

**On behalf of Vision Expo, we sincerely thank you for being with us this year.**

**Reminder to Complete Your Session Evaluations!**

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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**Financial Disclosure**

Pete Hanlin is a full time employee of EssilorLuxottica.

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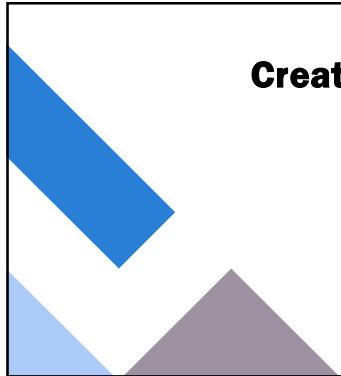
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**Creating & Presenting Effective CE for Opticians**



Pete Hanlin, ABOM

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## Knowing your audience (it's all about them)

### Who is going to be attending your CE course?

- Licensed opticians with decades of experience
- Newly hired "no experience necessary- will train"
- Paraoptometric, Optometrists, Ophthalmologists, or other staff

Often, the answer may be "all of the above"

If you CAN identify a specific type of attendee, plan content accordingly!

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## Adult Learners

### Knowles's principles of andragogy

- **Self-Concept** (adults learn what they WANT to learn)
- **Experience** (adults usually have relevant experience)
- **Readiness to Learn** (adults usually have a desire to learn helpful information)
- **Problem-Centered Orientation** (solving immediate problems vs. info itself)
- **Internal Motivation** (true desire for knowledge comes from within- not forced)

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## Effective Content

### What are the problems your audience faces?

- **Fitting** (average optician in the US has 18 months experience)
- **Building Value** (consumers believe it takes 30 minutes to get an eye exam)
- **Visual** (dry eye, eye fatigue, and myopia)
- **Business** (increasing eyewear options, managed vision care, limited time, etc.)

If your content solves a problem, it will be valued by the audience!

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## Content Development

- START AT THE END**
  - What **ONE THING** do you want the audience to learn?
  - Anything else they learn is a **bonus**.
  - ABO requires 3 learning objectives per hour, but what is the ONE THING!?
- The first step is creating a (tmed) outline!**
  - Three key sections
  - Each section should have at least two key points.

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<https://chatgpt.com/>

## The Power of AI...

- If you know your content, ChatGPT can write your outline.**
  - Yes- you'll have to tweak things a bit
  - ChatGPT will even give you source ideas
  - Depending on the site you use, AI may even ask if you'd like to format your outline for ABO!

**Optional Add-Ons (if Required by a CE Board)**

- Final course assessment (5-10 questions)
- Course evaluation form
- Reference list (ABO standards, textbooks, peer-reviewed articles)

**Learning Objectives**

By the end of this course, participants will be able to:

- Identify key components of effective CE content that align with adult learning principles and optical industry interests.
- Develop a structured CE course outline that includes measurable learning objectives and engaging instructional methods.
- Demonstrate effective presentation techniques that enhance participant engagement and retention.

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## Learning Objectives

- Learning objectives should include an action verb relevant to what the attendee will learn.**

**Learning objectives for this course...**

**LEARNING OBJECTIVES**

By the end of this course, participants will be able to:

- Identify key components of effective CE content that align with adult learning principles and optical industry interests.
- Develop a structured CE course outline that includes measurable learning objectives and engaging instructional methods.
- Demonstrate effective presentation techniques that enhance participant engagement and retention.

Remember	Understand	Apply	Analyze	Evaluate	Create
Recall facts and basic concepts	Explain ideas and concepts	Use information in new situations	Draw connections among ideas	Justify a stand or decision	Produce new or original work
Define	Classify	Apply	Analyze	Appraise	Arrange
Identify	Classify	Apply	Analyze	Appraise	Arrange
Describe	Classify	Apply	Analyze	Appraise	Arrange
Recall	Define	Generalize	Compare	Critique	Construct
Recognize	Differentiate	Illustrate	Conclude	Estimate	Create
Record	Discriminate	Initiate	Contrast	Evaluate	Design
Relate	Discuss	Interpret	Compare	Judge	Develop
Repeat	Explain	Operate	Criticize	Measure	Devise
Underline	Express	Operationalize	Debate	Rate	Formulate
Give	Practice	Practice	Debate	Rate	Manage
Identify	Relate	Relate	Detect	Score	Modify
Interpret	Schedule	Schedule	Select	Select	Organize
Locate	Shop	Shop	Test	Test	Plan
Pick	Use	Diagram	Validate	Prepare	Produce
Practice	Utilize	Diagnose	Value	Produce	Produce
Repeat	Repeat	Differentiate	Distinguish		

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## Develop slides from the Outline

- **Each slide should have ONE key purpose.**
  - A slide without a key purpose has no reason to exist.
  - Each slide is a chapter in the story you are trying to tell.
    - Oh yeah, every presentation is essentially a **story**.
    - Humans remember **stories**.
    - That ONE key purpose is what keeps you on track.

**II. Understanding Effective CE Content (15 minutes)**

A. Identify key components of effective CE content.

B. Review CE requirements for opticians (national vs. state differences).

C. Explain characteristics of effective adult learning (Knowles' principles of andragogy).

D. Discuss how to define **purpose, audience, and scope** of a CE topic.

E. Show examples of well-written vs. poorly written CE objectives.

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**People remember how stories make them feel, and are more inspired to take action than if they just heard facts and figures.**

Stories are hardwired into our very biology. Our brains arrive filled with all the cognitive machinery needed to comprehend stories and share them with others. We are storytelling organisms that use narrative structures to organize our thoughts; because we use stories to recall facts, our knowledge is based on stories themselves. Little wonder, then, that our knowledge of early man shows evidence of storytelling—it was there from the start.

<https://www.nationalgeographic.org/society/storytellers-collective/the-power-of-story/>

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## Determining Content & Developing Outline / Slides

- **Does the topic solve a problem?**
  - Does it respect the experience of your audience?
- **What is the ONE THING your audience should learn?**
  - Even opticians with 30+ years experience can learn something new...
  - "I learned something new" = satisfied audience
- **Can you describe what you want to ChatGPT?**
  - If you can, AI can quickly produce a quality outline that may teach YOU something!
- **Build the slides from the outline.**
  - Remember to tell a **STORY**. Stories are format which appeals to almost ALL learners.

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## Avoiding Content Mistakes

- **Be disciplined...**
  - I might remember ONE THING- I'll never remember 20 things!
  - If information detracts from your main objective- don't include it.
- **Words are boring...**
  - Use **images** (and surprising ones) wherever you can...
  - If you do have words- DON'T READ THEM TO THE AUDIENCE!!!
- **Be repetitive- in different ways...**
  - That ONE THING??? Say it seven different ways.
- **Each slide has ONE purpose- just ONE (UNO, EINS, ICHI, BIR, 하나 ),**
  - Be disciplined at the **slide level** and you'll be disciplined at the **deck level**
  - A fifty minute presentation should have at most **40** slides.



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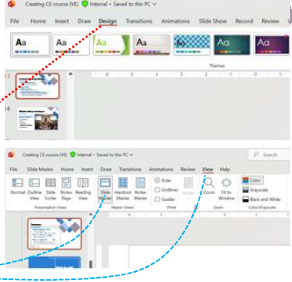
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## Avoiding Formatting Mistakes

- **Use easy to read, consistent fonts...**
  - Arial, Calibri, Franklin Gothic (easy to read)
  - Times New Roman, Segoe (slightly harder)
- **Avoid small Font Sizes**
  - 28, 24, 22, 20, 18, 14, 12, 10, 8
- **Maintain consistent colors and formats**
- **PowerPoint has design templates which can be easily customized before slides are built.**
  - Check out the "Design" tab in PowerPoint
  - Check out the "View" then "Slide Master" tab



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## Effective delivery techniques

<https://perchance.org/ai-text-to-image-generator>

**Once you develop a good story- it comes down to telling it!**

- Don't be boring
- **Have fun**
- Be passionate
- Recognize room challenges
- Don't be boring!!!!



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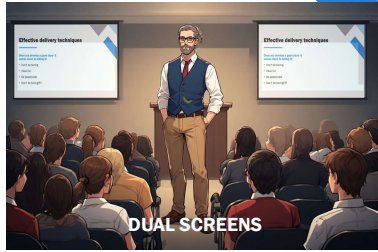
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### Effective delivery techniques

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### Effective delivery techniques

Once you develop a good story- it comes down to telling it!

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- **Recognize room challenges**
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### Effective delivery techniques

Once you develop a good story- it comes down to telling it!

- Don't be boring
- Have fun
- Be passionate
- **Do NOT identify YOUR challenges**
- Don't be boring!!!!



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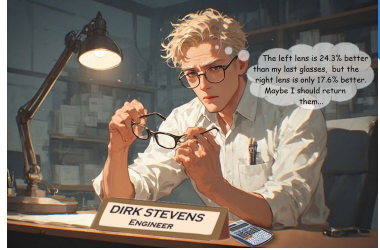
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## Effective delivery techniques

Once you develop a good story- it comes down to telling it!

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- Recognize room challenges
- Don't be boring!!!!



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## Effective delivery techniques

Humor is a powerful tool...

- **Builds Instant Rapport & Trust:** Makes the speaker appear more human, likable, and confident
- **Increases Engagement & Energy:** Laughter is contagious and acts as a "wake-up call" that boosts energy levels in the room.
- **Enhances Memory Retention:** Information is more likely to stick when it is associated with positive emotions like laughter
- **Provides Emotional Relief & Reduces Tension:** In serious or complex presentations, humor offers necessary "brain breaks"

<https://anthonydanni.com/blog/humour-benefits-public-speaking>



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## Effective delivery techniques

...but humor must be wielded carefully!

- **Delivery:** Forced humor isn't funny... and makes people uncomfortable.
- **Relevance:** Ideally, humor should reinforce- not detract- from the ONE message.
- **Self-deprecating:** Poking fun at yourself is safe and relatable, poking fun at the audience- not so much
- **Know your audience:** Tailor humor to their culture and context
- **If in doubt, leave it out:** If humor is even *potentially* offensive, leave it out

<https://mannersofspeaking.org/2020/08/03/humour/>



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### Effective delivery techniques

**Build your own deck (story)...**


**It is FAR easier to deliver your own content- because you know EXACTLY why each slide is where it is.**

You should very rarely have to look at the screen.

Each slide has **ONE** purpose.

Each slide tells a **specific part** of the story.

**Nothing** says "polished" more than **not looking at the slides!**



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### Effective delivery techniques

**Build your own deck (story)...**

**It is FAR easier to deliver your own content- because you know EXACTLY why each slide is where it is.**

On the occasions when you **DO** turn to the screen, **It adds emphasis.**



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### Effective delivery techniques

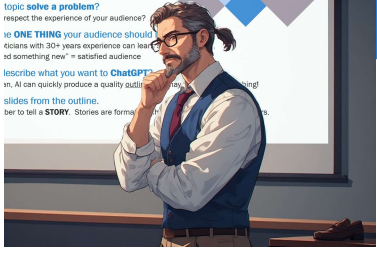
**Silence is incredibly powerful...**

Replace "um", "uh", "ya know", "like", "so"

With... (silence)

Filler words are a hard habit to break. The keys are:

1. Slowing down.
2. Taking pauses.
3. Repeating yourself.



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## Effective delivery techniques

### Be aware of time...

Once you've built your deck, run through it a couple of times.

**Focus on the ONE THING you want to hit on each slide.**

After a couple of run throughs, you know how long you need.

**TIP:** ID the number of the "THANK YOU" slide. If you're out of time, type the number and hit "ENTER." You'll go straight to the that slide.



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## Effective delivery techniques

### Credibility...

**Especially if you are an employee of a manufacturer- you have to establish credibility.**

One way to do so is to give the audience a truth that runs completely counter to what a "corporate shill" of your employer would say.

An inconvenient truth early on may give you the credibility you need for a truth later on (just make sure everything is a truth ☺).



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## Effective delivery techniques

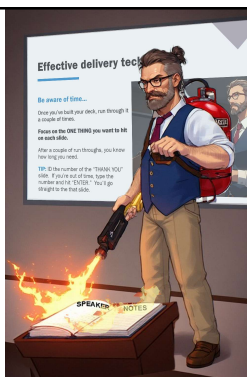
### Do NOT use speaker notes...

If you have notes, you'll try to MEMORIZE those notes.

If you try to memorize those notes, you'll sound mechanical, AND you'll make yourself nervous.

**ON THE OTHER HAND-** if you just have ONE THING to cover on each slide it's easy to remember your story.

**YOU DON'T NEED NOTES.**



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### Effective delivery techniques

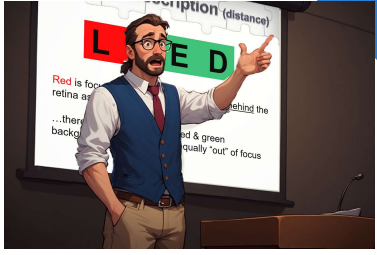
**Rhetorical questions are like boomerangs...**

They can come back to you.

What if someone gives a **REALLY bad** answer to a **REALLY simple** question?

How do you save them from looking bad? (Because that is YOUR job!)

Consider other ways of fostering audience participation (asking for **best practices** is a GREAT way).



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### Effective delivery techniques


**The audience ALWAYS wins...**

Winning an argument as a speaker is like winning one in marriage...

Even when you win- you lose.

During a presentation is NEVER the right time to grind an axe!

**FOCUS ON THE ONE THING!!!**



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### Final tips & takeaways

**CREATE A SOLID DECK**

**START AT THE END**

- What is the **ONE THING** you want your audience to learn?
- Is that **ONE THING relevant** to an audience?

**THE OUTLINE IS YOUR STORYBOARD**

- If you can describe what you want, go to: <https://chatgpt.com/> (tweak as needed)
- Each slide tells a **single point** in the outline (Make the outline a **STORY**)

**CREATE A SOLID DECK**

- ONE point per slide – with **PICTURES**
- Clear, **LARGE**, consistent fonts in well-formatted slides (PowerPoint will do the work)

**GIVE A SOLID PERFORMANCE**

**ENJOY TELLING THE STORY**

- If you're not enjoying the time, your audience won't either!
- Don't take yourself too seriously!

**HUMOR IS VERY POWERFUL**

- It aids memory, relaxes people...
- It can end your career- so handle carefully!

**BURN THOSE SPEAKER NOTES**

- If each slide has **ONE point** you don't need em
- Great stories aren't told with notes!!!

**DON'T GRIND AXES DURING PRESENTATIONS**

- Save that for the bar
- Educate – don't argue – during a presentation

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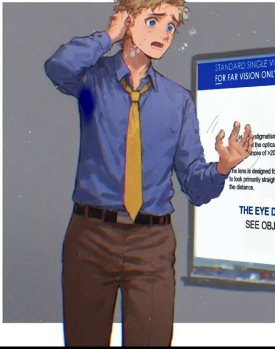
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## Overcoming nervousness

Confidence-building strategies

According to a Psychology Today survey, 68% of Americans fear dying... (74% fear public speaking)

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## Overcoming Glossophobia

- 1. Have ONE key point per slide.** Seriously, do you get nervous when you are brushing your teeth? Changing your oil? Putting on foundation? Making toast? We get nervous when we do *complicated* things- so keep it **SIMPLE!**
- 2. BREATHE (Also handy for staying alive).** Box breathing and other techniques can reduce anxiety and take your mind off your nervousness.
- 3. Visualize Success.** Picture yourself crushing it. Relive the best presentation you've ever given in your mind.
- 4. Get excited about the ONE thing.** That one thing you want the audience to learn is a gift, and you know what? The audience is *rooting* for you to be amazing at providing it to them. They want to learn, be entertained, and see you succeed.
- 5. Get there early.** Talk with people in the audience early. Go to dinner the night before, attend a class before yours. Get to know some of your audience.

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## So What Was the ONE THING?


There should always be ONE key piece of information you are trying to teach. Everything else is a bonus.

**Blue Light?** 435nm light causes oxidation

**Myopia?** Focus behind retina causes growth

**Progressives?** Binocularity is really important

**Perceived Value?** Starts in pre-exam



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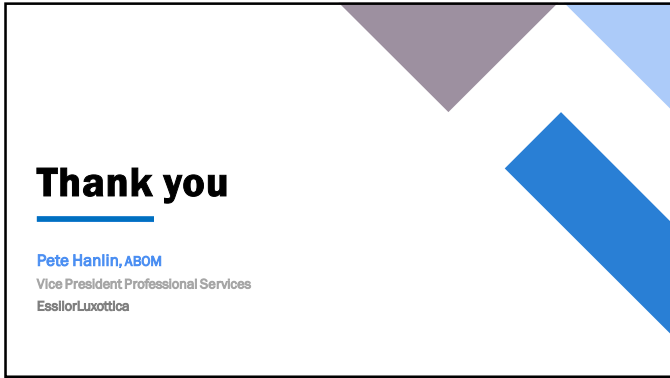
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