Creating and Delivering a Great Presentation

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Objectives

- **<u>Learn</u> how to prepare and organize objectives and content for a presentation**

- **<u>Develop</u> insight into how to design a presentation**

- **<u>Understand</u> key concepts for delivery of a presentation**

A Great Presentation Is….

Engaging, informative, organized, visual, confident, interactive, concise, memorable, persuasive, relevant, well-rehearsed, authentic, dynamic, clear, audience-focused, structured, impactful, well-designed, professional, articulate, enthusiastic, effective storytelling, appropriate tone, compelling, audience participation, effective use of visuals, seamless transitions, effective use of audio/video, tailored to the audience, well-paced, well-supported with evidence, memorable conclusion.

What We Think Makes a Good or Bad Presentation…

The Audience

Audience analysis: Understand the demographics, background, and knowledge level of your audience. Tailor your content, language, and examples to resonate with them.

Audience engagement: Keep the audience actively involved throughout the presentation. Encourage questions, facilitate discussions, and incorporate interactive elements to foster participation.

Clear communication: Deliver your message clearly and concisely, ensuring that the audience understands the key points. Use appropriate language, avoid jargon, and provide relevant explanations when needed.

Adaptability: Be adaptable to the audience's reactions and feedback. Gauge their level of understanding and adjust your pace, tone, and level of detail accordingly.

Empathy and connection: Show empathy towards the audience's perspective, interests, and concerns. Connect with them on an emotional level by sharing relatable stories or experiences.

Value and relevance: Focus on delivering content that is valuable and relevant to the audience. Address their pain points, offer solutions, and provide practical takeaways that they can apply in their own lives or work.

Preparing the Content

Define	**Define your objective:** Determine the purpose of your presentation and what you want to achieve.
Identify	**Identify the audience:** Understand who will be attending and tailor your content accordingly.
Create	**Create an outline:** Organize your main ideas and key points in a logical and coherent structure.
Develop	**Develop content for each slide:** Pulling from your outline then adding in supporting details, visuals, and data as needed. Be sure not to follow copyright laws and also to reference data and quoted material.
Keep	**Keep it concise:** Aim for clear and succinct information to maintain audience engagement.
Use	**Use visuals effectively:** Incorporate relevant images, graphs, charts, or diagrams to enhance understanding and retention.

Creating Objectives

Developing objectives for your PowerPoint presentation is an essential step in ensuring its effectiveness.

Objectives provide clarity and purpose, guiding the content and structure of your presentation.

Here's further information on how to develop objectives:

Understand your purpose: Start by clearly defining the overall purpose of your presentation. Ask yourself, "What do I want to achieve?" Your objective should align with the broader goals you have for the presentation.

Consider your audience: Think about who will be attending your presentation. Consider their background, knowledge level, interests, and expectations. Understanding your audience will help you tailor your objectives to meet their needs and engage them effectively.

Focus on key messages: Identify the main points or key messages you want to convey through your presentation. These messages should be concise, specific, and aligned with your overall purpose. Limiting your objectives to a few key messages will help you maintain focus and clarity.

Use SMART criteria: Apply the SMART framework to your objectives to make them more effective. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound. Here's how you can incorporate these elements into your objectives.

Creating Objectives, cont.

Developing objectives for your PowerPoint presentation is an essential step in ensuring its effectiveness.

Objectives provide clarity and purpose, guiding the content and structure of your presentation.
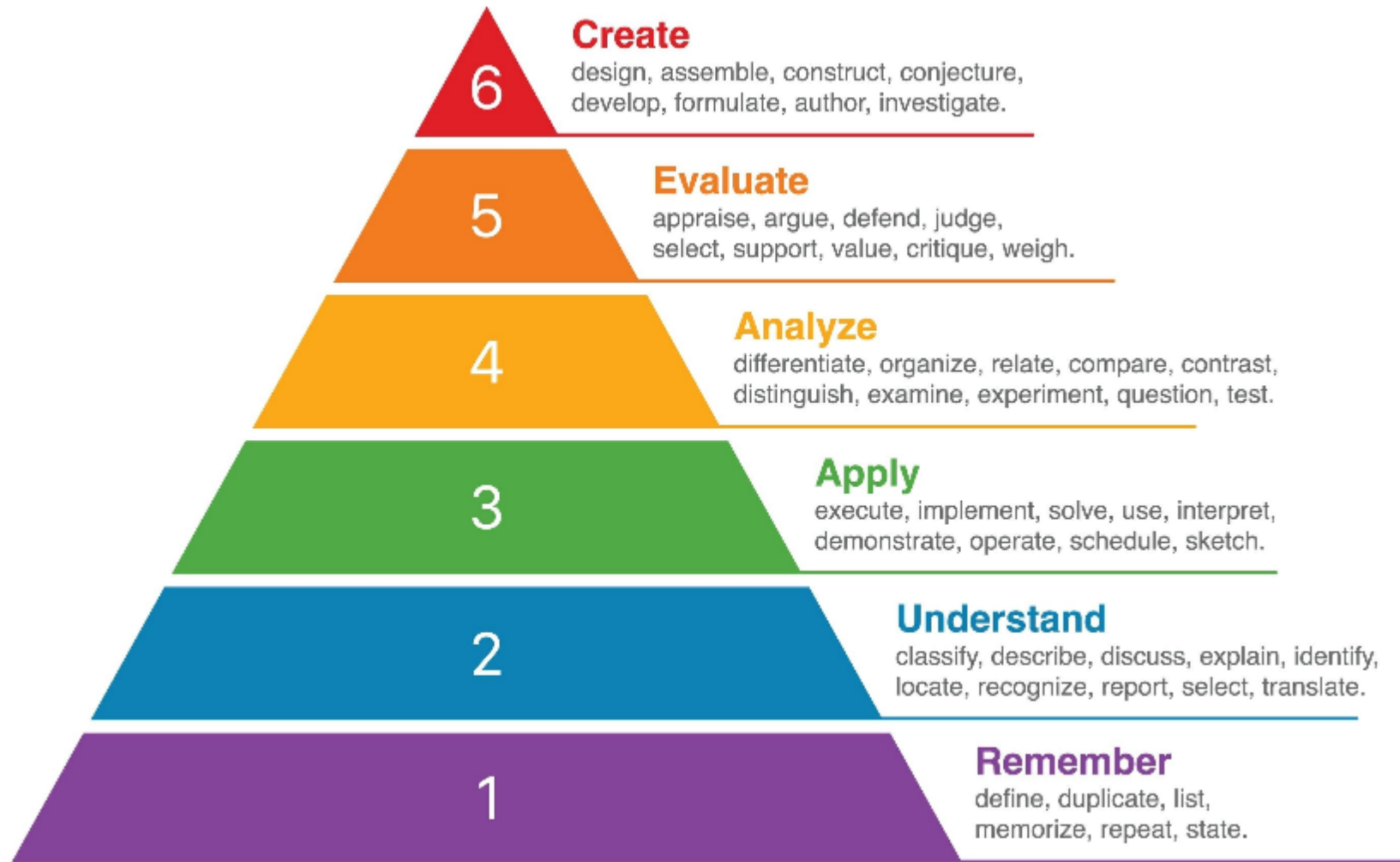
Here's further information on how to develop objectives:

Prioritize objectives: If you have multiple objectives, prioritize them based on their importance and relevance. Consider the logical flow of your presentation and ensure that your objectives are presented in a cohesive manner.

Review and refine: Once you have developed your objectives, review them to ensure they are clear, specific, and aligned with your purpose. Revise and refine them as needed to make them more effective.

Remember that objectives serve as a roadmap for your presentation and help you stay focused. By developing clear and concise objectives, you can create a more impactful and successful PowerPoint presentation.

Bloom's Taxonomy

Create
6
design, assemble, construct, conjecture, develop, formulate, author, investigate.

Evaluate
5
appraise, argue, defend, judge, select, support, value, critique, weigh.

Analyze
4
differentiate, organize, relate, compare, contrast, distinguish, examine, experiment, question, test.

Apply
3
execute, implement, solve, use, interpret, demonstrate, operate, schedule, sketch.

Understand
2
classify, describe, discuss, explain, identify, locate, recognize, report, select, translate.

Remember
1
define, duplicate, list, memorize, repeat, state.

Additional Categories of Objectives

- **Knowledge:** Arrange, cite, communicate, define, duplicate, give, label, list, memorize, name, order, provide, quote, recall, recognize, relate, remember, repeat, reproduce, state

- **Comprehension:** Allocate, assign, classify, describe, designate, discuss, explain, express, identify, indicate, locate, match, paraphrase, recognize, report, restate, review, select, sort, tell, translate

- **Application:** Apply, chart, choose, demonstrate, distribute, document, dramatize, employ, execute, illustrate, implement, interpret, operate, order, perform, practice, present, produce, record, schedule, sketch, solve, train, use

- **Analysis:** Analyze, appraise, calculate, categorize, compare, contrast, criticize, determine, diagram, differentiate, discriminate, distinguish, examine, experiment, inventory, investigate, question, survey, test, verify

- **Synthesis:** Arrange, assemble, collect, compose, compute, conduct, construct, control, coordinate, create, design, develop, devise, discover, establish, extend, find, formulate, generate, integrate, invent, manage, organize, plan, prepare, propose, set up, synthesize, write

- **Evaluation:** Appraise, argue, assess, attach, choose, compare, conclude, critique, decide, deduce, defend, derive, diagnose, estimate, evaluate, judge, manage, measure, monitor, negotiate, predict, prescribe, rate, recommend, score, select, support, theorize, troubleshoot, value, hypothesize, infer, interpret

Action verbs for learning objectives - OHSU. (n.d.). https://www.ohsu.edu/sites/default/files/2019-06/Action-Verbs-for-Learning-Objectives.pdf

Know Thine Audience…..

Here are some factors to consider and tips for tailoring your messaging to different audiences:

Knowledge and Expertise:

Novice Audience: Use simpler language, avoid jargon, and provide more background information to ensure clarity.

Expert Audience: Utilize technical terminology, provide in-depth analysis, and focus on advanced concepts to meet their level of understanding.

Goals and Objectives:

Decision-makers: Emphasize the benefits, outcomes, and practical implications of your presentation. Highlight how your ideas align with their goals and objectives.

Educative Audience: Focus on providing detailed information, research findings, and examples to enhance their understanding and learning experience.

Cultural and Demographic Diversity:

International Audience: Consider cultural sensitivities, language barriers, and diverse perspectives. Use visuals, symbols, and metaphors that can be universally understood.

Age-Related Differences: Adjust your language and content to suit different age groups. Use relatable examples, images, and references that resonate with your audience's generation.

Know Thine Audience, cont.

Personal Interests and Motivations:	**Executives and Managers:** Concentrate on high-level summaries, key findings, and actionable recommendations. Address their concerns and present a clear business case.
	Employees and Team Members: Highlight how your presentation impacts their work, career growth, or overall well-being. Emphasize the relevance and practical applications.
Time Constraints:	**Short Presentations**: Condense your messaging, focus on the most critical points, and use impactful visuals. Be concise and clear in your delivery.
	Lengthy Presentations: Provide a clear structure, use engaging storytelling techniques, and break the content into manageable sections to maintain audience attention.
Communication Styles:	**Analytical Audience**: Present data, statistics, and logical arguments to support your points. Include charts, graphs, and comparisons to enhance comprehension.
	Visual Learners: Utilize visual aids, images, and diagrams to convey your message. Use color schemes and visual organization to enhance the overall visual appeal.

Preparation: Know Your Target Audience

Different audiences may need different messaging

- CDI professionals and coders will need the details, the specifics, the workflow
- Providers will need a tailored view—more specific to their needs, what's in it for them
- Collaborating departments will require a different broader view
- Executives want to understand the impact to business and the greater organization

Preparation: Know Your Target Audience

> "There's nothing more important than having a personal connection with your audience."
>
> Will Packer-American Film Producer

- **Use humor thoughtfully**
- **Beware of sarcasm or comments directed towards potentially offending topics or populations**
- **Avoid offensive language or mannerisms**
- **Be conscious of the imagery used**
- **Personal stories can be wonderful examples but assure they are relevant to the subject material**

SMART Criteria

Specific: Clearly define what you want to achieve in precise terms. Avoid vague or broad statements. For example, instead of saying, "Educate the audience about climate change," you can say, "Present three key causes and impacts of climate change."

Measurable: Determine how you will measure the success of your objective. Consider using metrics or indicators to gauge progress. For example, if your objective is to "Increase customer satisfaction," you can measure it by the percentage of positive feedback received.

Achievable: Ensure that your objectives are realistic and attainable given the available resources, time constraints, and capabilities. Set objectives that challenge you, but that can be realistically accomplished within the given context.

Relevant: Ensure that your objectives are directly related to your presentation topic and align with the needs and interests of your audience. Avoid including irrelevant or extraneous objectives that could distract from your main message.

Time-bound: Set a specific timeline or deadline for achieving your objectives. This adds a sense of urgency and helps you stay on track. For example, "By the end of the presentation, the audience will be able to identify three strategies to improve time management."

Preparation: Know Your Time Limits

"There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience."
– Alexander Gregg

- "Over packing the suitcase" meaning trying to cover more than can be squeezed into the timeframe may dilute the message, in that the audience may miss the objective entirely.

- One should always allow time for discussion, Q&A, and reinforcement of messaging so the listener can more easily incorporate the learning…take it to heart.

Designing the Slides

- **Choose a suitable template**: Select a professional and visually appealing template that complements your topic.

- **Use consistent formatting**: Maintain uniformity in font styles, sizes, and colors throughout the presentation.

- **Optimize readability**: Ensure text is legible by using appropriate font sizes and contrasting colors.

- **Limit text per slide**: Avoid overcrowding slides with excessive text; focus on key points and use bullet points or text boxes for impact.

- **Incorporate visuals**: Include relevant and high-quality images, charts, or diagrams to support your message.

- **Consider accessibility**: Make sure your slides are accessible to individuals with visual or hearing impairments.

Key Points on the Presentation

This Is the Full Session Title

Make it stand out
Give it a catchy name that will be understood
Keep it short to create interest and intrigue

- **First, Last, Credentials**
- *Job Title*
- Facility
- City, State
- Date

People want to know about you and your credentials, why you are qualified to speak to them, and where to contact you to learn more

Presented By

- ## Name, credentials, bio

NOTE: Be sure to include this slide in your presentation due to the requirements to offer CE credits for the presentation.

Transparency and Trust: Disclosing a conflict of interest demonstrates transparency and honesty. It builds trust with the audience by acknowledging any potential biases or personal interests that could influence the presentation's content or recommendations.

Credibility and Objectivity: By openly disclosing a conflict of interest, presenters can maintain their credibility and preserve their reputation as unbiased and objective professionals. It helps to establish that their primary focus is on providing accurate information and delivering an unbiased message.

Informed Decision-Making: Disclosure allows the audience to be aware of any potential biases that could influence the presenter's perspective. This knowledge empowers the audience to critically evaluate the information presented and make informed decisions based on their own judgment.

Ethical Considerations: Disclosing conflicts of interest aligns with ethical principles and standards, promoting integrity and fairness in professional settings. It demonstrates a commitment to transparency, accountability, and ethical conduct.

Legal and Regulatory Compliance: In some cases, there may be legal or regulatory requirements to disclose conflicts of interest. Adhering to these requirements ensures compliance with relevant laws and regulations.

Risk Management: By disclosing conflicts of interest, organizations can proactively manage potential risks associated with biased decision-making, conflicts of interest litigation, reputational damage, or accusations of impropriety.

IN BRIEF:
Key Points to Remember for Your Slides

- Inquire where you will be presenting.
  - Will the audience be able to see your slides as you have them structured?

  - Ensure you are using a **font** and colors that are easily readable to the back of a room (less than 18 is difficult and colors such as pastels and highlighting are difficult to see)
- Simply choose a layout in PowerPoint and begin typing. Check out "Designer"

- Ensure that any sample letters, charts, diagrams, etc. will be readable. If something looks blurry in a slide on your screen, it will appear even blurrier when presented on a larger screen.

- You are responsible for obtaining permission to use images, graphics, and other copyrighted material:
  - Items posted on the Internet must be assumed as copyrighted by their owner, including generic clipart
  - Once you have permission, include a full cite with a direct web link (as applicable) because this will also enable the audience to get more information later, as needed
  - If you need alternatives, choose from one on Wikipedia or another creative commons site where images are specifically approved for commercial use. Note: Include a full source cite (web link, as instructed by the owner)
- **Be sure to remove or redact all PHI**
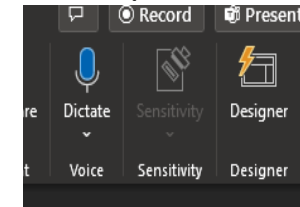
Using This PowerPoint Template
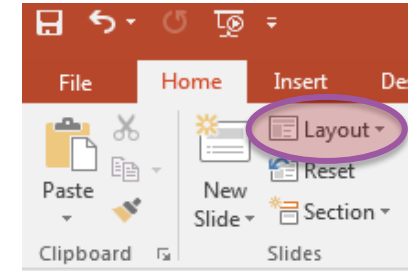
- For most content slides, simply choose a layout and begin typing

  - In the upper left corner of the PPT window, click on the arrow to the right of "new slide" and choose the layout, which for a large majority of your slides is likely to be a "Header and Content" slide, and begin typing. The font will automatically adjust in size as needed for the amount of information

  - As needed, use the "Layout" drop-down menu to see thumbnails and select other options such as "Two Content," "Section Break," and "Header Only"

  - For sub-bullets, use the tab key or the indent button, found in the middle of the "Home" tab (top left corner):

- There is no need to insert a text box for any content unless you need to add in a special/separate "highlight" item on the slide

- Remember that slides should be easily readable yet contain sufficient information for post presentation viewing

- There are many resources from Microsoft as well as online videos on how to utilize PowerPoint.

  - https://support.microsoft.com/en-au/office/powerpoint-for-windows-training-40e8c930-cb0b-40d8-82c4-bd53d3398787

Copyright at a Glance

When creating a PowerPoint presentation, it is important to consider copyright rules and respect the rights of others. Here are some guidelines to follow:

1. **Original Content**: Ensure that the content you create for your PowerPoint presentation, such as text, images, graphics, and multimedia, is original or properly licensed for use.

2. **Public Domain**: Make use of materials that are in the public domain, meaning they are not subject to copyright protection. These can include works whose copyright has expired or works explicitly designated as public domain.

3. **Licensed Content**: If you use copyrighted materials, such as images, music, or videos, obtain proper licenses or permissions. This may involve purchasing licenses, using Creative Commons licensed content, or seeking permission directly from the copyright owner.

4. **Fair Use/Fair Dealing:** Understand the concept of fair use (in the United States) or fair dealing (in some other countries) and apply it judiciously. These provisions allow limited use of copyrighted material without permission for purposes such as criticism, commentary, research, teaching, or news reporting.

5**. Attribution**: Give proper credit to the original creators of the materials you use by providing accurate attribution. Include the source, author, title, and any other required information as per the specific attribution requirements.

6. **Transformative Use**: Transforming or adapting copyrighted material, such as through commentary, criticism, parody, or satire, may be considered fair use. However, it is important to ensure that your use falls within the legal boundaries of transformative use.

7. **Public Performance**: Be aware of the copyright implications when presenting copyrighted works, such as playing music or videos during your presentation. Check if you need performance licenses or if your use falls under fair use/fair dealing exemptions.

It's crucial to note that copyright laws may vary depending on your country, so it is advisable to consult local copyright guidelines or seek legal advice if you have specific concerns or questions about copyright in your PowerPoint presentation.

Copyright Compliance: Citing and Permission

Where materials are quoted from an outside source (e.g., *Guidelines for Effective Query Practice, AHA Coding Clinic for ICD-10-CM/PCS*), the speaker should **fully cite** the original document with a direct web link where applicable, including for government sources in the public domain. This will also enable the audience to easily research more information on the item/topic on their own later, as needed.

For any materials wholly owned by a third-party (e.g., sample policies, independently developed flowcharts, photos, anatomical graphics, cartoons), since the speaker retains ownership of their presentation, the speaker is responsible for obtaining permission from the copyright holder(s) to republish the material. Once you have permission, include a full cite with a direct web link (as applicable).

Image Sources/Use

To stay in compliance with copyright laws, per the agreement, unless you have permission from the owner to use images, graphics, and other copyrighted material, you should not include any general, internet clipart in your slides unless it has been posted under some type of **Creative Commons license** (e.g., Wikipedia or Pixabay) and it is clearly stated to be "free to use, share (or modify), even commercially."

TIP: This is an "advanced search" option in Google

-Be sure to always confirm the licensing for your particular image on any source; e.g., another commonly known image site, Flickr, is not authorized for commercial use unless you're a Flickr Pro member or if an image is specifically noted as okay according to the Creative Commons license. Also, photos with brands, trademarks, and people's faces (celebrities) in them may have an additional aspect of trademark, copyright, and privacy infringement to consider

If you use a creative commons source, cite the full source link within the slide as instructed by the owner. For something in the public domain, list the full web link, e.g., if you search for "Albert Einstein" on Wikipedia you end up here: https://en.wikipedia.org/wiki/Albert_Einstein; if you want the first photo available, copy the link to that specific photo, https://en.wikipedia.org/wiki/Albert_Einstein#/media/File:Einstein_1921_by_F_Schmutzer_-_restoration.jpg.
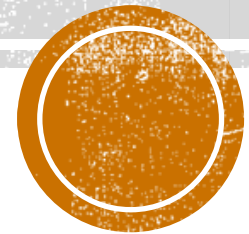
No more than 20-25% of your slides should contain images or animation (and no more than 1-2 images per slide). Note that neither images nor animations are required in a presentation, but may be used as helpful tools to highlight, emphasize, or accentuate key points

The Presentation

Introduction **(10%)**

Body **(80%)**

Conclusion **(10%)**

Introduction: "The Why"

> **"The goal of effective communication should be for listeners to say 'Me too!' versus 'So what?'"**
> **— *Jim Rohn***

Emanuel James Rohn, professionally known as Jim Rohn, was an American entrepreneur, author and motivational speaker.

Introduction: "The Why"

Explain the purpose of the presentation and what will be discussed
Identify why the information is important or significant
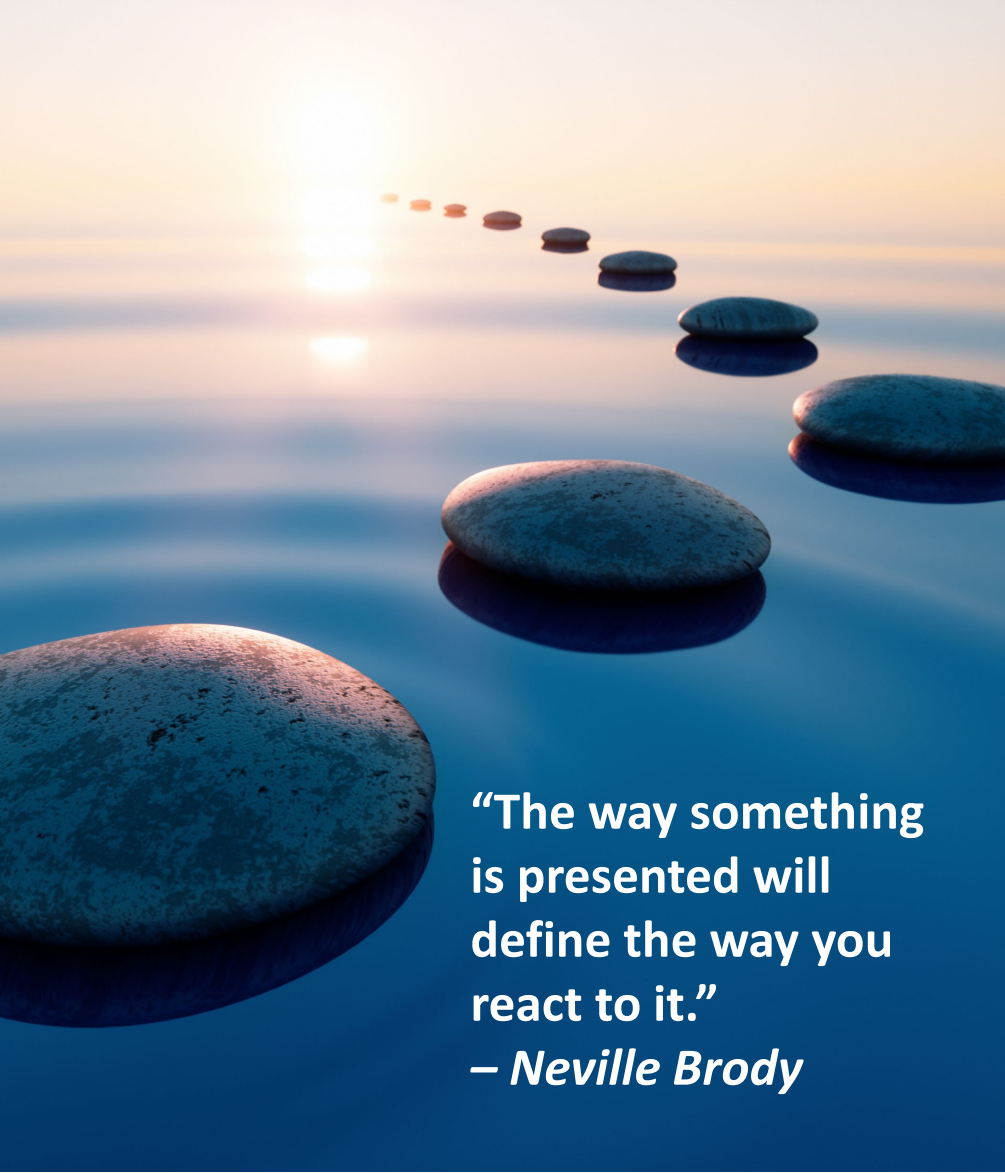Discuss how the learner will benefit from the discussion

- **Introduce yourself**

- **Sets the tone for the entire presentation**

- **Capture the audience's attention**
  - **Why is this important?**
  - **Will this impact me and how?**

Start with a question, story, quote, joke

The Body
The information you wish to impart

- Logical layout of the subject at hand
- Offer clear transitions from one point to another
  - Pause to allow time for listeners to grasp, clarify or ask questions
  - Summarize as you go
    - "We have spoken to the preparation required before and the creation of the presentation...now we move to the delivery..."
    - Power point- Utilize Transitional slides

"The way something is presented will define the way you react to it."
– Neville Brody

Neville Brody, RDI is an English graphic designer, typographer and art director. He is known for his work on The Face magazine, Arena magazine, and designing record covers for artists such as Clock DVA, Cabaret Voltaire, The Bongos, 23 Skidoo and Depeche Mode. Wikipedia

The Body: Know What the Important Points Are…

"If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack."
-*Winston S. Churchill*

The Conclusion: "To Summarize…"

- **Summarize key points**

- **Restate the purpose/objectives**

- **Call to action**

- **Final thoughts**

- **End with impact**

- **Thank the audience**

- **Open for questions**

Dorothy Sarnoff was an American operatic soprano, musical theatre actress, and self-help guru. She had an active performing career from the late 1930s through the 1950s.

Length and Structure of Your Presentation

- When building your presentation keep the following in mind:

  - Presentations should be tight and focused on the topics at hand. Refrain from too much background, review, basic definitions and get right to the meat of your subject—the time will go by quickly!

  - Avoid placing too much text on any one slide but provide enough for those that may want to view later.

  - Include "real life" scenarios and anecdotes as part of your presentation. Offer examples to drive your points home.

  - Leave time at the end of your session for Q&A (~10 minutes)

Delivering a Great Presentation

How to Deliver a Great Presentation

- **Know your audience**: Understand who your audience is and tailor your presentation to their needs, interests, and knowledge level. This will help you engage them effectively and deliver information that is relevant and valuable to them.

- **Plan and structure your content:** Begin by clearly defining the objective of your presentation. Create a logical and organized structure for your content, including an introduction, main points, and a conclusion. Use visual aids like slides or props to enhance your message.

- **Grab attention from the start**: Start your presentation with a powerful opening that captures the audience's attention. You can use a compelling story, a surprising fact, a relevant quote, or a thought-provoking question. This will create interest and set the tone for the rest of your presentation.

- **Keep it concise and focused**: Avoid overwhelming your audience with excessive information. Stick to the key points and keep your presentation focused on the main message you want to convey. Use clear and concise language to communicate your ideas effectively.

- **Use visual aids effectively**: Visual aids like slides can enhance your presentation but use them sparingly and ensure they support your message rather than distract from it. Keep the design clean and uncluttered, use high-quality images, and limit the amount of text on each slide.

- **Engage your audience**: Involve your audience throughout the presentation to maintain their interest and create a sense of participation. Ask questions, encourage discussion, or incorporate interactive elements like small group activities or live polls.

How to Deliver a Great Presentation, cont.

- **Use storytelling techniques**: Storytelling is a powerful tool to connect with your audience and make your presentation more memorable. Incorporate relevant stories, anecdotes, or case studies to illustrate your points and create an emotional connection.

- **Use confident body language**: Project confidence and enthusiasm through your body language. Stand tall, maintain good posture, make eye contact with your audience, and use hand gestures purposefully to emphasize key point utilizing gestures such as pointing, a wave, head nod, a bouncing finger, or numbering to engage and emphasize key elements. Move around the stage or the room to engage different parts of the audience.

- **Speak clearly and use varied vocal tone**: Pay attention to your voice and how you speak. Speak clearly, at a comfortable pace, and vary your tone and pitch to add interest and emphasis. Use pauses strategically to let important points sink in.

- **Practice, practice, practice**: Rehearse your presentation multiple times to become familiar with the content, timing, and transitions. Practice in front of a mirror, record yourself, or deliver it to a small group for feedback. The more you practice, the more confident and polished you will be during the actual presentation.

- **Anticipate and address questions**: Prepare for potential questions that might arise and have concise and thoughtful answers ready. This demonstrates your expertise and preparedness, and it helps build credibility with your audience.

- **End with a strong conclusion**: Summarize the main points of your presentation and end with a memorable conclusion that leaves a lasting impression. You can use a powerful

Enhancing Presentation Delivery

Keep in mind.....

- **Where should you be at 15-minute mark?**

- **What is your desired half-way point?**

- **Where should you be at three quarters?**

- **When should you reach the conclusion?**

Practice your presentation: Record your content to become familiar with the flow and timing. Notice filler words "um, so, ok, uh". Pause a second between sentences instead.

Use speaker notes: Prepare brief notes or cues to guide you through the presentation and ensure smooth delivery as well as provide further confidence.

Engage with the audience: Maintain eye contact periodically, use appropriate body language (finger pointing, finger numbering, hand gestures or movements), and ask questions or permit some interaction.

Technical Considerations

Check equipment: Ensure your presentation is compatible with the venue's equipment and arrive early to set up.

Test the presentation: Verify that all multimedia elements, hyperlinks, and transitions work as intended.

Have backup options: Prepare a backup copy of your presentation and any necessary files in case of technical issues.

Manage time effectively: Practice your presentation to fit within the allocated time slot and allow for adjustments.

Following Up

Provide handouts or resources: Share supplementary materials or contact information for further reference.

Request feedback: Ask for feedback from attendees to gain insights and improve future presentations.

Follow up on action items: If there were any commitments or action points, ensure you follow through on them.
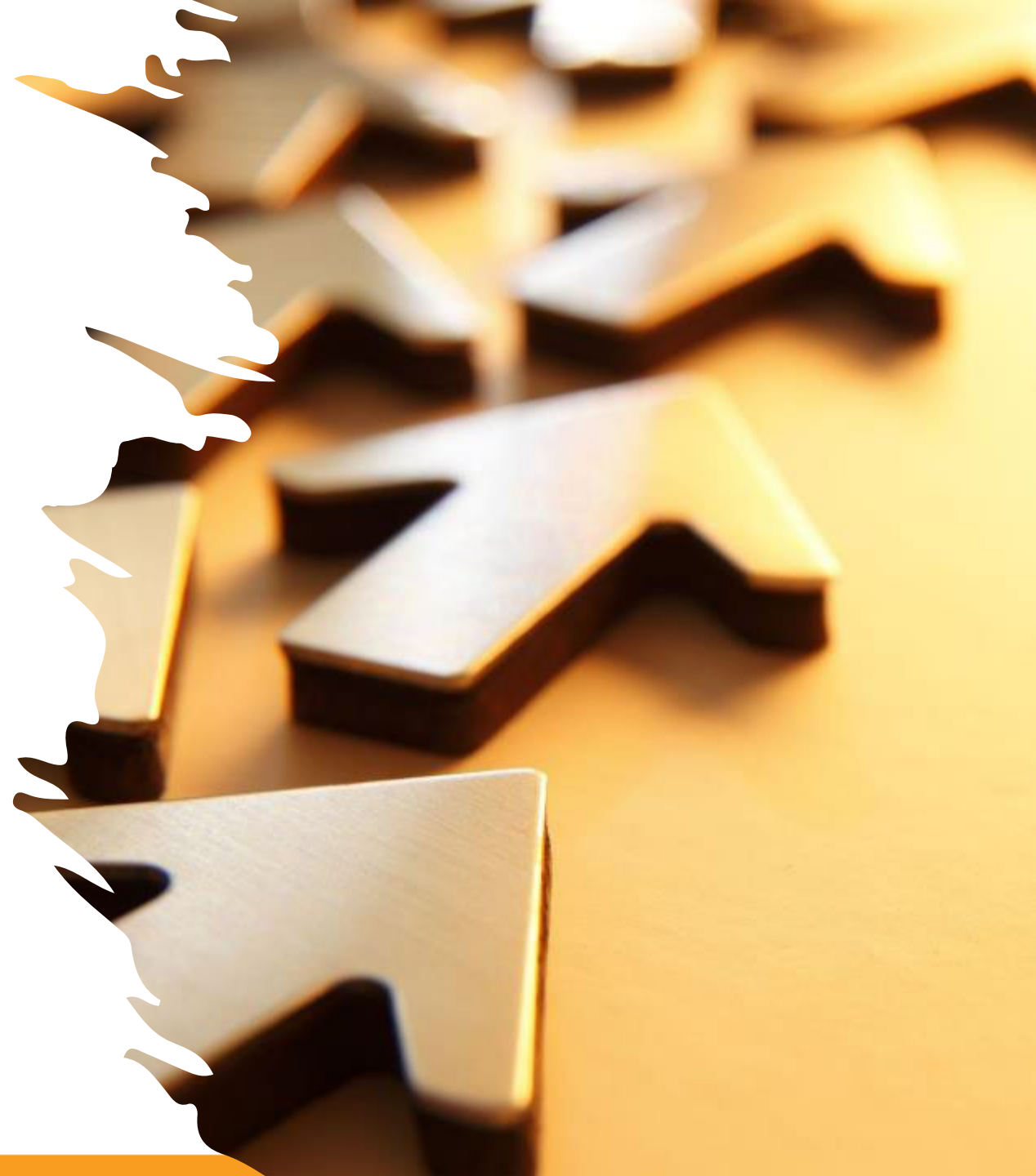
Final Words

- Speak from your heart and share what you know

- Enjoy teaching others and sharing your knowledge

- Practice makes perfect

- Be humble and honest-we all started somewhere

Other Great Resources:

- *What it takes to give a great presentation*. Harvard Business Review. (2023, January 18). https://hbr.org/2020/01/what-it-takes-to-give-a-great-presentation
- Vogel, W. H., & Viale, P. H. (2018). Presenting With Confidence. *Journal of the advanced practitioner in oncology, 9*(5), 545–548. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6505544/
- *Presentation tips*. Presentation Tips | DO-IT. (n.d.). https://www.washington.edu/doit/presentation-tips-0
- https://www.scienceofpeople.com and Vanessa Van Edwards book "Captivate"
- **Citation builder can be found at**: *General format*. General Format - Purdue OWL® - Purdue University. (n.d.). https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html