Developing Your Presentation: Tips for Success

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Objectives

• Discuss components of being an effective presenter.
• Discuss ways to improve your PowerPoint presentation.
Key Steps to a Quality Presentation

• Research your audience
• Structure your presentation
  – What will you speak about
  – Content
  – Summary
• Practice, practice, practice
• Calm your nerves
• Stop working on it!!
Consider the Listener

• What does the listener really want to hear?
• Relevant content
• Clear and well organized
• Keep the listener awake
  – Style and delivery
  – Verbal and non-verbal
  – Walk the audience
• Expertise – credible, inspiring, trusting, and confident
A Good Presenter....

- Knows their topic
- Uses appropriate audio-visual (AV) materials
- Doesn’t memorize, use notecards, or read the slides
- Practices, practices, practices
- Keeps the audience focused and interested
  - Speaks loudly and clearly
  - Uses personal experiences
  - Does not use jargon, abbreviations, acronyms
...A Good Presenter

• Engages the audience
  – Keeps eye contact with the audience
  – Asks questions of the audience
  – Uses physical movement
  – Avoids negative body language

• Allows time for Q&A

• Does not exceed time allotted for talk

• Is prepared to shorten presentation if needed
<table>
<thead>
<tr>
<th>Teaching Method</th>
<th>Knowledge</th>
<th>Attitude</th>
<th>Behavior Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Small Group Discussion</td>
<td>X</td>
<td>X</td>
<td></td>
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<td>Brainstorming</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Case Study</td>
<td>X</td>
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<td>Demonstration</td>
<td>X</td>
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<td>Role Play</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Creative Work</td>
<td>X</td>
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*Trainer’s Guide pages 22-23*
Lecture...

- Introduces audience to a new subject
- Provides an overview or synthesis
- Conveys facts or statistics
- Addresses large groups
Lecture

Advantages
• Covers lots of material in short time
• Works with large groups
• Provides context for additional techniques
• Gives presenter more control

Disadvantages
• Emphasizes 1-way communication
• Assumes everyone learns the same way, at the same rate
• Passive learning
• Presenter needs effective skills
Making a Lecture More Active...

- Remember that individuals retain:
  - 20% of what they hear
  - 30% of what they see
  - 50% of what they see and hear
  - 70% of what they see, hear, and say
  - 90% of what they see, hear, say, and do
...Making a Lecture More Active

• Slides
• Case study
• Videos
• Ask questions of the audience
  – Rhetorical
  – A few comments
  – Audience response systems (ARS)
PowerPoint

• Allows content to be presented in different ways
• Hold the interest of both auditory and visual learners by:
  • Focusing their attention
  • Guiding discussions/overviews
  • Telling a story
  • Supporting the message you want to deliver
How to Start

• Plan the content
• Select audio-visual materials
Structuring Your Presentation: Opening

• Make an emotional connection with the audience
• Avoid lengthy instruction of yourself or lots of thank you’s
• Examples:
  – Tell a story
  – Ask a provocative question
  – Razzle-dazzle them with a shocking statistic
Structuring Your Presentation: Body

• Majority of your presentation
• Stick to the most important points
• More important to engage the audience than to tell them everything you know
• Keep your outcome in mind
• Logical sequence of ideas
Structuring Your Presentation: Closing

- Last opportunity to give audience something that will stick in their minds
- End on a positive note
## Structuring the Presentation: Timeframes

<table>
<thead>
<tr>
<th>30 minute presentation</th>
<th>20 minute presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening: ≈ 2 minutes</td>
<td>Opening: ≈ 2 minutes</td>
</tr>
<tr>
<td>Body: ≈ 20 minutes</td>
<td>Body: ≈ 12 minutes</td>
</tr>
<tr>
<td>Closing: ≈ 3 minutes</td>
<td>Closing: ≈ 3 minutes</td>
</tr>
<tr>
<td>Questions: ≈ 5 minutes</td>
<td>Questions: ≈ 3 minutes</td>
</tr>
</tbody>
</table>
PRACTICE, PRACTICE, PRACTICE

• Preparation is key to a good presentation
• Where to practice?
• PowerPoint:
  – Rule of thumb....1 minute per slide
  – Rehearse the presentation
Dealing with Nerves

• Be prepared
• Deep breathes
• Pace yourself
• Engage with your audience
• Have a Plan B
• Prepare for questions
Navigating Q & A

• Anticipate possible questions
• Repeat question
• Answers should take 1-2 minutes
• Do not bluff
• Do not get confused
• You are not supposed to know everything
• Anticipate and keep answers ready
Quality Presenter

• Good presentation
  – Clear & logical presentation
  – Structure: Intro - Middle – Summary
  – Work to a timed plan

• Good presenter
  – Knows how to engage the audience
  – Remembers what not to do
  – Can calm their nerves
  – PRACTICES, PRACTICES, PRACTICES
Visual Aids

Put Your PLAN into ACTION
Types of A-V Materials

• Power Point Slides
• Handouts
• Flipcharts
• Overhead transparencies
• Videotapes
Audiovisual (A-V) Materials

- Simple
- Accurate
- Manageable
- Colorful
- Necessary
What’s the message?

• A simple thought

• A very complex thought that seems to run on a bit but has something to say
Clarity

• Understand point of slide in 10 seconds
• Key point/line
  – 5 X 5, 6 X 6, 7 X 7 rule
• Simple words
• Build ideas
• Cues, not full thoughts

• You do not want to put all of your information into one slide and then read the slide which will be boring to the audience.
Phrases not Sentences

NO:
• OHRP interprets an “investigator” to be any individual who is involved in conducting human subjects research studies.

YES:
• Any individual involved in human subjects research

NO:
• Integrated Research Information System (iRIS) is a web-based application to help create, manage and process research protocols.

YES:
• Web-based application
• Used by IRBs
• Manage research protocols
Bullets and Indentation

• Primary thought
  – Secondary thoughts
    • Tertiary thoughts
      – Quaternary thoughts

• Use bullets to show a list without ....
  – Priority
  – Sequence
  – Hierarchy
Font

- Arial
- Times New Roman
- Brush Script MT
- Comic Sans MS
- Antique Olive Compact
Font size

- 16 point – can you read it?
- 20 point – can you read it?
- 24 point – can you read it?
- 28 point – can you read it?
- 32 point – can you read it?
- 40 point – can you read it?
- 48 point – can you read it?
Line spacing

• How much space is enough between lines or paragraphs?
• How much space is enough between lines or paragraphs?

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Color.

• Sets the mood

• High contrast
  – Receding background
  – Foreground stands out

• Use no more than 2 colors for text
Color Evokes Emotions

• **Red**
  – Heightens emotions: warning, danger, financial loss

• **Blue**
  – Calms: conservative approach

• **Green**
  – Stimulates interaction: shows growth

• **Pink + powder blue**
  – Nursery

• **Orange with black**
  – Halloween
Research nurses say they came to the field looking to be challenged—and they found that challenge, along with significant rewards. Cincinnati Children’s research nurses come from both clinical and research backgrounds. Research nurses contribute to the advancement of scientific knowledge, the development of therapies, the establishment of medication safety, dosage, and effectiveness, as well as the improvement of future medical care. They see their work impacting entire populations, as well as many. Research nurses work as part of a team to help plan and run clinical research studies. They work with investigators, study coordinators, regulatory specialists, and other colleagues to conduct more than 1000 active clinical research studies at Cincinnati Children’s, including Pilot and Phase I – IV in both pediatrics and adult areas. Research nurses may be involved in many aspects of clinical research studies. Some research nurses have frequent direct contact with participants enrolling in studies and their families, while others work primarily with investigators and other study staff.
Examples of What Not To Do

Keep It Simple (Text)

- Too many colours
- Too Many Fonts and Styles
- The 6 x 7 rule
  - No more than 6 lines per slide
  - No more than 7 words per line
Graphics

• Use as memory cues
• Don’t overuse
• Don’t distract from your message
• Use to enhance your point
Animation

• Keep animation to a minimum
• Keep it fun

Don’t use animation effects that are too distracting…….
Effective PowerPoint Presentation

• Keep slides to a minimum
• Simplicity versus detail
• One idea per slide
• No more than 7 lines/slide
• No more than 7 words/line
• Avoid fancy fonts – consistency, size
• Make slides easy to follow
• Consider using visual aids instead of bullets
• *I am writing down everything I could possibly say about this slide*
  • Resulting in me reading all the text out loud
    – But hey, that means I do not have to make any eye contact whatsoever with my audience
      • Yippee
    – Why is that person yawning over there?
    – I just love the script font, don’t you?
    – I just love this background color, don’t you?
• Could this possibly get more lame?
  – I should cut and paste some text here but I don’t know what to copy from the internet
• If I bore everyone long enough, there will be no time for questions – yipee!
• *I hope no one notices that I wish I were dead*
  – Oh well, only 50 more minutes of this!
References...

References

Acknowledgment & Thank You

Originally developed for IACRN webinar by Elizabeth Ness RN, BSN, MS and Dana Raab, RN, BSN, MS