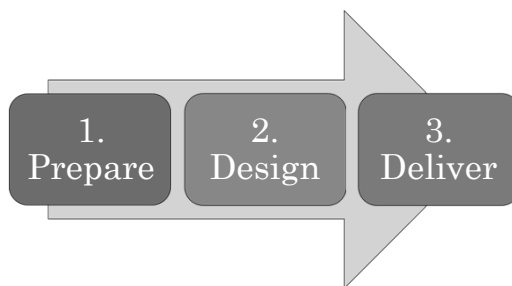# Presentation Skills

Agnes Cha, PharmD, AAHIVP, BCACP

Associate Professor of Pharmacy Practice, LIU Pharmacy

HIV Clinical Pharmacist, The Brooklyn Hospital Center

Objectives

- Describe the stages of presentation development

- Develop learning objectives

- Identify ways to enhance the design of a PowerPoint presentation

- Describe tips and pitfalls in the delivery of a presentation
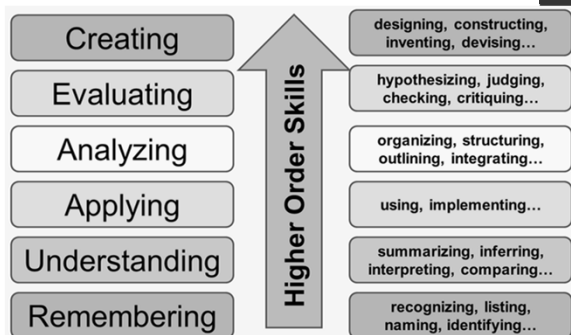
2

Stages of a Presentation

1. Prepare → 2. Design → 3. Deliver

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Preparation

- WHO?
  - Know your audience
- WHAT?
  - Purpose of the presentation
- WHERE?
  - Location and equipment
- WHEN?
  - Know your time frame/schedule
  - Watch the clock
- WHY?
  - Key message, main theme (content), take home points

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Objectives – Use Bloom's Taxonomy

Creating — designing, constructing, inventing, devising…

Evaluating — hypothesizing, judging, checking, critiquing…

Analyzing — organizing, structuring, outlining, integrating…

Applying — using, implementing…

Understanding — summarizing, inferring, interpreting, comparing…

Remembering — recognizing, listing, naming, identifying…

Higher Order Skills

Creating Learning Objectives

Cognitive Domain	Examples
Create	To design, hypothesize, write, report, disucss, plan, create, construct, prepare.
Evaluate	To assess, attach, choose, defend, estimate, predict, judge, criticize, justify, evaluate.
Analyze	To analyze, organize, calculate, categorize, compare, contrast, distinguish.
Apply	To apply, choose, modify, illustrate, interpret, practice, classify, solve, use.
Understand	To classify, describe, differentiate, explain, express, outline, summarize, review, select.
Remember	To list, define, duplicate, list, recall, name, order, recognize, state.

Available at: https://www.acpe-accredit.org/pdf/Blooms_Taxonomy.pdf Accessed 8/8/17

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Learning Objectives are SMART

- Specific
- Measurable
- Attainable
- Results
- Time
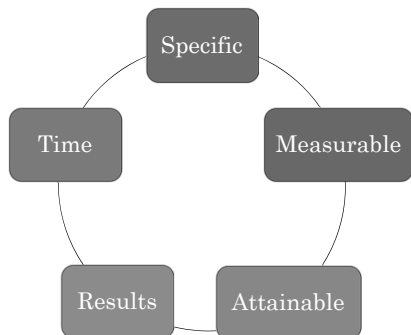
Design - Font

- Single type of font for most of presentation
  - Select a "sans" font (other fonts may be *difficult to read*)
  - May consider different colors, sizes, & styles for **impact** or emphasizing
- Do not use ALL CAPS (titles may be exception)
- No smaller than ~18 to 20 point
  - Test the font: stand 6 ft back from monitor – can you see?
- Larger font (35 to 45 points) or different color for titles

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Design – Slide template

- Slide template:
  - Keep the background consistent & subtle
  - Contrast text with background
- Content:
  - Avoid clutter! No paragraphs!
  - Clearly label / title each slide – does content match slide?
  - One thought per line
  - Bullets: **6 x 6 Rule** – no more than 6 words per line, or 6 lines per slide
  - Align text (not centered)
  - Check spelling & grammar

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Design – Special Effects

- Color:
  - Contrast is good, BUT limit number of colors on a single screen
- Graphics:
  - Helps illustrate your point
  - Limit graphics per slide
  - Use charts / tables when appropriate
  - Make labels for charts / graphs
  - References AMA style

- Special effects:
  - Transitions, animations, audio, videos
  - Use judiciously!

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Delivery

DO's
- Introduce self
- Show confidence
- Pace yourself
- Make eye contact
- Pronounce correctly
- Dress the part

DON'Ts
- Read slides
- Turn back to audience
- Use verbal fillers
- Excessive hands
- Forget to breathe

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Delivery Tips

- Question & Answers session
  - Research your topic, know your stuff, what's the latest & greatest?
  - Repeat the audience's question before answering
  - Do not makeup an answer → admit what you don't know
  - Closeout with a "thank you"
- Show up early
  - Familiarize yourself w/ the room & adjust to surroundings
  - Test the equipment
  - Where will you be standing? Podium? Microphone?

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Delivery Tips

"Practice isn't the thing you do once you're good. It's the thing you do that makes you good." - Malcolm Gladwell

- Technology
  - Pointer: laser, wireless mouse, wired mouse, finger
  - Back-up files using multiple means (email, USB)
  - Time check? – watch, clock, timer on computer
- PRACTICE, PRACTICE, and more PRACTICE
  - Have someone review your slides
  - Mock presentations: self / mirror, colleagues, family, friends
  - Do your slides look the same when projected?
  - Transitions
  - Be able to deliver presentation w/o notes
- Water
- Rest does a body good!

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