The Nuts and Bolts of a Professional Nursing Presentation

Shannon Graham, MSN, RN, AOCN
and
Joan Walker, MSN, ACNS,BC
What is Your Greatest Fear?

Death?

Or Public Speaking?
Would You Rather…

Have your fingernails ripped out?

Or...

Go to the dentist?

Or...

Make a presentation?
Never Fear!
Here are some...

- Tips and suggestions and “how-to’s”
- Words of encouragement
- Examples of
  - the good
  - the bad
  - and the ugly
Objectives

- Discuss steps in planning and preparing for a professional nursing presentation
- Describe and demonstrate selected tips for making a presentation
- Describe tips for creating visually appealing and educationally sound AVs to support a presentation
Planning and Preparing

- Select a topic – can be broad at this point
  - Needs assessment questions…
    - Who are you presenting to?
    - How do you know this topic is needed?
- Assessment can be
  - formal – i.e., written survey
  - informal – i.e., verbal requests, observation of clinical issues
Planning and Preparing

- Ideas – write down your ideas, notes
- Research the literature to see what is available on your topic
- Narrow the topic to what you can cover in your planned / assigned time frame
Planning and Preparing

- Anticipate outcomes you want to accomplish through the presentation
  - What do you want participants to know / do after receiving this education?
  - Write these as objectives – measurable action verbs
  - You need about 1 – 2 objectives per hour of content
CE Application?

🔹 Is the content beyond basic education?
  - Then it may qualify as Continuing Nursing Education for contact hours

🔹 Is the content institution-specific or is it equipment training?
  - Then it may qualify as an in-service, but not for Continuing Nursing Education
Planning and Preparing

- Create content outline
- Make sure each objective is covered in the outline
- Make sure the content flows from / relates to the objectives
Planning and Preparing

- “Write” or create the presentation
- Include examples, stories, case studies, as appropriate
- Practice, practice, practice the presentation! Remember that practice makes perfect!
- Revise presentation as needed
Professional Nursing Presentations - Venues

- There are many venues for nursing presentations
- Choose the appropriate audience / venue
- Start with a small group and then expand your horizons!
Professional Nursing Presentations - Examples

- Nursing Grand Rounds
- Nursing Inservice Programs / Unit Presentations
- Nursing Journal Reviews / Journal Clubs
- Nursing Conferences
Tips for Making a Presentation

- Choose a topic that interests you
- Know your materials – this makes you feel more comfortable
- Arrive early to decrease stress level
- Use relaxation techniques as needed before the presentation
Professional Appearance

- Dress appropriately for the venue
Pre-Speaking / Room Prep

- Arrive early
- Check equipment
- Practice with equipment
- Have handouts ready, if you are using them
- Roster for in-service or CE
- CE forms – evaluations, certificates
- Order food ahead of time – a nice touch, if you can include lunch, snack, etc.
Presentation Tips - Voice

- Use a conversational tone
- Avoid repeated sounds, words, phrases, i.e., “you know,” “uh,” etc.
- Use a voice of confidence
- Not too fast, not too slow – make sure audience can understand you
- Use varying voice tones, not monotone
Presentation Tips - Gestures

- Use gestures appropriately
- Avoid nervous actions
- Use good posture
- Avoid chewing gum
- Make eye contact, especially with those who give you positive feedback
Presentation Tips - Humor

- Use humor if you are comfortable with it
- Laugh - at yourself, with audience
- Let your personality show – don’t try to be somebody else
- Plan for questions and answers
Notes … or not

- Using notes – you may use notes to prompt your memory on what you want to say
- Written script – this is OK for practice, but not for the presentation
- DON’T read to the audience!
- Note cards / cue cards – can be minimal notes to remind you of what you want to say
Choose appropriate microphone if you have a choice: podium or wireless

Choose location for clipping wireless mike onto your clothing – on the same side as your screen (most people look at the screen – if your mike is on the opposite side, your voice will fade away)

Body positioning preference…
- Wireless mike if you like to walk around
- Podium mike if you prefer to stay behind the podium
Length/Timing & Audience Appeal

- Watch the timing
  - Plan amount of time for each section, so you can finish on time
- Know your audience
  - Are they novices or experts on your topic?
- Involve the audience
  - Use group discussion, questions and answers, games, etc.
Length/Timing & Audience Appeal

- Use a variety of teaching techniques
  - To meet the needs of visual learners vs auditory learners
  - To keep the audience interested and awake
- Entertain as you educate, if comfortable
- Be yourself
Opening, Closing, & the Middle

- Start with an interesting question or statement
- Cover the content in several ways – use repetition for important points
- Include evidence-based suggestions for practice
- Finish with a take-home point
Do’s and Don’ts – Don’ts

Don’t

- Start with an apology - “I’m sorry, I don’t know how to use this equipment!”
  - This starts the presentation in a negative light
- Read PowerPoint slides to the audience
- Lean on the podium – makes you look slouchy
- Drink carbonated beverages before speaking
  (can cause burping)
Do’s and Don’ts – Do’s

- Do
  - Get a glass of water – your throat can be dry, especially if you are nervous
  - Relax – use relaxation technique that works for you
  - Try to feel comfortable - you probably know more than they do!
Miscellaneous Tips

- **Laser pointer**
  - Can be helpful
  - Don’t circle around words/graphics
  - Don’t point towards anybody’s eyes

- **Visibility** – think about visibility of
  - yourself
  - your slides
  - any columns in the room
  - location of the podium, etc.
Miscellaneous Tips

» Handling questions
  » You may want to answer during the program as questions arise.
  » You may also want to save a few minutes at the end for questions and answers

» What if you don’t know the answer?
  » Don’t fake an answer.
  » Tell the audience you don’t know.
  » Give resources where they may find the answer.
  » If possible, offer to get back with them whenever you find the answer.
Miscellaneous Tips

The distracting learner

✦ What if…
 ✦ Someone doesn’t want to be there?
 ✦ Someone wants to distract the whole class with questions that are not relevant?
 ✦ Someone wants to vent their anger / feelings?

✦ Ask the person to hold their questions until the end of the class.
✦ Ask the person what they think the answer is.
✦ Offer to meet with the person individually.
✦ Ask the person to speak with the manager about their concerns.
Credits, Copyright Permission

- Be careful related to use of copyrighted materials!
- Give credit for materials used in PowerPoint, etc
- Get permission to use pictures and other materials
- Don’t give out multiple copies of copyrighted materials without permission
Emergencies!!

- Equipment emergencies may occur
  - Projector problems
  - Laptop issues
  - Microphone problems

- Have a Plan B
  - AV tech support
  - Jump drive, CD, etc.
  - Use handout copies alone, if all else fails
Emergencies!!

- Room Problems
  - Lighting issues
  - Seating issues
- Not enough handouts
- Have a Plan B
  - Someone to bring more chairs, if available
  - Someone to make extra copies
Evaluation

- You will need to evaluate the effectiveness of the program
- Formal evaluation – involves forms, etc.
- Informal evaluation – you can determine effectiveness of program by…
  - Comments of participants
  - How well participants can answer questions
  - Group discussion

- There are several levels of evaluation – the next 3 slides give a brief overview
Evaluating the Outcomes: Overview

- **Level 1** – “comfort evaluation”
  - Participant satisfaction survey
- **Level 2** – ability to meet objectives
  - Post test, skill demonstration in class
- **Level 3** – ability to perform
  - Performance in workplace
- **Level 4** – impact outcomes
  - Impact of education on organization

Kirkpatrick
Evaluating the Outcomes

- **Level 1** – “comfort evaluation”
  - Participant satisfaction survey
  - This type of evaluation is always done
  - Participants evaluate how well the program met the objectives, etc.

- **Level 2** – ability to meet objectives
  - Post test, skill demonstration in class
  - Effective for some topics, i.e., chemotherapy
Evaluating the Outcomes: Overview

- **Level 3** – ability to perform
  - Performance in workplace
  - Example: you may evaluate whether practice has changed on your unit, after education on hand hygiene

- **Level 4** – impact outcomes
  - Impact of education on organization
  - Example: evaluation of pt outcomes after education on wound / skin care protocol
AV’s - Advantages

- Reinforces information – learners see as well as hear information
- Adds to speaker’s confidence level – you can see your slides as you speak
- Helps visual learners – they like to see the information
- Increases retention of information by using more methods to reach the audience
General AV Tips

- Keep them clear and simple
- Make sure they are visible to entire audience
- They can be a colorful addition
- You are the main AV!
Flip Charts

- Great for small group discussion
- Not for large groups
  - Hard to read from back of room
- Write legibly
- Use large letters
- Use dark markers
Tips on PowerPoint Slides

- Note: See separate program on this topic.

- Choose a slide design or background color that fits the topic – or your preference.
Tips on Creating PowerPoint Slides

- Use simple words and phrases
  - “Imagine” versus “conceptualize”
- No more than 6 lines per slide, as a general rule
- No more than 10 – 15 words per slide
- Use bullet points for simplicity, easier reading
Tips on Using PowerPoint and Other AV’s – Example of “Busy Slide”

- It is important to plan and use multimedia sources with care. Using too many pictures, patterns and words can detract from the point of the PowerPoint slide, while black and white slides without pictures can be very boring.

- There are no definite rights or wrongs when using different media sources, but when multimedia sources are used effectively, they can add interest and life to an otherwise mediocre, even boring presentation.

- So keep all of these points in mind when you plan your AV’s, so they can add positively to your presentation instead of detracting from what you are trying to teach.
Say That Again?

- What did that say?
- What was wrong?
  - Too many words
  - Font too small
  - Difficult to read
  - Boring
Tips on Using PowerPoint and Other AV’s - Revised, Still Busy

- Plan and use AV’s with care
- Not too many pictures, patterns and words
- Black and white slides without pictures can be very boring.
- No definite rights or wrongs
- But effective AV’s can add interest and life
- Let AV’s add positively
- Don’t let AV’s detract
How Many Slides?

- Maximum of 1 slide per minute of planned time for presentation
  - Less can be better
  - More can be tiring
- Too many can lead to “PowerPoint Poisoning”
“Smell Chuck”

- Oops!
- Use spell check
- **AND**
- Proof the text
- Unless you want to look like a ...
Suggestions on Colors

- Dark backgrounds are easier to see
- Light colored words are easier to read
- Blue background with white text is best
  - Words stand out
  - Adds warmth
- Avoid red text – hard on the eyes
Fonts

- **serif fonts have little tails** (typography)

- For better readability, use san serif fonts
  - Arial
  - Tahoma
  - **Impact**
  - Times New Roman
Vision Screening
Font Size (20) Examples (Arial)

- Size does make a difference (20pt)
- Can you read me now?
- This size is difficult to read on screen and on printed handouts
Font Size (28)

- Size does make a difference (28pt)
- Can you read me now?
- Better, but minimal size for most rooms and handouts
Font Size (32)

- Size does make a difference (32pt)
- Can you read me now?
  - Change indented phrases (28)
- Easier to read in most rooms
Font Size (36)

- Size does make a difference (36pt)
- Can you read me now?
- Can be easier to read
Font Size (40)

- Size does make a difference (40pt)
- Can you read me now?
- Good size for titles
Font Size (44)

- Size does make a difference (44pt)
- Can you read me now?
- Nice for large room / titles
Font Size – Room Size

❖ Size does make a difference (28pt)
❖ Can you read your slide across the room? (32pt)
❖ Can you read it from the back of the room? (36pt)
❖ Large room – large font (44pt)
Clip Art

- Use some for interest
- Not on every slide
- Use to illustrate points
- Can be overdone
- Can be distracting
Graphs and Tables

- Use colors to complement color scheme of slides
- Large enough to see – click on corners (not middle) and drag to enlarge and keep in proportion
Transition, Animation

- Can be effective and add interest
- Allows viewing 1 point at a time
- Can be overdone
- Can be distracting
- Can take too much time to show information
The Good, The Bad, & The Ugly

- Background / slide design easy on the eyes, supports theme
- Font easy to read – size and color
- Not too “busy”
- Clip art supports the point
The Good, The Bad, & The Ugly

- Example:
- The slide design or color is hard on the eyes and detracts from the presentation
- The words are hard to read – colors or font sizes are too small or a hard-to-read font or the color is hard to read
- There are too many words - too "busy"
- The clip art does not support the topic of the slide
The Good, The Bad, & The Ugly

- Better example, but still hard on the eyes:
- The slide design or color is hard on the eyes and detracts from the presentation
- The words are hard to read – colors or font sizes are too small or a hard-to-read font or the color is hard to read
- There are too many words - too “busy”
- The clip art does not support the topic of the slide
The Good, The Bad, & The Ugly

- Example with no interest to the audience:
- “Beauty is in the eye of the beholder”
- But …
- “The Ugly” refers to an even worse color and font combination
- Or still too many words
- Or font too small or hard to read
- Or to an unorganized slide that just doesn’t “flow”
- Or to…
The Good, The Bad, & The Ugly

- Easier to read, but still not a good slide:
- “Beauty is in the eye of the beholder”
- But …
- “The Ugly” refers to an even worse color and font combination
- Or still too many words
- Or font too small or hard to read
- Or to an unorganized slide that just doesn’t “flow”
- Or to…
The Uglier! - Black and White

- Even more boring!
- No interest!
- No clip art!
- Gives appearance of **No** creativity!
- Even small amount of color adds interest
The Uglier - Black and White

- Better with Color!
- Not so boring!
- More interest!
- May add clip art!
- Gives appearance of creativity!
Videos/DVDs

- Right DVD can be educational
- Preview DVD for content
- Check equipment, lighting ahead of time
Your Take-Home Point

- You can do it!
- Let your personality shine!
- Let your creativity show!
- Be courageous!
- Courage ≠ No Fear
- Courage is taking action in spite of fear!
THE END