

## The 2-3 Minute Presentation

Imagine the scenario. I am presenting to the management team of the directorate responsible for out patients, on the high numbers of DNAs and my proposed solution. I have looked into the problem, researched the options, and now need the management team to say yes, even though there is a cost.

My planning process starts by rehearsing my closing comments.

**'So to summarise, we have a major problem with DNAs across all out patient specialties. Last year 15% of all appointments in our OPD were not used, and this is costing the Trust £250k per year in wasted clinical time. I can halve this by using a tried and tested method of texting patients two days before their appointment. There is a small revenue cost but the net ongoing savings will be £110k. I can have the system in place within two weeks – all I need is agreement today to get started. Are there any questions? ...etc.'**

In reality I might not end up saying every single word of this, but rehearsing it in this way does ensure that I have brevity, clarity, a compelling argument and, most importantly a structure to guide the rest of the process. I now use those closing remarks to generate a punchy, attention grabbing introduction that does not sensationalise the issue but does give pace and momentum to the presentation. Using my end remarks, my opening might look like this

**'Many of you are aware that we have a high number of DNAs in Outpatients and last year 15% of all appointments were missed at an annual cost of £250k. I am here today with a proposal that would halve that wasted cost, one that could be in place within weeks. The approach would be to text all patients with mobile phones 48 hours before their appointment, a system that is tried and tested in several of our neighbouring hospitals. I am looking for your support today so that we can stop this waste of clinical time. Over the next few minutes I will just outline the extent of the problem and how my proposed solution would help, after which I would be happy to take questions'.**

Again, on the day these may not be the exact words to be used, as it could end up sounding like a script, but you can see the intention is to get attention, get straight to the point, set up the listeners' interest and demonstrate a reassuring grasp of the issue.

If we look at both these paragraphs there is a clear structure emerging that I can use to connect the beginning and end of the presentation, strip out any unnecessary padding, and guarantee to finish on or before time. I just make a few points about each one in turn

That structure is

1. The problem, its size and its impact in terms of cost and lost clinical time
2. The solution (and any alternatives that were considered) together with evidence of how it works
3. The cost benefit (Annual savings of £125k less £15k texting and training costs)
4. The implementation - no delay in getting savings

You should expect questions, and must therefore have all the background data at your finger tips. You may even want to put this into a briefing paper with the meeting agenda. However the key is to keep the presentation itself clutter free.

This approach will sharpen up most presentations, even the ones where you do have more time. It will prevent the slow, painstaking introductions, the wandering middle sections with their data overloads and endless charts, and the weak endings which peter out and no one is sure what is being required of them.