



The 5 Pillars of Presentations to Attorneys

Giving presentations to attorneys is an excellent way to showcase your expertise. Give your presentation the best chance of being successful by following these 5 pillars of presentations, also known as the five P's of Presentations.

This is Pat Iyer with Iyer's Insights, one of the twice weekly shows of Legal Nurse Podcast.

Planning

When you find out you'll be giving a presentation to attorneys, it's time to start planning. Research your audience. What type of attorneys will be in the audience? What practice areas do they represent? What type of medical records do they handle? Don't make assumptions about the audience, such as they all handle medical malpractice cases.

What does the planning committee, if there is one, want you to cover? How much in-depth can you go? What amount of time is available for your talk?

Where will you be presenting? What type of visual aids can you use? What technology will be available to you? Knowing this information will help you make your presentation the right one at the right time for the right audience.

Preparing

Write out the main points you want to cover. But do not write your talk out completely. This will tempt you to read it to your audience. Instead, outline the main points, and note which stories you'll tell. If you discuss cases, be sure they are resolved and not still active.

Create visuals, charts, diagrams, find the right photography or stock images, and put your speech in a logical order and format. In the second part of this podcast, I'll give you tips on preparing powerful slides.

Practicing

It's always important to practice, the main tool you must prevent problems during your presentation. The more you practice your presentation to attorneys, the more comfortable you'll be.

Don't forget to practice how you'll use your voice, how you'll look at the audience and how you'll use the technology available to you. In addition, don't forget the physical aspects of the speech, such as wearing professional clothing as well as how you'll use your hands and body.

Previewing

When possible, always go to the venue in advance so you can see how the room feels. What is the air like? Is it cold? Do you need to add a jacket? What type of microphone will be available? What is the podium like if there is one? Do you have a slide advancer device? (Always bring your own and a spare set of batteries. I had an uncomfortable few minutes once when my advancer died, and I had to improvise while someone changed the batteries for me.)

Is there a way to hold your notes comfortably? Right before your event, recheck your slides to be sure that nothing is missing or spelled wrong.

Presenting

When it's time to present remember you're ready, you've prepared, and you can do this. Talk to the audience, establish eye contact with the audience, wait for and watch for audience reactions. Remember to breathe and allow for silence and keep your sense of humor. Speak deliberately and keep your body posture relaxed and watch your breathing.

With the right preparation your presentation will be amazing, super professional, and engaging. The attorneys in the audience will say, "I need to hire that LNC for my cases."

Before we continue, listen up.

This is what I suspect is true:

- You want to present your expertise so effectively that attorneys will line up to speak to you after your talk.
- You know that there is a lot to master in order to effectively give a talk.
- You need to feel prepared and confident when you stand in front of your attorney audience.

How can you stand up in front of attorneys feeling confident and prepared? How can you eliminate that nagging worry that you've overlooked an important detail?

I have a brand-new free checklist to share with you. It is called *Presentation to Attorneys Checklist*. It will take you through the before, during and after phases of giving a talk to attorneys so that you are ready to make the most of this opportunity to share your knowledge – and gain clients. Request this checklist at the show notes for *this podcast* on podcast.legalnursebusiness.com. Now let's return to the show.

I promised you I'd share tips on how to create stunning PowerPoint slides. These principles apply to Keynote as well.

Here's how to make your slides shine.

1. **Learn how to use the slide master** to create a uniform format for the slides. This feature allows you to pick a font, center titles on a slide, select fonts for headers, and set up a footer with page numbers. This one tip will save you hours of editing.
2. **Use clear san serif fonts** such as Arial, Tahoma or Verdana. They should be readable at about 20 feet, so they need to be at least 24-point font. Use one type of font throughout the slides. Avoid serif or script fonts or other non-standard fonts. You may think they look artistic, but your audience will find them hard to read.
3. **Color combinations** are crucial for visibility. Use one of these combinations: black or dark letters on white background, black letters on yellow background, or white letters on black or dark blue background. Also, recognize that if you will be

supplying slides that are printed for participants, white fonts will turn black. The combination of white letters on dark background will be hard to decipher.

Consider the room where the PowerPoint will be shown. Will it be darkened or light? That knowledge directs your color combination.

4. **Warm colors** draw attention to an important point. Red, orange, green and yellow are effective but use them sparingly. Cool colors, such as violet, blue or green are useful for backgrounds.

5. **Avoid slides filled with bullet points.** Instead, use images, diagrams, charts, or graphs to convey concepts. You can find many sources of free images or low-cost images on the internet. My go-to site is at this link: <http://LNC.tips/images>. I use it all the time. It has a huge variety of images.

6. **Never download images from a Google search.** You will be VERY sorry if you get caught using a copyrighted image.

7. **Avoid clip art**, which looks dated. Use modern icons.

8. **Crop images** to allow the viewer to see the important part of the image. Use the free tool on your computer or download Paint.net for a simple editing program. Read the Paint.net download page carefully and make sure you are downloading the program and not something else on the page. This page is a little confusing unless you are careful.

9. **Keep the slide layout simple.** Avoid busy designs with too many images on the slide, which will overwhelm your audience.

10. **Align words and images.** Avoid centering an image, with a title over it. (This is visually uninteresting.)

11. **Observe the direction of the image** when placing words next to it. For example, if the image has a photograph of a person turned to one side, the direction of the image should lead to the text instead of to a blank area.

12. Use a variety of **slide layouts**. These are some choices:

- a. Place the title at the top of the slide and fill the rest with an image.
- b. Use a full slide image and superimpose words onto the image.
- c. Fill one side of the slide, top to bottom, with an image, and use the other part for words.
- d. Place text in the upper left and an image in the lower right of the slide.

13. Avoid using anything but **conservative animations**. Words that appear on a click are fine. Words that bounce on the screen, drop from the top, twirl around or explode into pixels will make you look like a teenager.

14. Add polish to the slides with **semitransparent boxes** to draw attention to words or hold the content of a slide together.

15. **Format photographs** to add subtle shadows.

16. **Create a slide library** so that you can reuse slides in future presentations.

17. **Proofread your presentation**. Ask another person to proofread it also. Nothing like seeing an embarrassing typo in big letters.

I've created thousands of slides over the years. My early slides make me cringe and I constantly work to improve my slides.

I've found Ellen Finkelstein to be a great resource for slide design concepts and appreciate the knowledge she shared in *Slide Design for Non-Designers*, an eBook available at this link: <http://LNC.tips/slides>.

I drew on some of Ellen's recommendations to create this post.

Be sure to get your free **Presentation to Attorneys Checklist** at the show notes for this podcast at podcast.legalnursebusiness.com or request it when you sign up for our free app at legalnursebusiness.com/bizedu.

Do you have lots of questions about being a legal nurse consultant? Are you wondering how to get clients, grow and manage a business, and dig into medical records? Do you feel a bit lost?

I've got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help you discover ways to strengthen your skills and businesses. Check them out at legalnursebusiness.com.

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