

Below are some examples of how to communicate in a clear, concise and compelling way; this has been core to Gresham's mission since our foundation in 1597. These examples demonstrate excellent core communication skills.

You may also wish to watch this longer lecture by former Gresham Professor of Business Alex Edmans on the secret of public speaking:

<https://www.gresham.ac.uk/watch-now/speak-without-fear>

Clear presentation of complex issues:

1. Professor Chris Whitty explains how vaccines work by activating your immune system: <https://www.youtube.com/watch?v=4GwiZufRUEY>

This is a measured, clear verbal presentation of how vaccines work using simple terms that anyone could understand, and is evenly delivered by Professor Whitty. It reinforces the starting point that vaccines are working with your body's immune system in a natural way.

2. Professor Eleanor Stride explains what cancer is:
<https://www.youtube.com/watch?v=DK0ZmZ3LaXQ>

Sparing use of images to help describe what cancer is in a clear way.

3. Dr Maggie Aderin-Pocock MBE explains Adaptive Optics:
<https://www.youtube.com/watch?v=YuvrrQvpeEU>

In this extract Dr Aderin-Pocock uses gestures, verbal explanation and voice commentary over a video to explain how adaptive optics works to correct images you can see using telescopes. Her hand gestures add to the clarity of the lecture although be careful about being too expressive with your hands which can sometimes distract from your message.

4. Professor Richard Harvey explains why computers crash:
https://www.youtube.com/watch?v=4_0RSysc3OQ&t=2s

Clear explanation of the amount of data your computer processes and how one single error will make it crash (one bit) - to introduce the Error Control Coding lecture. Presented with humour, energy, directness and relatability to the audience, and with no visual materials.

5. Professor Katherine Blundell explains how we know what Black Holes are:
<https://www.youtube.com/watch?v=Zh-5wYmKAXc>

Clear explanation of how Black Holes were predicted by Mathematics before they were discovered by telescopes and what they are.

6. Professor Jacqueline McGlade explains how climate change can make plants toxic: <https://www.youtube.com/watch?v=Q06Qqgp-Lms>

Extract explains how climate change - droughts specifically - makes plants and insects toxic to humans and animals via a process called cyanogenesis. People and animals in droughts don't just die of malnutrition but also a process of poisoning by plants and insects that have undergone cyanogenesis.

Explaining your analysis and concluding position using evidence and logic:

1. Professor Thomas Grant justifies the jury system:
<https://www.youtube.com/watch?v=K9spxbQk84c&t=1s>

This extract justifies the jury system in a logical, clear and persuasive way.

2. Professor Alec Ryrie asks why unbelief was once impossible, but today is almost inescapable: <https://www.youtube.com/watch?v=yvT-IPqxS9E&t=2s>

In this extract Ryrie describes this as a murder mystery and describes the way generations of philosophers have destroyed belief. He says that there are plenty of examples of unbelief before the 17th century and the scientific revolution, and will go on to look at them.

Other essentials:

Make a strong opening	https://www.youtube.com/watch?v=IQ2vt0pmtY0 https://www.youtube.com/watch?v=FO2OWAHQAMI https://www.youtube.com/watch?v=Ba4DDjJ4Vqo https://www.youtube.com/watch?v=NSNM5cRU8K0
Structure the presentation	https://www.youtube.com/watch?v=IJVB-1qMIs8 https://www.youtube.com/watch?v=AqlgBCaPhHA&t=1s https://www.youtube.com/watch?v=m2hdBvjHIEE https://www.youtube.com/watch?v=KBAMTkJW3OA&t=4s
Make compelling points using rhetoric and	https://www.youtube.com/watch?v=VYQhQPefk18 https://www.youtube.com/watch?v=rBiYq4U1Z8s https://www.youtube.com/watch?v=O1U2W-UyZwM

storytelling (making it memorable)	
Use eye contact and compelling gestures/ body language	https://www.youtube.com/watch?v=eGaxyfeZeoE https://www.youtube.com/watch?v=ux9AEAQF2FE https://www.youtube.com/watch?v=WPUKO-xwtmQ
Use your voice to its full extent – vary pace, pitch, tone, etc	https://www.youtube.com/watch?v=c2EfYGNWUiE https://www.youtube.com/watch?v=YgSwvVamxDs
Use visual aids to reinforce your message/ better explain your information	https://www.youtube.com/watch?v=Cu5_qS_5P0k
Make a strong conclusion	https://www.youtube.com/watch?v=huTCmSfrw44 https://www.youtube.com/watch?v=E4N1BxIJ9HM
Take questions at the end	https://www.youtube.com/watch?v=QrQVI0Wvd7I
Overcome nerves	https://www.youtube.com/watch?v=DsnYKbdayg0