Essential Presentation Skills Webinar
Jennifer L. Middleton, MD, MPH, FAAFP • March 8, 2017

Objectives:

1. Plan your next presentation using the Kemp Model of Instructional Design.
2. Create captivating slides.
3. Explain how body language influences audiences.

Content
Planning • Objectives • Structure

"[T]he Kemp Model defines different elements – not 'step, stage, level, or sequential item' of an instructional design, and emphasizes the adoption of continuous implementation and evaluation..."
http://elearningcurve.edublogs.org/2009/06/10/discovering-instructional-design-11-the-kemp-model/

Instructional goals:
Goals can be loosely described and, unlike objectives, don't need to be measured.

Learners' characteristics:
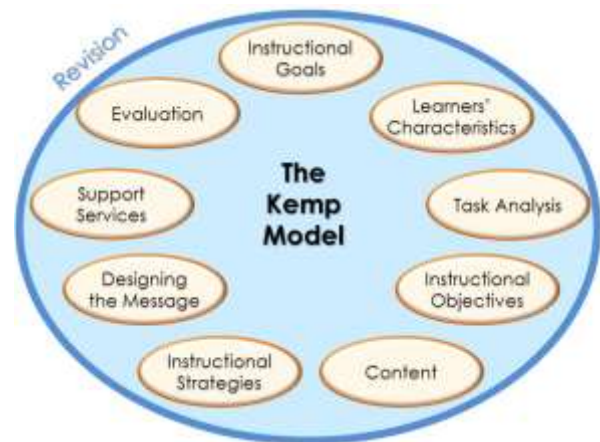Novice vs experienced? Tired vs eager? Hungry vs sated?

Task analysis:
What tasks are necessary to complete this design?

Instructional objectives:
Objectives should be measurable and precise.

Content:

Intentionally not first! Let your goals, objectives, and learner characteristics drive your content as much as possible.

Instructional strategies:
Should derive naturally from instructional objectives and content. With adult learners, aim to use interactive activities as much as possible.

Designing the message:
Slide vs Prezi design, handouts, 1 vs several presenters…

Support services:
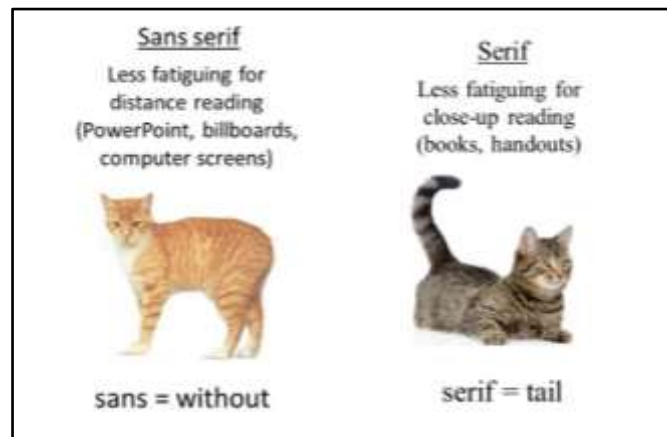What people and/or materials will you need?

Evaluation:
Did you meet your goals and objectives? Both formal evaluative instruments and informal observations of attendees can provide useful information for the revision process.

Slide design
Font • Visual support • Animations

Always, always, always choose a *sans serif* font for PowerPoint presentations!

Avoid "slide karaoke" by not putting multiple sentences and phrases on your slides. Your slides should not be able to stand on their own (if they can, why should people watch you deliver them?).

Beware of "death by bullets!"
Try designing your slides without bullets; you will create slides that are more interesting and reflective of your personality.

Visual support should feel integrated with the text on a slide. Use "crop" and "remove background" (Jen's favorite!) to align text and pictures harmoniously.

Here's a website with instructions for using these and other PowerPoint tools: http://www.gcflearnfree.org/powerpoint2013/17

Distracting no-no's!
- Pics with copyright watermarks
- Irrelevant cartoons (or pics of your vacations, family, pets, etc…)
- Any animation besides "appear" or "disappear"

Use animation effects sparingly and thoughtfully; they can distract your audience if overused. But, they can also keep your audience's pacing with you – your audience can read faster than you can speak,

so use animation to bring in each thought on a slide one at a time.

Posture • Gestures • Dress
Your physical presence

The message we give to our audience as presenters consists of much more than the words
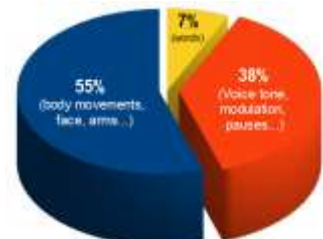
we say. More than half of what we communicate happens with our nonverbal communication – our body movements, facial expressions, and posture.

closed body language

open body language

Some specific tips:

Eye contact: look at the last row of your audience *or* at random foreheads
Chest/shoulders: open and wide
Stance: tall and straight

Like it or not, your clothes send your audience a message.
Be deliberate and thoughtful about what you want that message to be.

Avoid busy patterned clothing and accessories; they can be distracting.
Solid, muted colors flatter everyone and keep the focus on your content.

Develop your action plan

1. What do you already do well when you present?

_____
_____

_____
_____

_____
_____

_____
_____

2. How might you reinforce your strengths?

_____
_____

_____
_____

_____
_____

3. What opportunities for personal improvement have you identified?

_____
_____

_____
_____

_____
_____

_____
_____

4. How do you plan to tackle your improvement opportunities?

_____
_____

_____
_____

_____
_____