2. Verbal Presentations

Consider:
What is truly essential?
How long will it take?
What can be left out?

When developing an verbal presentation, use slides to demonstrate your key points. Making your slides interesting using different sizes, colour of text or charts is a good way to highlight key points.

Verbal Presentation Tips

- Rehearse – consider timing, difficult / complicated areas
- Use visual aids and have notes if you get stuck
- Comfortable room environment
- Combat nerves – be comfortable, dress appropriately, have water to drink.
- Think about the questions you may be asked
- Don't worry - you know more about your topic than anyone else does
- Obtain feedback from your audience
- Give handouts to take away

3. Posters and Flyers

A poster is a visual communication tool that should deliver a clear message in a highly visual format. An effective poster acts as: -

- A source of information
- A summary of your work
- A conversation starter
- An advertisement of your work

Don't forget to include all the authors along with an organisational logo. Structuring text into specific sections, using bullet points (particularly for key findings and recommendations) and informative charts/tables can all help make the poster appealing.

Posters do not have to be professionally designed, nor do they need to be big. Simple A4 flyers placed on notice boards or distributed to staff can be just as effective at sharing results and will cost much less.

Posters of any size intended to be displayed externally (e.g. at conferences) need to be designed in the corporate template and paid for by the relevant directorate.

4. Infographics

An infographic can often be displayed in a way similar to a poster, but it doesn't have to be. It is a way of visually highlighting the key points of an audit to a broad audience.

NHS Blood and Transplant

Leaflet 10

How to Present Clinical Audit Data

Sharing Clinical Audit Results

Once your audit has been completed you will want to share your results with the relevant audience. The main things you should consider when presenting your audit results are:

- Know your Audience
- Know your Message
- Get your Message across Effectively

Know Your Audience

Consider who will be your audience.
What do they know already?
What do they need to know?

This will help you deliver your message in terms the audience can understand and appreciate.

- Specialists Only – OK to use jargon and technical language
- Wide-ranging – minimise jargon and simplify language
- General – eliminate jargon and use common terms

Know Your Message

What do you want people to know? What are the main findings of your audit? What practice should be changed?

Five things the audience wants to know

- Why you did it
- How you did it
- What you found out
- What it means
- What you are going to do about it

Get your Message across Effectively

There are four main ways in which you can do this:

1. Written Reports

Reports are the usual way of communicating results of audits. They should be concise and have a specific structure. A well-designed report can make all the difference to getting your message across effectively.

Structure of Written Reports

Clinical audit reports need to be written in line with the corporate template and contain the following sections:

- **Background, Audit Rationale, Aims & Objectives** – Why you did it, and why you are doing it

- **Standards** – What you are measuring against

- **Methodology** – How you did it

- **Results / Key Findings** – What you found

- **Conclusion/Discussion** – What it means

- **Recommendations and Action Plan** – What you are going to do about it

- **Audit Caveat** – Any issues that need to be brought to the reader's attention

- **References** – Sources of information used in the audit

Ten Rules of Report Writing
Adapted from The Institution of Engineering and Technology – Guide to Technical Report Writing (2010)

1. The reader is the most important person

2. Keep the report as short as possible

3. Organise for the convenience of the reader

4. All references should be correct

5. Writing should be accurate, concise and unobtrusive

6. The right diagrams with the right labels

7. Summaries give the whole picture in miniature

8. Check for technical, grammatical and typing errors and inconsistency

9. The presentation of the report should look as good as the content. Full support for report writing is available

10. The reader **really** is the most important person