**Road to Right Care Talk**

**Presenter Tips + Coaching**

OVERVIEW

This document is designed to support you as you prepare to give the Road to Right Care Talk. It has some specific instructions on how to customize the presentation as well as some general tips for making a strong connection with your audience.

BIG PICTURE PERSPECTIVE

Read the “Road to Right Care Talk Brief” to get an overview of what this talk is designed to do. Importantly, the idea is that the core talk can be given by many members of the Right Care Alliance. However, in order to make it meaningful, it needs to be customized and personalized to fit your personal experience in the RCA as well as your style of communicating.

The talk follows this basic flow:

* PERSONAL CONNECTION: AUDIENCE EXERCISE + YOUR ROAD TO RIGHT CARE
* INTRODUCING THE IDEA THAT HEALING HEALTH CARE IS KEY TO HEALING WHAT AILS OUR COUNTRY
* PERSPECTIVE ON HOW BAD THE CURRENT HEALTH CARE SITUATION IS
* THE VISION FOR A FUTURE OF RIGHT CARE
* HOW THE RCA WILL GET THERE: BUILDING A MOVEMENT
* AN INVITATION TO JOIN THE RCA: SIGN UP!
* LINKING THE HEALING OF HEALTH CARE BACK WITH WHO WE ARE AS A COUNTRY

The talk is designed to be about 20-25 minutes overall, half an hour with ending questions.

AUDIENCE EVALUATION

An important key to creating a resonant talk is to understand your audience both in terms of who they are and what they think and believe so you can tailor your points to emphasize what they really care about. The brief has a general overview of the types of audiences you may be speaking to, but the first thing you want to do as you prepare is to to think about what you know about your audience and their current state of mind.

As you prepare your talk, take a minute to answer the following questions:

* Who will be in your audience? Are there one or two key groups?
* What do you know about their current awareness of the state of health care and the dynamics at play?
* What do you know about their current concerns about health care? What matters to them?
* How far along are they in terms of becoming “health care activists?”

Once you answer these questions, think about how you might want to tailor or focus the talk so that it most meets your audience where they are?

OPENING PAIRED EXERCISE

The opening paired exercise is designed to immediately let the voices of your audience into the room and allows the talk to start with what they care about and why they are here. Just the act of making time and space to let them talk can immediately shift the dynamic so that this talk is about them, not you.

When you do this exercise, it is important to keep an eye on time, so wear a watch or use the timer on your phone. The total time that the pairs are talking should be about 4 minutes. Let them know when they are halfway through the time, so that each member of the pair gets a chance to talk.

When you pull the group back together at the end, do not feel like you need to hear from everyone. Ask for 3-4 volunteers to share the headlines of their discussion (emphasize this, so they don’t feel compelled to take you on a play by play). After the first one, ask “what else did a group talk about?” at the end ask “Who talked about something different to add?” so you can invite a full range of responses/ideas into the room with you.

If they mention anything that is particularly resonant and important to you, you can reference that as you turn to tell your personal journey to the Right Care Alliance.

PERSONAL STORYTELLING + AREAS TO CUSTOMIZE

There are three key areas where you will want to customize the presentation.

1. Slide 3: This is the slide where you tell your personal journey to the Right Care Alliance. It should be a personal story of what awakened you to what was so deeply wrong with our current system and why you decided to dedicate yourself to the change you want to see.   
     
   Currently, there is a picture of Vikas on that slide. You will want to remove that picture and add a picture of your own. If you are not comfortable with Powerpoint, Carissa can help you. You can have a picture of yourself or choose an image that symbolizes what lies at the heart of your personal story.  
     
   Always remember, people want to know you and THEN your topic.
2. Slide 10: There is nothing to change on the slides, but you will want to tell a story or two from your work or personal experience that illustrates how widespread and universal the “profits before patients” dynamic is and how it shows up in all the time in medicine and is experienced by everyone, even if people do not recognize it. (ie: doctor’s having quotas in their practices or how the lack of personal connection and inordinate focus on medical records leads to misdiagnosis and worse health.)
3. Slide 24: Fill in this slide with the specifics of your group’s NEXT meeting or gathering, so the audience will know how to take the next action to be involved in RCA. This is an important specific people need to know as it demonstrates the actual work that is already happening with the RCA.

FINAL THOUGHTS

* Remember to keep it real and personal. The more you connect to the meaning of what you are saying rather than merely reading the script, the more impact you will have in your presentation. Don’t be afraid to show your personal passion and commitment.
* Rehearse! This seems obvious, but most people don’t do it, or they wait until the last minute. Time yourself. Then remind yourself to slow down when you actually give the talk. Once you know the material, a good way to rehearse is to just go over the TRANSITIONS so you know what comes next after each slide and you know both where you are in the presentation and where it is going.
* Make it your own. If there is wording or expressions in the presenter notes that don’t work for you, change them! You can stay in line with the flow and the ideas while using language that is true to you.
* Share your experience! This talk will get better and better each time you give it, both for you personally and for the larger group overall—especially if you share your ideas and thoughts about the experience with the RCA Team. Make sure you fill out the presenter evaluation form after you complete your talk. And if there is something that worked really well, tell the group, so they can build off your success.

GOOD LUCK!!!