Getting the Right Words Out and Being Heard: 
Strengthening Your Presentation Skills and Communicating With Confidence

Speaker Financial Disclosure Information
- I am employed by Instrumentation Laboratory

Objectives
After this session the learner will be able to:
- Identify the 4 main goals of communication
- Discuss important skills required for effective communication and how to use strategic communication tools
- Describe ways to connect and foster channels of communication for POCT departments and staff
1st Let's set reasonable expectations....

But it won’t be this.....
Goals of Communication

- Inform or provide information
- Request a specific action
- To persuade or reinforce belief
- To build relationships

Top 10 Communication Skills

- Listening
- The Right Medium
- Feedback
- Open-Mindedness
- Nonverbal
- Clarity/Being Concise
- Respect
- Empathy
- Friendliness
- Confidence

Listening

- One-way versus two-way communication
Non-verbal

VERBAL 35%
NONVERBAL 65%

Facial Expressions
Tone of Voice
Movement
Appearance
Eye Contact
Gestures
Posture

Which of these NONVERBAL cues might you need to work on to improve your communication skills?

<table>
<thead>
<tr>
<th>Facial Expressions</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tone of Voice</td>
<td>B</td>
</tr>
<tr>
<td>Eye Contact</td>
<td>C</td>
</tr>
<tr>
<td>Gestures/Posture</td>
<td>D</td>
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</tbody>
</table>
Harvard Business Review-Guide to Persuasive Presentations by Nancy Duarte

7 Areas of Focus

1. Audience
2. Message
3. Story
4. Media (vehicles)
5. Slides
6. Delivery
7. Impact

Audience

- WIIFM
- Check with a colleague
- Receiver’s Perspective

What's in it for me?
Audience - Diversity

- Job Scope
- Educational differences
- Generational differences

Audience - Generational Differences

- Baby Boomers (born early 1940s - early 1960s)
- Generation X (born mid 1960s to early 1980s)
- Generation Y (Millennials) (born mid 1980s to early 1990s)
- Generation Z (Centennials) (born mid 1990s to mid-2000s)

According to the Dark Report article, by 2025, the Millennial Generation will dominate the laboratory and pathology workforce.

"...they pay more attention to work-life balance, compensation, quality of life, and having access to the latest technology..."
Message

- What is to be accomplished?
- What information is needed?
- What specific actions are to be affected, reinforced or corrected?
- What questions need to be answered?

- Start at the End
- Clear and Concise
- No jargon!
- Call to Action
Message

Example: Survey

I SAID “LUNCH” NOT “LAUNCH’


In your opinion, which instructions seem most complete, clear, & concise?

- Linearity solutions help us verify the analytical measurement range (AMR). We need to verify at the low, midpoint, and high end of the AMR for each analyte.
- Run 3 replicates of each level of high, medium, and low linearity solutions.
- Run 3 linearity samples.
The Story

http://www.planenrich.com/content/uploads/2015/11/Magical-Story-image.jpg

Story

- Connect events from your site
- Incorporate a Patient Safety Story

The nurse said the glucose results weren’t right.

Medium-Media

Media
- Powerpoint
- Email
- Newsletter
- Posted Memo/Flyer
- Table Tents

Media
- Infographic
- Free templates on-line

Media-Info graphic

The 4 Main Goals of Communication
- To inform or provide information for use in decision making
- To request a specific action by the receiver
- To persuade or reinforce a receiver’s belief about a topic
- To build relationships

Goals of Communication
- Inform or provide information
- Request a specific action
- To persuade or reinforce belief
- To build relationships
Media
- Create a Twitter hashtag
- Interactive (text, polling)
- Video

https://www.youtube.com/watch?v=4j2G_O_dI4M

Slides

AVOIDING DEATH BY POWERPOINT

Create slides that people get in "3" seconds
Slides

- Limit your bullets/text
- Use large fonts (minimum 28 pt)
- Use more images & graphs

Images 1024 x 768 pixels

http://www.pptfaq.com/FAQ00415_Whats_the_best_resolution_for_images_in_PowerPoint_screen_shows_.htm

Slides

- Images
Slides - White space helps rest the eye

Delivery

- Smile
Which presenter seems more friendly and relatable?

- Eye Contact

http://blog.visme.co/wp-content/uploads/2017/03/Make-Eye-Contact.png

Delivery-

- Eye Contact

http://blog.visme.co/wp-content/uploads/2017/03/Make-Eye-Contact.png
Delivery

- Project!
- Move out from behind the podium
- Use appropriate tone
- You’re a big help.....vs You’re a big help!
- Practice, Practice, Practice

Impact

Impact-Feedback

- Gauge whether you’ve connected
- Be appreciative of their time
- Follow up afterwards
- Be accessible, email, send materials
- Survey/Evaluation
Summary

- 4 main goals of communication
  - Inform, request, persuade, build relationships
- The most important skills for effective communication
  - Listening, non-verbal, clear/concise message, your attitude
- 7 areas of focus for presentations
  - Audience, message, story, media, slides, delivery impact
- Connect and foster channels of communication
  - WIIFM, Start at the End

Thank you to all who serve

Thank you for your time and attention!

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