

## 2.9 Presenting to Health Leadership

### Description:

This tool provides the steps to preparing and presenting materials to health leadership.

### How it can be used:

Within a First Nation community, health leadership can be the Health Board, Health Committee, Health Councillor or the Band Chief and Council. It is important to remember that generally, these bodies are mainly focussed on the 'big-picture' strategic operations for the health organization. This is relevant as Health Directors prepare to present to their health leadership. Effective reports and presentations need to be clear, 'to the point', and relevant. As with any reporting, preparation is the key to effective presentations.

Use the information below to identify the main points that are important to convey to your health leadership and how to develop effective and relevant presentations. Use orientation and training sessions to teach managers how to prepare their materials in a way that will be helpful to you as you prepare your health organization reports.

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A presentation consists of four basic elements: you, your audience, your message, and your tools. 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, it is very important that you understand your entire report. The ability to present a subject with confidence directly affects your audience's impressions and will help keep their attention.

This is especially important when giving a presentation since you are in effect "selling" your ideas to the audience, or your board of directors.

#### 2. Know your audience

- a. Know who your health leaders are. Do you report to a Health Board? Health Councillor? Health Advisory Committee? Chief and Council?
- b. What are their priorities?
  - i. Do the priorities change every year?
  - ii. Has there been instruction on how much detail they would like to see?
- c. What is the protocol for submitting material to your health leaders?
  - i. Is there an established template for preparing and delivering reports and/or presentations?
  - ii. Do you submit it electronically?
  - iii. Are you sending in a report in advance or are you required to present your report?
  - iv. How much in advance are the materials required?
  - v. Do you need to brief another person (i.e. Health Councillor) who will be presenting your materials?

#### 3. Know yourself

- a. Be prepared to push your own limits in the process of learning and growing.
- b. Be aware of how you present yourself:
  - i. Do you use humour appropriately?
  - ii. Are you overly casual? Overly respectful or formal?

#### **4. Develop a theme**

- a. Know the purpose of your presentation:
  - i. Are you educating, selling, entertaining, etc.?
- b. Keep this in mind as you prepare all your materials.

#### **5. Prepare your script**

- a. Write down what you intend to convey.
- b. Make simple notes on 3 x 5 file cards if it is helpful.
- c. Create it like any other business correspondence – opening, body, summary, closing.
  - i. The opening sets the stage where participants are introduced and the purpose is stated. Present a very brief summary or outline of what you will be covering.
  - ii. The body is where the main subject is presented. It is helpful if it is separated into manageable chunks that convey a single point or idea.
  - iii. The summary is brief and simple and should reinforce the theme of the presentation. Emphasize the key points. Questions often follow this portion; be prepared. If you do not know how to answer, refer the question to someone who can or commit to answering later.
  - iv. The closing can summarize any points brought up in the question and answer session (if any) and any handout materials that you distribute.

#### **6. Prepare your content**

- a. Develop a summary of your materials, especially if you are submitting a report. Health leaders receive a lot of documents to review on a weekly basis.
- b. Prepare the report/presentation. Examples of the type of information that would be useful to health leadership are:
  - i. Basic statistics on community population, health usage, changes over time
  - ii. External trends and issues that may impact on the organization and its members
  - iii. Internal strengths and weaknesses
  - iv. Community issues that are relevant
  - v. Member and stakeholder expectations
  - vi. Information to support strategic and business plans
  - vii. Financial and operational reports to monitor and evaluate plans and ensure accountability
  - viii. Communicate the organization's activities
  - ix. Potential partnerships
  - x. Data that support creating or discontinuing programs/services
  - xi. Other information related to the organization's work
- c. Include any supplementary information that helps clarify or explain your report. This could include:
  - i. New resolutions
  - ii. Amended budgets
  - iii. Legal documents
  - iv. Data analytics

#### **7. Select your visual aids**

- a. Make it relevant to the type of presentation; a five minute presentation to a small group likely requires only handout materials or a simple flip chart. It might be more effective to reach a larger audience through a presentation with PowerPoint on a large screen.

#### **8. Prepare the presentation**

- a. To maintain interest and keep attention spans, presentations should follow the 10-20-30 rule:
  - i. No more than 10 slides – make them count!

- ii. No more than 20 minutes long – if there is more information, give it verbally or save it for another time.
  - iii. Font must be at least 30 point in size – emphasize main points only on the slides and describe the details.
- b. Remember '*pictures are worth a thousand words*'.

**9. Rehearse your presentation**

- a. Using your script and following your presentation or flip chart, go through your presentation several times.
- b. Use a timer to ensure you do not go overtime.
- c. Some find it helpful to tape themselves to see whether they have any distracting mannerisms.

**10. Present your materials**

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