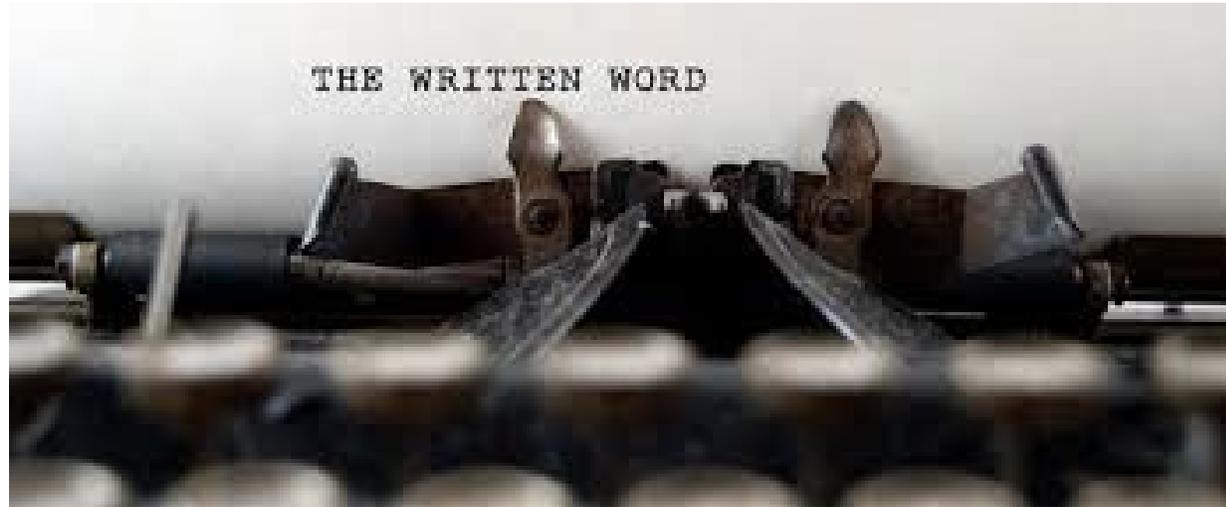# Teaching Effective Professional Communication

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Chair & Professor, Occupational Therapy

2018 Faculty Laureate

Professional Presenting

- Plan
  - What is your message?
  - Why are you presenting?
  - What is the best method to share your story?
  - Written vs. Spoken
- Do
  - Capture, Captivate, Close
- Check
- Act

The Written Word

The use of Power Point Presentations for Professional Communication

Written Word Expectations

- What is the purpose of the assignment

- Rubric to share specific content requirements

- Who is the audience?

- Language level

Written Word Expectations

Presentation Rubric				
	1	**2**	**3**	**4**
Organization	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because student jumps around.	Student presents information in logical sequence which audience can follow.	Student presents information in logical, interesting sequence which audience can follow.
Subject Knowledge	Student does not have grasp of information; student cannot answer questions about subject.	Student is uncomfortable with information and is able to answer only rudimentary questions, but fails to elaborate.	Student is at ease and answers most questions with explanations and some elaboration.	Student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration.
Visual Aids	Student uses superfluous visual aids or no visual aids.	Student occasionally uses visual aids that rarely support the presentation.	Student's visual aids relate to the presentation.	Student's visual aids explain and reinforce the presentation.
Mechanics	Student's presentation has four or more spelling errors and/or grammatical errors.	Presentation has three misspellings and/or grammatical errors.	Presentation has no more than two misspellings and/or grammatical errors.	Presentation has no misspellings or grammatical errors.

Not another PowerPoint!
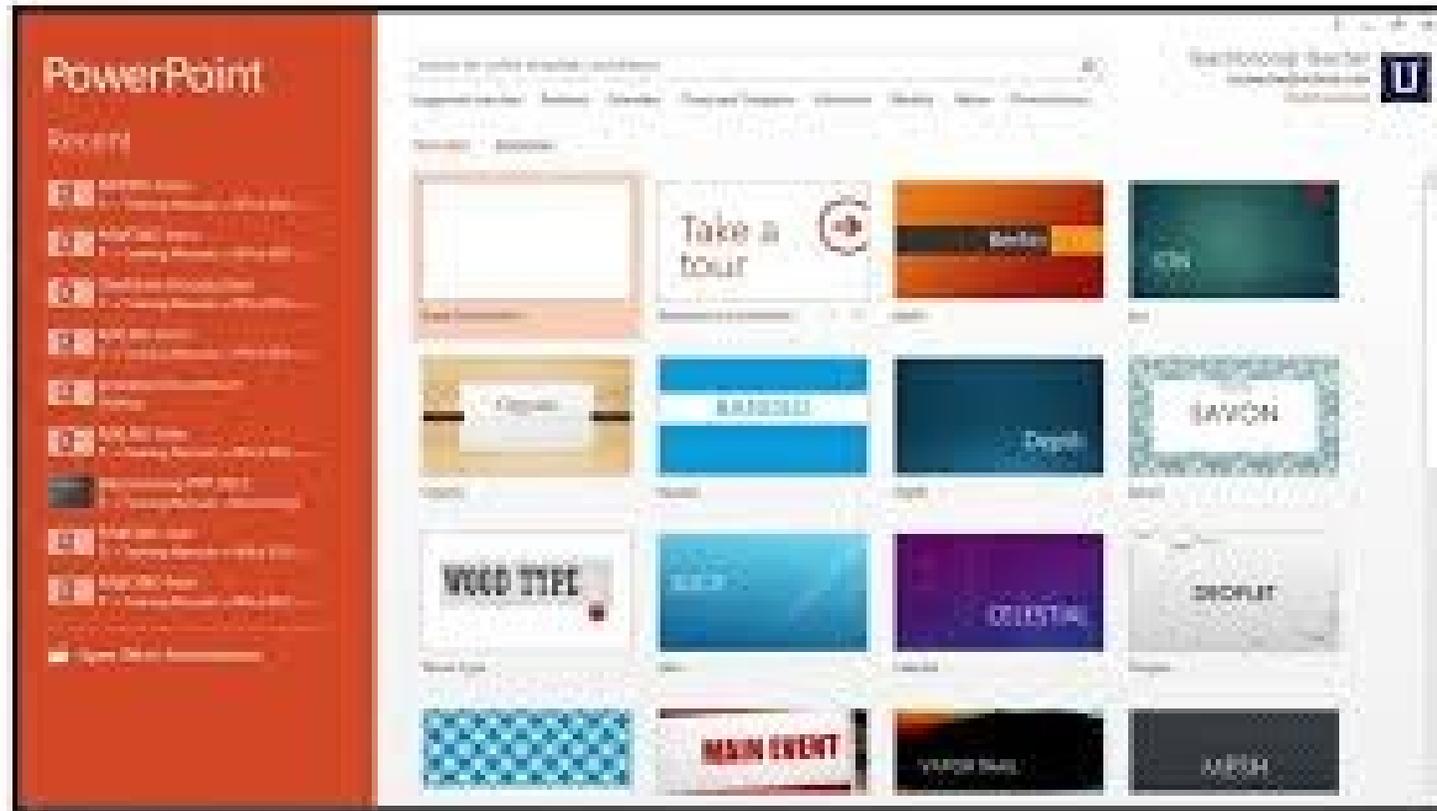
What's Wrong with Power Point Presentations??

Power Point Slide Presentations

- Create a visual aid not a visual distraction

- Avoid slide transitions and sound effects

- No standard clipart

- Use the 6x6 rule
  - 6 words per line
  - 6 lines per slide

- http://www.ncsl.org/legislators-staff/legislative-staff/legislative-staff-coordinating-committee/tips-for-making-effective-powerpoint-presentations.aspx

10/20/30 rule

- 10 slides
  - Tackle important topics
- 20 minutes
  - Present your 10 slides
- 30-point font size or >
  - Presenter talks not the slides

- "The 10/20/30 Rule of PowerPoint." *Guy Kawasaki*. December 30, 2005. Accessed June 15, 2014.

Fonts

- Plain text
  - **Arial**, Calibri or **Franklin**
- Headings – same font
- Different fonts for headings and body
- No long sentences
- No yellow or orange font

Design and Images

- Use visual theme
- Background should be subtle
- Single style of dingbats for bullets
- Use few large images rather than many small
- Color matters….check before you do the final presentation

Critique

INTERVENTION: WHO CAN APPLY KINESIO TAPE

❖ Armatures

❖ Health Care professionals:
ARNP, ATC, CAT(C), CCSP, CDP, CHT, CLT, CMBT, CMT, CNMT, COMT, COTA, COTA/L, CPO, CPT, CPTA, CRN, CST, CT, DC, DO, DOM, DPT, Lac, LAT, LLCC, LMBT, LMP, LMT, LOT, LOTA, LPT, LPTA, MD, MDT, MLD, MOT, MOTR/L, MPT, MT, MTC, NCMT, NCTMB, NDT, NMD, NMT, NP, NRC, OCS, ODT, OMD, OPA, OT, OTA, OTC, OTR, OTR/L, PT, PT-C, PTA, PA, RMT, RN, RPT, RPTA, SLP

Google Images

Google Images

(Kinesio Holding Cooperation, 2016a)

The Spoken Word

The Spoken Word

- Practice
- No reading
- Speak loud enough
- Eye contact
- Grammar
- Dress appropriately

The Spoken Word

Eye Contact	Student makes no eye contact and only reads from notes.	Student occasionally uses eye contact, but still reads mostly from notes.	Student maintains eye contact most of the time but frequently returns to notes.	Student maintains eye contact with audience, seldom returning to notes.
Verbal Techniques	Student mumbles, incorrectly pronounces terms, and speaks too quietly for audience in the back of class to hear.	Student's voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation.	Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation.	Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.

Professional Dress

1

2

3

4
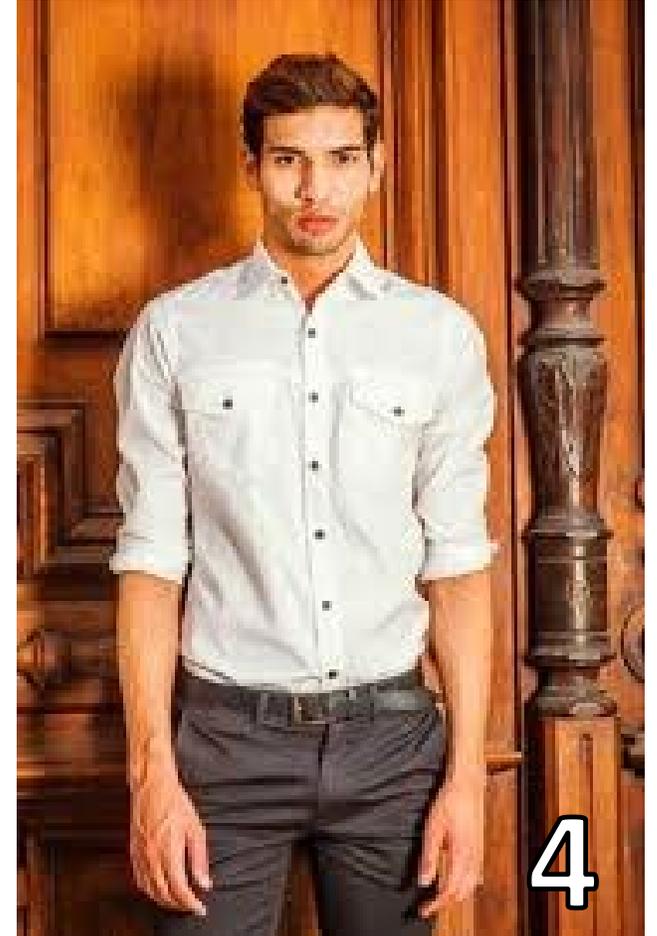
Final Thoughts

- Plan
- Do
  - Practice
- Check
  - Review
- Act
  - Engage audience

Do as I say <u>and</u> as I do….