

Developing Your Presentation: Tips for Success

*Elizabeth Ness, RN, BSN, MS
Nurse Consultant (Education)
Center for Cancer Research, NCI*

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

Teaching Method	Knowledge	Attitude	Behavior Skill
Lecture	X		
Small Group Discussion	X	X	
Brainstorming	X	X	
Case Study	X	X	X
Demonstration	X		X
Role Play	X	X	X
Creative Work	X	X	

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

30 minute presentation

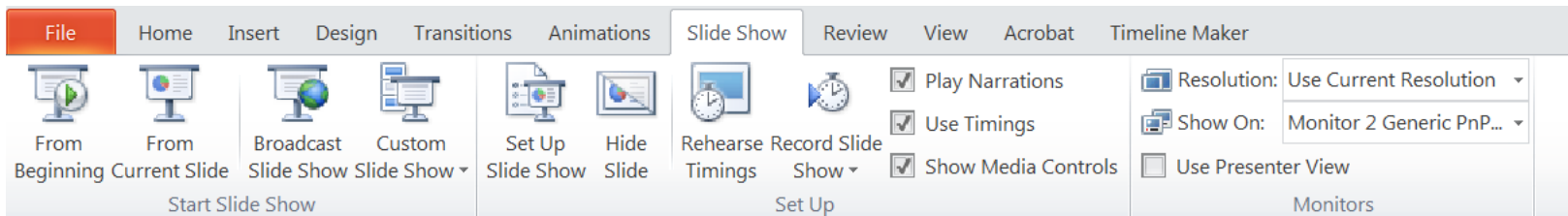
- Opening: ≈ 2 minutes
- Body: ≈ 20 minutes
- Closing: ≈ 3 minutes
- Questions: ≈ 5 minutes

20 minute presentation

- Opening: ≈ 2 minutes
- Body: ≈ 12 minutes
- Closing: ≈ 3 minutes
- Questions: ≈ 3 minutes

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

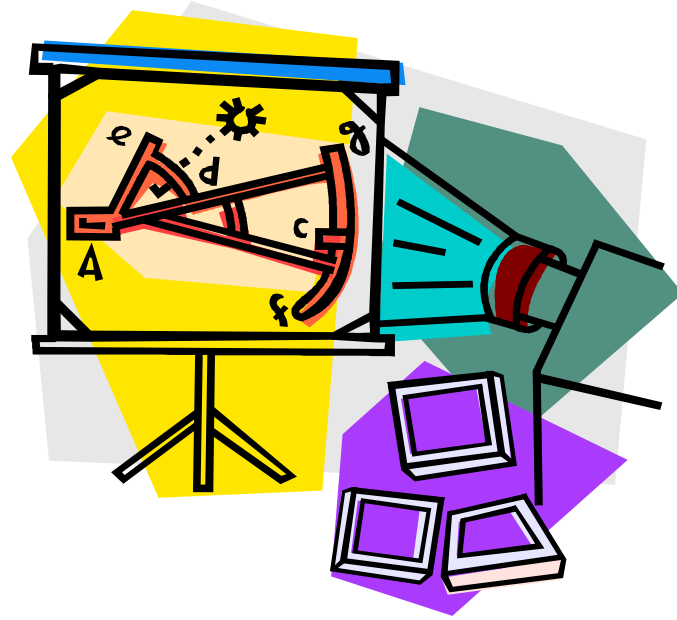


Types of A-V Materials

- Power Point Slides
- Handouts
- Flipcharts
- Overhead transparencies
- Videotapes

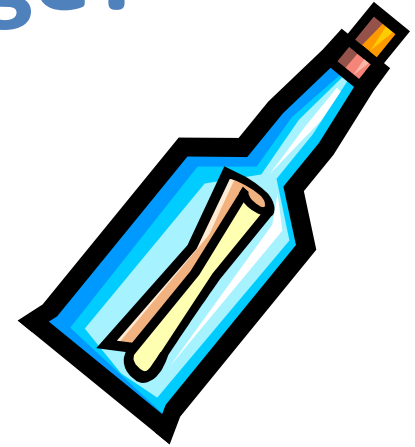
Audiovisual (A-V) Materials

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

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

Too Much Text

- 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 and effectiveness, as well as the improvement of future care through their work impacting entire populations of many. Research nurses work as coordinators of clinical research studies. They work with investigators, coordinators, regulatory specialists, and other colleagues. There are 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.

Too Detailed

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

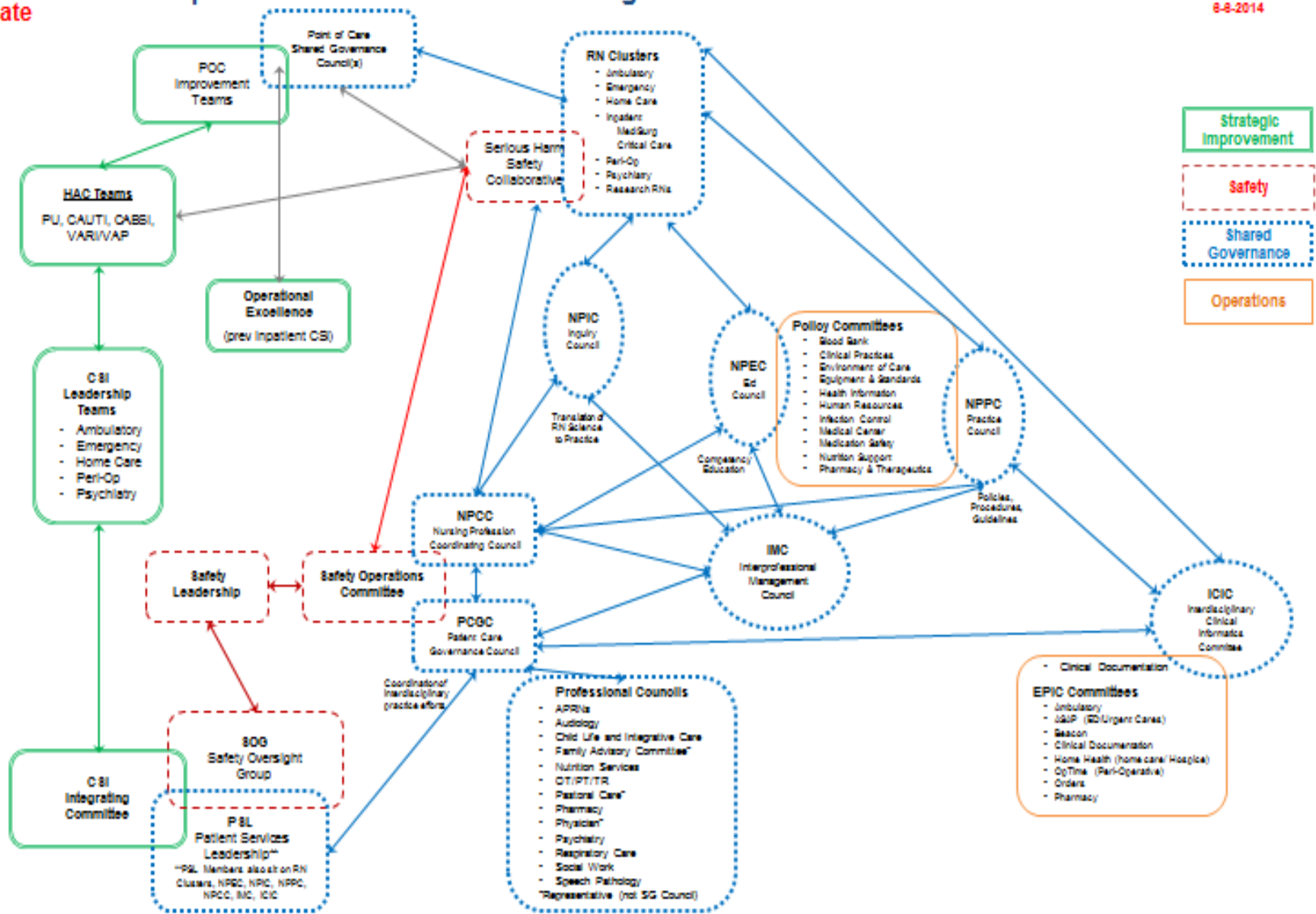
- Keep animation to a minimum
- Keep it fun

Don't use animation effects that are too distracting.....

Current State

Map to Collaborative Decision Making & Communication in Clinical Practice

LAST UPDATED
8-8-2014



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

Boring, Generic Title

- *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 – yippee!
- I hope no one notices that I wish I were dead
 - Oh well, only 50 more minutes of this!

References...

- Hafler, JP. Effective presentations: tips for success. *Nature Immunology*, 2011; 12 (11): 1021-1023.
- Happell, B. Presenting with precision: preparing and delivering a polished conference presentation. *Nurse Researcher*, 2009; 16 (3): 45-56.
- Harolds, J.A. (2012). Tips for giving a Memorable Presentation, Part I – The speaker as an Educator. *Clinical Nuclear Medicine*, 37(7), 669-670.
- Harolds, J.A. (2012). Tips for giving a Memorable Presentation, Part II – The speaker as a Leader. *Clinical Nuclear Medicine*, 37(8), 763-765.
- Harolds, J.A. (2012). Tips for giving a Memorable Presentation, Part III – Composing an Important Formal presentation. *Clinical Nuclear Medicine*, 37(9), 872-873.
- Harolds, J.A. (2012). Tips for giving a Memorable Presentation, Part IV – Using and Composing PowerPoint Slides. *Clinical Nuclear Medicine*, 37(10), 977-980.

...References

- Harolds, J.A. (2012). Tips for giving a Memorable Presentation, Part V – Stage Fright and Rehearsing a Presentation. *Clinical Nuclear Medicine*, 37(11), 1094-1096.
- Harolds, J.A. (2012). Tips for giving a Memorable Presentation, Part VI – The Effective Use of Questions By a Speaker, and Answering Questions From Listeners. *Clinical Nuclear Medicine*, 37(12), 1173-1175.
- Hoke, L.M. & Papa, A. (October 04, 2011). Moving your project from practice to presentation: Successful abstract submission [Podium Presentation]. ANCC 2011 Magnet Conference, Bethesda, MD.
- National Cancer Institute (2005). *Trainer's Guide for Cancer Education*. NIH Publication No. 05-5052). Bethesda, MD: National Cancer Institute.
- Vollman, K.M. (2005). Enhancing presentation skills for the advanced practice nurse: Strategies for success. *AACN Clinical Issues*, 16(1):67-77.



Acknowledgment & Thank You

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