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Critical Communication Skills for Success- Speaking In Public

Kathleen Vollman

ADVANCING NURSING THROUGH KNOWLEDGE & INNOVATION



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Key Point: Objectives

- ▴ Ways to overcome your fear
- ▴ Techniques for constructing your message
- ▴ Tools and learning strategies to enhance retention
- ▴ Planning techniques to improve overall effectiveness



Effective Communication is Powerful....

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

What Would You Personally Like to Take Away from this Learning?

Comfort Zone



on from staff of HFH MICU

Growth

Challenge &
Opportunity

Change



Why Do We Want to Do It?

- ▲ Helping other nurses improve their practice
- ▲ Pay it forward
- ▲ Bettering ourselves- increasing own knowledge
- ▲ Makes us feel good
- ▲ To influence

What Makes a Good Speaker/ Communicator?

Your hooked....

- △ From the first word to the last
- △ Clear and concise
- △ By their expertise
- △ Humor
- △ Wisdom
- △ Provocation
- △ Ability to entertain



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



What is the
not want



son for people
ally speak?

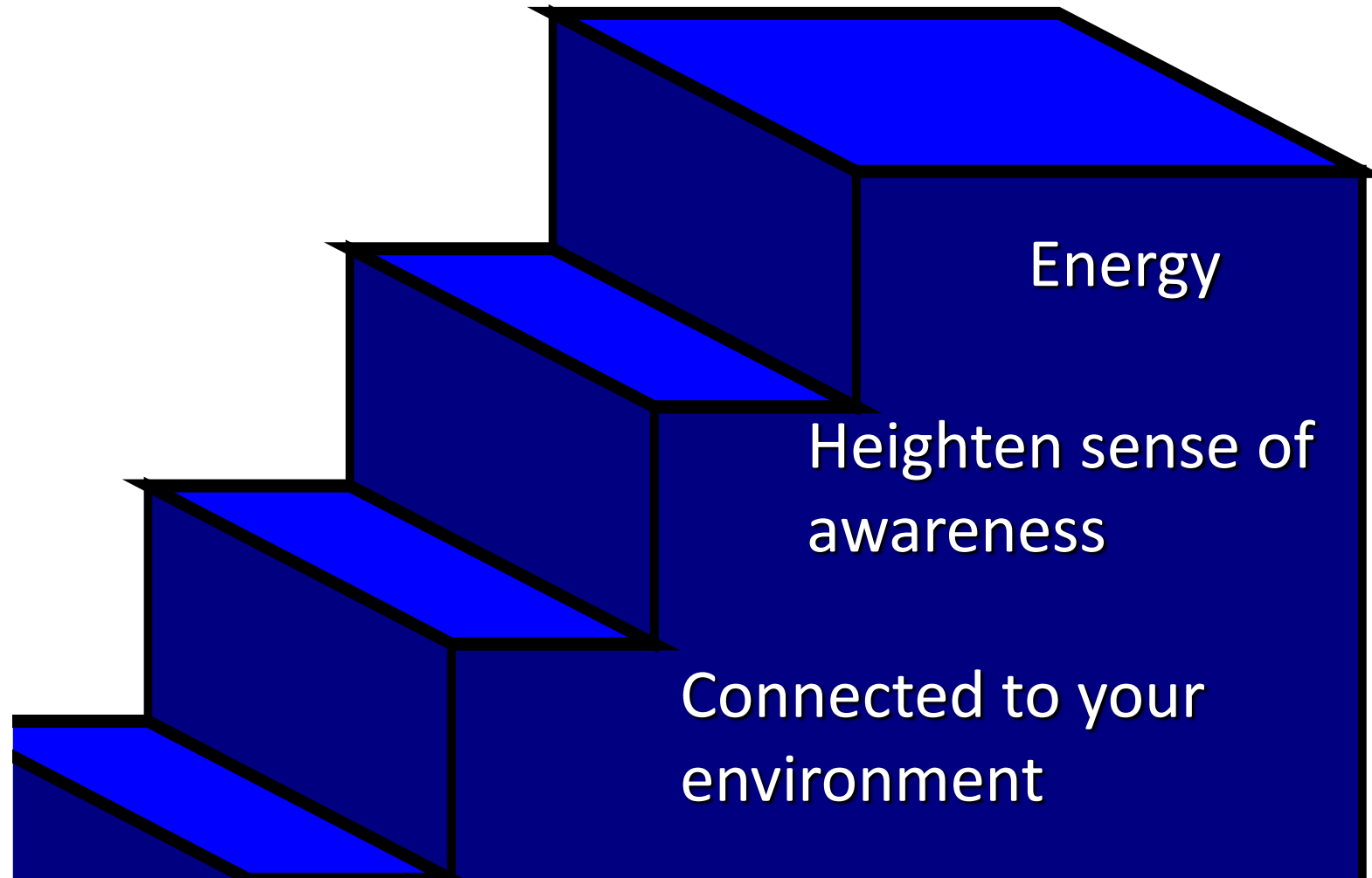
Nervousness...The Bad Side

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




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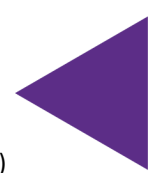
Nervousness...Channeled



Best Method : Teach or Facilitate



Question	Answer	Method
1. What is your objective for the session	To deliver information	Teach
	To solve a problem	Facilitate
	To persuade participants to do something	Teach
	To generate ideas	Facilitate
	To discuss a common issue	Facilitate
2. How is the space configured?	Formally arranged	Teach
	Informally arranged	Facilitate
3. How much time do the participants have?	A short amount	Teach
	Long time or several lengthy sessions in a series	Facilitate





Facilitative Learning

Benefits

- △ Improved attention span
- △ Promotion of higher level learning
- △ Critical thinking skills

Strategies:

- △ Think-pair-share
- △ Audience response systems (every 10-15 min)
- △ Case studies-whole audience or small groups
- △ Brainstorming
- △ Small group work/Room configuring

Conquer your Fear & Create a Successful Presentation /Communication for the Boardroom, Unit Committees 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

Selecting the Right Topic



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Think-Pair-Share

- What is a topic you are passionate about that you might want to teach or facilitate learning about at the unit, organization or profession level?

Pair with the person to your right and discuss for 2 minutes- report out

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
Research	Intro, Lit review, Methods, Results, Discussion, Limitations and Implications for nurses

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

- 🔗 Approximately 1 minute per slide
- 🔗 Use note /write out the presentation
 - △ Identifies gaps in information
 - △ Use conversational language
 - △ 1000 words equals 10 minutes/150 words=1 minute
 - △ Readily used as an outline for a manuscript



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

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



Crafting the Message: 3 Components of Any Presentation

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

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



Number 1 Respected Profession

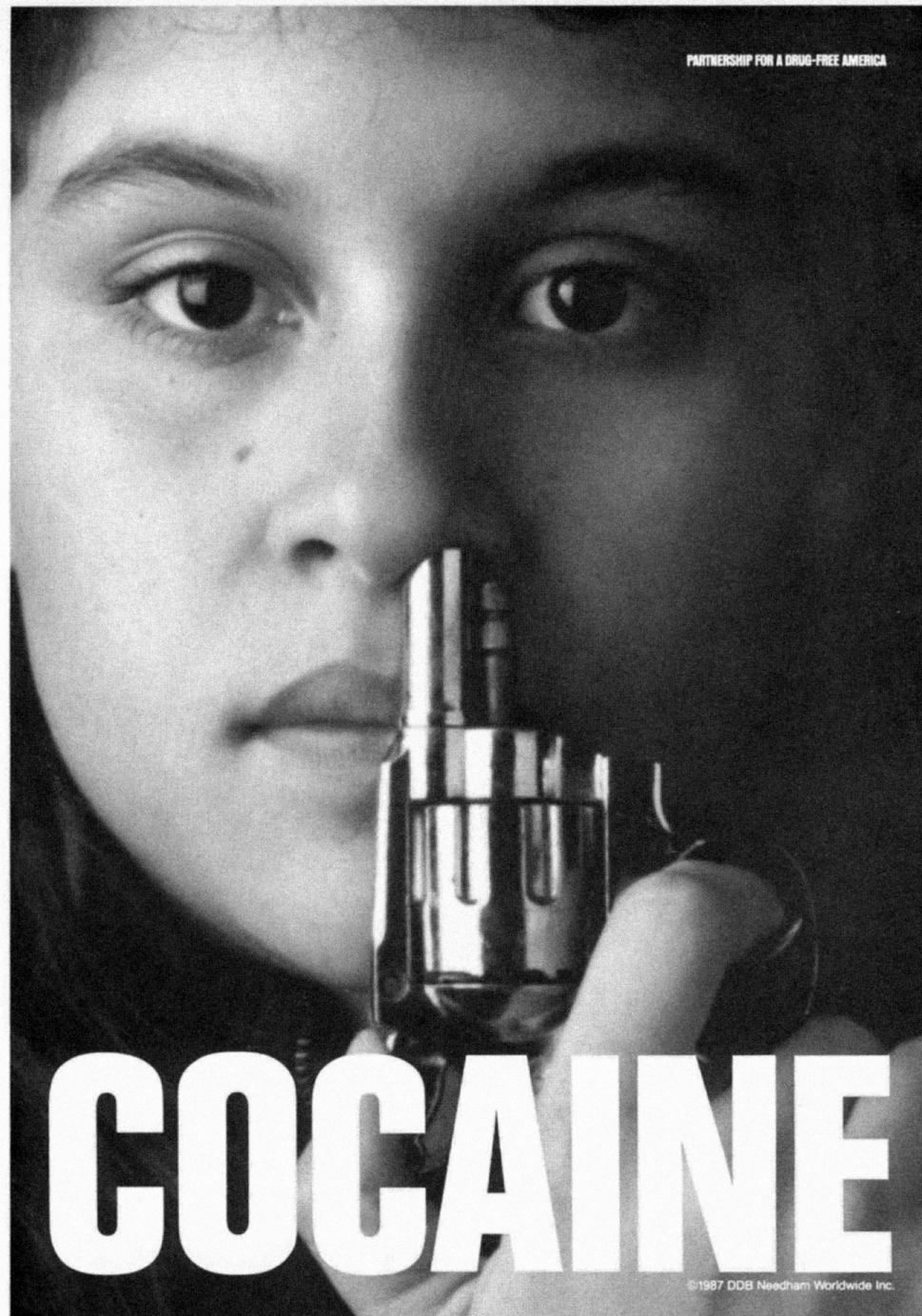
Nursing

Gallup Poll: 82% Honesty &
Ethical Rating



So Why Don't We Feel Respected?

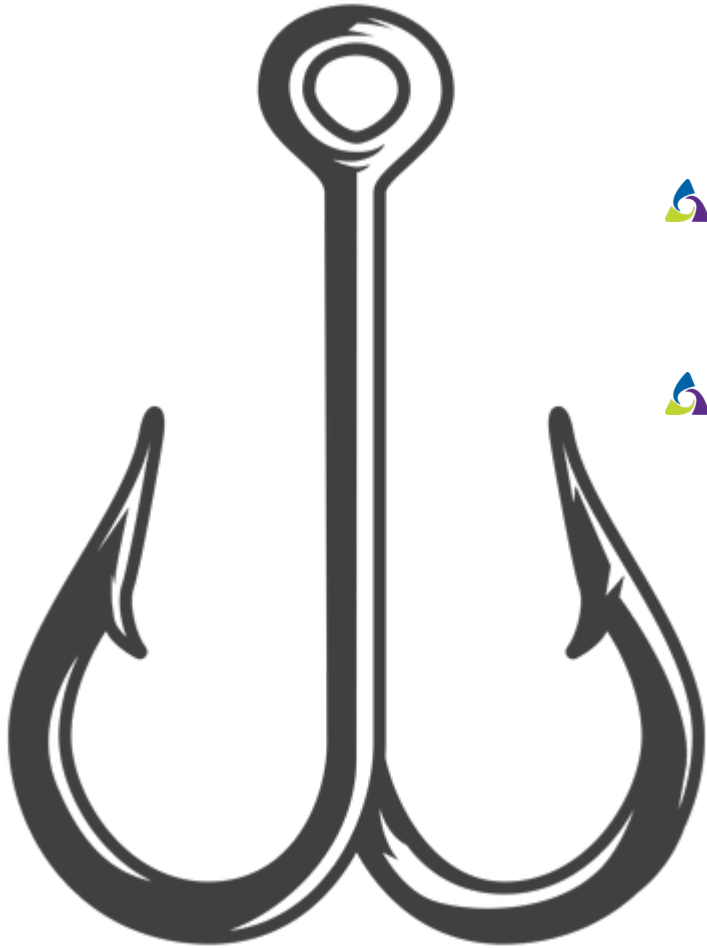




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Methods to Support the Body



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

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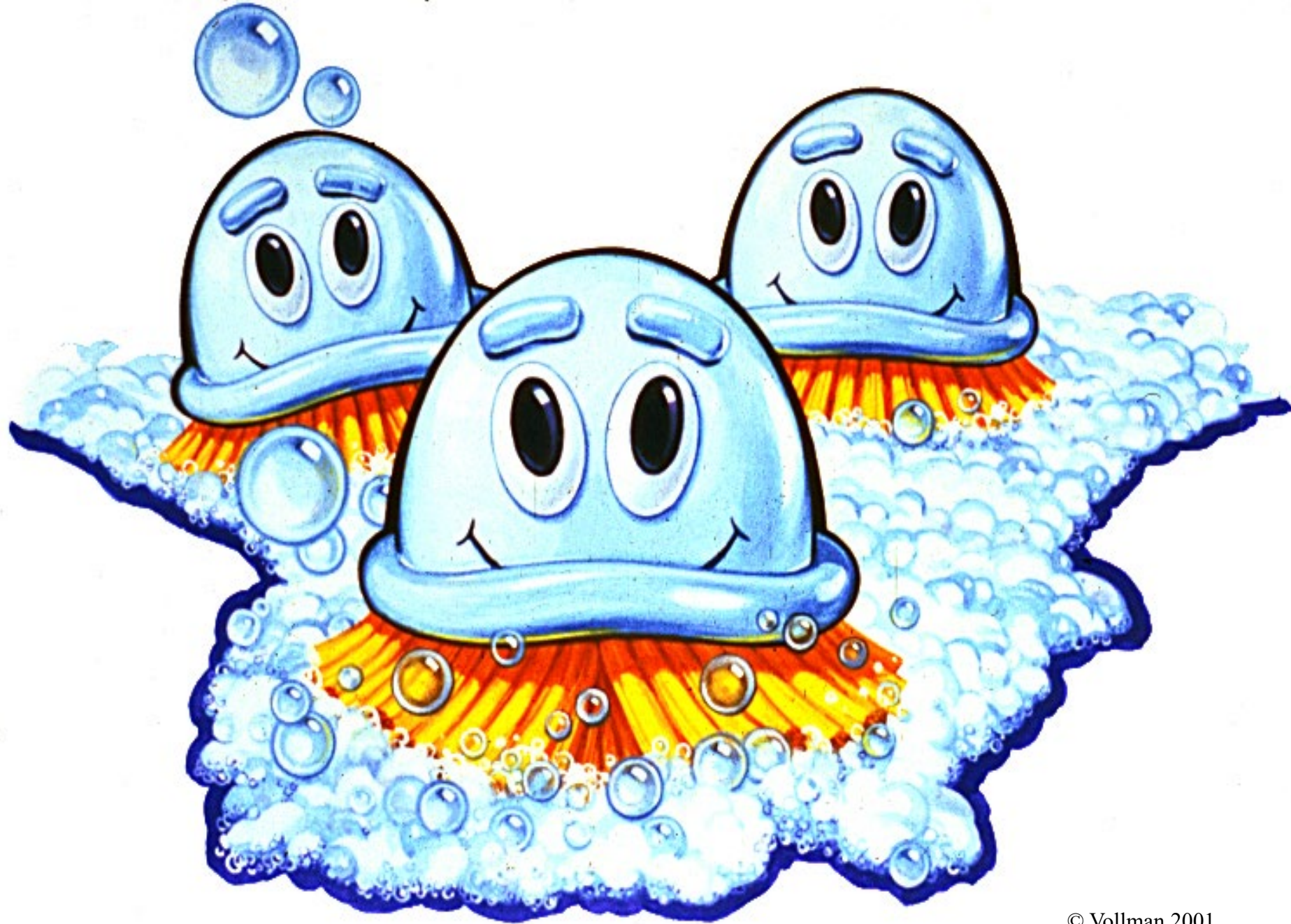
Body

- 🔗 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



Analogyes

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



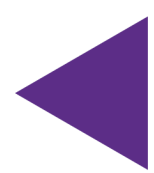
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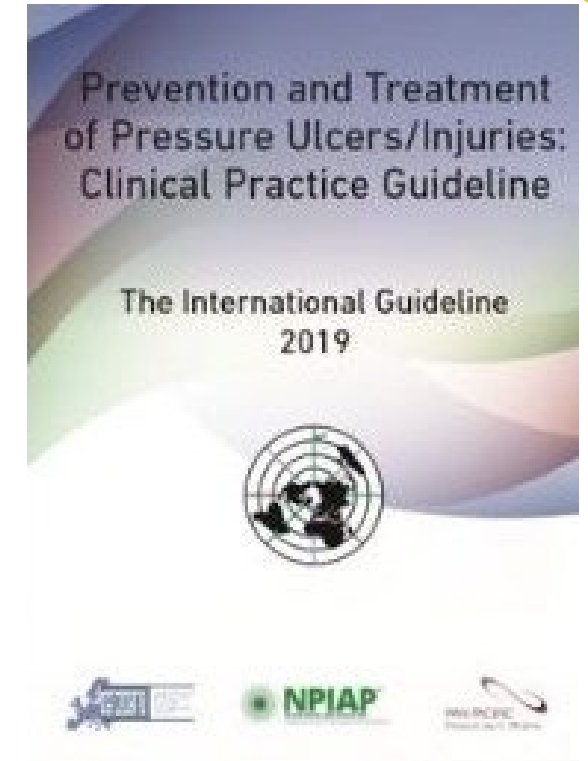


Real Life Experience



EBP Recommendations to Reduce Injury From Incontinence & Other Forms of Moisture

- ▲ Clean the skin as soon as it becomes soiled^{2,4}
- ▲ Use an incontinence pad and/or briefs that wick away moisture^{1,2,4}
- ▲ Use a protective cream or ointment^{1,2,4}
 - △ Disposable barrier cloth recommended by IHI & IAD consensus group
- ▲ Ensure an appropriate microclimate & breathability⁴
- ▲ < 4 layers of linen³
- ▲ Barrier & wick away material under adipose and breast tissue^{2,4}
- ▲ Support or retraction of the adipose tissue (i.e. KanguruWeb)⁴
- ▲ Pouching device or a bowel management system^{2,4}



1. www.ihi.org
2. Doughty D, et al. JWOCN. 2012;39(3):303-315
3. Williamson, R, et al (2008) Linen Usage Impact on Pressure and Microclimate Management. Hill-Rom
4. European Pressure Ulcer Advisory Panel/ National Pressure Injury Advisory Panel, and Pan Pacific Pressure Injury Alliance. Prevention & treatment of pressure ulcers/injuries :Clinical Practice Guideline. Emily Haesler (Ed).EPUAP/NPIAP

Actively Engage.....

Ask Questions



Successful Humor

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



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Traditional Bathing

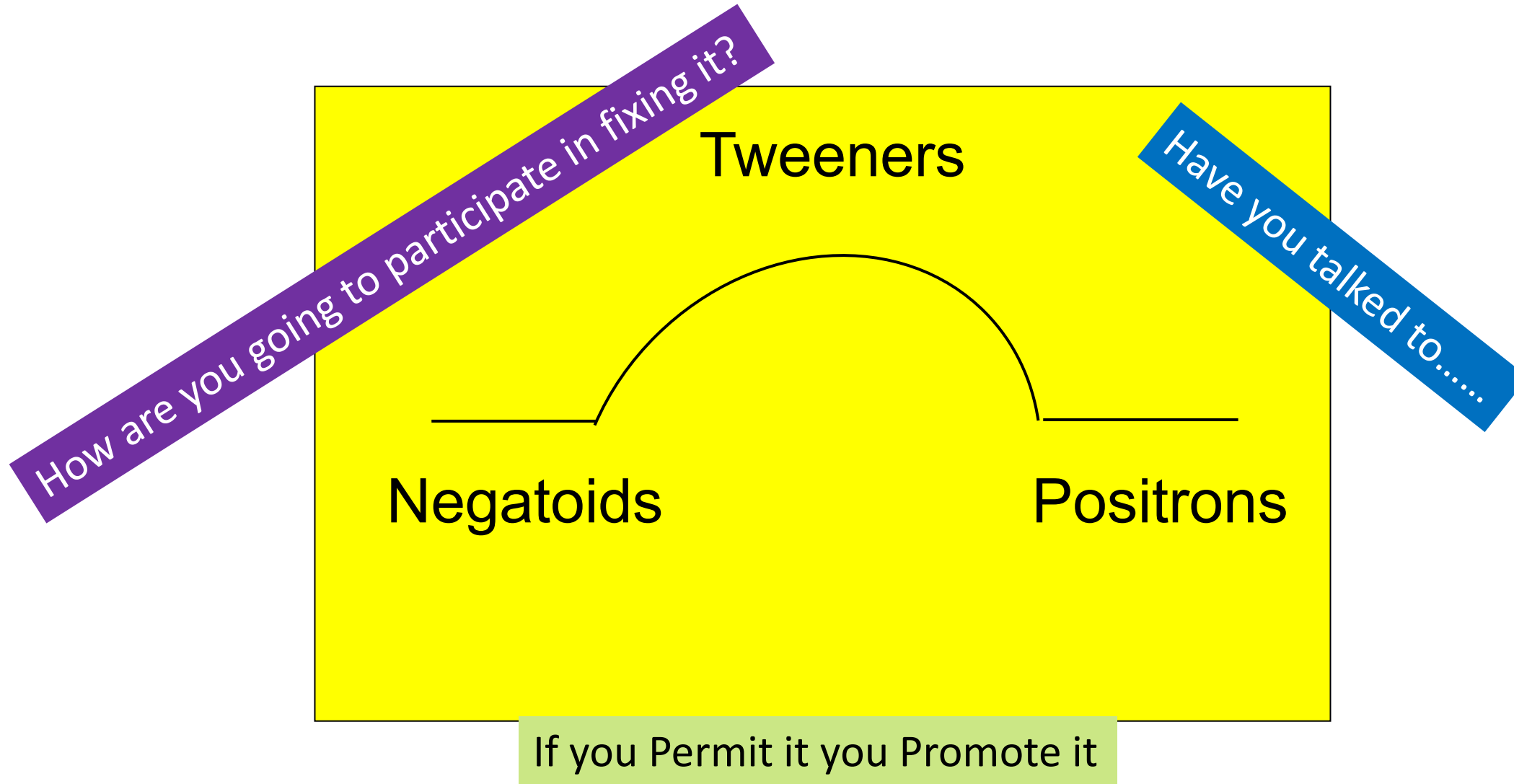


*Why are there
so many bugs
in here?*

Soap and water basin bath was an independent predictor for the development of a CLABSI

Bleasdale SC, et al. Arch Intern Med. 2007;167(19):2073-2079

Understanding The Environment Around You (Work Culture) & Communication Strategies to Address Negativity



Conclusion

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



**Forbid yourself to be deterred by
poor odds just because your
mind has calculated that the
opposition is too great. If it were
easy, everyone would do it.**



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.



Additional Components to Help Craft a Stronger Message

 Effective Visual aids

 Handouts



Helpful Hints for Visual Aids

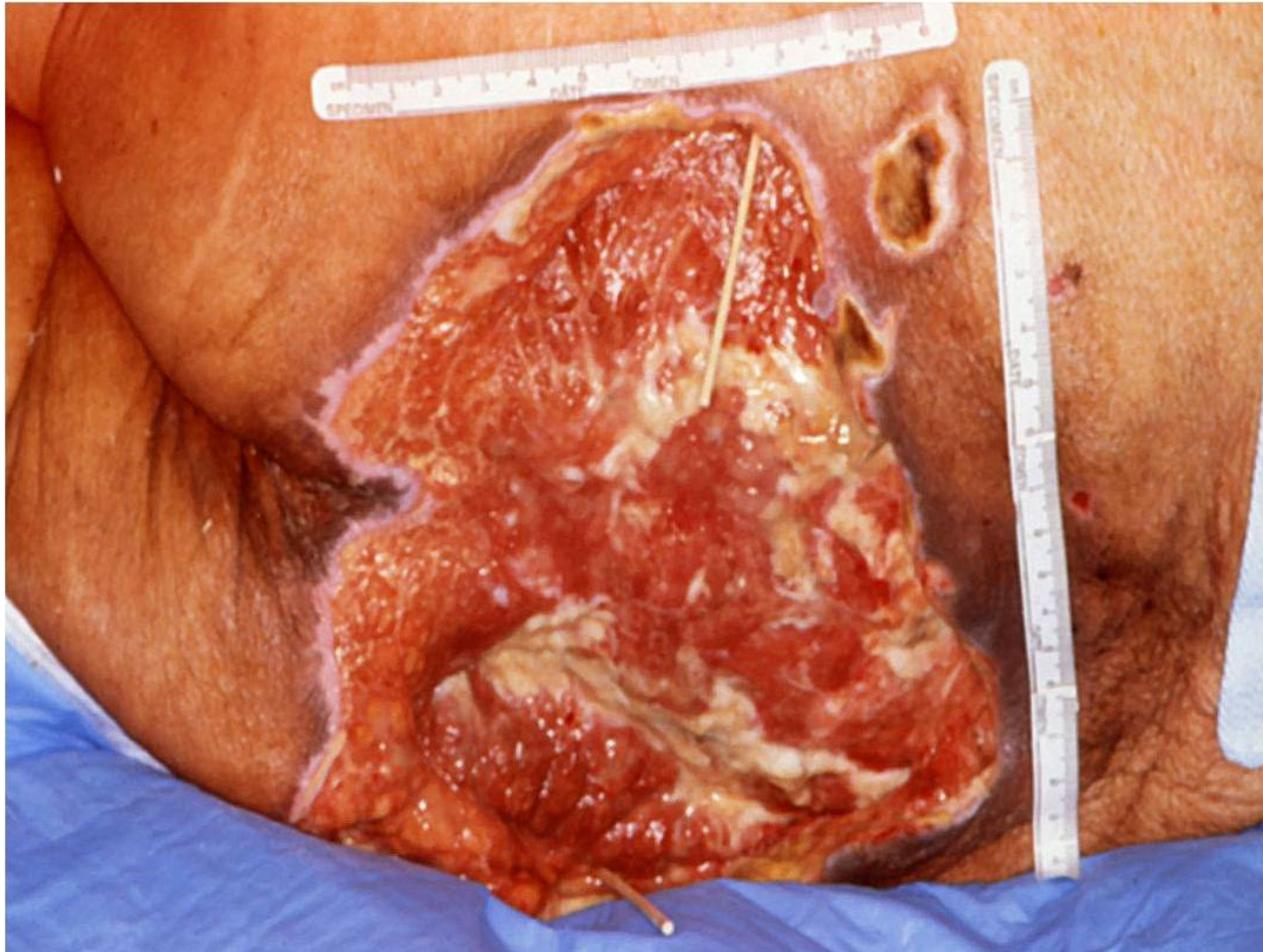


- 5 words in a title
- 6 word width & 6 lines height
- Use incomplete sentences/phrases
- Limit to 2 types of fonts
 - △ Sans Serif (Arial, Lucida Sans etc.)
 - △ Caslon, Garamond, Baskerville, Helvetica, Futura, Gill Sana
- Font size title 40-44, Font size text ≥ 28



Recognitions Doubles with A Picture

(Picture 85% vs. Text 40%)



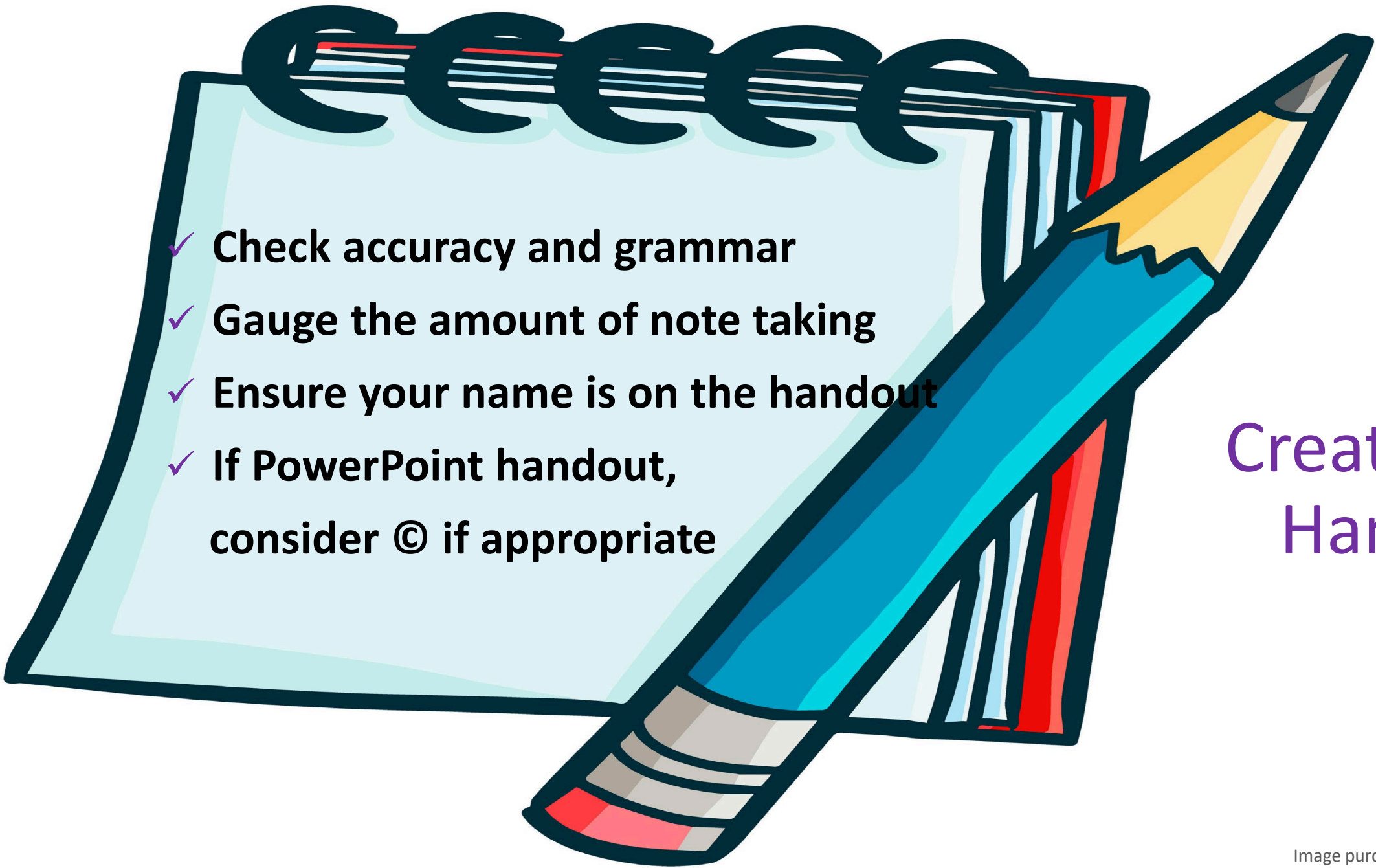
Stage IV
Pressure
Ulcer

Helpful Hints for Visual Aids



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



- 
- A stylized illustration of a spiral-bound notebook with a light blue cover and a white page. A large, colorful pencil with a blue body, yellow eraser, and sharpened lead tip is positioned diagonally across the notebook page. The spiral binding is dark blue. The background is white with some decorative geometric shapes in the corners.
- ✓ Check accuracy and grammar
 - ✓ Gauge the amount of note taking
 - ✓ Ensure your name is on the handout
 - ✓ If PowerPoint handout, consider © if appropriate

Creating the Handout

REFLECT

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



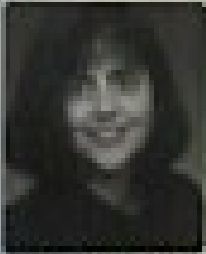
DRESS FOR SUCCESS





ICU Nurse & Care Technician:

A Team Journey
to Patient Safety



Kathleen Williams

MDN RN, RN-BC, RN-IB, RN-CC, RN-NE

Chief Nurse Executive
SABIC Healthcare



Devin Carr

MDN RN, RN-BC, RN-IB, RN-CC, RN-NE

Manager, Critical Care Unit
First Regional Medical Center

Monday, May 22, 2006
2:15 PM to 3:30 PM

Austin Convention Center



in a Hospital that it should do the
no harm."

Florence Nightingale

= Safety

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



Colors to Match Tone

Cool Palette

- Black
- White
- Blue-based reds
- Royal blue
- Emerald green
- Shocking pink
- Silver

Warm Palette

- Dark brown
- Olive
- Cream
- Teal blue
- Coral
- Orange red
- Camel
- Gold





With permission from Dorie Fontaine

Rule for Accessories: >8 but <14

Earrings

Each ring

Necklace

Different color hose from shoes

Patterned vs. solid

Scarf's, pin & ties



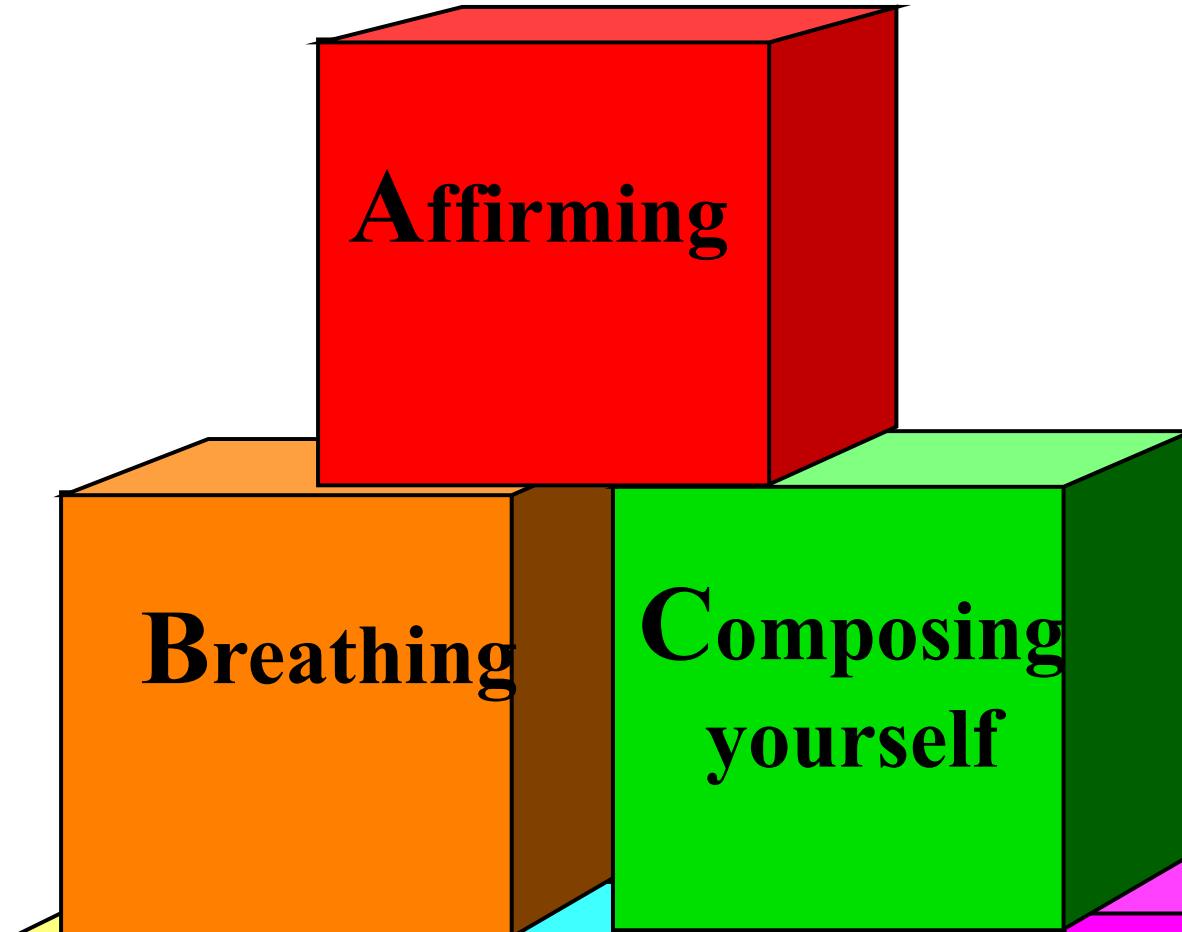
Practice...Practice...Practice

- 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

Night Before Routine



A B C's of Calming and Controlling Fear:



Warm Up Routine

vocal cords

body
coordination



nervous system

circulation

Kathleen's Warm Up Routine

- 🔺 I walk in the hall outside the room
- 🔺 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

- 🔺 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
- 🔺 Use an anchor

Smile!



Smile!



Smile!



Get the Room Ready

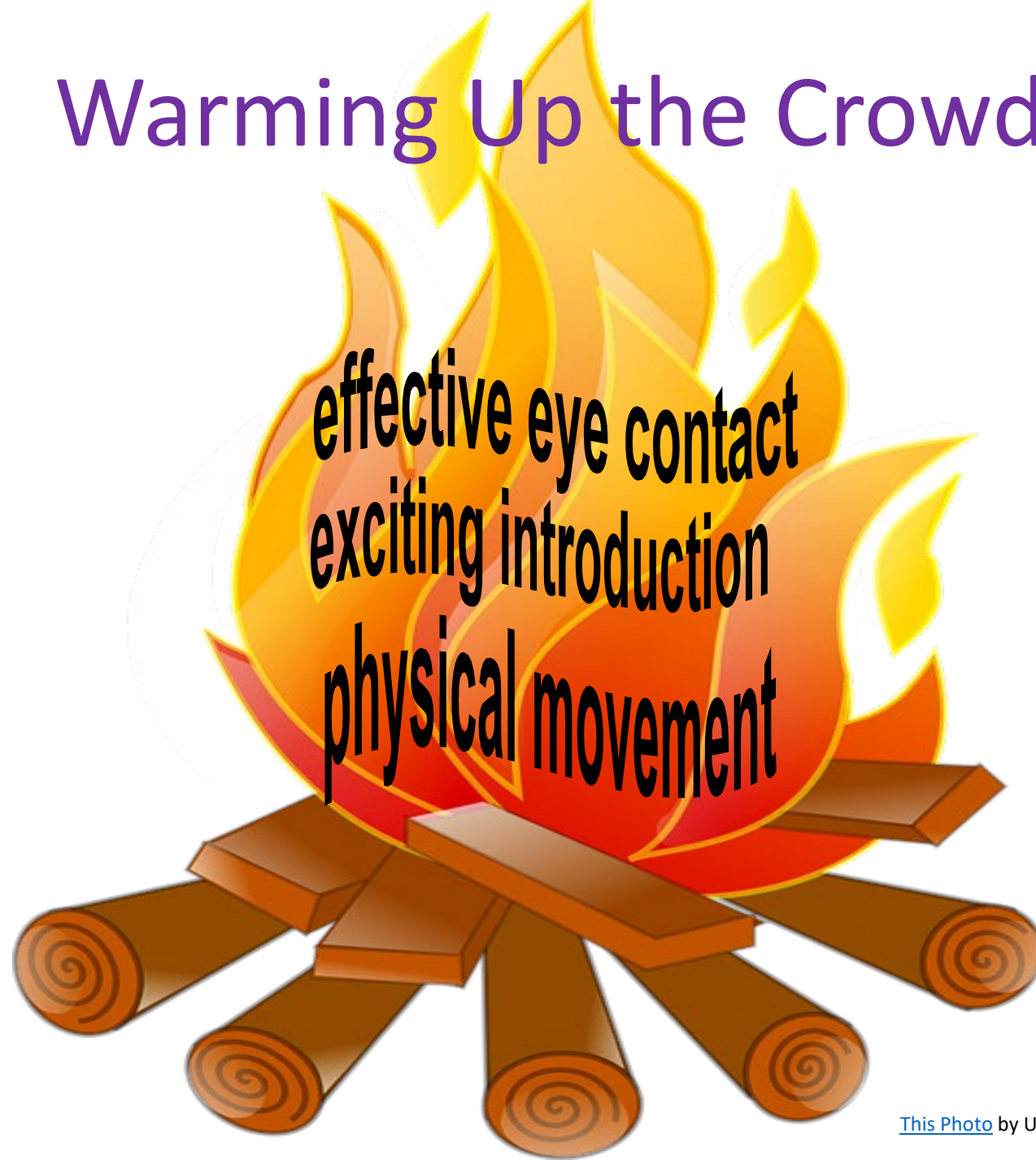
- ▶ Arrive early to allow for changes in the room
- ▶ Control audience seating
- ▶ Check the sound system/audiovisual equipment
- ▶ Adjust room temperature
- ▶ Ask the first few participants what they are hoping to learn



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
- ▲ 55% of the non-verbal message
- ▲ Serves as feedback tool
- ▲ Shifts no > 5 seconds

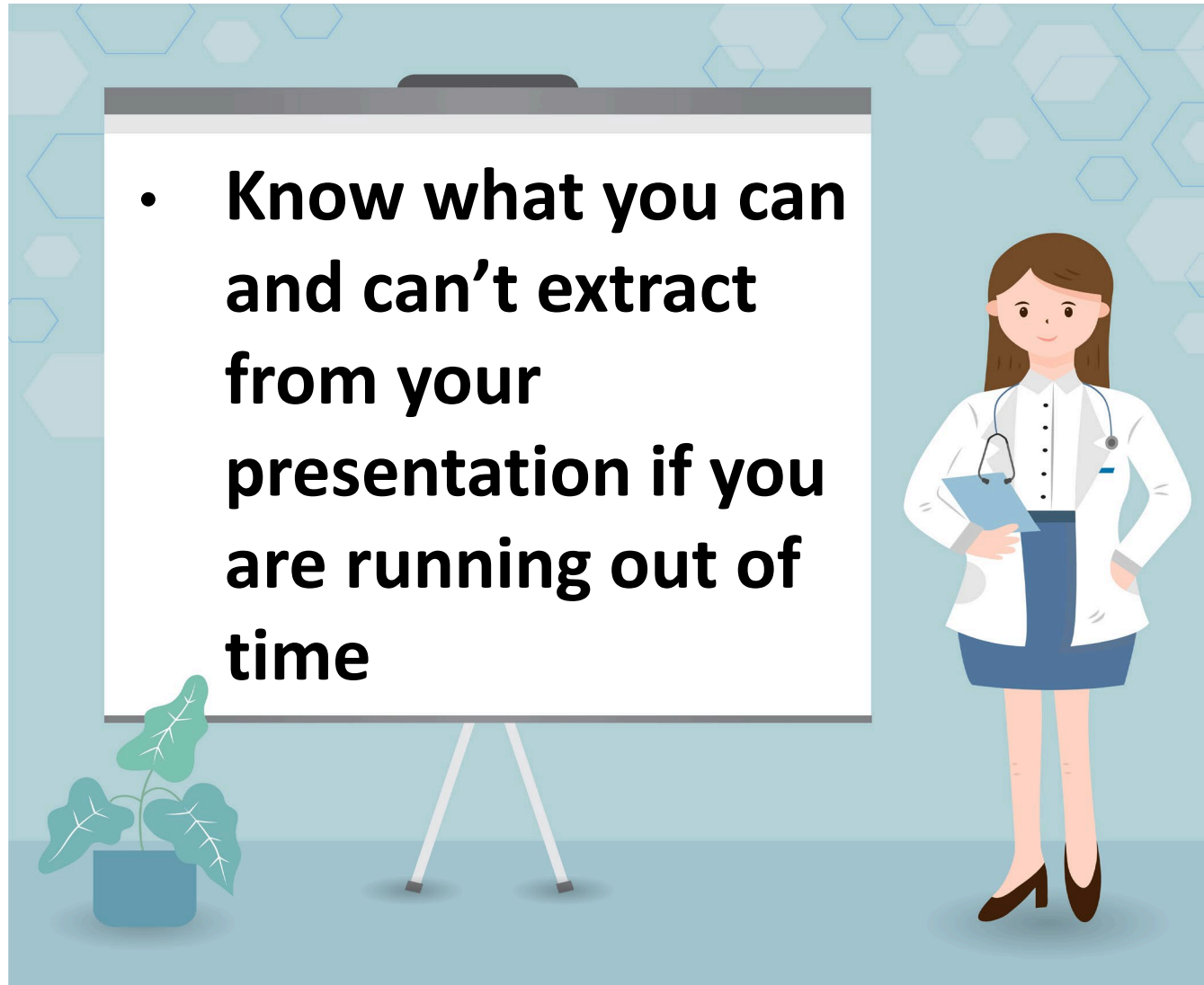


Body Language...Movement

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



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



[This Photo](#) by Unknown Aut

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

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
5. Close with a call to action
6. Use the question-and-answer period to reinforce key messages

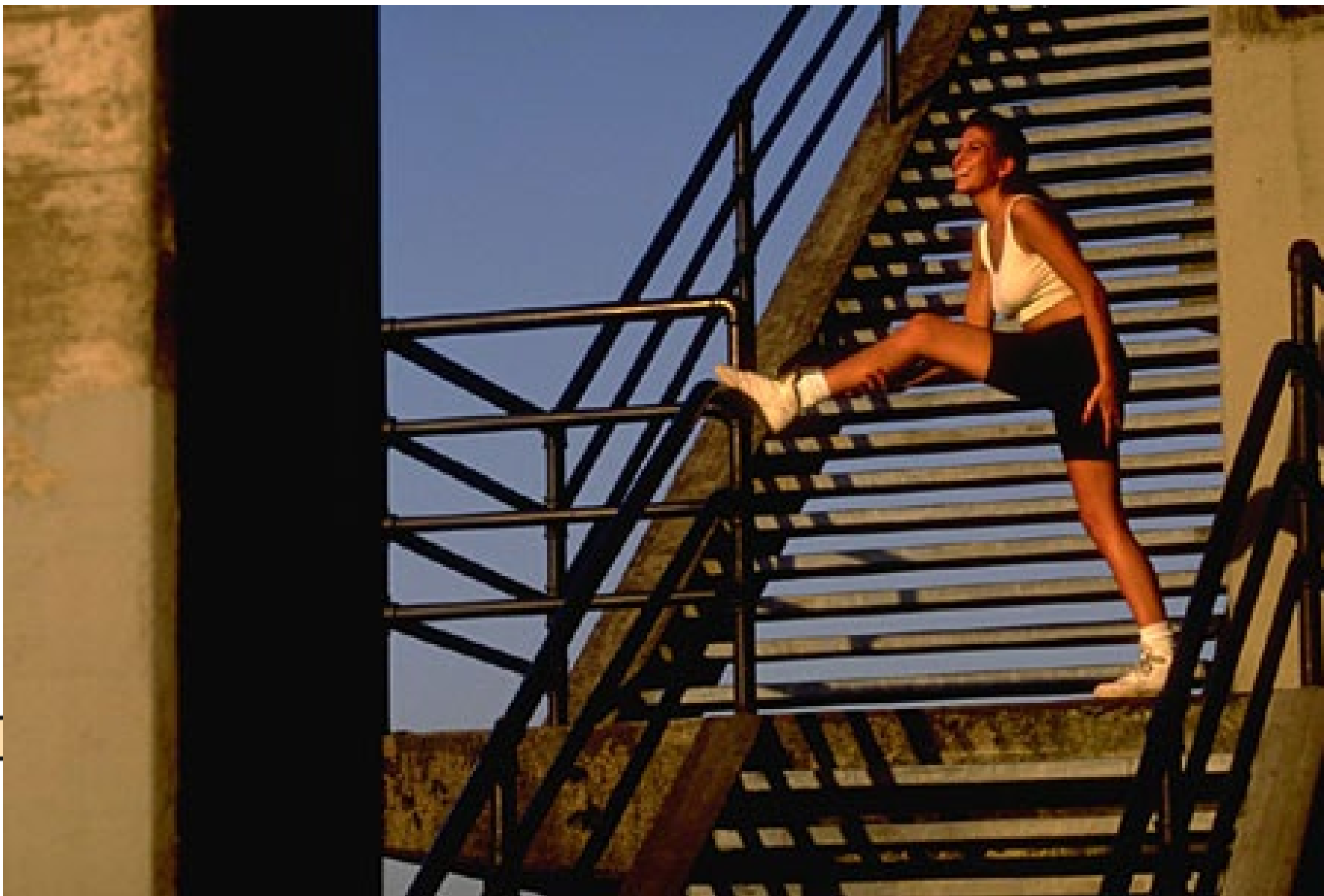
Effective Strategies for Remote Presenting

- Practice screen sharing , slide advancing, sharing videos and linked resources
- Share prep materials and presentation
- Introduction time to engage learners- define Q/A space
- Breakout rooms and chat space
- Seek learners feedback

Conclusion

A CALL TO ACTION

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



Roadblocks

Time



Fear of Failure

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

