Make Yourself Heard!
Friday, March 18, 2016
1:00-4:00 PM
Marriott Newport Beach Hotel & Spa

In the rapidly changing healthcare environment, the need for NPs to be effective public speakers is more critical than ever. This interactive session will motivate NPs to improve their public speaking skills by 1) reviewing why NPs need effective presentation skills, 2) teaching effective public-speaking skills, and 3) providing an opportunity to practice in a safe, fun environment. The presenters will review tips for effective public speaking and model behaviors that will enable participants to make their next presentations better than their last. Workshop participants will receive pre-session materials to assist them in workshop preparation. During the workshop, participants will use strategies learned to develop a 5-minute presentation on a topic of their choosing; and receive feedback from facilitators and peers.

At the end of this session, participants will be able to:

- Organize a presentation with particular emphasis on an effective opening and a strong closing.
- Demonstrate at least 3 skills of effective presentations.
- Create and deliver an effective 5-minute presentation.
- Constructively critique the presentations of peer participants.
- Discuss application of techniques learned in the session to create and deliver their next presentation more effectively.

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The presenters have no significant financial relationships to disclose.
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Pearls for Successful Public Speaking

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Key points of the presentation:

- People won’t remember much *content* of what you say, therefore...
  - Limit the content
  - The goal should be to persuade the audience of a key *theme*
- What is your core point (the one thing you want them to remember?)
- This is a performance...*how* you say it is more important than *what* you say

1. Why bother improving your skills as a speaker?

- Successful speaking is directly linked to credibility
- Successful speakers achieve great success in most professions
  - Higher salaries
  - Faster promotion
  - Greater leadership potential
  - Success in academics
    - More rapid development of niche
    - Accelerated “regional/national recognition” of expertise (for promotion)
- Improved ability to convey information
  - Persuade, motivate, inspire, engage others

2. What is the purpose of a presentation?

- A presentation should be a persuasive argument (Lilly Walters, Nick Morgan)
- The only reason to give a presentation is to change the world (Nick Morgan, Garr Reynolds)
- To convey or synthesize information that cannot be found elsewhere (Neil Whitman, PhD)
- Key element #1: NEVER give a presentation on information that could have been read from a single manuscript in another location (unless it is board review)
- Key element #2: ALWAYS have a purpose in mind
  - Note that the purpose of ALL teaching is to produce a change in behavior or attitude, not to simply pass on information!
3. The “elevator speech” (Nick Morgan)

- Begin to prepare the lecture with your conclusion in mind
  - Conclusion is not the summary
  - Conclusion: What is the single over-riding theme? What behavior or attitude do you want them to change
- Create the entire lecture based on your conclusion

- The greatest mistake of most speakers is failure to have a clear theme...audience leaves without having a clear idea of how to change their behavior/attitude

4. Create your summary/takeaway points before your content

- Audience will remember only ~ 1 takeaway point for every 10-15 minutes of lecture time
- Plan on audience remembering only 3-4 takeaway points from a 50-minute lecture! That’s your summary slide
  - STOP trying to teach everything! They won’t remember it all...just accept it!
- Key points must be re-emphasized and repeated during the lecture and again at summary
  - Just before the transitions is a great time to recap
- What are the 3-4 takeaway points you want them to remember!
  - Exceed this number and you risk them forgetting everything
  - “Less is more”
- The 2nd greatest mistake of most speakers is attempting to teach too much, resulting in (1) the failure of audience to know what the KEY points to remember are or (2) the audience simply forgetting everything
  - Make it plain and simple what you want them to remember
5. Customize the content for your audience

- Know the audience
  - Who are they? NPs, PAs, Physicians, Legislators, etc.?
  - Clinical vs. research crowd? Policy makers?
  - Why are they there? What do they hope to gain by being there?
  - Clinical update vs. board review?
  - Information for policy change?

- Myths, pearls & pitfalls, avoiding risk, high-risk topic work well in clinical presentations
  - Pick titles that reflect this content, attract attention
  - “Death” works well with emergency medicine audiences!

- Emphasize and re-emphasize key concepts

- Remember... maintain the theme and keep the main points to a minimum (3-4)

6. Pay extra attention to the start and finish

- The big start
  - Memorize if necessary
    - Tell them why they have to learn this, why they will want to learn this
    - The rallying call
    - Start with the conclusion in mind

- The big finish
  - Memorize if necessary
    - Summarize, then repeat the theme, conclusion
    - Leave them wanting more... remember that you shouldn’t be comprehensive
    - Call to arms! “This is what you MUST do!” Motivate them to want to learn more
    - Create a definitive end... NEVER “...and that concludes my talk... any questions?”
      - Take questions during the talk whenever possible (you must allot time for this!!), not at the end!
7. Visuals

- Slides:
  - Know when NOT TO use them
    - Meetings where you want in depth discussion of issues or details (use whiteboard instead)
    - Town hall style discussions where you want to engage the audience
  - Know when TO use them
    - Large groups (Keynote address, CE conference)
  - Principles of slide design (Garr Reynolds)
    - Contrast – strong contrast attracts interest
      - Color choice (dark/light, cool/warm)
      - Typeface (bold/narrow, serif/sans serif)
      - Positioning of elements (top/bottom, grouped/isolated)
    - Contrast between background and text improves readability
      - Keep the background simple
      - Make sure readable in bright light
      - Make sure visible from back of room
  - Repetition
    - Reuse of same/similar elements throughout presentation
    - Assures unity, consistency and cohesiveness
    - BUT... too much repetition is boring
  - Alignment
    - Creates unity of message on a single slide
    - Nothing on your slides should look random
    - Even objects that are far apart should have visual connection
  - Proximity
    - Moving objects closer or farther apart to achieve an organized look
    - Group related items (e.g., graphic and caption) so they are seen as a group
    - Look at each slide – wear does your eye fall first, second, third? Does it create a cohesive path?
  - Tips for using slides
    - YOU should be the center of attention, not the slides (insert a blank
Know the slides inside and out! They should jog your memory, not be used for reading

Sans serif is more readable (e.g. use Arial, Calibri (which is what is used in the majority of this handout), Tahoma... vs. Times New Roman or Cambria)

Use short words and simple punctuation— Ideally 4X4 or 5X5 words and lines. More words on the slide takes the focus off you.

Never show more than ~ 5 slides in a row with pure text...sure-fire way to get people to fall asleep

Find a way to “throw a changeup” approximately every 5 slides – use audience response (ARS) questions, a cartoon, joke, story, etc.

Proofread!

Use animations, videos, etc. sparingly, if at all: they are fun, but rarely add to the teaching (unless you are teaching procedures) and often distract from you and the message

Figures, images, and photos are helpful but...Show any text that accompanies the image first, then the image

Hand-held visuals are best when possible

7. Keep them awake

Ask questions, pose cases, take surveys, get them moving (at least raising their hands)

Tell a story
  - Can be topic-related or peripheral...just do it!
  - Avoid using slides for stories (or for cases if possible)
    - Mental imagery is far better than visual imagery
  - Call upon emotion (fear, anger, humor) to increase attentiveness

Use transitions to wake them up
  - Re-engages the audience, reminds them a sub-topic is changing
  - Visuals and stories work well
  - Gratuitous humor works well here; doesn’t have to be related to the topic

Use humor
  - Transitions are a convenient time for this, but also try to work it into other sections of the talk if possible
o Stories and anecdotes
o Pop-culture, current events
o Internet websites
o Comics...must be *clearly* funny with either (1) no caption, (2) short easy-to-read caption, or (3) you reveal the caption after everyone has seen the comic
  ▪ People don’t want to laugh by themselves!

o Make sure it is politically correct; don’t be insulting or derogatory – You can poke fun at yourself, but avoid about making fun of anyone else
o Make it relevant to the audience if possible

- Get out from behind the podium and walk around
  o Forces better eye contact (from you and audience), helps with conversational tone, keeps them awake
  o Look at people that are getting sleepy (it will wake them up!)
  o Visual contact with “quadrants”
  o “Walk and plant, walk and plant” (avoid the “carnival duck” pacing or repetitive back-and-forth)

8. Getting over fear of public speaking

- Know the content of your lecture, be an expert on your topic
- Practice, practice, practice your talk
  o Remember, this is a performance, not just a reading!
  o Practice frequently in sections
  o Video record (or audio record) your talk and critique yourself
    ▪ Video: turn off the volume...do you look enthusiastic?
    ▪ Audio: turn off video...notice and work on the idiosyncrasies in voice, ums, ahs, etc.
  o Work on voice tone and cadence
    ▪ Cadence (slow or pause for emphasis), faster other times, etc.
    ▪ Avoid monotonous tone
  o Practice with colleagues
- Practice speaking in public places
  o At your work setting, school, elevator...CANP,
  o etc.
• Deep breathing before you talk and at transitions

• Talk to members of the audience before you start
  o Have familiar faces to look at

• Remember…the audience wants you to do well

• Last resort tip: remember that if you are great, they’ll remember you for a long time…but if you stink, they’ll quickly forget you!

• This takes time, so be patient with yourself!

9. The handout: do you expect them to follow along or use as reference later?

• Generally an overview - handout contains all key points (for later reference) and additional information beyond the lecture, but not 100% detail

• For board review, must be thorough (but this is the exception)

• Give it now or later? Consider...
  o Will they take handout and leave?
  o Will they read rather than listening? Will it be a distraction?
  o Let them know your expectation from the start, especially if you don’t want them to follow along
  o If you want them to follow along, always follow the handout!
  o Most handouts end up in the trash...

10. Miscellaneous tips

• Check out the room early, and plan your attack...where you will stand, how you will point, where the lavalier will be placed
  o Let the organizer know ahead of time you want lavalier
  o Buy a remote mouse/clicker and always keep with you

• Body language: non-verbal communication carries more weight than words
  o “Power posing: - your body language shapes who you are (Amy Cuddy):
    https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en
  o Good eye contact
  o Hands out of pockets
    ▪ Have something in both hands
  o Step toward audience (and speak louder and more slowly) for important points
- Move forward from “public space” into “personal space”
  - Step toward people asking questions and nod affirmatively, step away from (and avoid eye contact with) “difficult” audience members
  - Body language:
    - Elbows away from body and hands above waist comfort and openness with audience
    - Palms up inviting audience response
    - Pointing or “the claw” emphasis
    - Arms folded in front impatience or confrontation
    - Both hands behind back subordination
    - Smile, look interested and enthusiastic

- **Repeat audience questions**
- Always keep water or throat lozenges handy!
  - Be wary of mouth noises
- Best drink: room-temperature water
  - Avoid cold, hot, or caffeinated beverages before or during talk
- Good sleep and “conservative” food before the talk
- Workout before the talk
- Start and end on time
  - Monitor your time, place a blank slide at the half-way point
- Avoid overuse of the laser
- Study, study, study speaking skills!
  - Great books are available (see #13)
  - Critique local and national speakers—what works, what doesn’t, and learn from them
  - Join your local Toastmasters club (or start one!):
    [https://www.toastmasters.org/Find-a-Club](https://www.toastmasters.org/Find-a-Club)
12. **Summary** (Garr Reynolds)

- Be very clear and very focused
- Develop rapport with the audience
- Give them an idea of where you are going
- Be enthusiastic
- Be positive, upbeat, and humorous
- Focus not on the “numbers” but what the numbers mean
- Make it visual, but...
  - Know when not to use slides
  - If you use multimedia, make it simple, clear, and professional
- Introduce something unexpected
- Vary the pace and change techniques
- Use appropriate duration (leave them wanting more)
- Save the best for last (start strong, finish stronger)

13. **Excellent books for further reading on speaking skills**