



Developing Presentations for Leadership

Description:

This tool provides the steps to help you prepare for a presentation to health leadership.

How it can be used:

When considering whether or not to engage in accreditation, it will be necessary to present to health leadership. Health leadership could be your Chief and Council, a Health Board, or a Health Committee. Follow the suggestions and steps in this tool to help you prepare for any type of presentation.

Your presentation will need to provide:

- an overview and explanation of what accreditation is;
- what the benefits are;
- what the resources will be;
- what the timelines are;
- how it fits with your Health Plan strategic priorities.

Your goal is to present your information clearly so leadership will be able to provide helpful guidance.

A presentation consists of four basic elements: you, your audience, your message, and your approach. The central purpose of any presentation - written, oral or visual - is communication. To communicate effectively, you must state your facts in a simple, concise and interesting manner.

Follow these steps to prepare effective presentations and confidently present them to your health leadership.

1. Know your subject matter

While this first point may seem obvious since you are presenting on accreditation, be sure you are very familiar with it. Read up on the process and the steps. The ability to present a subject with confidence and knowledge will directly affect your audience's understanding and will help keep their attention. Remember that you are, in effect, "selling" your ideas to health leadership and you need to be the "expert" in the room.

2. Know your audience

Whoever your leadership group is, there will likely be a range of experience with continuous quality improvement initiatives generally and accreditation in particular. Familiarize yourself with what your leadership group knows and needs to know. This will help you tailor your presentation more directly to their needs.

What are the leadership group priorities? Be aware of their strategic plan. If their strategic priorities centre around health services improvements, then you can position accreditation as a powerful tool for change.

Logistically, be cognizant of how your leadership group wishes to receive information. Is there a protocol you need to follow? Do you have to submit reading materials in advance? If so, when? Is there a template for preparing and delivering presentations? Do they request bullet points, briefing notes, an executive



summary or an in-depth report? Do you need to submit the information electronically or bring paper copies (or both)? Do you need to brief someone else first (e.g., Health Portfolio Councillor)?

3. Know yourself

You may or may not be comfortable presenting in front of groups. Either way, be prepared to push your own limits in this process of learning and growing. Be aware of how you present yourself. Do you use humour appropriately? Are you overly casual or overly formal? Consider how you dress as well. Be respectful of yourself and the overall process. Some people find it helpful to videotape themselves in advance to see how they present in front of a group.

4. Develop your content

Develop an overview by writing the main points of what you intend to convey. Under each main point, write some of the sub-points that expand upon your main point. It is often helpful to get your main and sub-points identified before you decide how to flesh it out.

Fill in more details and review the content to see if it flows.

A possible structure could be:

- Explain why you are there (to present on accreditation, a continuous quality improvement activity which your organization is considering).
- Outline what you want to accomplish (information only, decision, etc.).
- Provide an overview of accreditation (include the purpose, benefits, costs, process, etc.).
- Explain how accreditation will help you achieve your key strategic priorities in health. Describe how continuous quality improvement is aligned with your community traditions.
- Describe how accreditation has helped other organizations. Include some 'testimonials'.
- Include a cost/benefit analysis. This doesn't have to be in-depth or overly complicated – more an assessment of what it will cost and the benefits that your organization is expecting. When explaining costs, include financial, human resources and any infrastructure costs such as office space etc. Benefits can be explained in terms of improved outcomes, fewer errors, more accessible care, safer care, enhanced processes, stronger relationships with partners, etc.
- Explain how well prepared your organization is for this process. Use information you've collected through a SWOT assessment or other organization workshops.
- Demonstrate that you have the support of your organization/community/partners etc.
- Conclude with answering any questions.

Make your presentation relevant to the situation; a five-minute presentation to a small group likely requires only handout materials or a simple flip chart. For a larger group or longer presentation, it might be more effective to use a PowerPoint presentation.

If using a PowerPoint presentation, remember the following best practices: To maintain interest and keep attention spans, when possible, presentations should follow the *10-20-30 rule*:

- Use just 10 slides – make them count!
- Take no more than 20 minutes – if there is more information, give it verbally or save it for another time.
- Font must be at least 30 point in size – emphasize main points only on the slides and describe the details.

Remember '*A picture is worth a thousand words*'.



5. Rehearse your presentation

Using your prepared content and following your presentation or flip chart, go through your presentation several times. Use a timer to ensure you do not go overtime.

6. Arrive prepared

Arrive early to scope out the room, if possible. Bring spare copies of your handout materials. Have extra versions of your presentation – if it's loaded onto a laptop, bring a memory stick just in case. Test the technology systems in advance (if possible). Address the health leaders directly, make sure questions have been addressed, and thank them for listening. Be sure to follow up on any unanswered questions.