

"Holding The Room, Not Just The Mic"

Utilizing the "5-5-5 Rule", "Lighthouse Method" and "Callback Techniques" to Improve Radiology Public Speaking

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BACKGROUND

Public speaking is a core professional skill for radiologists, affecting:

- Education & curriculum delivery
- Leadership communication
- Multidisciplinary collaboration (tumor boards, multidisciplinary conferences)
- Academic dissemination at conferences

Technical expertise alone does not ensure effective presentations, particularly in high cognitive load and time-constrained environments.

PURPOSE

This review examines three structured public speaking techniques and their application to radiology presentations and professional communication:

- The 5-5-5 Rule
- The Lighthouse Method
- Callback Techniques

METHODS / MATERIALS

Descriptive review of established public speaking frameworks drawn from communication training and educational practice.

Each technique was summarized according to its commonly described structure and purpose.

Frameworks were examined conceptually in relation to typical radiology speaking contexts:

- Case conferences
- Tumor boards
- Grand rounds
- Leadership briefings
- Conference presentations

RESULTS

5-5-5

The 5-5-5 Rule — Clarity & Audience Retention

Promotes clarity and audience retention by:

- Limiting slide density to 5 words per bullet point
- No more than 5 bullet points per slide
- No more than 5 text-heavy slides per presentation

Encourages concise messaging and visual comprehension, reducing cognitive load for the audience.

LH

The Lighthouse Method — Audience Engagement

Improves audience engagement by systematically distributing visual attention across the room:

- Sweep gaze in a deliberate lighthouse arc across all sections of the audience
- Maintains consistent eye contact to reinforce presence
- Creates an inclusive, connected environment in large auditorium settings

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Callback Techniques — Coherence & Recall

Enhances coherence and recall by intentionally referencing earlier content:

- Reinforces key messages introduced at the beginning of the talk
- Creates a 'full circle' feeling that signals a well-organized presentation
- Improves long-term audience retention of core learning points

CONCLUSIONS

- Structured public speaking techniques provide practical tools for improving communication effectiveness in radiology.
- Incorporating the 5-5-5 Rule, Lighthouse Method, and Callback Techniques into radiology education and professional development can enhance:
 - Clarity of message delivery
 - Audience engagement and connection
 - Long-term audience understanding and recall
- Deliberate attention to presentation structure and delivery complements technical expertise and strengthens professional impact.
- These techniques are adaptable across all radiology speaking contexts — from one-on-one briefings to large plenary sessions.

KEY TAKEAWAY

"Effective radiology communication is not just about what you know — it's about how you deliver it."

TECHNIQUE SUMMARY

Technique	Focus	Benefit
5-5-5 Rule	Slide design	Clarity & retention
Lighthouse	Eye contact	Engagement
Callbacks	Message linking	Coherence & recall

REFERENCES

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