



SPEAKER PREPARATION GUIDE

How to Make Your 10 Minutes Count

Structure, slide guidance, and practical tips to help you deliver a presentation your audience will remember — and act on.

Target: 10 minutes

4–6 slides

In-person event

Structure your presentation in three chapters

1

CHAPTER ONE

The Rearview Mirror

- Where were you before?
- The specific strategies your team tested
- The role of your OPO partnership
- The false starts — don't leave them out

2

CHAPTER TWO

The Results

- Celebrate what those actions led to
- Anchor the data to the story — don't lead with it
- One clear result beats a table of twelve

3

CHAPTER THREE

The Road Ahead

- What goals have you set for yourself?
- What will you keep doing — or try differently?
- Show that improvement never stops

★

CLOSE WITH

3 Key Takeaways

- Synthesize the whole talk
- What should they do differently Monday?
- Say it out loud — don't leave it implied

"Experience is better than advice."

Don't tell them what they should do. Tell them what *you* did — and why you chose to do it. Your story is the whole point.

Presentation guidelines

- ✓ **Target 10 minutes**
Short and impactful beats thorough and forgettable. People's attention is precious.
- ✓ **4–6 slides, not dense**
Bullets, not paragraphs. One idea per slide. If it needs two bullets to explain it, consider two slides.
- ✓ **Skip the long introduction**
Your name and your hospital. Then straight into the story.
- ✓ **Bring high energy**
Enthusiasm is contagious. The room will follow you.
- ✓ **Headlines that tell the story**
Someone should follow your arc by reading only the slide titles.

The storytelling mindset

- ✗ **Don't hide the warts**
The anxiety, the false starts, the do-overs — share them. Those build courage, not just inspiration.
- ✗ **Don't open with data**
Data is most powerful in service of a story — not as the opening act.
- ✗ **Don't use dense slides**
If a slide has 4+ bullets, the audience reads instead of listens. You are the presentation.
- ✗ **Don't skip the "so what"**
A great story without a clear ask leaves the audience inspired but directionless.
- ✗ **Don't run over time**
Finishing on time is a gift to every other speaker and to everyone in the room.

Your 10-minute time budget

1 min

The Setup

Name, hospital, then straight into the story — no long intro

4 min

Chapter 1

How you got here — the strategies, the OPO partnership, the warts

2 min

Chapter 2

The results — data anchored to the story you just told

2 min

Chapter 3

Future goals and what you'll test or do differently

1 min

Key Takeaways

3 things you want every person in the room to carry home

► Watch a video walkthrough of these best practices