

Critical Presentation & Communication Skills for CNS Success



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Effective Communication is Powerful....

- Helps to Advocate for Patients
- Helps Shape a Culture
- Helps Share Your Ideas
- Helps You Influence Others

Comfort Zone



Growth



Exercise the Muscle



The only limit to what you can achieve is the extent of your ability to define what it is you want and the persistence to get it.

Why Do We Want to Do It?

- By helping other nurses improve their practice, we indirectly touch each patient who they will touch, forming an ongoing chain of nursing care
- Pay it forward
- Bettering ourselves, upgrading our own knowledge
- Makes us feel good and helps us feel connected to the whole of nursing and to our profession

Ulrich BT, Nephrology, 2007;34(5):503-508

What Makes a Good Speaker/ Communicator?

- You're hooked....
 - From the first word to the last
 - Clear and concise
 - By their brilliance
 - Humor
 - Wisdom
 - Provocation
 - Ability to entertain

SeSouza R. Kai Tiaki Nursing New Zealand 2007;13(10):20-21

? ? ? ? ?
 How many have had
 the opportunity to
 present in front of an
 audience of 1 or 100?
 ? ? ? ?

FEAR!!

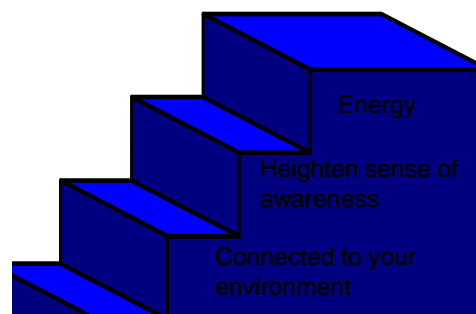


Nervousness...The Bad Side

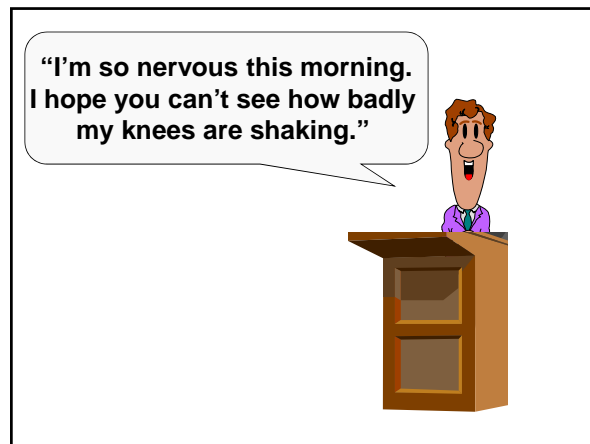
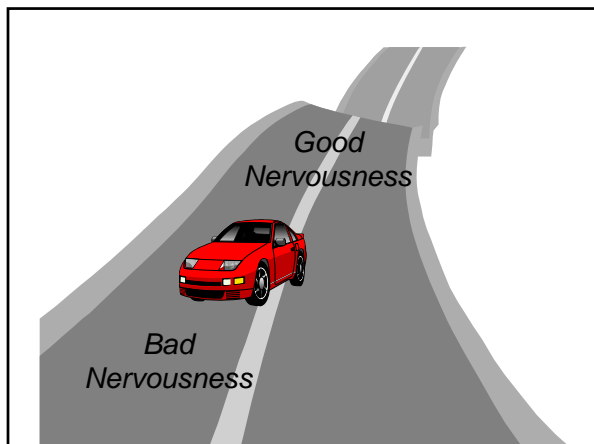
- Talk too fast
- Higher pitched voice
- Jerky gestures
- Dry mouth
- Sweating
- Racing heart
- Rocking motion



Nervousness...Channeled

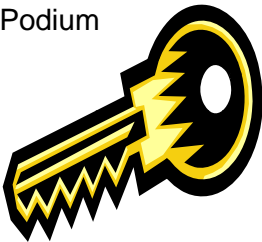


Hindle T, Making Presentations;1999



Conquer your Fear & Create a Successful Presentation /Communication for the Boardroom or the Podium

- Prepare
- Practice
- Night before routine
- ABC's




Preparation...The Magic 5

- Selecting the right topic
- Know the audience
- Defining the purpose
- Crafting the message
- Effective visual aids

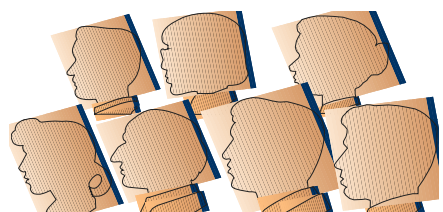
Vollman KM, AACN Clinical Issues, 2006;16(1):67-77

Selecting the Right Topic



- Knowledge or expertise
- Interest to learn
- Passion

Know Your Audience



Helps with tailoring the message, picking the style, humor, graphics and analogies

Defining the Purpose

- Motivating the audience to action
 - Inform
 - Solve a problem
 - Persuade/sell an idea

Crafting the Message: Organizing Strategies

Topic Method	ARDS: Intro/body/conclusion
Three-Step	Point with Pride; note with alarm; call to action
Story Telling	How we received Magnet Status
Problem Solving	QIT process
Analogy	O2 transport/train
mnemonic	HMO: Head of bed, Mobility and Oral care to reduce VAP

Vollman KM, AACN Clinical Issues, 2006;16(1):67-77
Goldman KD et al. Health Promotion Practice 2007;8:114-118

Crafting the Message The Next Step.....

Create themes...gather data...sort

Research data, headlines, internet, anecdotes, stories that might pertain to the presentation, quotes or jokes

Timeliness and Quality of the Information Builds Credibility

Tips When Crafting the Message

- Use Note pages/write out the presentation
 - Helps organize what to say
 - Identifies gaps in information
 - Use conversational language
 - 1000 words equals 10 minutes/150 words=1 minute
 - Readily used as an outline for a manuscript



Hindle T. Making Presentations 1997
Mathieson A. Nurse Researcher 1996;4(2):41-54.
Goldman KD et al. Health Promotion Practice 2007;8:114-118

Crafting the Message: 3 Components of Any Presentation

- Introduction/Opening (10%)
- Body (80%)
- Conclusion (10%)

Straver KD et al. Clin Nurs Specialist, 2004;18(1):16-20.

Opening

- First opportunity to make an impression
- Grabs attention
- Set expectations/sets the tone
- Conveys the purpose
- Establishes credibility & interest
- Shows the audience your excitement level
- Warms them up

Number 1 Respected Profession

Nursing

Gallup Poll: 82% Honesty
& Ethical Rating



So Why Don't We Feel Respected?

Reclaiming Professional Respect



What Behaviors or Communications Make You
Feel the Recipient of Respect?

Feeling of Respect or Not being Respected

Bournes DA, et al. Nursing Science Quarterly, 2009;22(1):47-56

- | | |
|---|--|
| <ul style="list-style-type: none"> • Respected <ul style="list-style-type: none"> - Feeling listen to - Feeling revered for their knowledge - Feeling trusted - Feel part of the group - Being acknowledged - Sense of belonging/contributing - Persons look out for each other and their support - Fairness - Free to speak - Opportunities to excel | <ul style="list-style-type: none"> • Not Being Respected <ul style="list-style-type: none"> - Disregarded - Not revered - Not trusted - Not supported - Not recognized - Closed conversation - Speaking in a tone that is demeaning - Ideas and opinions not considered a value priority - Unsafe, guarded, pressured, put down |
|---|--|



Body

- Tell the audience what your going to tell them...tell them...tell them what you told them
- Central core
- Delivers 3-5 key messages
 - State it clearly
 - Define terms
 - Explain it
 - Give an example of it
 - Restate it...connect to next point

Methods to Support the Body

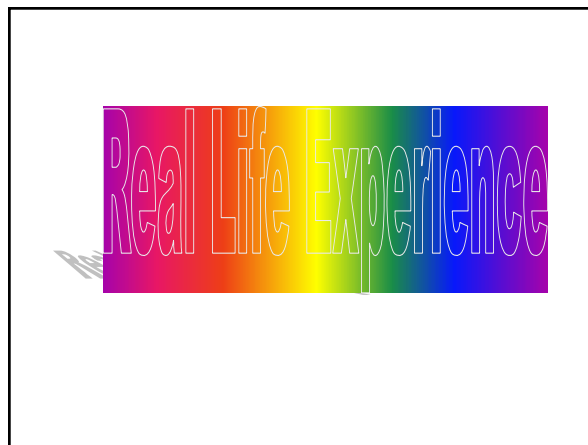
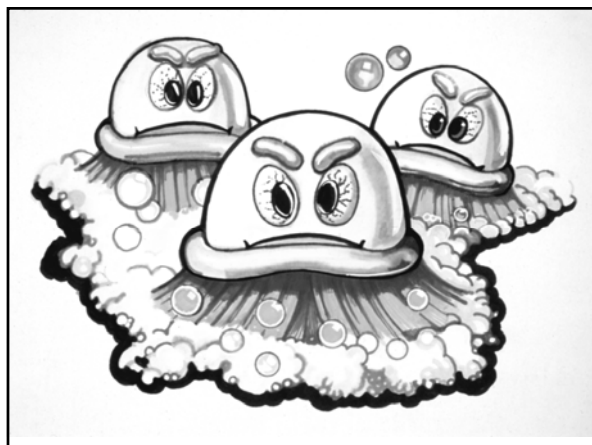
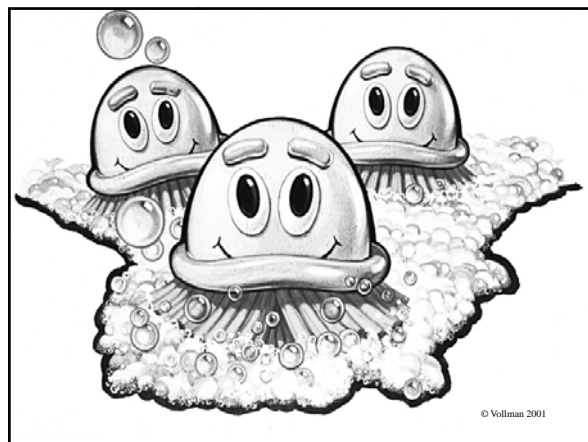


- **Hooks are catchy phrases or concepts**
- **Examples; analogies, personal examples, humor, illustrations, stats, anecdotes or stories**

Garon: JE. Clin Lab Manage Rev, 1999;13(6):372-385

Analogies

- Effective tool or hook
- Makes complex material more understandable
- Links the subject matter to a common every day concept



Pressure Ulcer Prevention Guidelines for Incontinence Care

- Clean your skin as soon as it becomes soiled.
- Use a protective cream or ointment on the skin to protect it from wetness.
- Use an incontinence pad and/or briefs to absorb wetness away from the skin.

NPUAP
(National Pressure Ulcer
Advisory Panel) 1992

NIH
(National Institutes of
Health) Standards of Practice
2001

AHRQ
(Agency for Health Care Research
and Quality) – formerly AHCPR –
1992

WOCN
(Wound, Ostomy, Continence
Nurses Society) 2003

Challenges of Incontinence Care

- Individually packaged products are not always within reach during incontinence clean up
- Risk of unprotected skin is high
- Cleaning and protection usually done as separate activities
- Washcloths often become disposable when soiled
- Increased risk for contamination
- Not all products have a chemical barrier

Actively Engage.....

- Ask Questions

Successful Humor

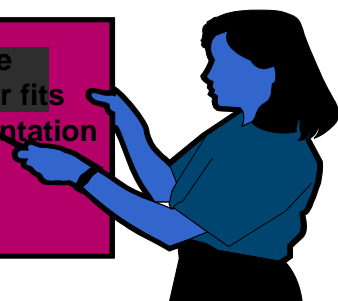
- Conveyed in the fewest words
- Used early and throughout
- Appropriate
- Personalized
- Fits the context precisely



Garon: JE. Clin Lab Manage Rev, 1999;13(6):372-385
 McConnell CR, The Health Care Manager, 2009;28(3):264-272

Golden Rule

Make sure
 the humor fits
 the presentation



Self Respect



Internal Dialogue



External Dialogue

Identify Patients at High Risk for Skin Injury



Conclusion

- Tie introductory comments with your closure & key content messages
- Leave the audience with a call for action, lasting impression... or an inspiration

Defining Success

My name is JM and this past January, I was admitted to the hospital with a severe case of streptococcus pneumonia, which resulted in some serious complications including ARDS. Among the interventions that saved my life was the use of the prone positioner you invented. The hospital had the device, but had never had a chance to use it. I was the hospital's first patient to use the device. I responded very well and survived the ordeal. I just wanted to drop you a note to thank you for your innovation. I am expected to make a full recovery and am well on the way to doing that now. I thought it might do you good to hear from a beneficiary of your device. Thanks again, and I wish you every success as you continue to make a difference in peoples lives.



Sit it Out or Dance

Additional Components to Help Craft a Stronger Message

- Effective Visual aids
- Handouts



Reynolds, G. Presentationzen Design, 2010, New Riders, Berkley, CA

Recognitions Doubles with A Picture (Picture 85% vs. Text 40%)



Stage IV
Pressure
Ulcer

Reynolds, G. Presentationzen Design, 2010, New Riders, Berkley, CA

Research on the Learner

- 75% visual learner
- 13% auditory learner
- 12% kinesics learner
- Learner remembers:
 - 10% read
 - 20% heard
 - 40% seen
 - 50% seen & heard

McConnell EA. Am J Nurs, 1997;97(12):62-64

Visual Aids

- Improves audience perception
- Enhances memory by 50%
- Helps sequence the material
- Clarifies information
- Stimulates interest

Helpful Hints for Visual Aids

- Add don't distract...templates
- Background color...high contrast level with text
- Simple versus glitzy

Cooper SS. J Contin Educ Nurs 2003;34(6):245-246
Garity J. J Intravenous Nurs 1999;22(2):81-86

Helpful Hints for Visual Aids

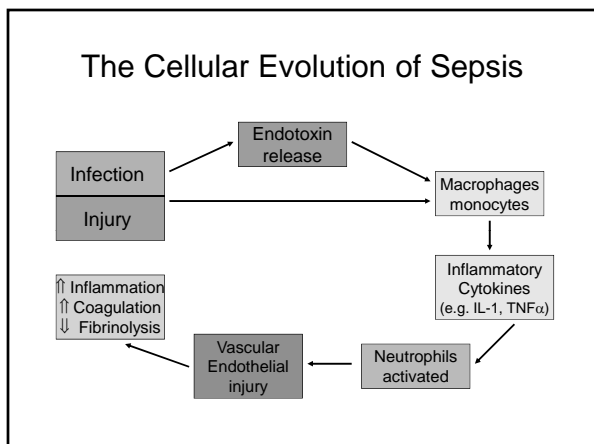
- 5 words in a title
- 7 word width & 7 lines height
- Use incomplete sentences/phrases
- Limit to 2 types of fonts
 - Serif (Times Roman, Bookman Old Style etc.)
 - Sans Serif (Arial, Lucida Sans etc.)
 - Caslon, Garamond, Baskerville, Helvetica, Futura, Gill Sans
- Font size title 40-44, Font size text ≥ 24

Cooper SS. J Contin Educ Nurs 2003;34(6):245-246
Reynolds, G. Presentationzen Design. 2010, New Riders, Berkeley, CA
Garity J. J Intravenous Nurs 1999;22(2):81-86

Helpful Hints for Visual Aids

- Sentence case
- Shadowing enhances words vs. bolding
- Graphic on left if learning cue
- Graphic on right if supplemental
- Be stingy with your transitions & custom animations

Cooper SS. J Contin Educ Nurs 2003;34(6):245-246
Evans ML. J Contin Educ Nurs 2000;31(5):213-218



Additional Audiovisual Pearls

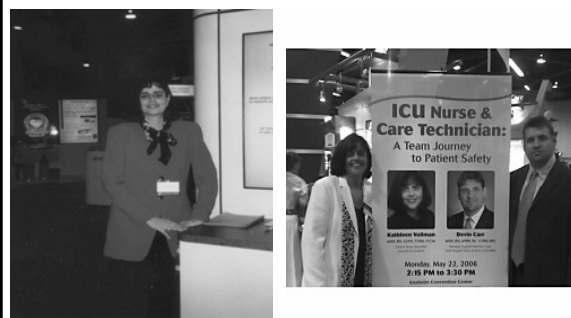
- Do not talk to the slide or overhead
- Test Your Equipment
- Verify overheads are in the correct order
- Have an extra light bulb/LCD cord
- Expert to aid in troubleshooting

Creating the Handout

- ✓ Check accuracy and grammar
- ✓ Gauge the amount of note taking
- ✓ Ensure your name is on the handout
- ✓ If PowerPoint handout, consider ©



Dress for Success



Non-Verbal Communication

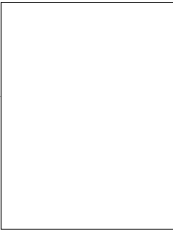
Personal grooming & life style appearance provide an instantaneous projection on the surface on how you feel inside

Tips on Dressing for Success


- Presenters should be the best dressed person in the audience
- Keep accessories simple
- Jewelry
- Solid colors/subtle patterns
- Wear colors that make you feel good




Color Test



Cool Palette





Warm Palette

Colors to Match Tone

<ul style="list-style-type: none"> • Cool Palette <ul style="list-style-type: none"> ▪ Black ▪ White ▪ Blue-based reds ▪ Royal blue ▪ Emerald green ▪ Shocking pink ▪ Silver 	<ul style="list-style-type: none"> • Warm Palette <ul style="list-style-type: none"> ▪ Dark brown ▪ Olive ▪ Cream ▪ Teal blue ▪ Coral ▪ Orange red ▪ Camel ▪ Gold
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Andre ML. Ready to Wear; New York:2004



Rule for Accessories: >8 but <14

Earrings

Each ring

Different color hose from shoes

Necklace

Patterned vs. solid

Scarf's, pin & ties

Practice Makes Perfect

- 1st practice: Focus on presenting content, obtain sense of timing with notes
- 2nd practice: Focus on voice, gestures and eye contact
- 3rd practice: Focus on visual aides, humor, content without notes

Practice...Practice...Practice

- Practice in front of a mirror
- Tape or video the presentation
- Objective observers view & critique the full presentation
- Mindful of verbal tics
- Join toastmasters or take a Dale Carnegie course

McConnell CR, The Health Care Manager, 2009;28(3):264-272
 Vollman KM, AACN Clinical Issues, 2006;16(1):67-77

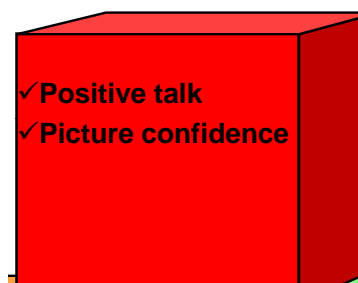
Night Before Routine



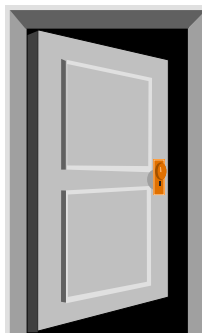
A B C'S of Calming and Controlling Fear:



Affirming.....



"I just know that I am going to forget my speech"



Affirmations

- Talk positively to yourself
- Screen distractions
- Allow pure concentration

Examples: I've got this subject matter down cold, I've locked onto it, studied it, rehearsed it, thought about it and know it.

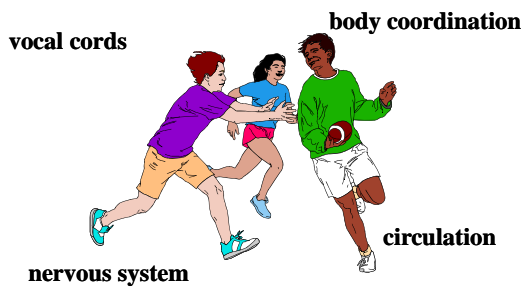
Breathing.....

- ✓ Breathe deep from the abdomen versus the chest
- ✓ Helps relieve tension and allows voice projection

Compose Yourself.....

- ✓ Relieve muscle tension
- ✓ Create a warm up routine

Warm Up Routine



Kathleen's Warm Up Routine

- I walk in the hall outside the room
- I use affirming statements such as "your going to nail this puppy, you know this stuff, your going to make sure everyone leaves better than satisfied"
- I almost always go to the bathroom 5 minutes before my start time.
- Building rapport: I talk to people in the audience before the presentation begins
- Use an anchor

An anchor is a gesture, or gesture and a word that helps to recall previous feelings/emotions around a particular event



Get the Room Ready

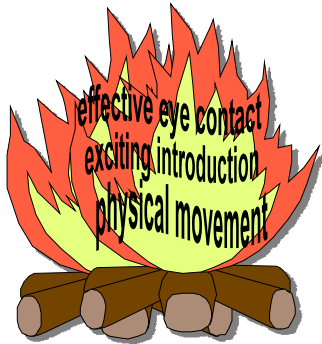
- Arrive early to allow for changes in the room
- Control audience seating
- Check the sound system/audiovisual equipment
- Adjust room temperature
- Ask the first few participants what they are hoping to learn



Stepping up to the Podium



Warming Up the Crowd



Eye Contact: Warming Up the Crowd

- Start with a supporter/friend
- Move around, make contact, let them feel your energy
- Faced with an unfriendly go back to a supporter get refueled and try again

Eye Contact: A Punctuation

- **55% of the non-verbal message**
- **Feedback tool**
- **Helps establish a degree of intimacy**
- **Shifts no > 5 seconds**

EYE CONTACT

Standing in a pool of light
Reading notes
Audience in blackness
Looking at audiovisuals
Audience too far away

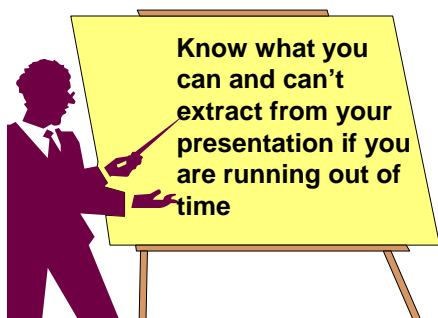
Body Language...Movement

- Maintain the audiences attention
- Increases exposure to the audience
- A part of your presentation
- 5x more powerful than the verbal message

Tips on Using Body Language Effectively

- Increase your physical space
- Keep posture erect/chin up
- Plant feet evenly
- Move deliberately from side to side
- Don't hold any object if possible
- Gesture control

Final Platform Tip



Delivering The Message

- 93% of the message is:
 - Dress
 - Grooming
 - Body language
 - Tone of voice
 - Eye contact
- 7% of the message is:
 - Actual material presented

Questions are

 a Complement



4 Types of Questions

- The genuine request
- The selfish question (it is all about the questioner saying look at me)
- The malicious question (designed to expose you)
- The question that has absolutely nothing to do with your presentation

SeSouza R. Kai Tiaki Nursing New Zealand 2007;13(10):20-21

Rules for Question & Answer Time

- * Answers should take 1 1/2 minutes
- * Repeat the question in your own words
- * If you don't know the answer, don't bluff your way through
- * If question antagonistic, give brief response, discuss later and move on

Speakers Checklist

Preparation Phase

1. Choose the right topic
2. Define the purpose
3. Pick an organizing strategy
4. Evaluate the literature; become the expert
5. Know the audience
6. Prepare the presentation
7. Prepare the visual aids
8. Practice... practice... practice
9. Send continuing education unit and handout material in advance

Delivery Day Preparation

1. Appropriate wardrobe and accessory selection
2. Warm-up routine...ABCs
3. Audiovisual check, microphone, and lighting
4. Ensure availability of handouts
5. Have a copy of speaker introduction

Stepping on Stage

1. Powerful introduction that captures attention within the first 90 seconds
2. Eye contact throughout the presentation
3. Convey key messages and strengthen using "hooks" (eg, humor, analogies, personal experiences)
4. Use body language and voice to emphasize points
5. Be prepared to extract a section if low on time
6. Close with a call to action
6. Use the question-and-answer period to reinforce key messages

Vollman KM, AACN Clinical Issues. 2006;16(1):67-77

Conclusion

A CALL TO ACTION

Three P's: Get Personal, Get Particular & Include the Peculiar



Roadblocks



Far better is it to dare mighty things, to win glorious triumphs even though checked by failure, than to take rank with those poor spirits who never enjoy much or suffered much, because they live in the gray twilight that knows not victory or defeat.

Theodore Roosevelt