

Calling All Super Heroes

Boosting Your Presentation Skills

Joayne Larson
Sparks of Change LLC

November 2018

NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®



Disclosures

The following faculty and planning committee staff have the following financial disclosures:

Name	Institution	Disclosure
Luzmary Alvarez	New York Blood Center	None
Hollie Devine, MSN, ANP-BC, AOCNP	N/A	None
Jackie Foster, MPH, RN, OCN	National Marrow Donor Program / Be The Match	Spouse, stock owner, Pfizer
Joayne Larson	Sparks of Change LLC	None
Lisa Munson, CVA, MPNA	National Marrow Donor Program / Be The Match	None
Lara Rauchwarter	National Marrow Donor Program / Be The Match	None



Learning objectives

- At the conclusion of this session, attendees will be able to:
 - Describe at least three elements that contribute to effective design and delivery of your presentation
 - Choose two action items that you will apply in your next presentation



Reflect

Think about the best presentation you have ever seen.

- ✓ What made it so good?
 - ✓ What did the presenter do?
 - ✓ How was the information conveyed?
 - ✓ What made it memorable for you?



Presenter Superpower:

Make it easy on the audience!



- ✓ Design
- ✓ Preparation
- ✓ Delivery



Learning Objectives

- ✓ Describe at least three elements that contribute to effective design and delivery of your presentation
- ✓ Choose two action items that you will apply in your next presentation



DESIGN



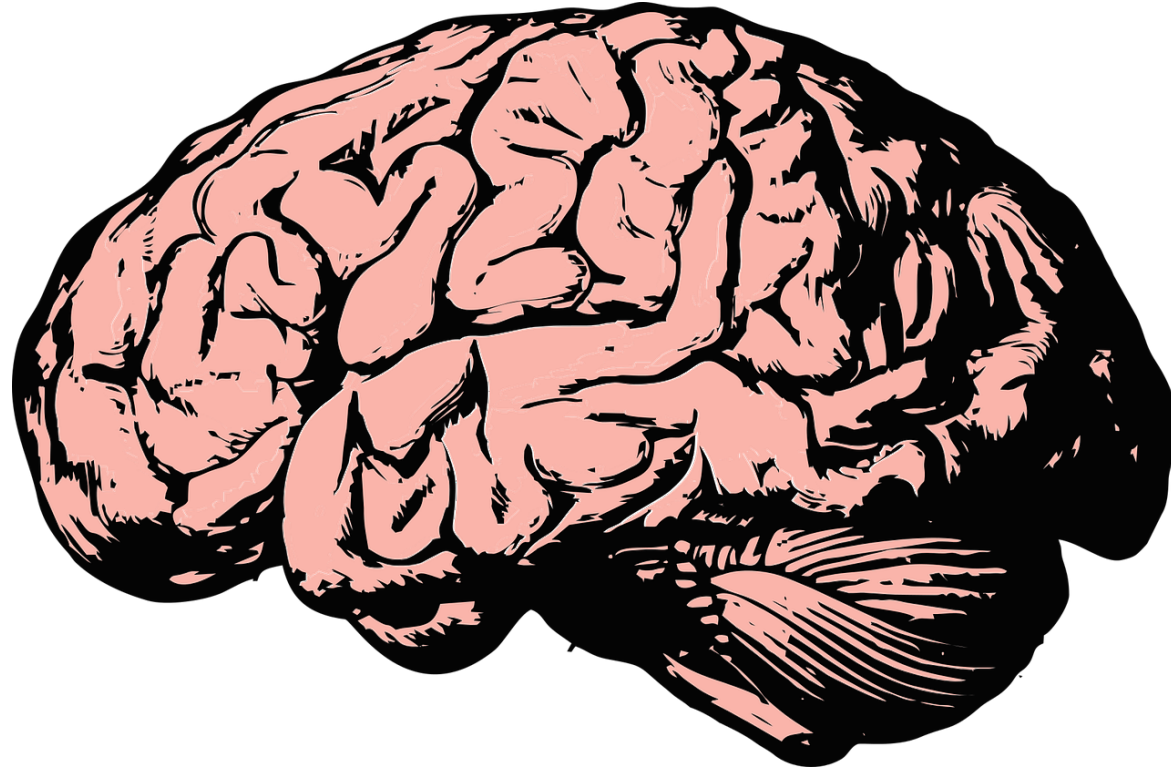
NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Send a clear message



Use their brains

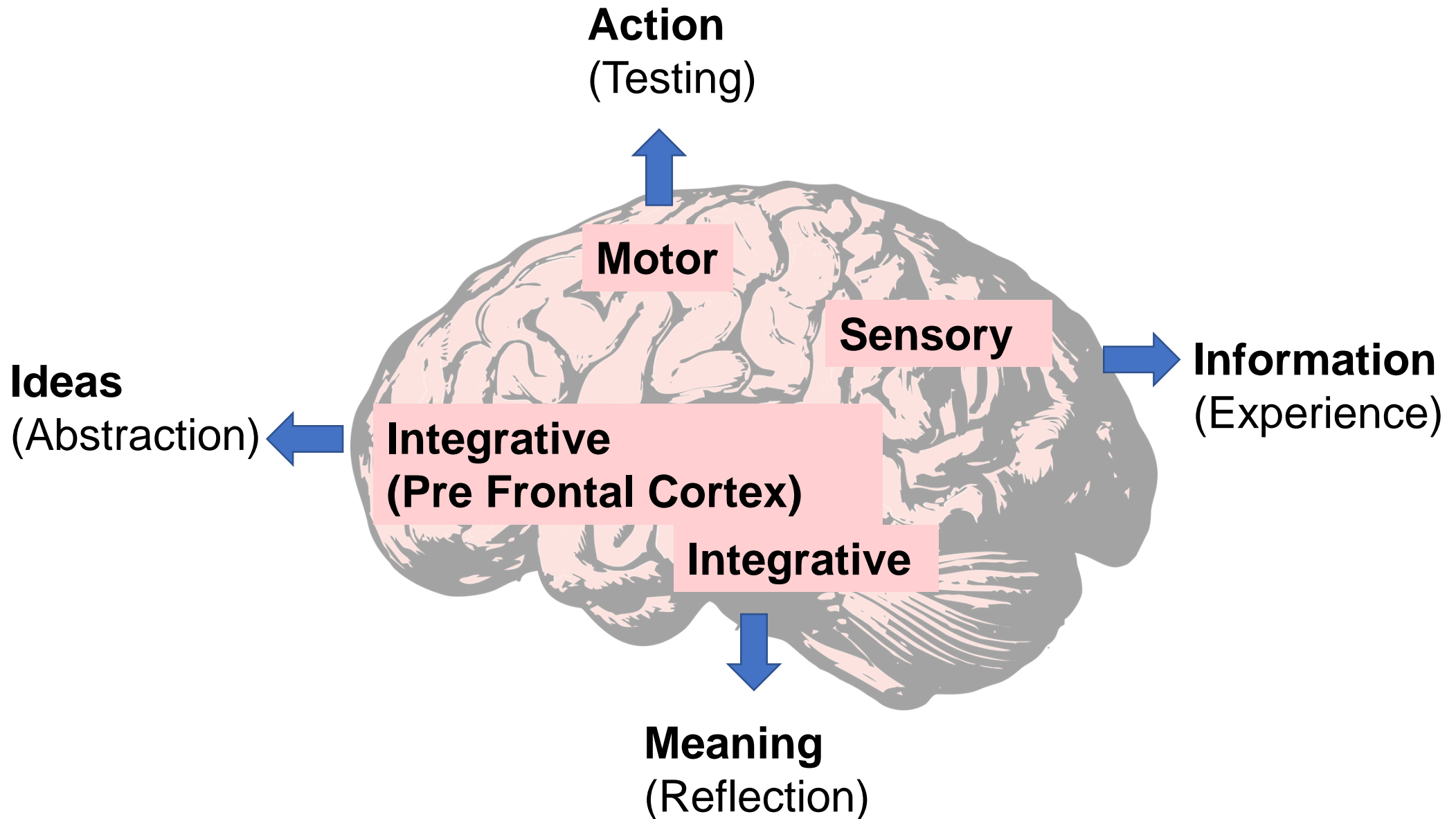


NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Grab your cape.





Let them put it together

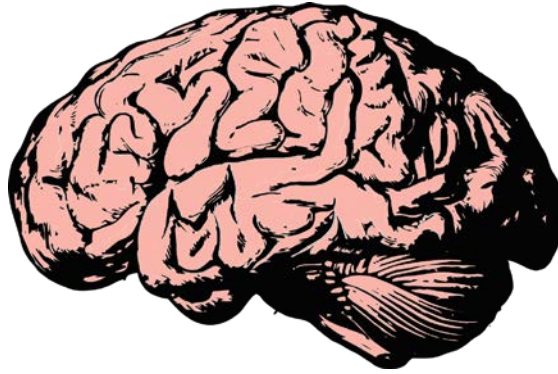


BE  THE MATCH[®]

Grab your cape.



Reflect



How do these principles compare to what you identified from the best presentation you've seen?

PREPARATION



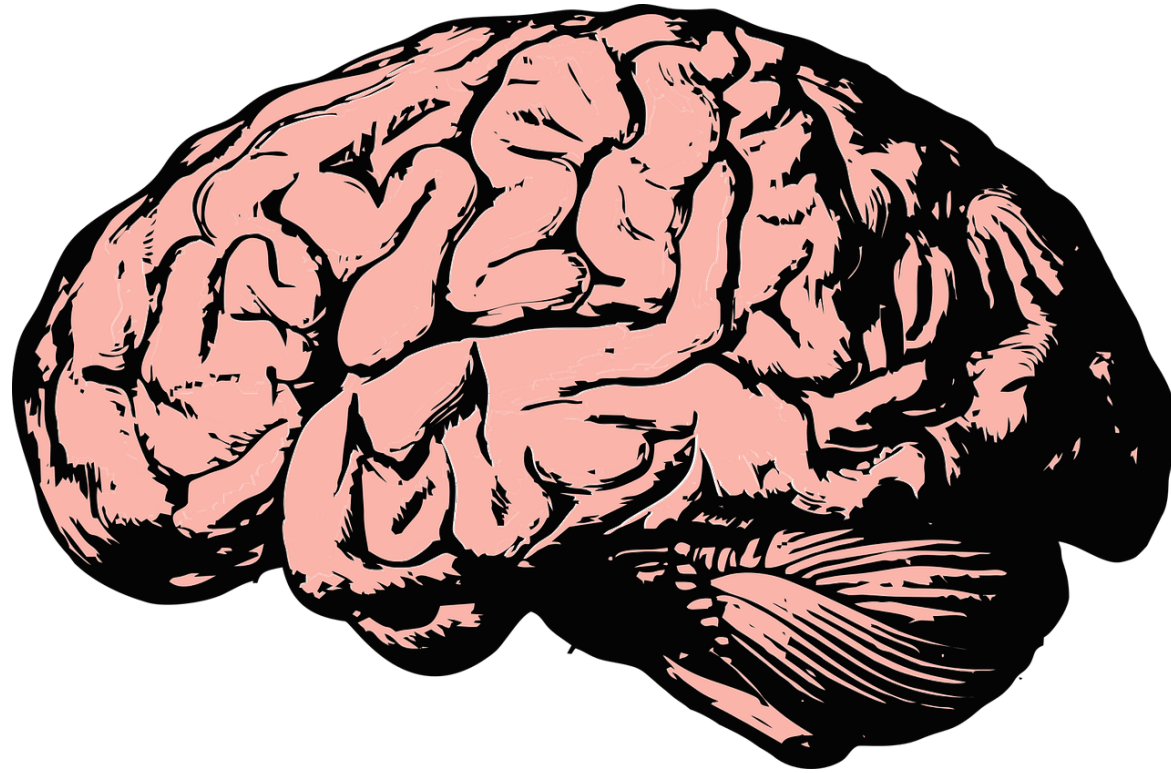
NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Create powerful slides

- ✓ A picture is worth 1,000 words
- ✓ Too much text on the screen will lead to multitasking
- ✓ Choose your text wisely because it will directly compete with whatever you are saying
- ✓ Choose one simple, powerful image and then speak about it instead of reading every word that is on the screen
- ✓ Images access different parts of our brain and provide an additional access point to information when combined with spoken words





Create powerful slides

- ✓ Text should be an **anchor**
- ✓ Images are for **support**
- ✓ Screen is for the **audience**
- ✓ **Handouts** are an option



Translate your language

QTRS

ICD/
JSR

HCNs

TDE

DPT

DCM



APCD
ChPT
AMCS

TLO

ICEpick

GSM

LPF



Grab your cape.

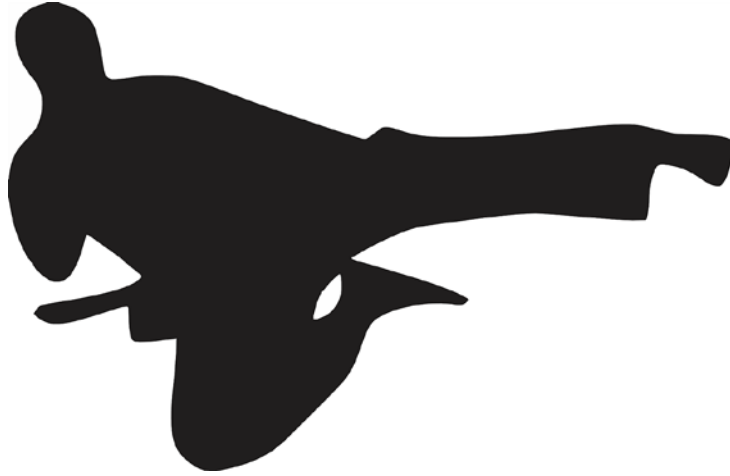


Let your message choose the medium

- ✓ PPT
- ✓ Prezi
- ✓ Webinar
- ✓ Conference call



Practice!



Back up technology options



Recap on preparation:

- ✓ Create powerful slides
- ✓ Translate your language
- ✓ Practice your delivery and use of technology
- ✓ Plan back-up options for technology failures/delays



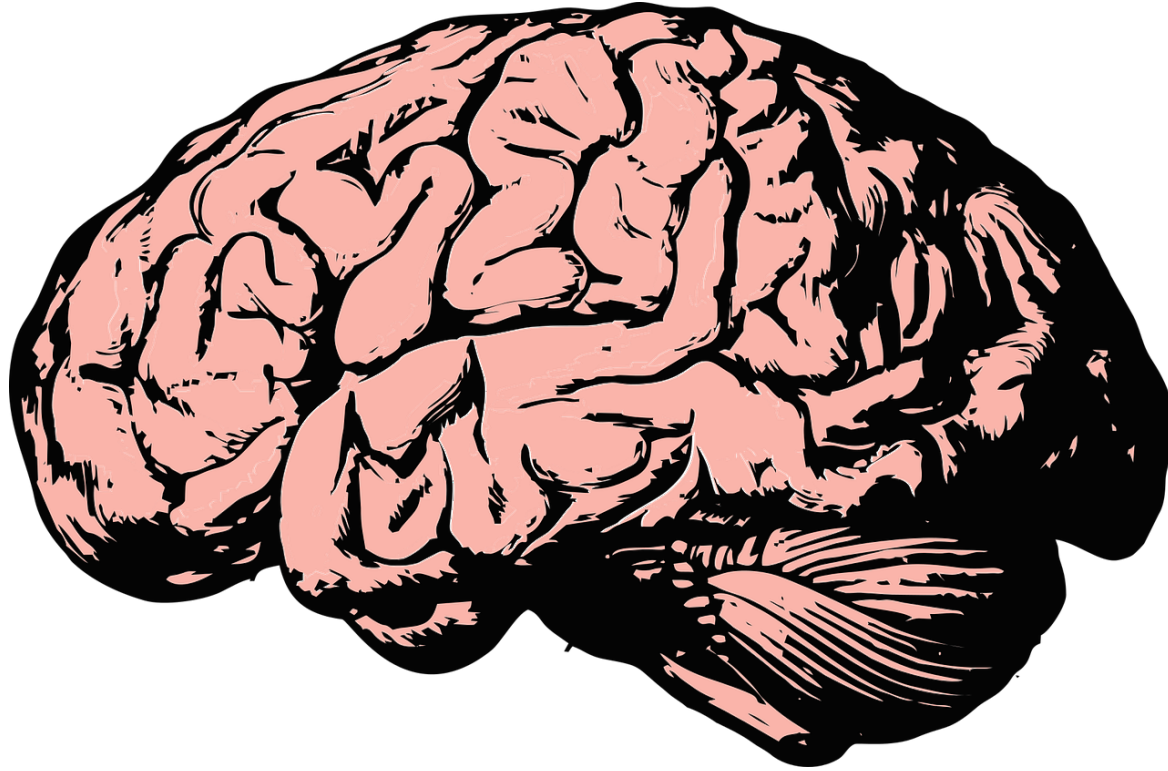
DELIVERY



NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Provide the handouts



NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Grab your cape.



Let the message lead

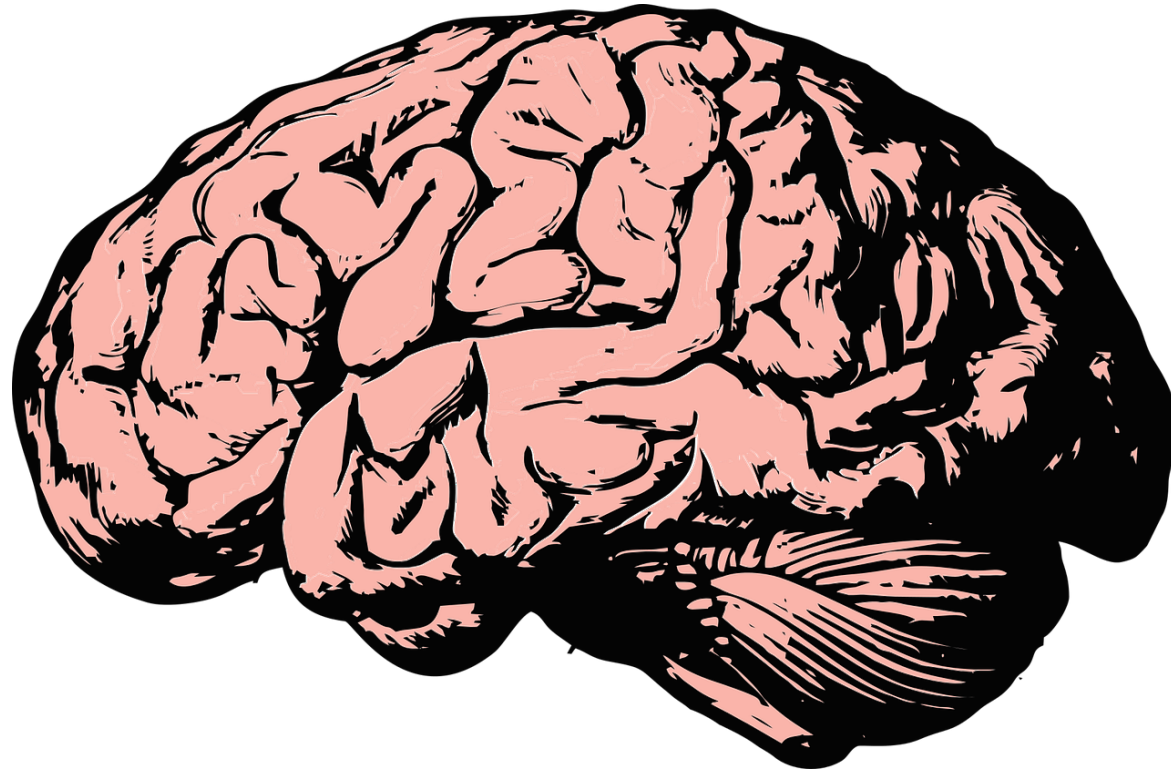
- ✓ Be purposeful with movements
- ✓ Curate your image



Audio



Check comprehension



?

?

?

?

NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®

Grab your cape.



Self Reflection: Your Presentations

In what areas are you strong?

Where do you have room to grow?



Grab your cape.



Commitment:

**Which two elements from this presentation will you
incorporate into your next presentation?**



Resources on adult learning and the brain:

The Art of Changing the Brain by James E. Zull, 2002

Andragogy and Self-directed Learning: Pillars of Adult Learning Theory, S. B. Merriam, 2001

Handbook of NeuroLeadership, David Rock & Al H. Ringleb, 2013

Experiential Learning, David Kolb, 1983

On Teaching and Learning, Jane Vella, 2008

The Emotional Brain, Joseph LeDoux 1997

Punished by Rewards: The Trouble with Gold Stars, Incentive Plans, A's, Praise and Other Bribes, 1983.



Grab your cape.



Thank you!



NATIONAL
MARROW
DONOR
PROGRAM®

BE  THE MATCH®