

# Has anyone ever done the Race for Life?





**University of  
Lancashire**

# Presentation Skills Training

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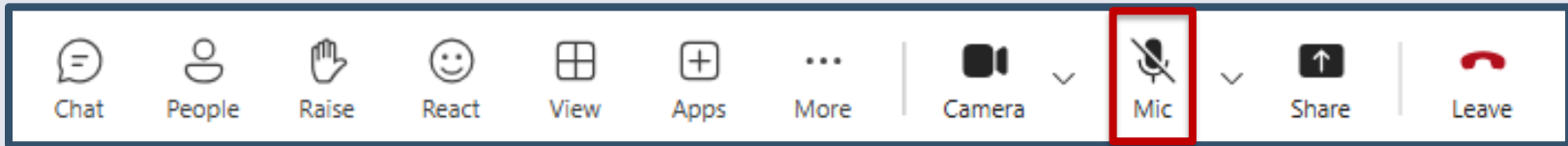
**Academic Career Development Lead, NIHR Applied Research Collaboration North West Coast (0.6 FTE)**

**Doctoral Research Fellow**

Where opportunity creates success

# Using Teams

- Please keep your video on and microphone **on mute** unless advised otherwise.
- If you would like to ask a question, please use the raise hand function.
- You may also contribute, or be asked to contribute, by using the chat function.
- Sessions may be recorded at the discretion of the facilitator.



**Name**

**Role/professional background**

**Why are you attending today?**

## Session overview

Rationale for presentation skill development

Common concerns

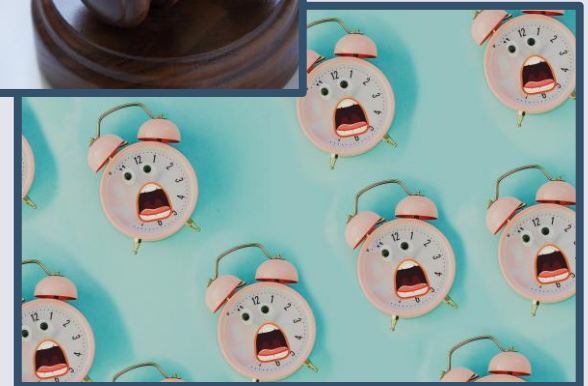
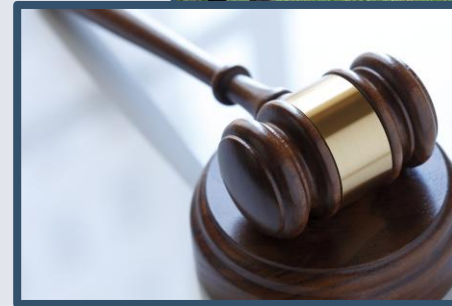
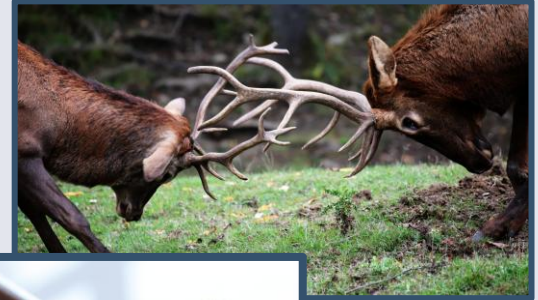
Your role in presenting

Slides and content

**How do you feel about  
presenting?**

# What are we afraid of?

- 1. Evolutionary response**
  - Instinctual fight or flight response to perceived threat
- 2. Preconceived ideas/beliefs**
  - Potential threat to image and personal credibility
- 3. Fear of Judgment**
  - Opportunity to be criticised
- 4. Lack of experience**
  - Fear of mistakes... or worse... mind going blank
- 5. High stakes environments**
  - Presenting to senior leaders or at conferences



# Why do we do presentations?

# Purpose of presentations

To inform of educate

To persuade and influence

To motivate and inspire

To build trust and credibility

To advance personal objectives



For a variety of reasons and sometimes they intersect

## Benefits of developing presentation skills

1. Opportunity for real-time audience engagement and feedback
2. Developing new skills
3. Increases confidence
4. Professional advancement



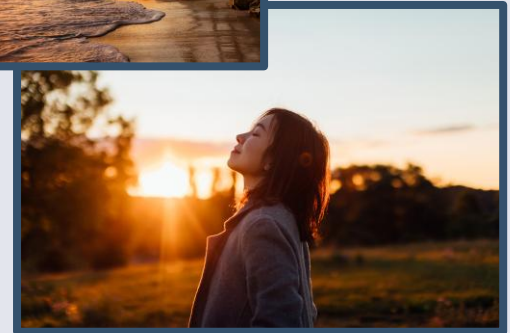
# Presentations: Your role

**IT'S ALL  
ABOUT ME**

No It Isn't

# How can we overcome our fears?

- 1. Exposure**
  - Public speaking workshops – Simulation training
- 2. Peer support networks**
  - Practice, support, review, critical friend, ask questions
- 3. Relaxation techniques**
  - Diaphragmatic: 4-7-8, box, alternate nostril
- 4. Self-Confidence**
  - Confidence is a skill, not a trait, keep practicing



# Performance Vs Communication

“Make yourself big”



[Rebecca ted lasso get big - Google Search](#)

# Delivery: Three is the magic number

## 1. Verbal: Presentation content

- What you say
  - Content
  - Tone
  - Pacing
  - pitch

## 2. Non-verbal: You

- How you speak and move
  - Shoulders back
  - Eye contact
  - Purposeful movements
  - Open handed gestures

## 3. Visual: Presentation slides



## Practice out loud

1. Improves memory “retention”
2. Enhances your comprehension
3. Boosts speech fluency
4. Assists in building structure



# Presentations: Content and Slides

**PLANNING IS  
NON-NEGOTIOABLE!!**

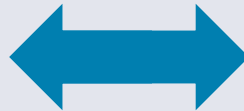
**PLAN, PREPARE, PRACTICE**



## Consider ...

### Why are the audience here?

- Who are they?
- What is their baseline knowledge?
- What do they want to know?



### Why are you here?

- Desired outcome
- Motivation
  - **Inform:** Impart knowledge / Teach skills
  - **Persuade:** Influence change
  - **Inspire:** Empower or provoke action



## Shoulda, coulda, woulda...

- **Must**
  - Critical information without which the presentation fails
- **Should**
  - Important, not vital, include if possible
- **Could**
  - 'Nice-to-have items, include only if extra time



# Introduction - Hooks

- 1. Hook**
  - First moments to connect with the audience
- 2. Bridge**
  - The gap between the hook and your presentation
- 3. Self-introduction and preview**
  - Interesting relevant information from your background
- 4. Audience benefit**
  - What will they know by the end



## Other impactful openings

- **Case study:**
  - Describe a patient scenario and ask your audience if they have ever seen an example like this
- **Picture of a patient complication**
- **Statistics:**
  - Describe a significant increase in cancer numbers, deaths, or risk factors
- **Impact:**
  - Describe why this matters to your audience

# Structure “Rule of Three”

## Introduction

- Sets the scene
- Grabs attention

## Main body

- Logical flow – links between sections
- Evidence
- Stories


## Conclusion

- Reiterate key messages
- Call to action



## Slide design.. The Law! (or is it?)

- 6 words per line, 6 lines per slide
- Key words and images, not paragraphs
- Visually bold and colourful
- Maintain space
- Revealing content gradually reduces cognitive overload
- 10-20-30 Rule



**Opinions are like belly buttons, just because everyone has them, doesn't mean they are useful**

**Think about a good presentation you have seen?**

- Do you remember their slides?**
- Did they follow the “rules”?**
- What can you learn from them?**

## Shoulda, coulda, woulda... for today

- **Aims**
  - Empower, prompt reflection, practical tips
- **Must**
  - Prompt personal reflection on reasons for nerves
  - Develop understanding of individual role in presenting
  - Activate learning through engagement
- **Should**
  - Provide practical tips on
    - Slide design
    - Presentation styles
- **Could**
  - Offer additional training ideas

# Preparation Consistency Repetitions



## **Build Muscle**

Record yourself and review

Mock presentations

Elevator pitch

PowerPoint Karaoke

Take and create opportunities

# Summary

- Presentation skills are not innate
- Presentation skills are learned and improved through practice
- “It’s not about you” – take an audience-centric approach
- Develop a strong opening and ending
- You don’t have to tell people everything!
- The three Ps: Plan, Prepare and Practice
- Breathe, slow down, smile... be yourself



## References

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