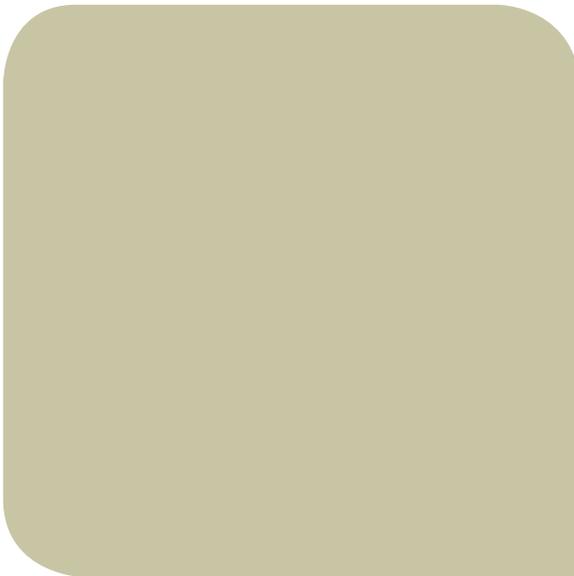
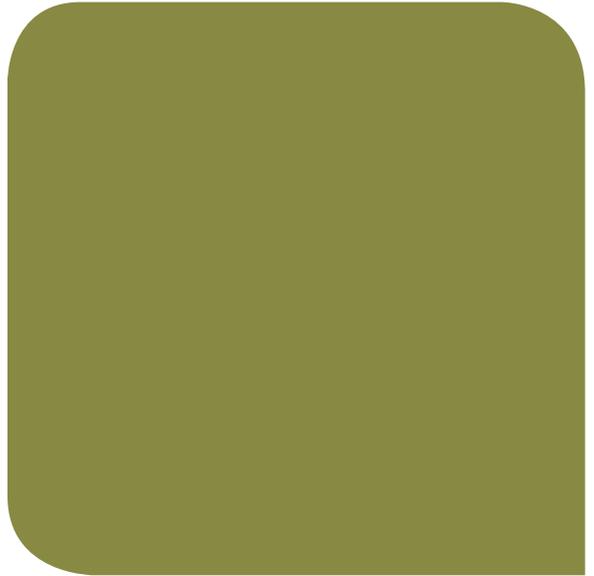


SCIE slides: Presentation notes



Established in 2001, the Social Care Institute for Excellence (SCIE) an independent charity, funded by the Department of Health, Department for Children, Schools and Families, and the devolved administrations in Wales and Northern Ireland. We support care services for adults, children and families and we work collaboratively with partners at national and regional levels.

SCIE supports the transformation of social care by identifying and transferring knowledge about good practice. We are able to do this by ensuring that the experiences and expertise of people who use services, their carers and workers are reflected in all aspects of our work.

First published in Great Britain in March 2009
by the Social Care Institute for Excellence

© SCIE
All rights reserved

Written by Eleanor Layfield

This guide is available online
www.scie.org.uk

Social Care Institute for Excellence
Goldings House
2 Hay's Lane
London SE1 2HB
tel 020 7089 6840
fax 020 7089 6841
textphone 020 7089 6893
www.scie.org.uk

Front cover photograph kindly supplied by iStockphoto

About this guide

This guide has been developed to support you in the use of SCIE slide sets. These sets were produced to help disseminate information about SCIE materials and stimulate their work in practice. They can also be used to encourage and stimulate organisations and individuals as knowledge creators.

Presenters are encouraged to edit and adapt the slide sets to fit with their own needs, including adding additional slides when and if deemed appropriate.

Getting started

Think about the purpose of the presentation and the key messages or learning you would like the audience to come away with. Before starting to develop the presentation it is important to think about the objectives:

- What is the message you are giving to people who are attending?
- What do you want people to go away with at the end of the presentation?

Knowing your audience

It is important that you know as much as possible about the people you are presenting to. Try to find out about:

- number of people attending
- level of responsibility
- level of expertise
- their relationship with you and each other
- whether they are an invited audience or whether they have to be there
- any specialised knowledge.

This will help you determine the material, examples and amount of detail you need. The more straightforward and clear the presentation is, the more of the audience you will reach with it.

Types of audience

You will need to have an idea of what type of audience you are presenting to:

- known audience with knowledge of the subject, such as a team meeting, organisational presentation
- unknown/cold audience with some knowledge of the area, such as a workshop or seminar/conference presentation
- unknown audience, such as being asked to step in at short notice with no time to prepare
- virtual audience, such as through videoconferencing.

For each of these situations it is important to remember to do as much preparation as is possible to help you to address the issue. In those situations where you are asked to step in at very short notice, it is useful to start the session by asking questions of the audience so you can gain some understanding about who they are, what they already know and what you would like them to go away with. Start by asking simple yes or no questions and ask people to indicate answers with a show of hands. This warms the audience up a bit and allows you to gain insight into whom you may be able to engage with to ask more open questions as you go on.

Presenting environment

If you are able to, it is important to set up the environment to support the presentation. Make sure the temperature in the room is right and that the lighting is adequate. If you are in a large room, such as at a conference, to avoid people sitting at the back and having no one at the front ask the organisers of the event to block off the chairs at the back. If it is your event, then make sure you set up the room as you would like it, having the right number of chairs and all the equipment that you need.

Always make sure you have hard copies of presentations as well as electronic in case of faulty equipment.

Create a clear structure

The templates for the slide sets are designed to give you a clear and structured framework. Try to remain within this structure to avoid over-complicating the presentation. A clear structure will assist you as the presenter to clearly present the key messages that you would like the audience to take away.

Using Powerpoint

Some of you using this pack will already be aware of and comfortable with Powerpoint. However, some people will be using these slides for the first time and the information below is to support those people who may need some pointers when thinking about giving a presentation.

Remember that Powerpoint is there to support your message and is only a visual aid to your presentation – not the other way round. The technology can feel quite intimidating at times, so make sure you feel comfortable with it before you start the presentation. The more comfortable you are with your environment, the easier the task of presenting becomes.

Take the approach of less is more when writing slides – wordy texts are hard to read and if they are reading the text they won't be listening to you. Try to keep to key words or phrases and avoid writing in full statements – this will allow you to have your own input in the presentation and maintain the audience's interest. Shorter slides are also easier to deliver. They allow you to interpret your audience and be flexible in adapting the presentation to the particular audience's interest and expectations.

If you are concerned about remembering all the information that you want to give to the audience then the use of presenter notes is a good way to support your presentation.

Keep the font sizes consistent – one or two variations at the most make it easier for the audience to read and follow.

Take time to change the slides. The audience will need time to absorb what you have just said and what is written on the slide so don't feel you have to start speaking immediately. This will also allow you time to gather your thoughts before you have to speak.

Avoid rushing through your slides. Keep the text short and practise it before the day so you feel comfortable with the messages that you are giving.

Carrying out the presentation

Introduction

This is the time to set out the context of the presentation. Try to make this time as interactive as possible to engage the audience. This can be done in a number of different ways:

- Ask questions of the audience to get them engaged.
- Why are they there?
- How much do they know of the subject?
- What are their expectations?
- What are the benefits to them?

Introduction

- About SCIE
- The reasons for the guide
- Key audiences
- Key messages
- How to use the guide

social care
institute for excellence



Main presentation

SCIE presentations are split into key messages, key audience and how to apply the work.

Break these down but ensure that you, as the presenter, are able to expand on each message and give more information to the audience about the subject. Try to include examples from practice: these can be examples that you have from your own organisation or practice, or examples taken from the SCIE resource.

Key audiences

- List the key audiences in bullet point form – ie those who can use the resource to their benefit

social care
institute for excellence



Key messages

- Give the key messages – bullet point not full sentences, be v specific

social care
institute for excellence



Applying the guide

- *Support inspection?*
- Lever for negotiations
- Learning and development in teams, 121s
- *Give specific examples*

social care
institute for excellence



Signpost the audience to other work/ideas. These may be other SCIE resources or organisational resources. Ensure that you use this time to say why it is relevant to them as an audience. It is important at this time to give examples; this can be in the form of good practice examples in SCIE's resource or anecdotes that link to your organisation.

Related SCIE resources

List related SCIE materials

- Social Care Online
- People Management network and website
- e-Learning resources

social care
institute for excellence



Conclusion

It is important at this time to recap the purpose of the presentation as a conclusion and reinstate the benefits to the audience. In doing this think about what you would like them to do after the presentation. You could set some action points for them to follow.

You should allow some time for people to ask questions at the end of the presentation. This can open up the presentation to become a discussion with the group. Questions can be redirected back to the group and this can be particularly effective with smaller teams where interaction can be advantageous.

Keep in touch

- Comments and feedback to info@scie.org.uk
- Sign up for email alerts www.scie.org.uk
- Visit Social Care Online via www.scie.org.uk

Template for presentation preparation

Print this page and treat as a checklist for putting together your presentation. It will help you to focus on the aims of the presentation and what you would like to happen afterward.

What is my objective?
Who is my audience?
Numbers?
Experience?
Relevance of the presentation to workforce?
Messages for audience?
Effect from audience?
Key messages
1.
2.
3.
Summary
Recap
Crucial points
Set action points
What do you want them to leave with?
What do you want them to do?
Signposting to where to find more information about SCIE
Other

SCIE slides: Presentation notes

These presentation notes offer sound and effective guidance on how to present the SCIE slide sets. The sets were produced to help disseminate information about SCIE materials and stimulate their work in practice. The notes and slides are part of a pack called *Using SCIE resources* that also includes a user guide and an At a glance summary on shared living. The pack is available as a CD and can be ordered from SCIE or it can be downloaded from the SCIE website.