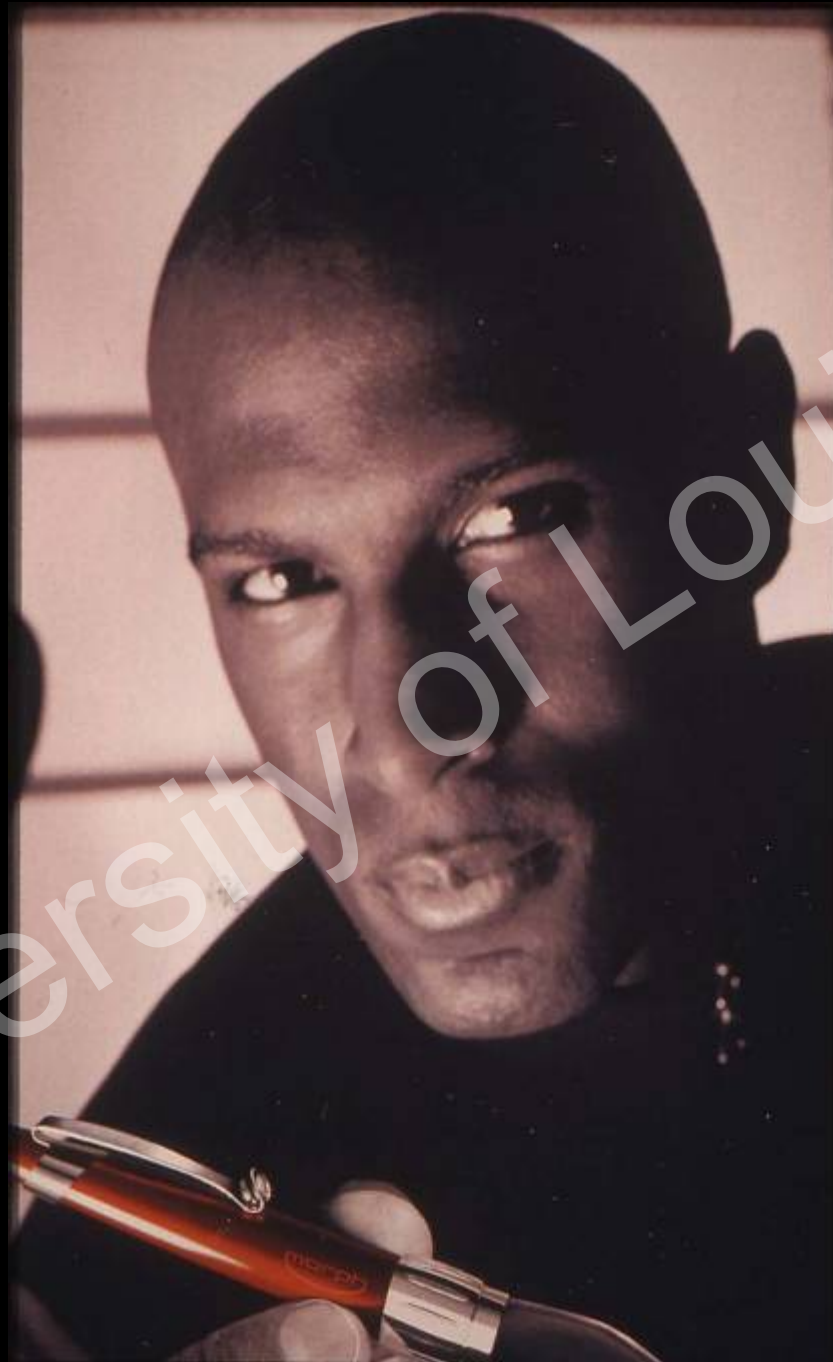


Ermano Ferré Boutiques  
New York 845 Madison Avenue  
Beverly Hills 270 North Rodeo Drive



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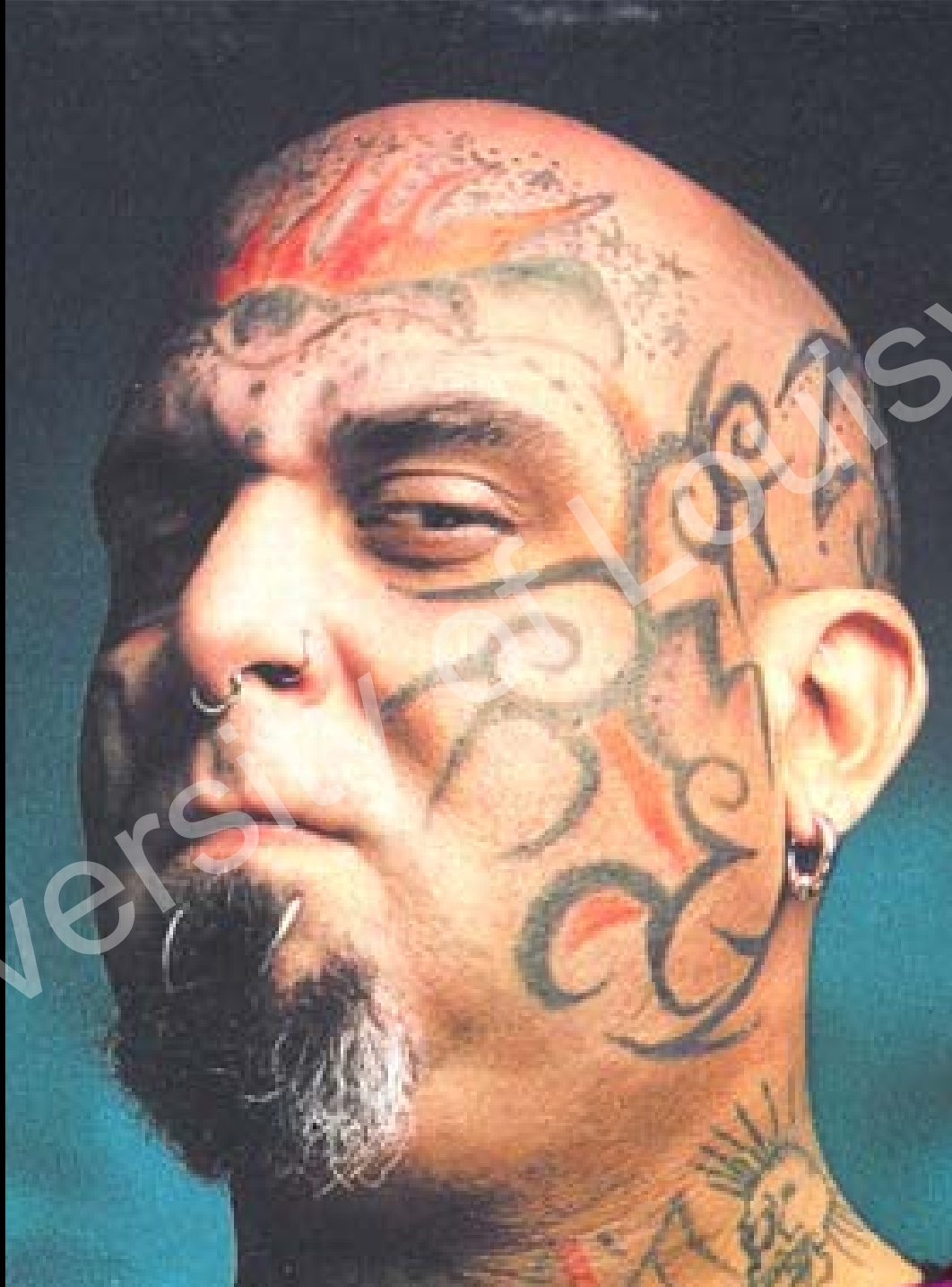




# PREJUDICE

## *Options*

- Avoid it
- Ignore it
- Fight it
  - EEOC, Affirmative Action





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## KAHLÚA AND MILK

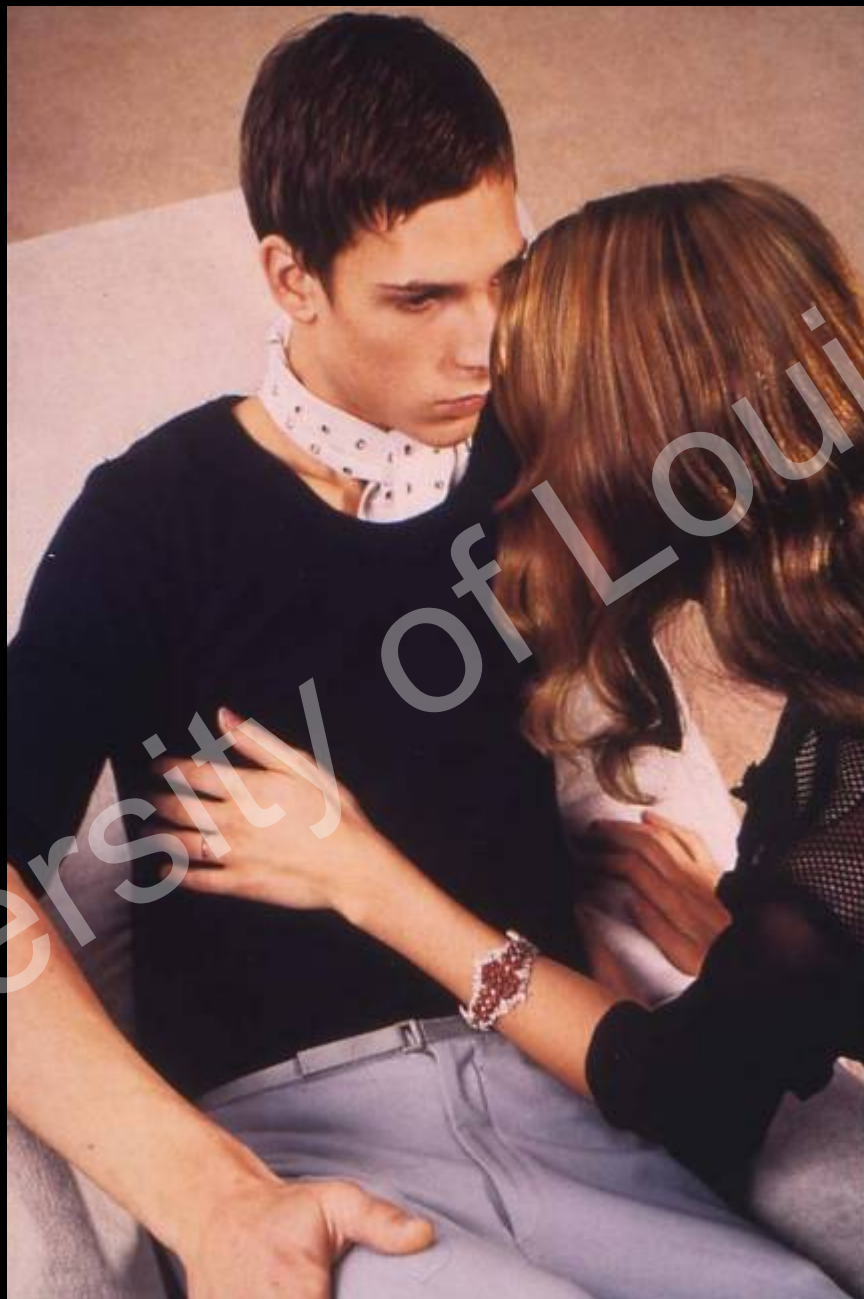
Pour 1 1/2 oz. Kahlúa over ice.  
Fill glass with milk...  
preferably fresh.





LINDA ALLARD  
ELLEN TRACY

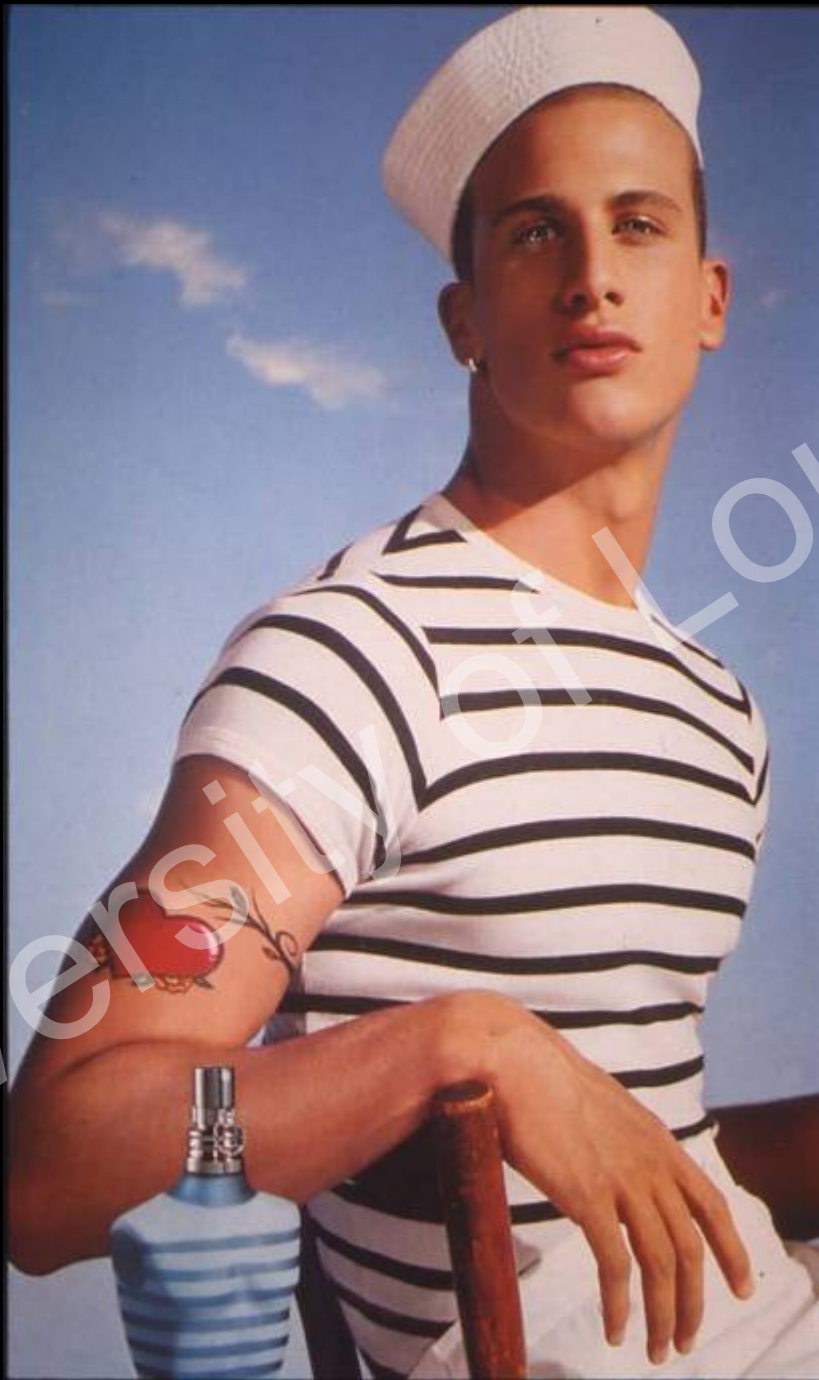
BE EVERYONE YOU ARE





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Unforgettable.



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flow of the Vampire, he pauses here to tell about acting with Willem Dafoe, customs, and life as a male lesbian (or actual transvestite?).

**E.I.** Gustav Von Wanger-  
character in Shadow of the  
es much-needed comic relief.  
I play a bad actor, and if  
it's kind of worrying.  
and your relationship with  
ers? Especially Willem  
really something to see

met him on the set  
Nosferatu gear, look-  
ky. And I thought,  
ing that full-Method  
And then he turned  
id, "Hello, Eddie," with a  
ion. And John Malkovich  
Malkovich. It was quite  
up a mountain in Luxem-  
bourse two, sitting in a tent. It  
looked like a shoot.  
study must get teased a lot  
name.

actually teased me about it,  
al, and I'd always hit them.  
me, except everyone thinks  
space.

not from outer space, but  
centric Englishman who  
wearing women's clothes.  
written down to eccentric-  
I'm just a transvestite,  
being transvestite.

transvestite. Talk about  
you've defined yourself  
an who just happens  
and

lesbian or a hetero-  
site,

did you realize you  
women's clothes?

four. A kid down  
wear his sister's  
remember think-  
up for that.

you ever thought  
your own tranny



**E.I.** I'm a cross between a butch and a femme le  
**G.W.** You perform all over the world. Have yo  
trolled the streets of New York in drag?

**E.I.** I go through customs and immigration we  
skirt suit and knee boots. They'll check the com  
and see that I'm a comedian. They always let

**G.W.** What's the difference between the  
Izzard onstage and the Eddie Izz  
his Notting Hill home in his negl

**E.I.** Onstage it's a heightene  
sion of me, I am kinda quiet  
more boring offstage. I talk  
of crap onstage; offstage,  
talk so much crap.

**G.W.** Have you eve  
an audience wit  
Queen?

**E.I.** No, I don't d  
monarchy. It's an  
quoted idea. These p  
have a ton of cash, an  
go around opening things  
are like locksmiths.

**G.W.** Are you currently with a  
licant other?

**E.I.** Yes, I have a significant  
but I never talk about her m  
happen to be straight, and th  
a girlfriend.

**G.W.** But you've also said you  
consider having a sex-change ope

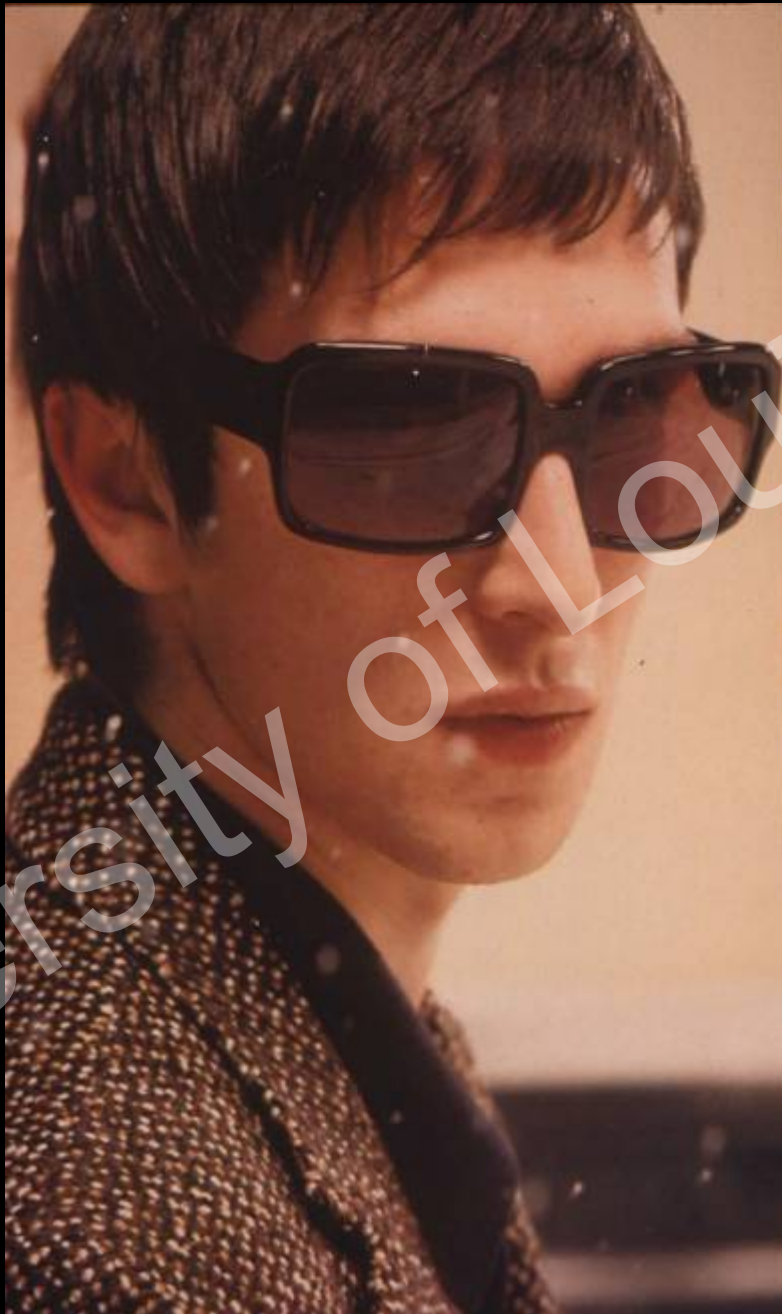
**E.I.** Yes, then I would be just  
bian. Does that make sense? I  
male lesbian—I have a bloke's  
but I'd be quite happy to  
woman who fancies other w

**G.W.** Have you tried havi  
with men?

**E.I.** I've mentally tri  
think. Are there any b  
here that I am attracte  
And there are some b  
that I look at and thin  
are good-looking, bu  
not attracted to the  
don't want to hav  
with them.

**G.W.** What is yo  
vorite part of the f  
anatomy?

**E.I.** Breasts. I'm definit  
breast transvestite.

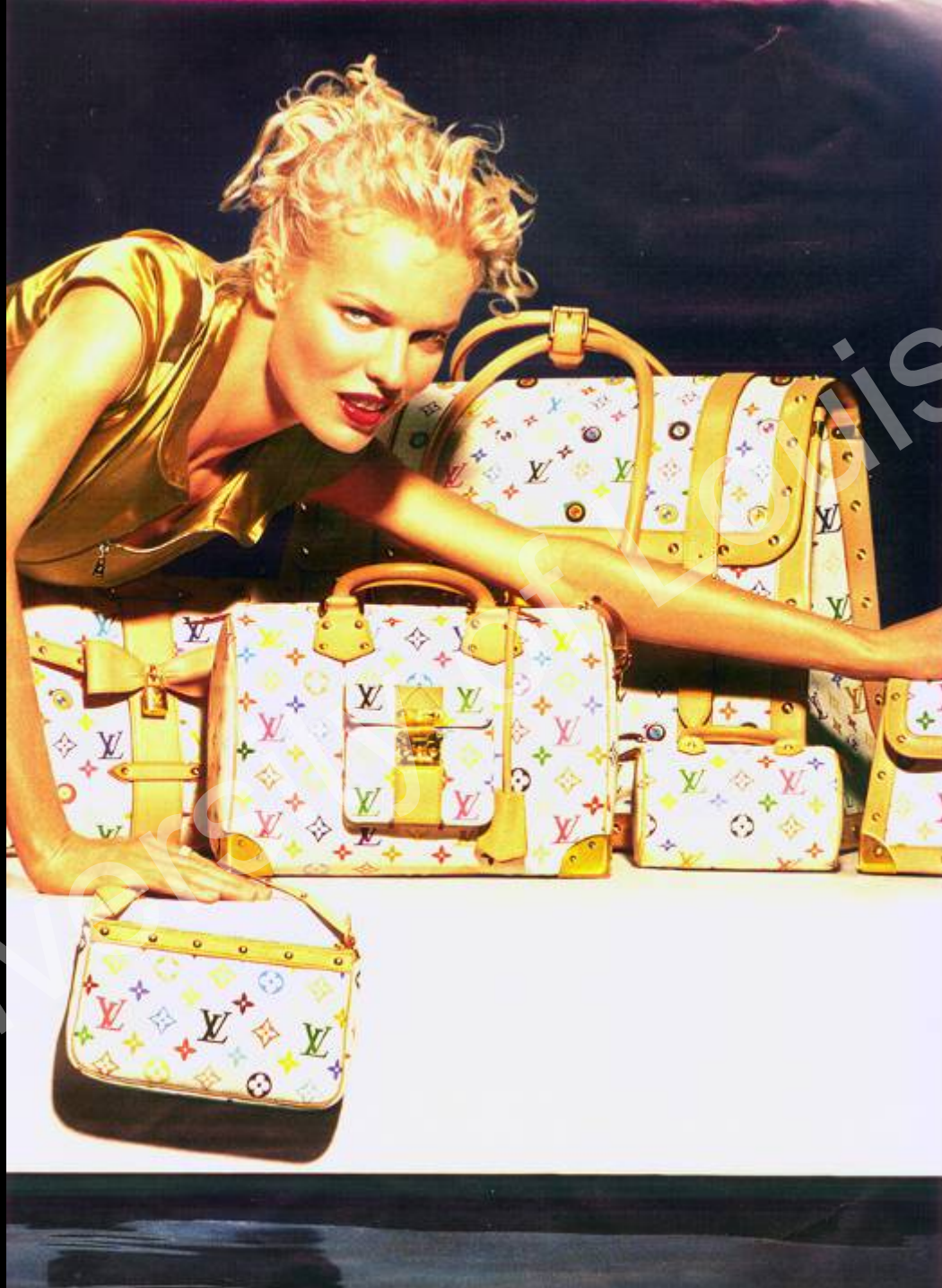


Dior

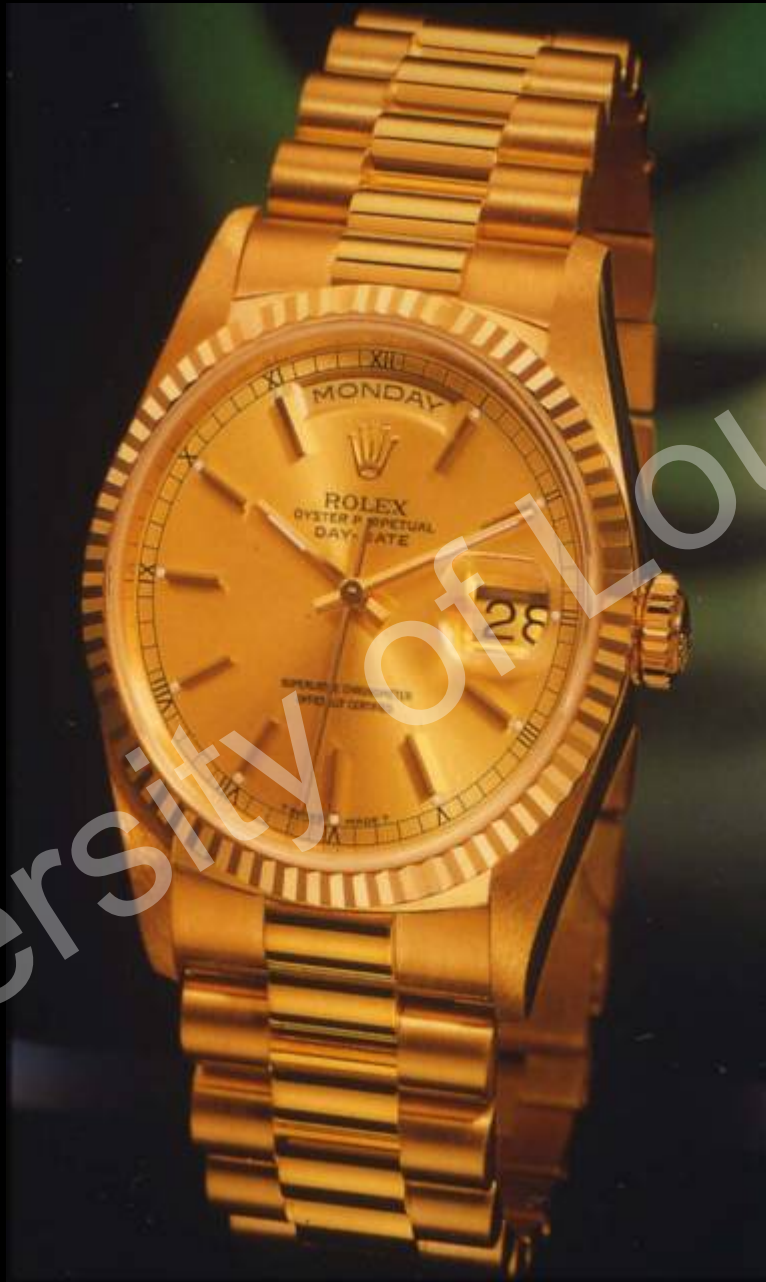
WWW.DIOR.COM

LONDON: 31, 33 CANAL STREET / HARRISONS / SELFRIDGES  
MANCHESTER: SELFRIDGES  
DUBLIN: BROWN THOMAS



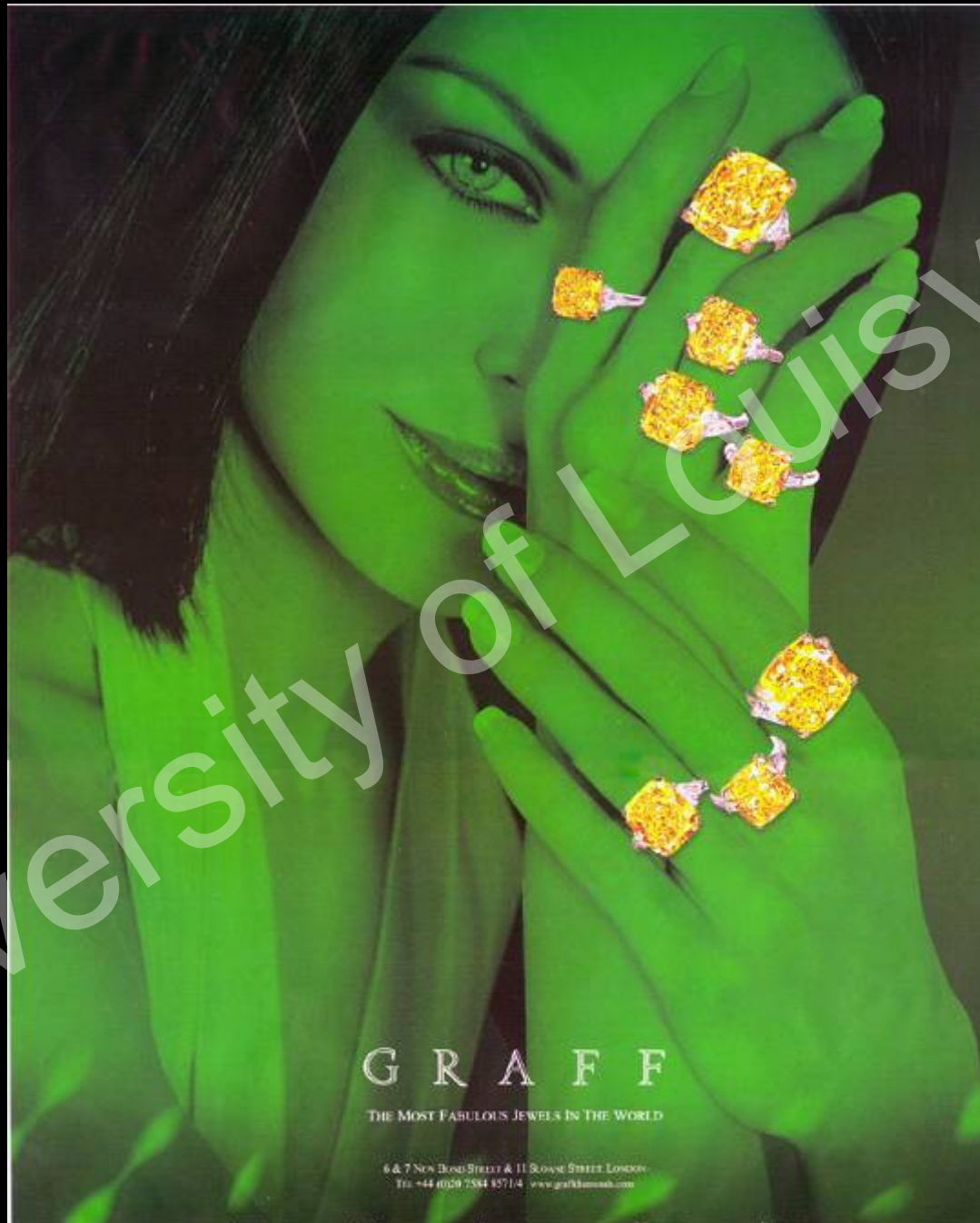


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# Tips on Attire and Public Speaking

## Selection of Glasses

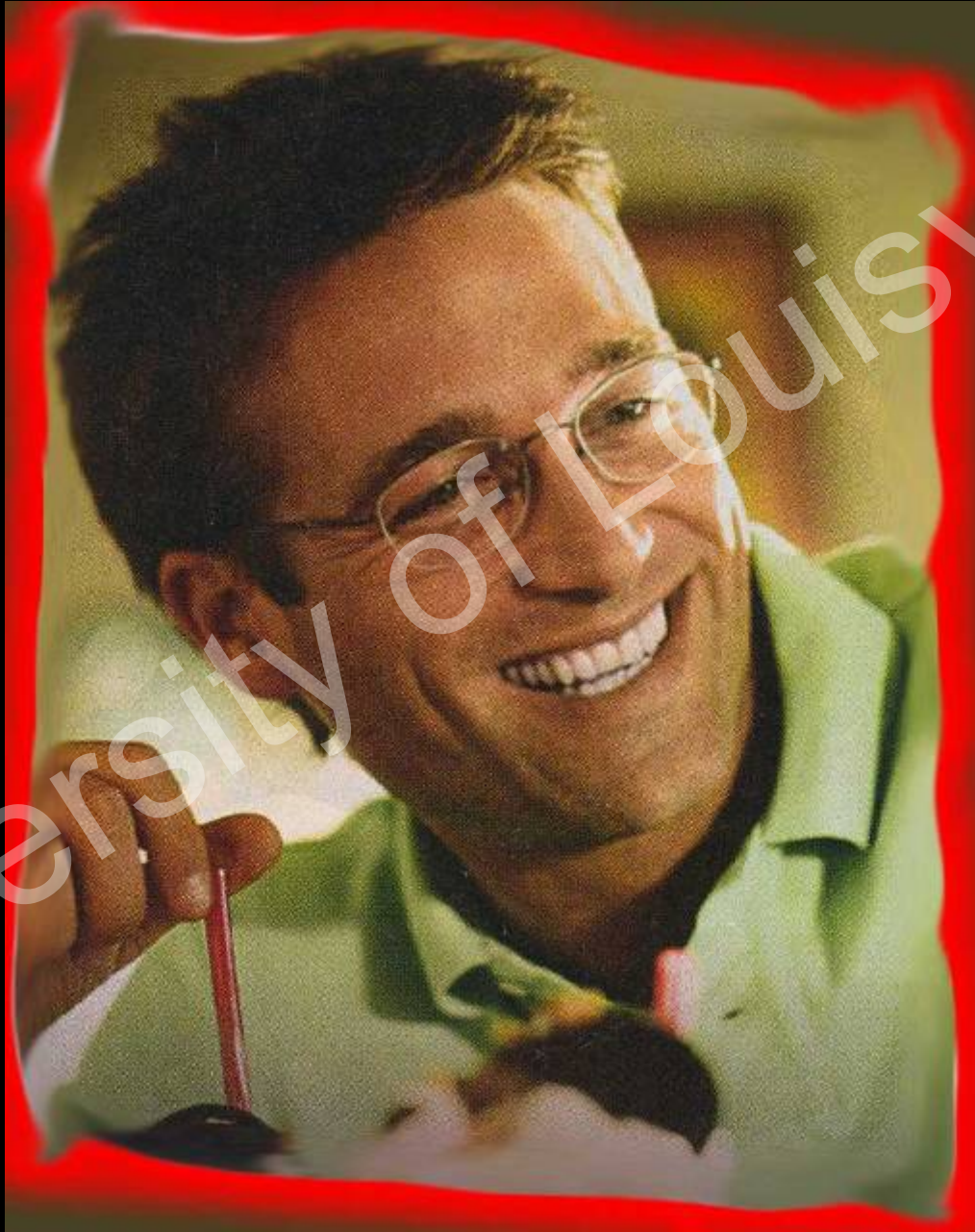
- Frames should be in proportion to face size (delicate features -- small light frame)
- Rounder faces look better with glasses having angles
- Angular faces look best in frames with more curves
- To make glasses to stand out, use contrasting frame colors and angles
- To understate glasses, use rimless or frames that blend with complexion





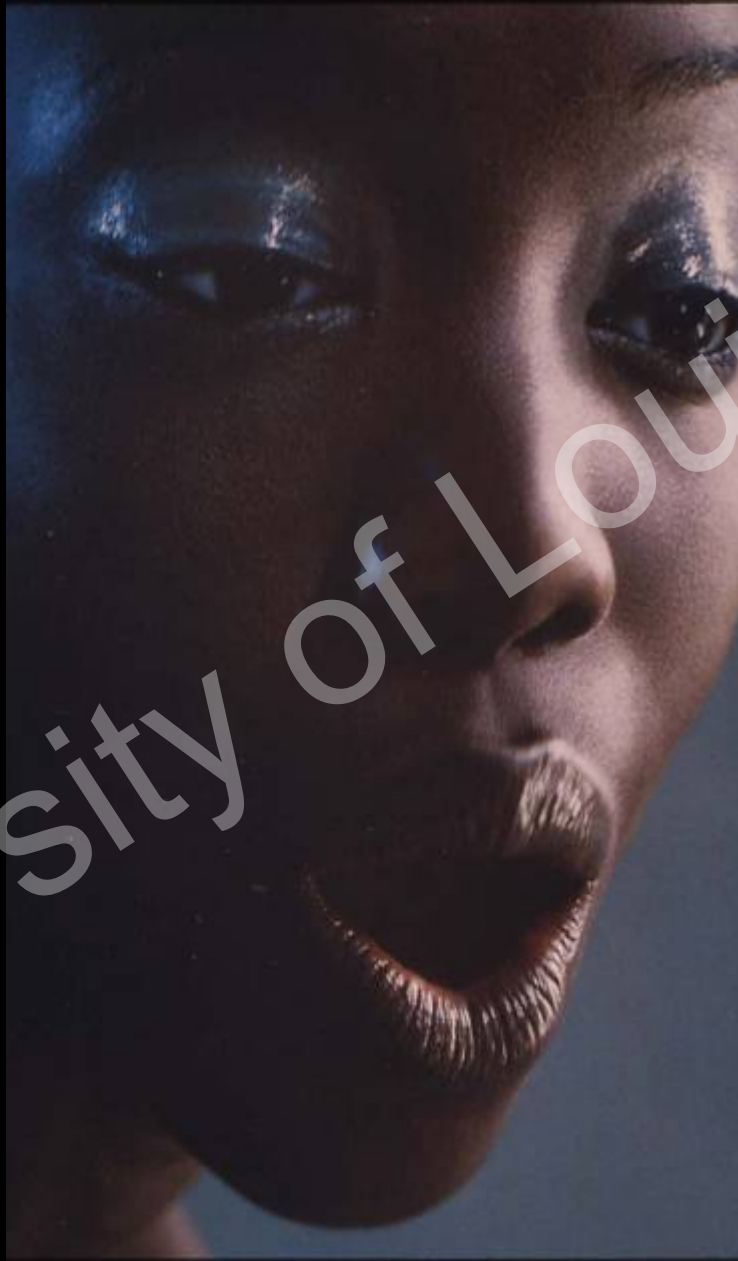


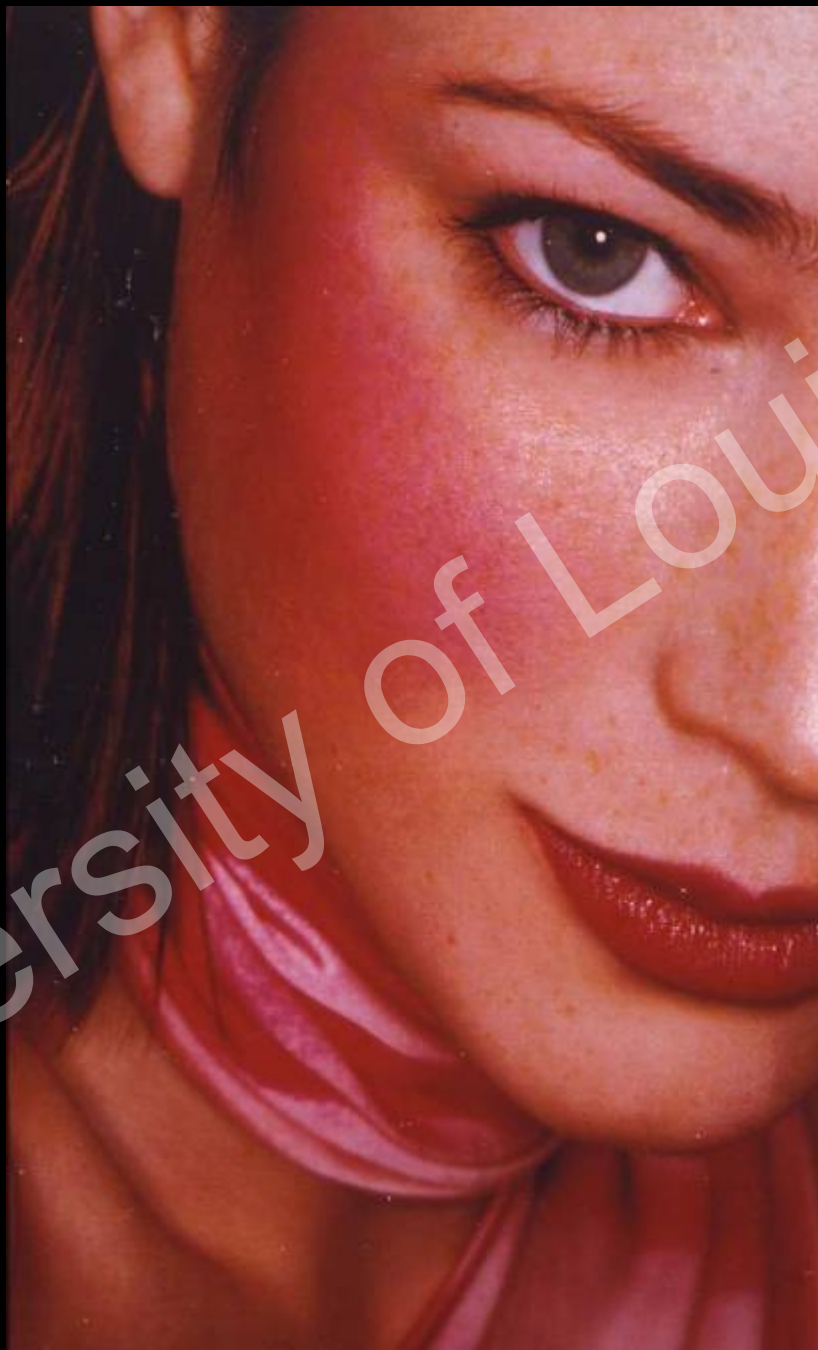
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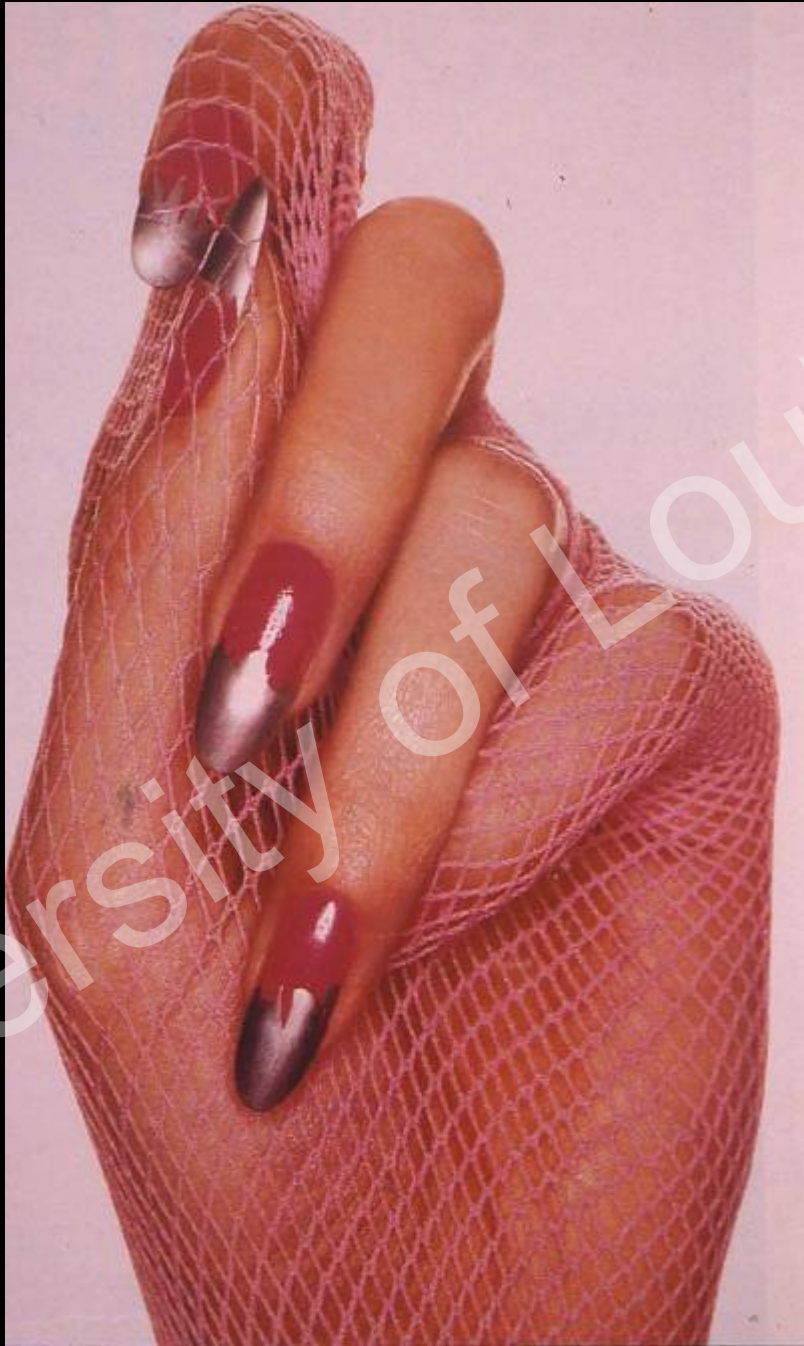
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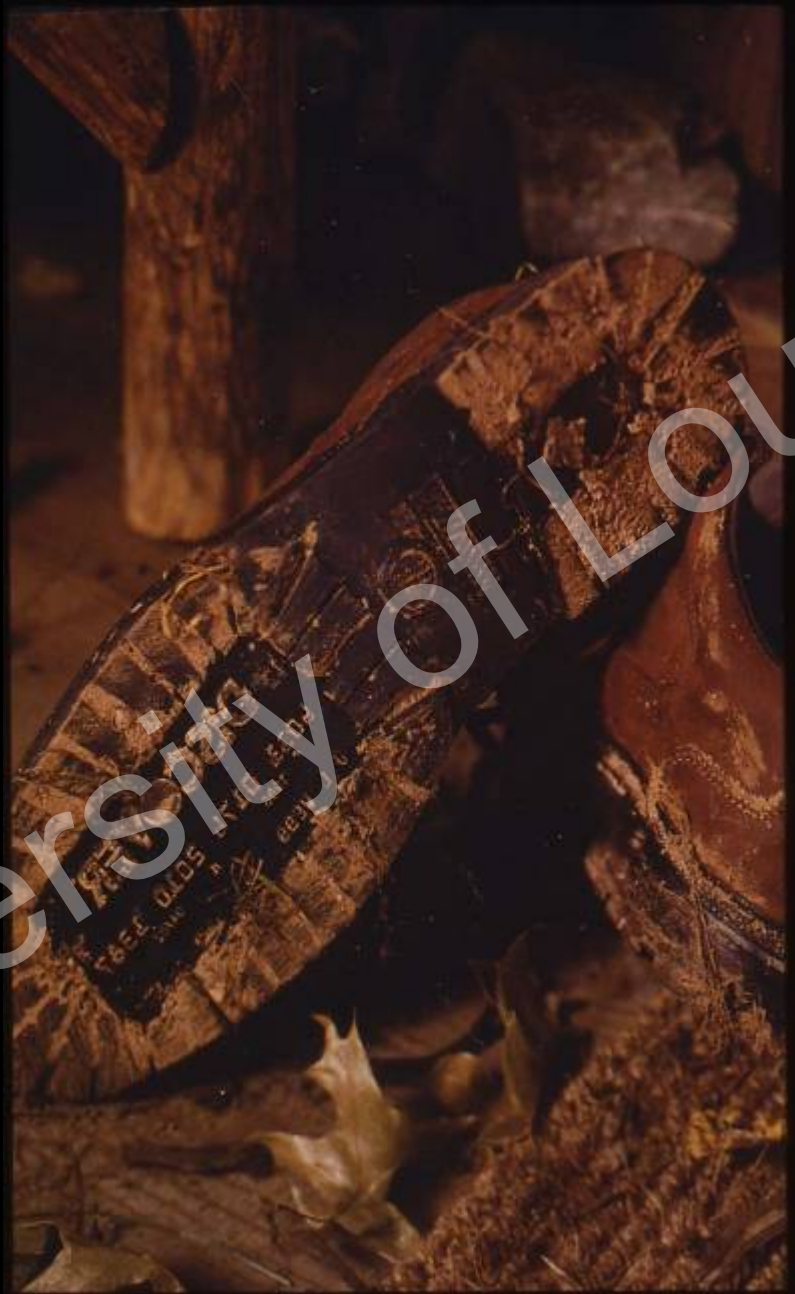


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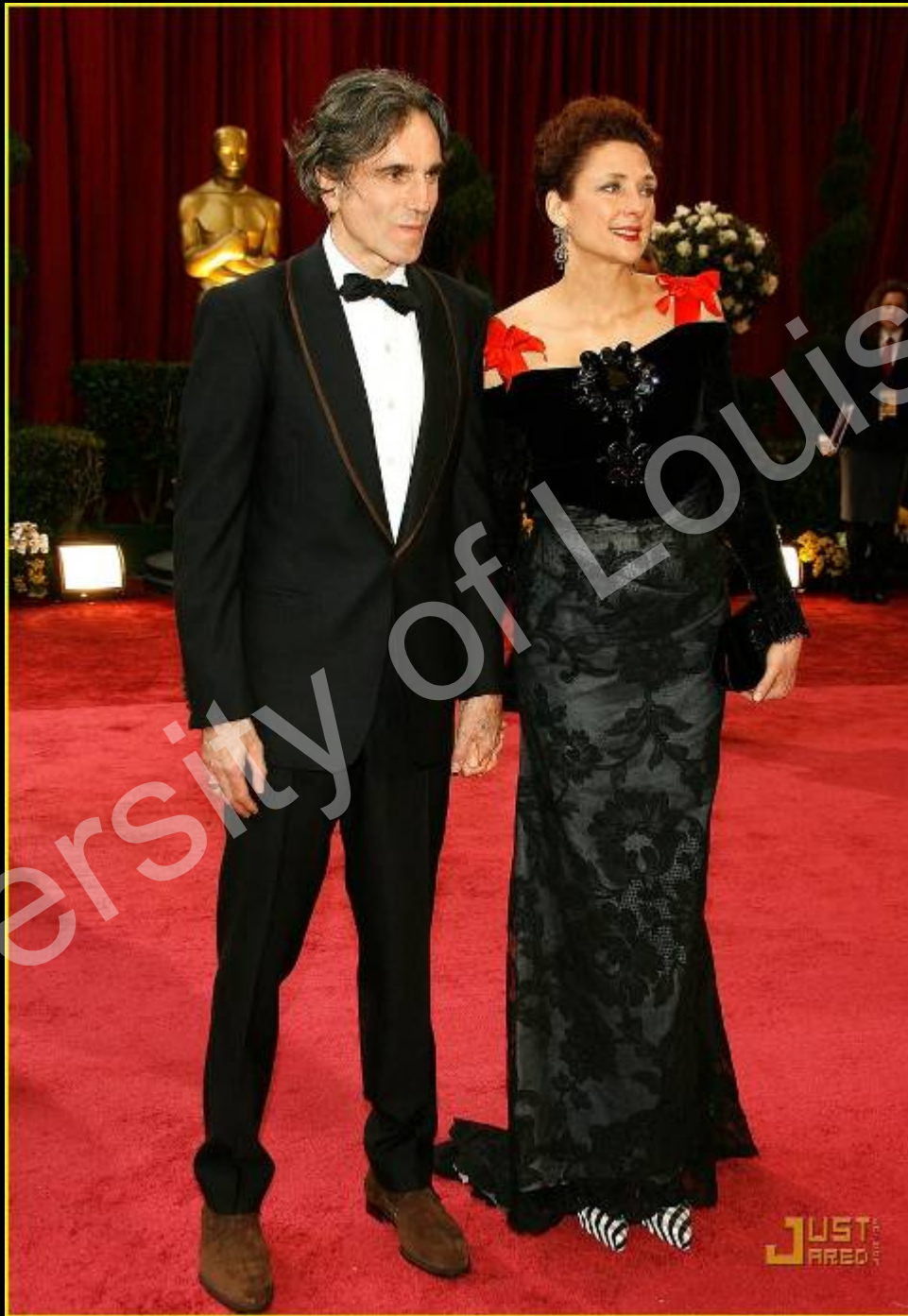


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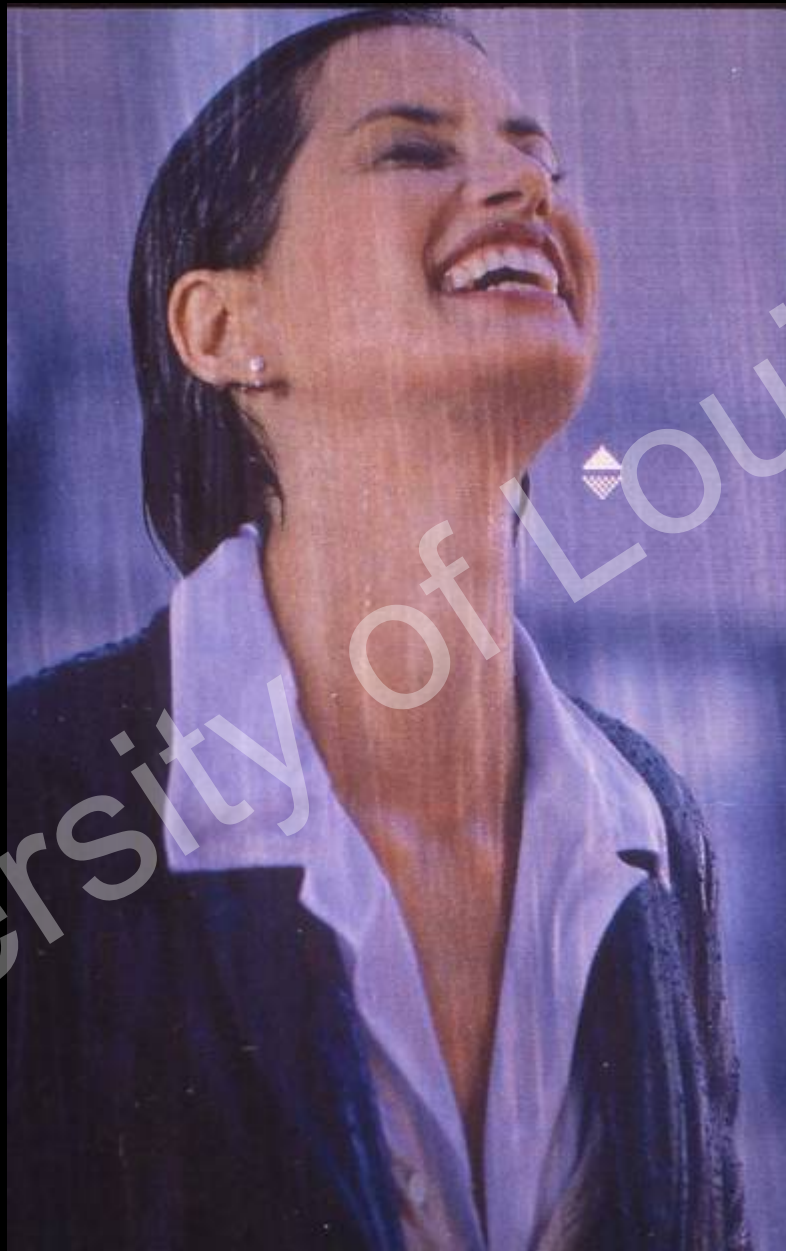








THE CORDOYAN TASSEL LOAFER

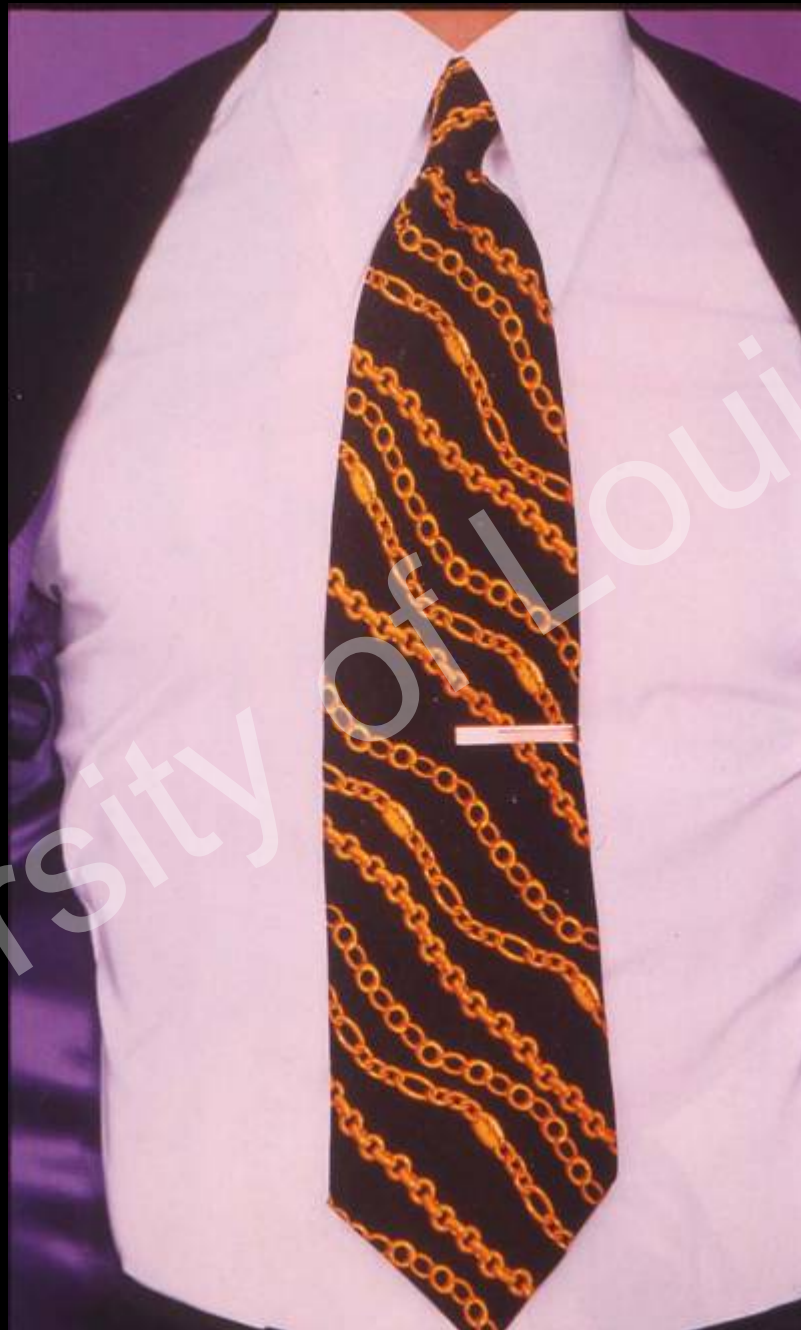






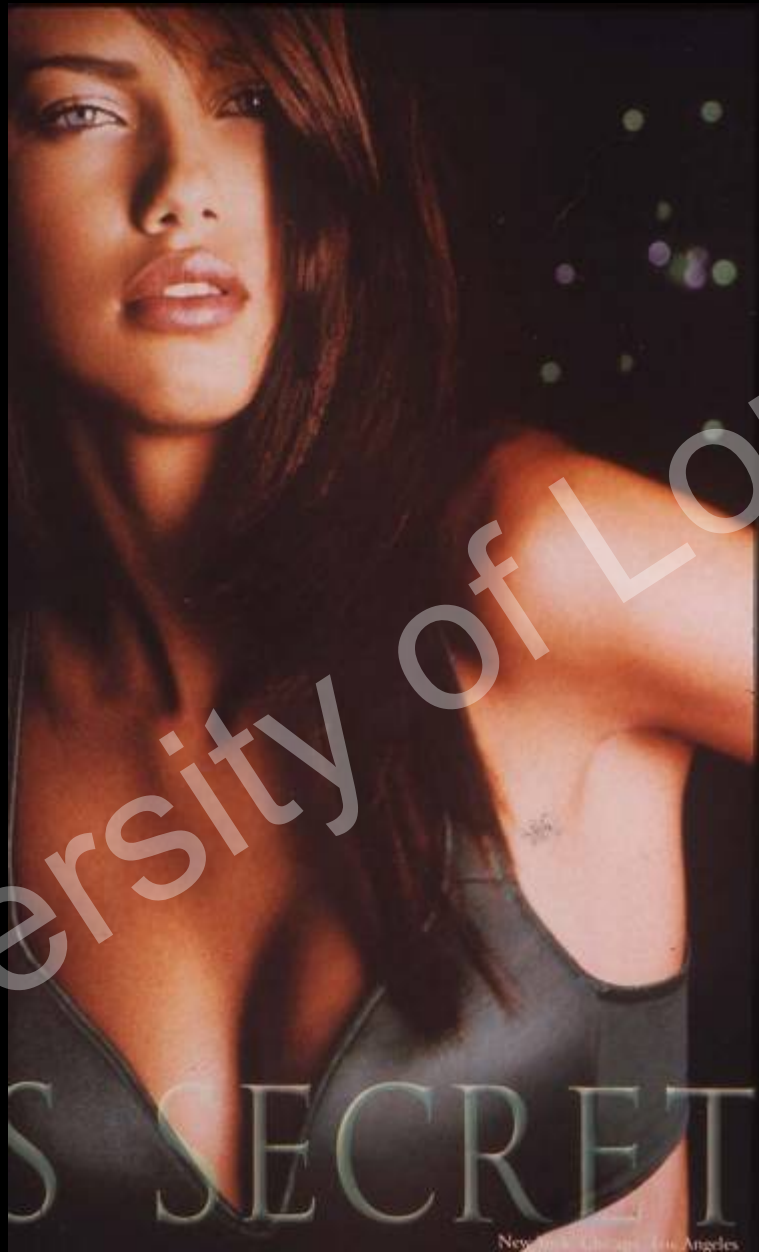
Shaft Classic.







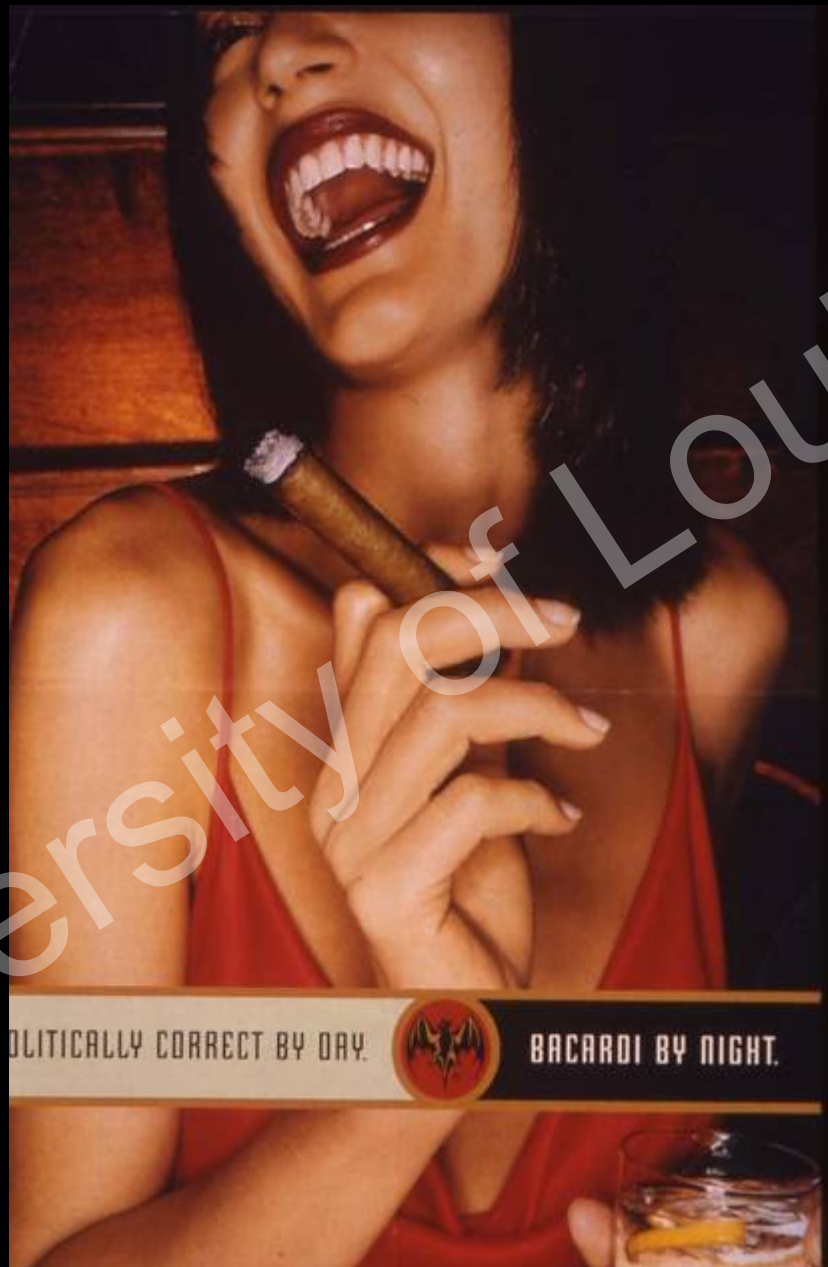




New York Chicago Los Angeles

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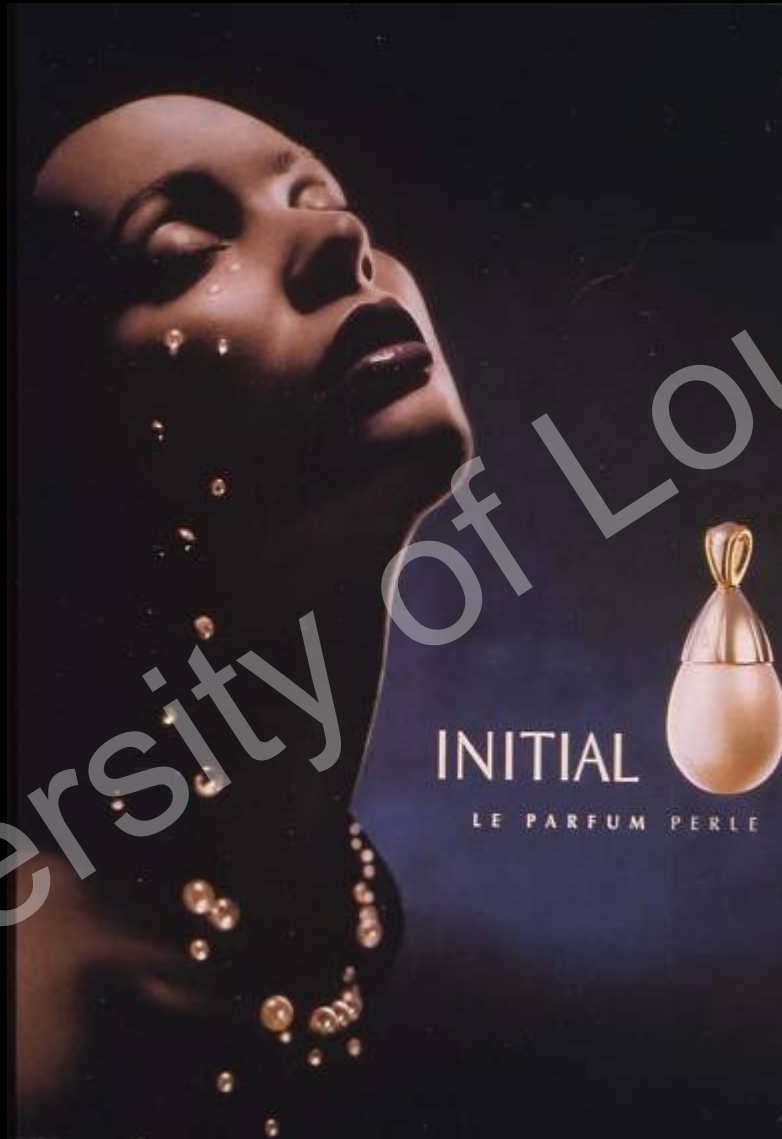


POLITICALLY CORRECT BY DAY.



BACARDI BY NIGHT.

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# WHAT TO WEAR

## *Clothing Colors*

- ***RIGHT***

- Enhances face, younger, healthier, vital, more confident, positive image

- ***WRONG***

- Detracts from natural features, tired, sallow, nonharmonious, negative image

# WHAT TO WEAR

## *Spring*

- *Skin* Golden/Ivory with rosy undertones, pink
- *Hair* Honey blond, golden brown, taffy red
- *Eyes* Blue, green, teal
- *Examples:* Ron Howard, Jimmy Carter, Michael Caine, Leslie Howard
- *Good colors:* Camel, golden brown, light blue, turquoise, peach, ivory

# WHAT TO WEAR

## *Spring*



*Wrong*



*Right*



# WHAT TO WEAR

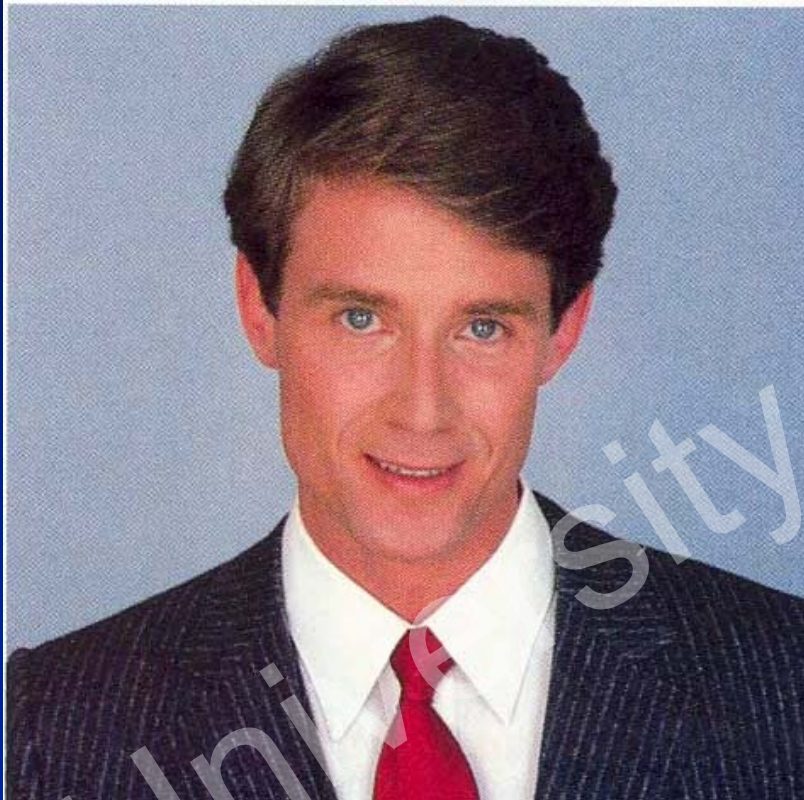
## *Summer*

- *Skin*      Pink with blue undertone
- *Hair*      Blonde to light brown
- *Eyes*      Blue, green, hazel
- Examples: Paul Newman, Johnny Carson, John Ritter, Jimmy Stewart, Gavin MacLeod
- Good colors: Gray, navy blue, sky blue, rose, brown, burgundy, pink, soft white

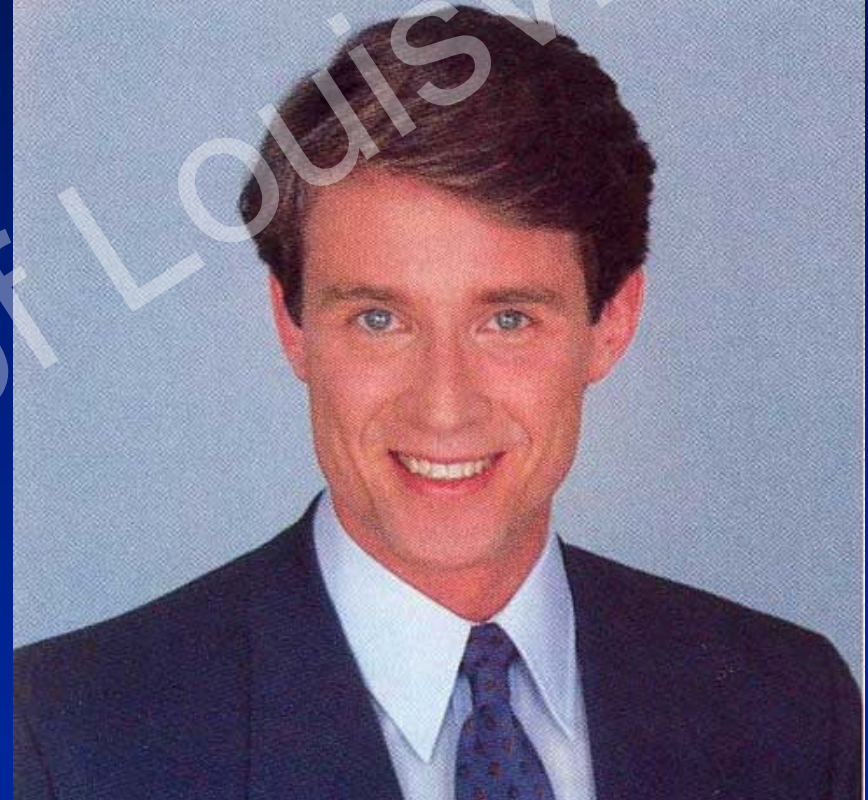


# WHAT TO WEAR

## *Summer*



*Wrong*



*Right*

# WHAT TO WEAR

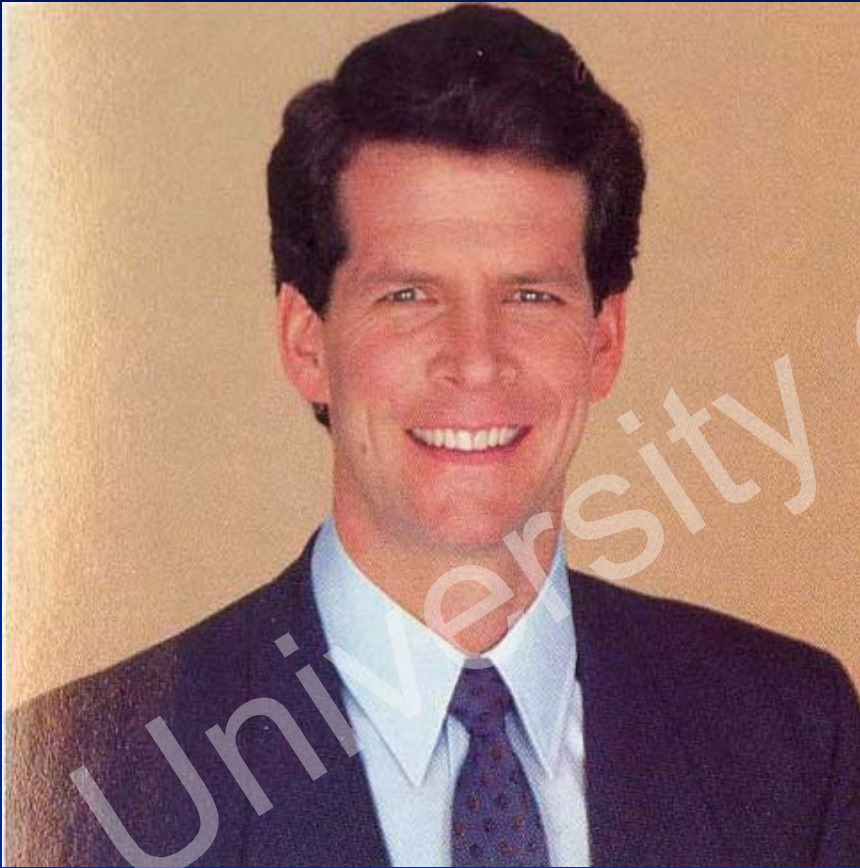
## *Autumn*

- *Skin* Golden undertone, ivory, peach, copper
- *Hair* Red/golden, auburn
- *Eyes* Golden brown, green with orange streaks
- *Examples:* Robert Redford, Charlton Heston, Woody Allen, Dick Cavett, Red Skelton
- *Good colors:* Dark brown, rust, khaki, forest green, olive green, dark peach, oyster white

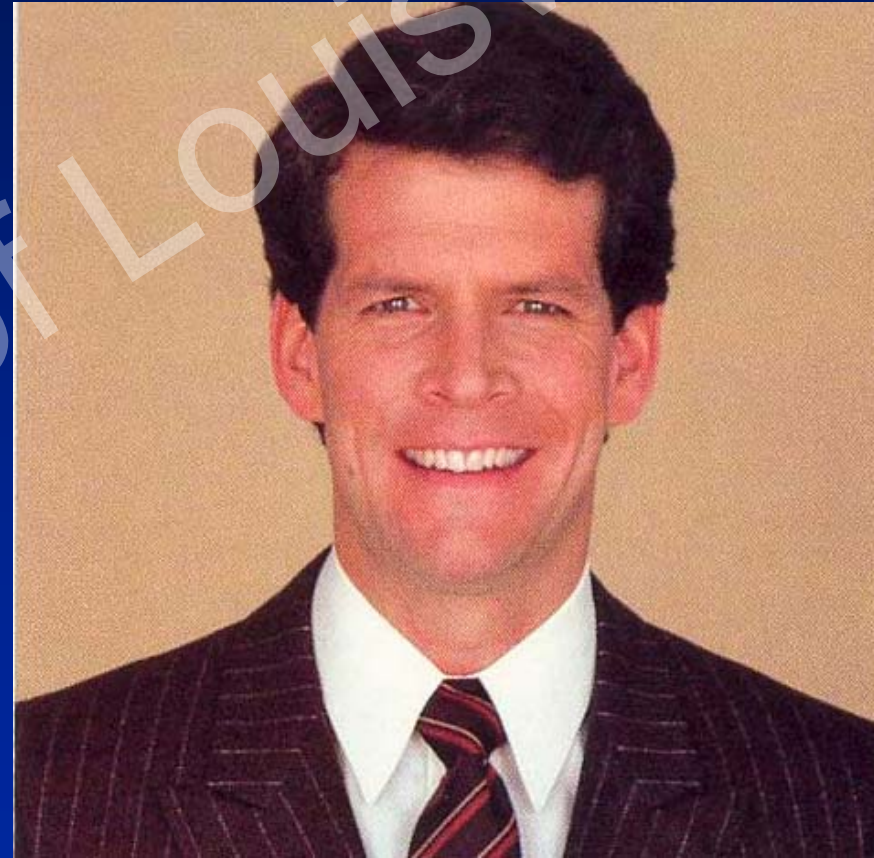


# WHAT TO WEAR

## *Autumn*



*Wrong*



*Right*

# WHAT TO WEAR

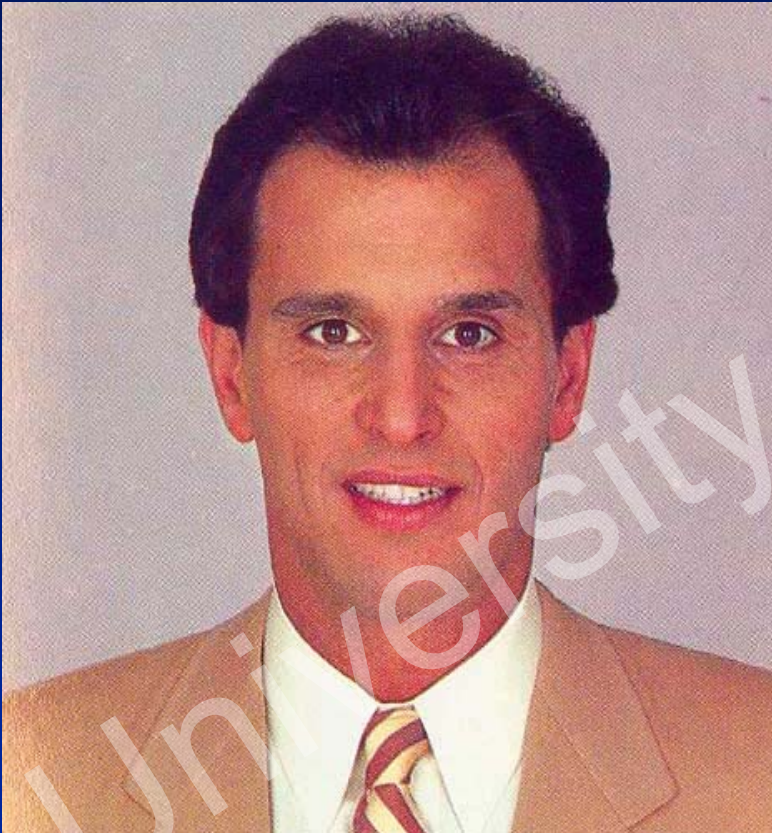
## *Winter*

- *Skin*      Blue overtone, olive, darker, no pink
- *Hair*      Dark brown or black
- *Eyes*      Black-brown, red-brown, green, blue, hazel
- Examples: Burt Reynolds, Omar Sharif, Dustin Hoffman, Eddie Murphy, Erik Estrada
- Good colors: Navy, black, charcoal gray, burgundy, royal blue, red, pure white

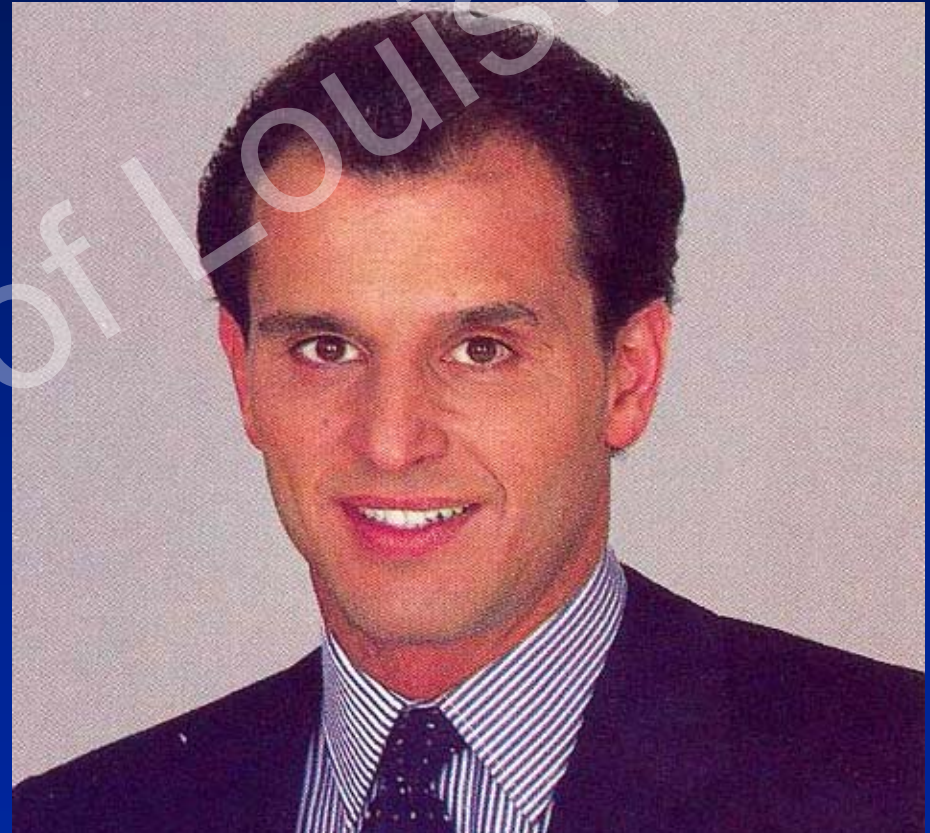


# WHAT TO WEAR

## *Winter*



*Wrong*



*Right*



# QUIZ

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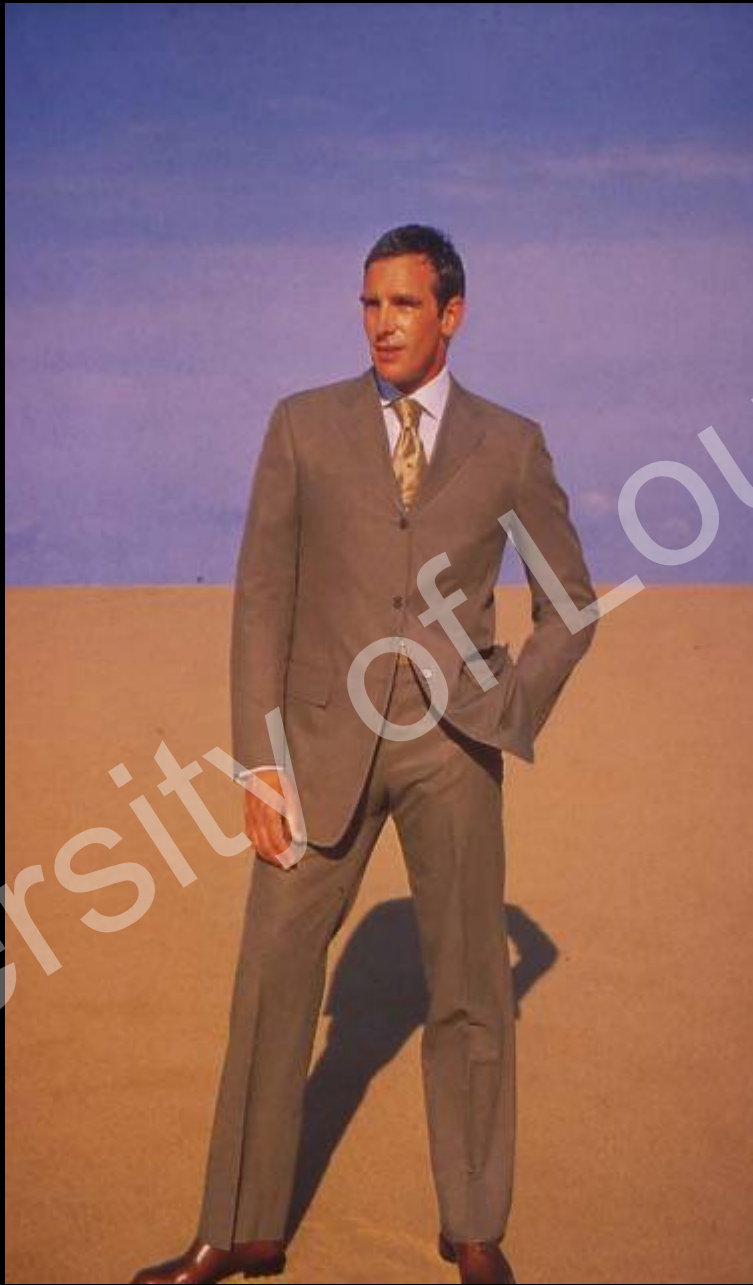


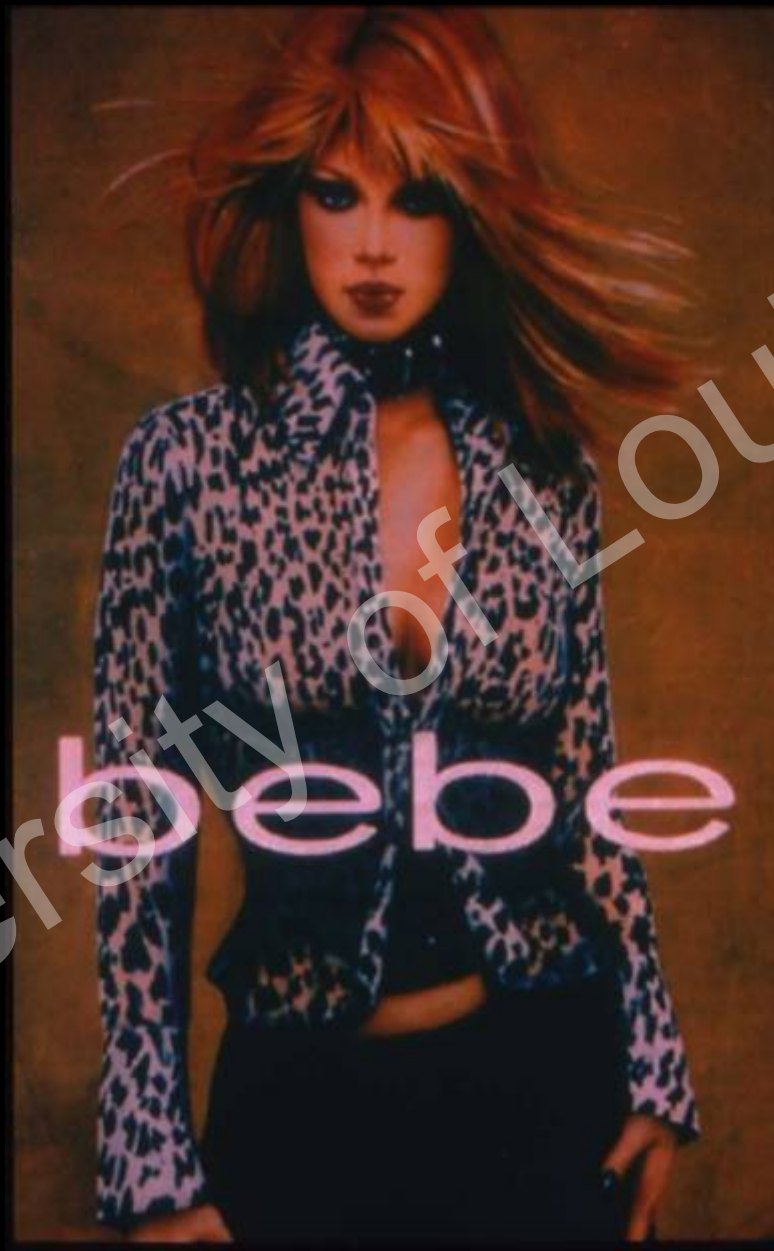
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**HOW TO DRESS**

**DON'T OFFEND**





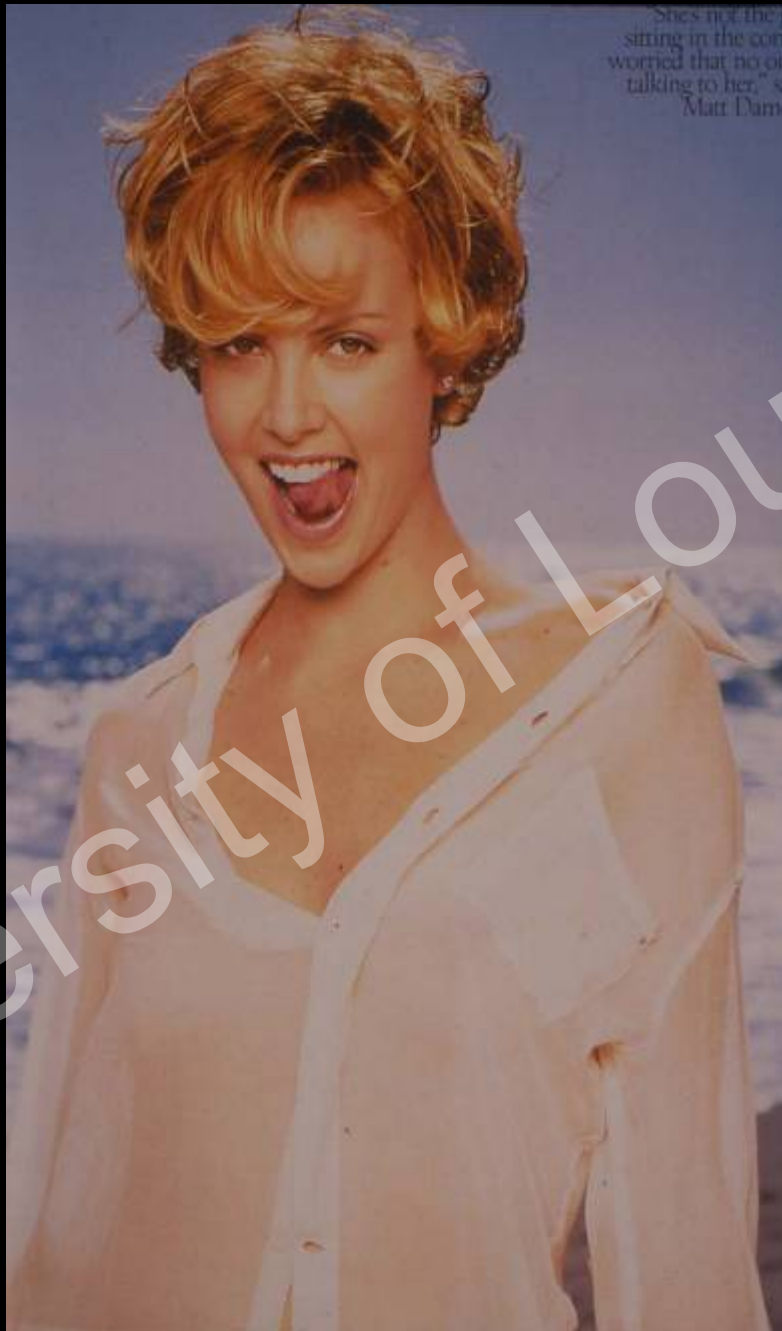


From Russia. With, um...lob?





She's not the girl  
sitting in the corner  
worried that no one  
is talking to her," said  
Matt Damon

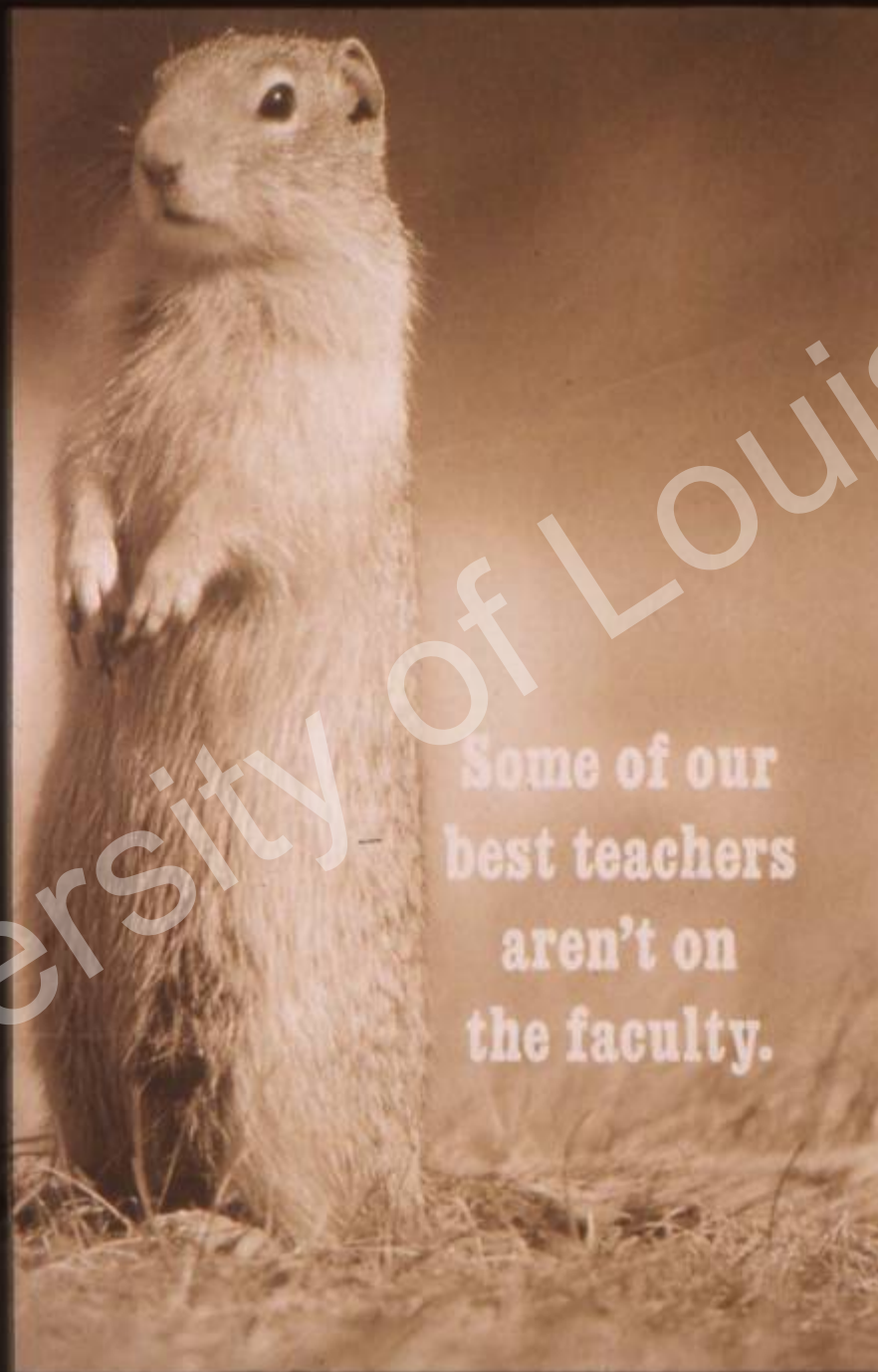












Some of our  
best teachers  
aren't on  
the faculty.

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# Pearls of Finance (1)

- Fund retirement accounts to maximum

- Growth without taxable gains
- Phenomenal multiplier effect

*Example: \$2,000/yr IRA @ 10% growth x30yr = \$361,887*

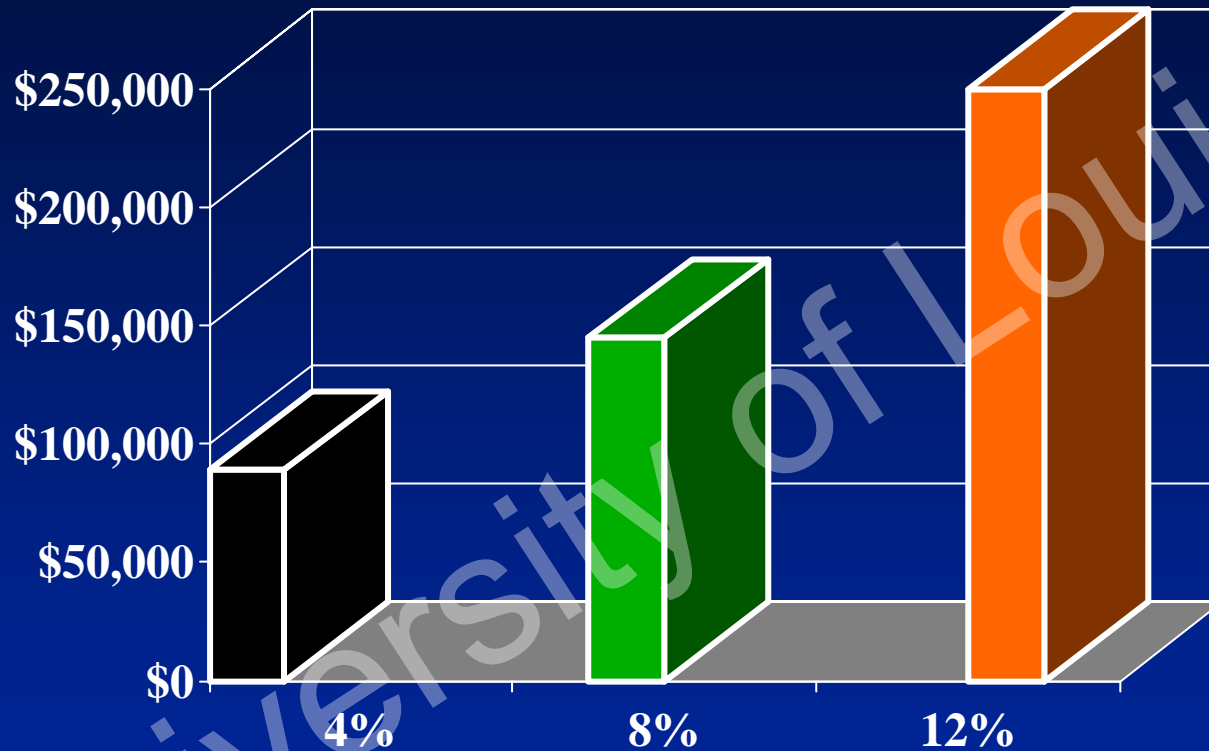
*\$3,000/yr 401K @ 10% growth x30yr = \$5,428,305*

- Love thy wife (or don't get married)

- Divorce is like starting over
- Make an amicable settlement (be friends with your ex)
- Lengthy or contentious proceedings simply result in your assets going to the lawyers

# *The Power of Compounding: Example*

Results of \$2,000 invested annually for 20 years



## **Assumptions:**

- \* Contribution is invested in your employer's plan
- \* Assumes a starting balance of \$10,000
- \* Contribution amount earns a half-year return

# *Tax Deferred Savings: Example*

## Investor 1

\$1,600 (Pay)  
-\$ 100 (Contribution)  
\$1,500 (Taxable amount)  
-\$ 420 (Taxes)  
\$1,080 (Take home pay)

## Investor 2

\$1,600 (Pay)  
-\$ 0 (Contribution)  
\$1,600 (Taxable amount)  
-\$ 448 (Taxes)  
\$1,152 (Take home pay)

*Difference in take home pay = \$72*

*Lesson: You can purchase \$100 worth of investments for \$72*



# PEARLS OF FINANCE (2)

- *IF* you are going to have children
  - Fund child(ren)'s gift accounts in mutual funds (max \$10,000/yr/child)  
Gains are taxed at a lower rate than yours
  - Child(ren)'s college
    - \$100,000 undergraduate
    - \$150,000 graduate
  - \$15,000 care – Considered entitlement
- Mortgage (to maximum) your house and secondary residence (lake home or condominium)
  - Interest is tax deductible
- Sell your home at a profit every two years (up to \$500,000 tax free gain every two years)



# Tax Deferred Savings: Example

Investor

\$1,600

-\$ 100

\$1,500

-\$ 420

\$1,080

Investor

\$1,600 (Pay)

-\$ 400 (Contribution)

\$1,600 (Taxable amount)

-\$ 448

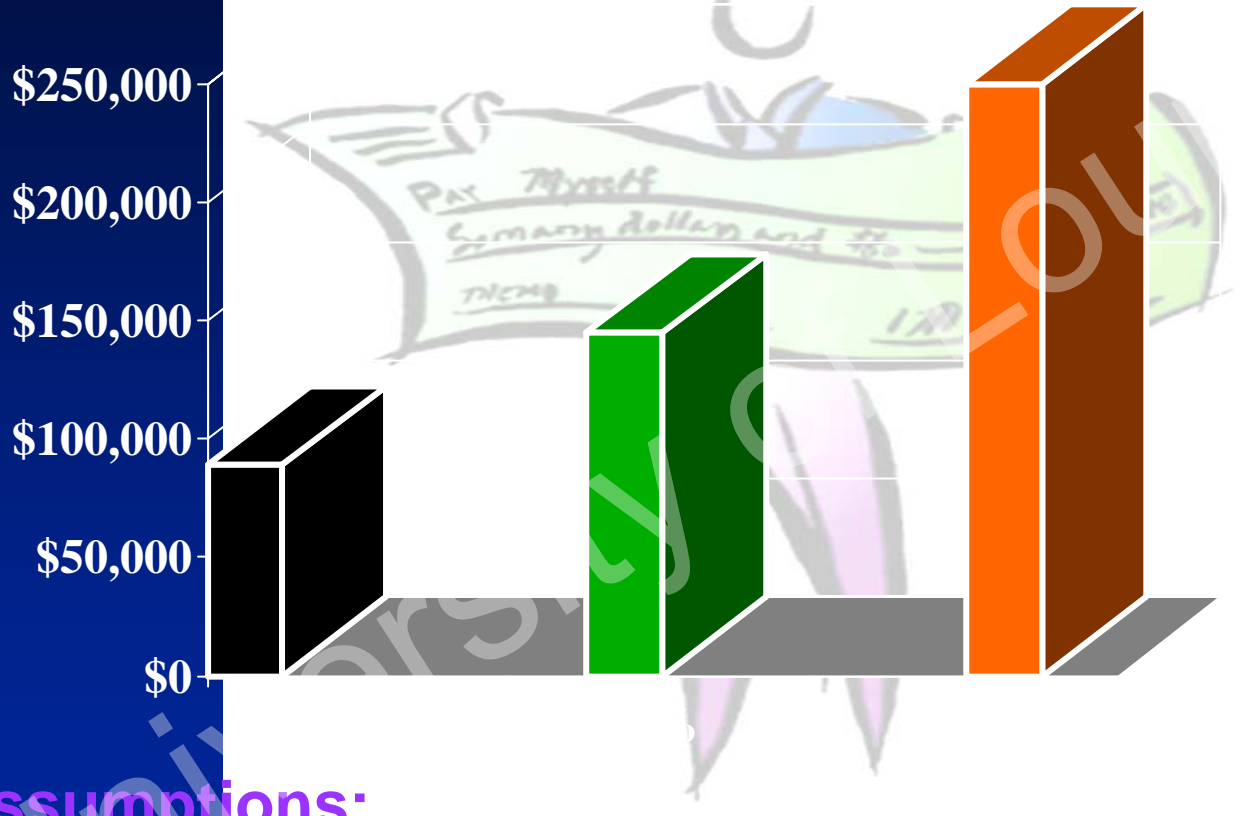
\$1,152

\$72

Lesson: You can purchase \$100 worth of investments for \$72

# *The Power of Compounding: Example*

Results of \$2,000 invested annually for 20 years

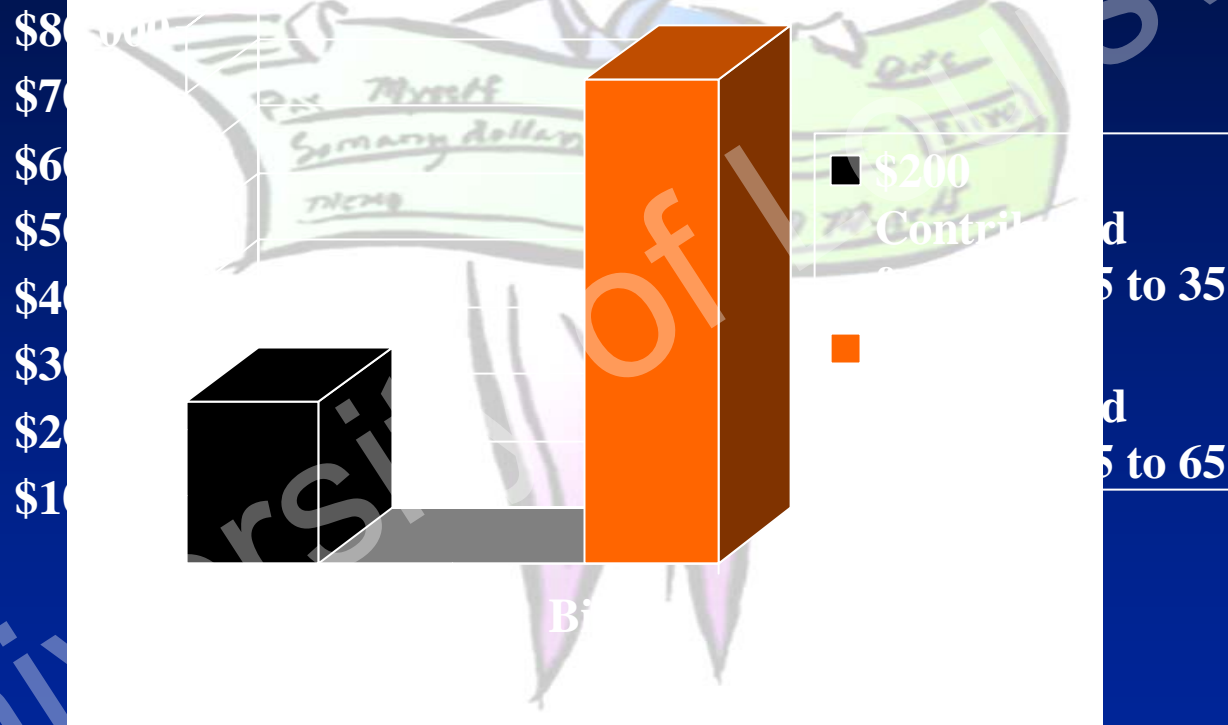


## *Assumptions:*

- \* Contribution is invested in your employer's plan
- \* Assumes a starting balance of \$10,000
- \* Contribution amount earns a half-year return

# The Power of Compounding: Example

## The Importance of Starting Early



Jane and Bill both invested \$200 per month in their retirement plan. Jane contributed from age 25 to 35, Bill from age 35 to 65.

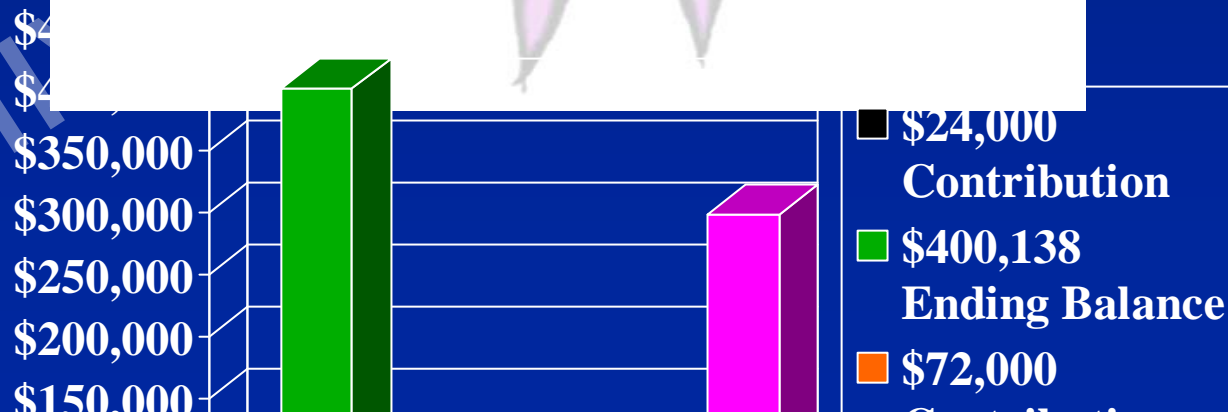


# The Power of Compounding: Example

## The Impact of Starting Early

By starting earlier, Jane ended up with over \$100,000 more than Bill and contributed \$48,000 less.

Assumes 8% Return



# HIPPOCRATES OFF THE RECORD



*"First, treat no lawyers."*

University of Louisville

