

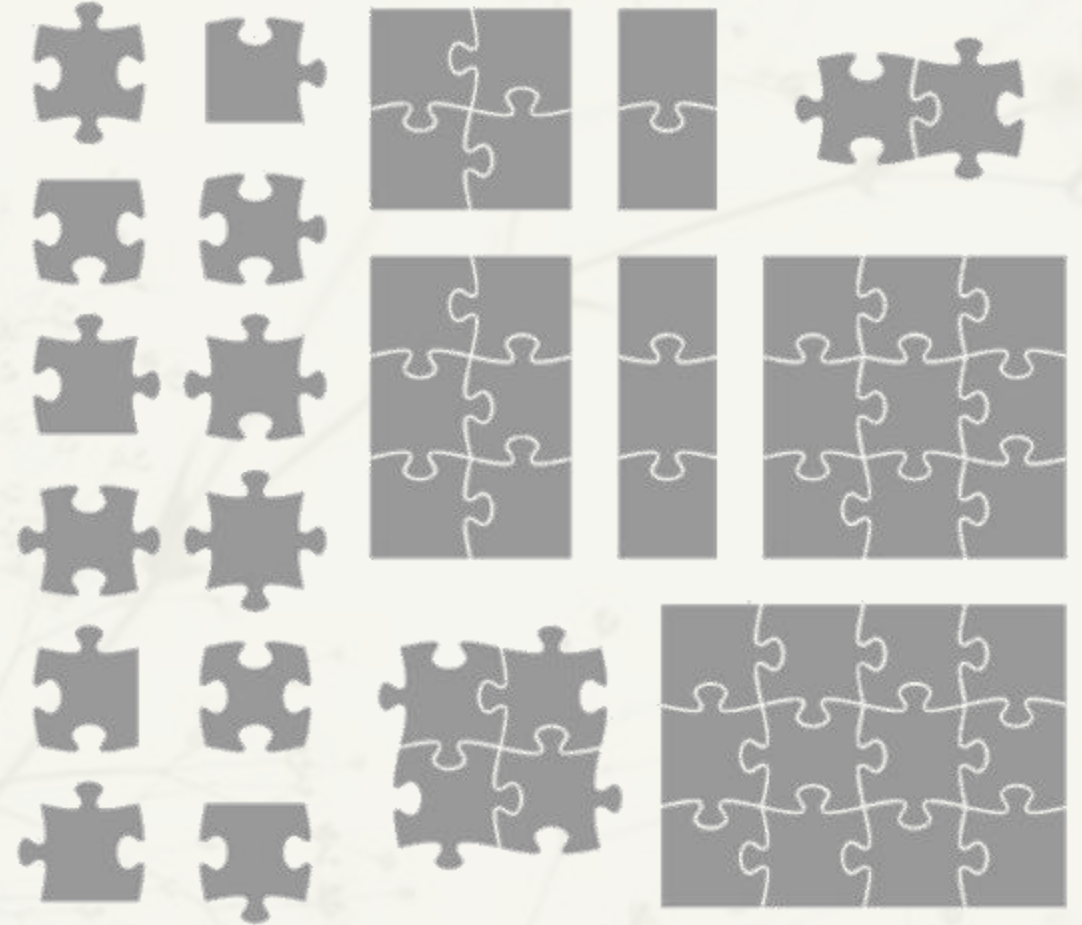
# **HOW TO MINIMIZE AUDIENCE'S COGNITIVE LOAD**

## **(ON PRESENTATIONS)**

## Follow simple-to-complex strategy

Break down more complex information into smaller, simpler parts so audiences are familiar with the basic details before moving on to complex information.

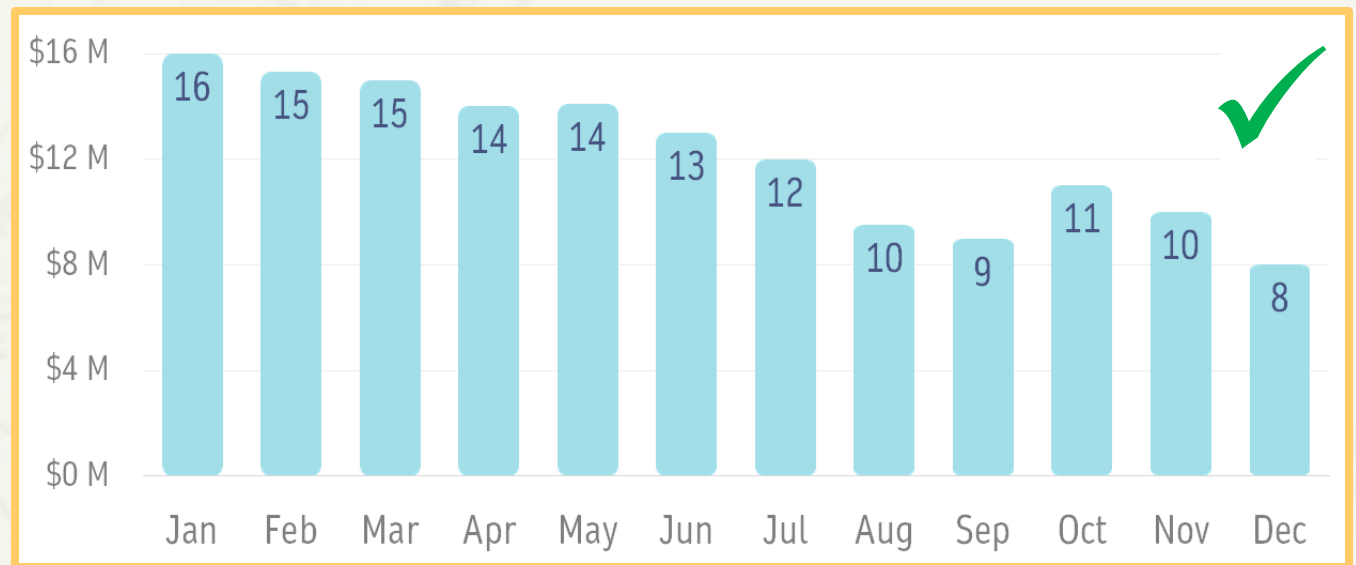
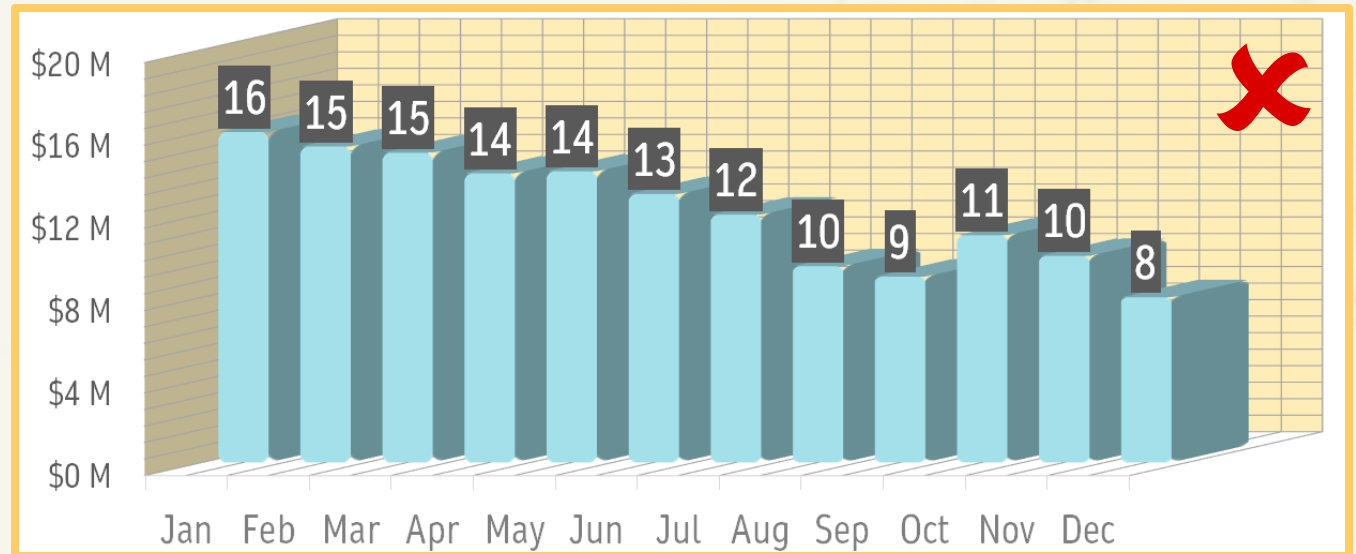
In live presentations use animations & slide transitions to demonstrate how everything comes together



## Avoid Visual Distractions

Take a step back & remove any visual element that is unnecessary.

Keep repeating the process until you're left with elements that are there to support the visualization only.

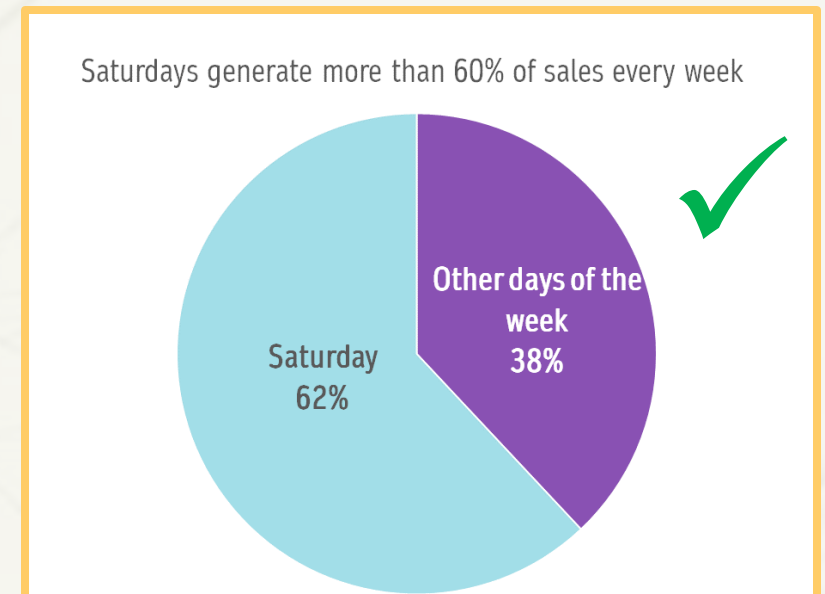
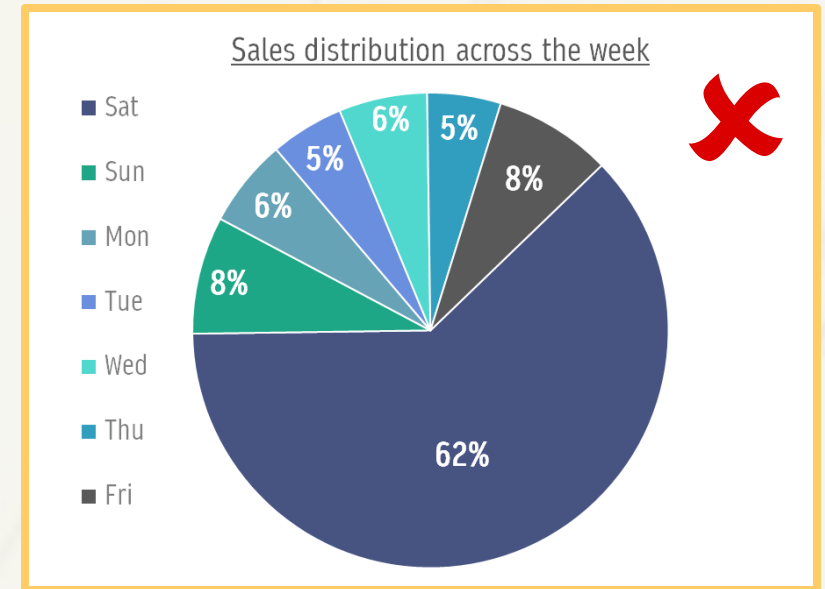


## Aggregate non-essential data

Improve comprehension by grouping less important information and keeping the most critical ones intact.

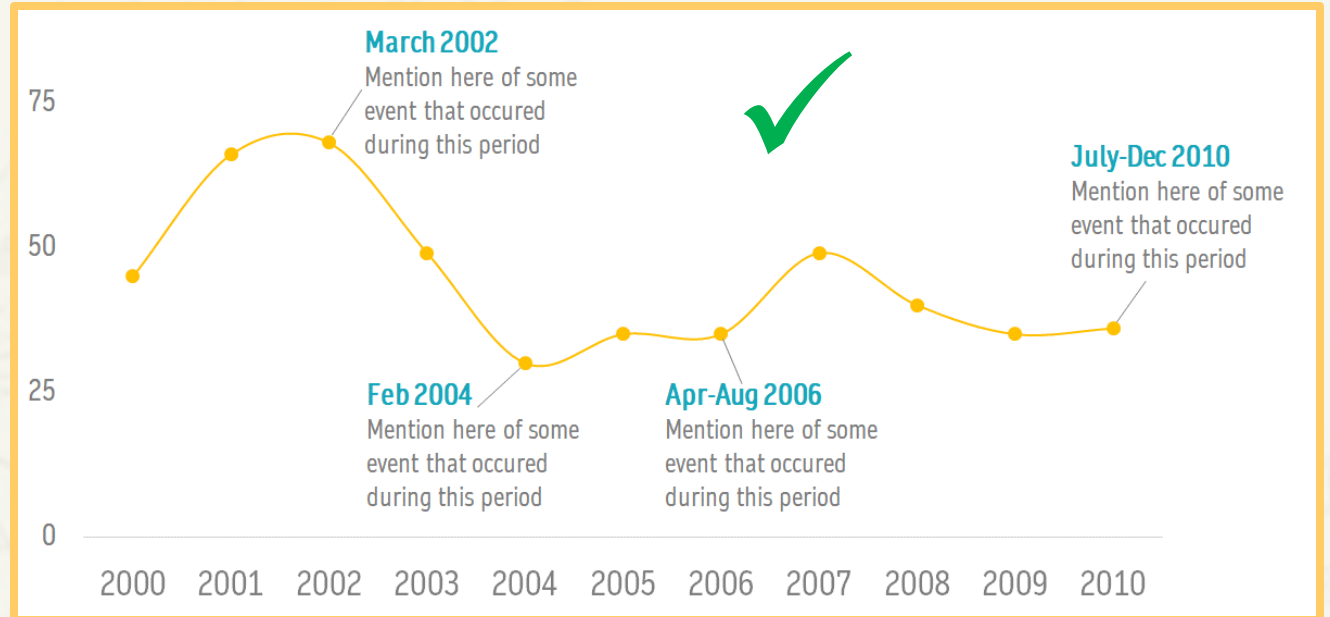
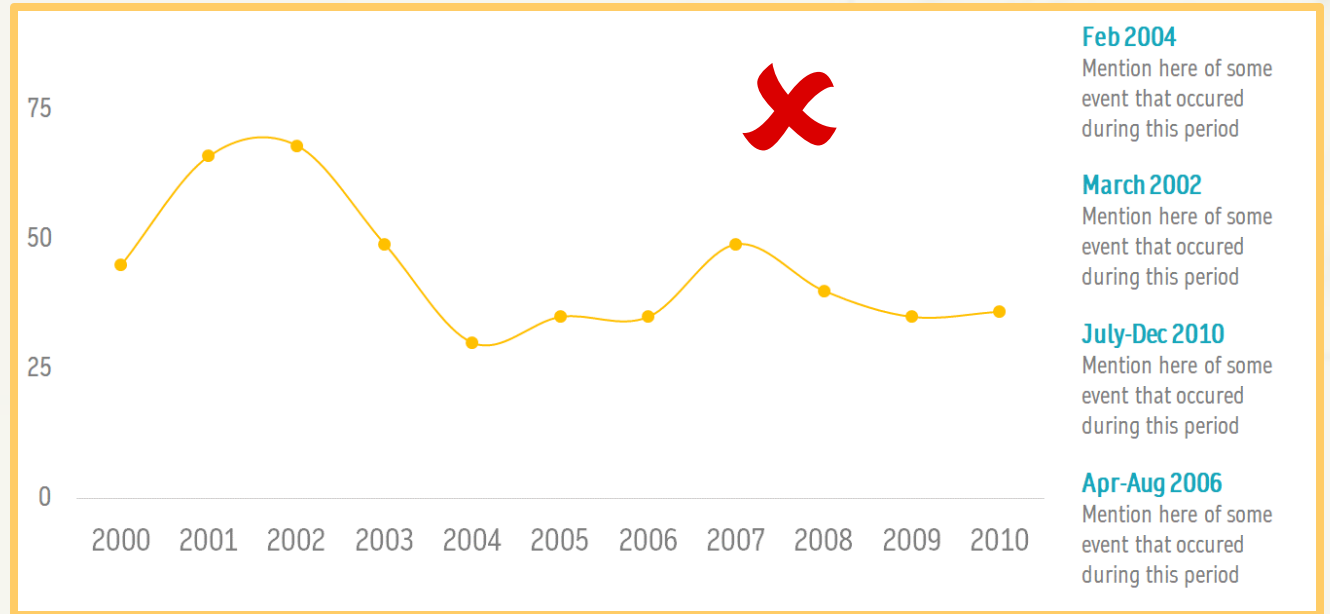
The chart on top requires audiences to work harder. They must refer to the legend to figure out what's what.

The bottom chart tells an instant story. Non-essential slices have been combined to emphasize the key point.



# Implement “Spatial Contiguity Principle”

Similar to “Proximity” of Gestalt’s principles, spatial contiguity principle proves that people comprehend details better when corresponding words and pictures are placed near each other rather than far apart.

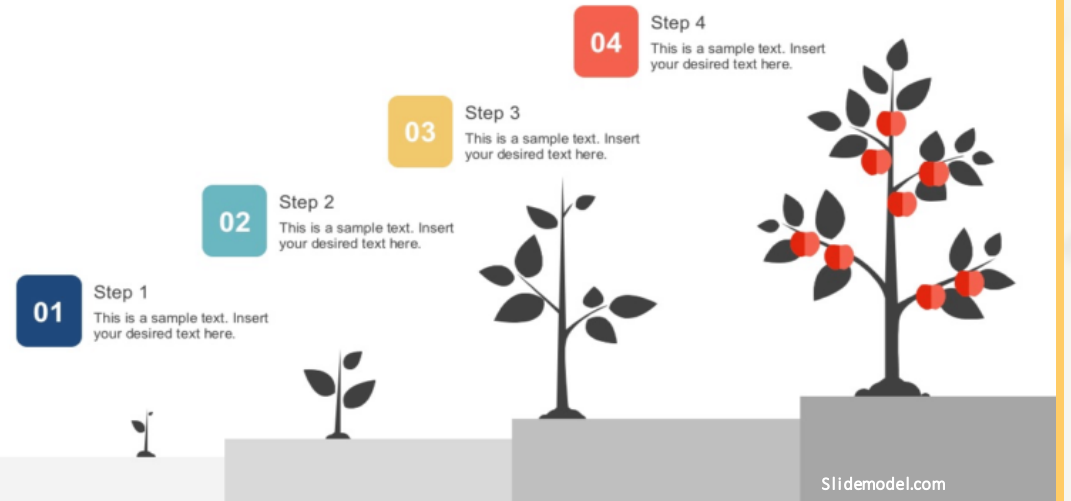




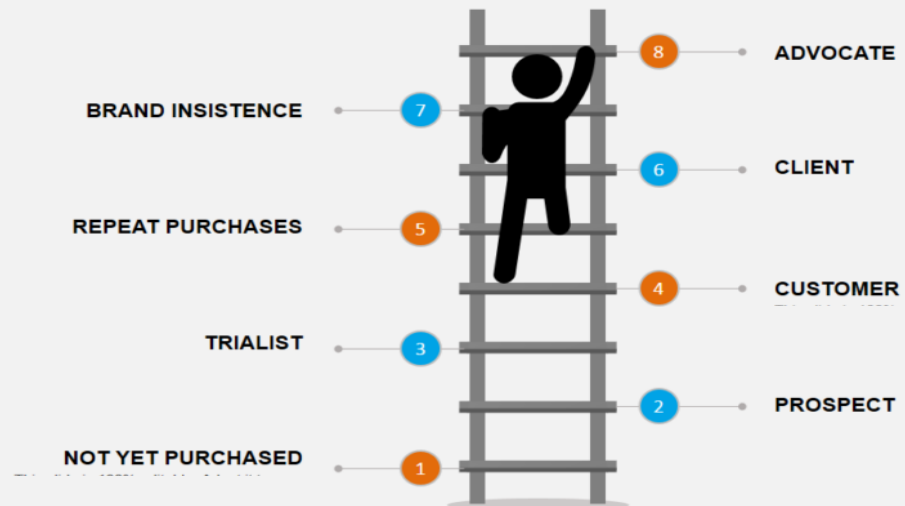
## Make use of Visual Metaphors

Visual Metaphors apply a level of familiarity by using image representation than can help make complex details more relatable and understandable, thereby reducing cognitive load for audiences.

### Business Growth



### Customer Loyalty Ladder

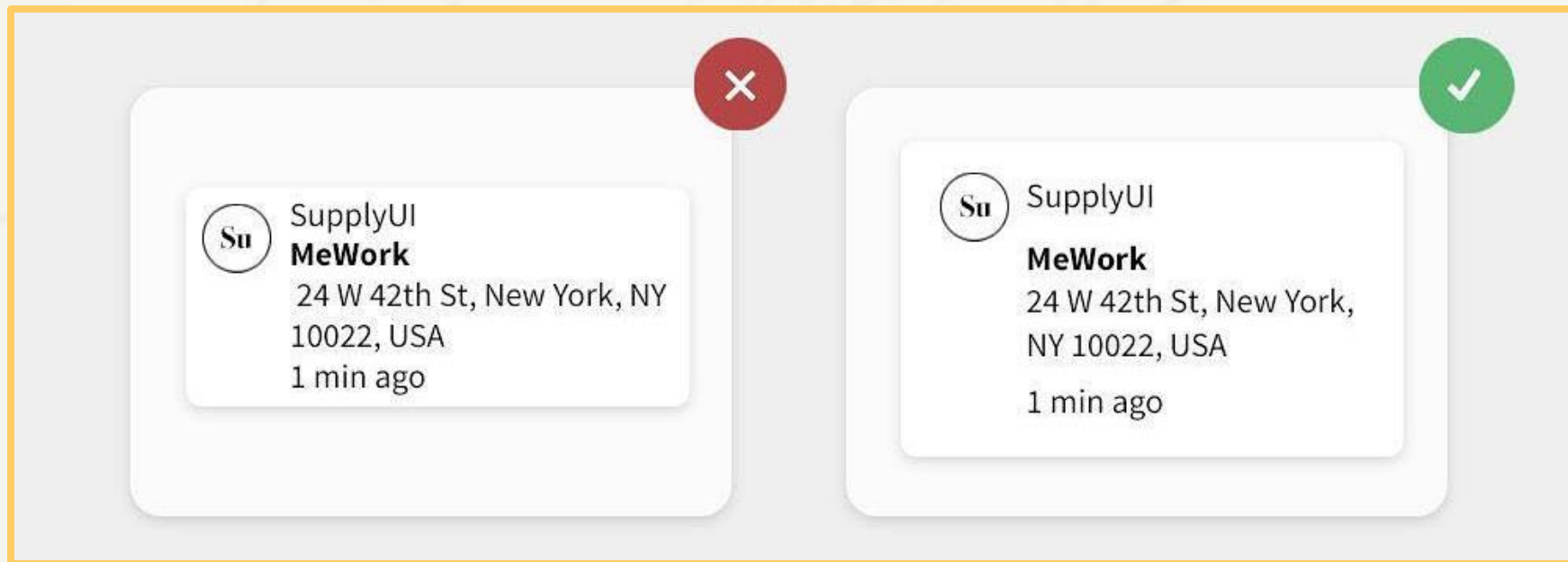


## Embrace White space

Focus on white space between letters, words, lines content and even overall layout.

White space does much more than just remove clutter.

It improves comprehension, adds emphasis & focuses audience's attention on important elements, ultimately reducing cognitive load and speeding up decision making



# Slides should complement your points, not duplicate them

Reduce the text on your slides and elaborate on verbal explanations.

Specially for live presentations, diagrams & written text can inhibit comprehension if the text is repeated loudly.

Your slides should work like a visual aid, not the main character

### HR Business Partner - Deliverables

- The overall role of HR business partner deliverables revolves around
  - **Strategic Partner:** Acting as a strategic HR advisor to senior management
  - **Change Agent:** Act as a catalyst for continued business performance
  - **Administrative Expert:** Ensuring excellence in delivering operational HR
  - **Employee Champion:** Act as voice of employee



### Deliverables..

Revolves around 4 aspects..



```
graph TD; SBP[Strategic Business Partner] --> EC[Employee Champion]; EC --> AE[Administrative Expert]; AE --> CA[Change Agent]; CA --> SBP
```

The diagram illustrates the four aspects of HR Business Partner deliverables in a circular flow. At the top is 'Strategic Business Partner' with an icon of two people. Moving clockwise, the next is 'Employee Champion' with an icon of a group of people. Then 'Administrative Expert' with an icon of a person at a desk. Finally, 'Change Agent' with an icon of a person's head and shoulders. Arrows connect each role to the next, forming a continuous cycle.





## Break up long pieces of information

Break up long passages into manageable parts, so each section can be processed better.

When using videos, try splitting video into segments and perhaps encourage some discussion between pauses.

Worked as Assistant Production manager in Zhane Fashion, Miami from 02/01 to 11/03. Worked as a supervisor of the employees. Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations. Experienced in handling inventories, maintenance of supplies and stocking. Responsible for maintaining the quality control.



### **Assistant Production manager Zhane Fashion**



- Miami from 02/01 to 11/03
- Worked as a supervisor of the employees.
- Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations.
- Experienced in handling inventories, maintenance of supplies and stocking.
- Responsible for maintaining the quality control.

## Avoid overuse of capital letters

All-Caps text is less readable than lower-case text.

It obscures difference between letters, plus it slows down the speed of reading, in many cases making text difficult to understand as well.

OPERA REFERS TO A DRAMATIC ART FORM, ORIGINATING IN EUROPE, IN WHICH THE EMOTIONAL CONTENT IS CONVEYED TO THE AUDIENCE AS MUCH THROUGH MUSIC, BOTH VOCAL AND INSTRUMENTAL, AS IT IS THROUGH THE LYRICS.



Opera refers to a dramatic art form, originating in Europe, in which the emotional content is conveyed to the audience as much through music, both vocal and instrumental, as it is through the lyrics.



## Keep text left-aligned

It is difficult to read centre-aligned text, as the eye has to always find the start of the line.

With left-aligned text, the eye does not have to work as hard.

### Centre-aligned

Recent research has provided a wealth of insight about how dogs came to be domesticated by humans and the roles they played in Native American culture. DNA studies on archaeological finds suggest that dogs may have been domesticated by humans as long as 40,000 years ago. When the first humans came to North America from Eurasia, at least 12,000 years ago, domesticated dogs came with them.

### Left-Aligned

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## Use symbols or text to highlight important information

Chart annotations & symbols helps highlight points of interest and provide extra details, making it easier on audiences to make better sense of trends & patterns.



## **Align content with audience's level of understanding & knowledge**

Never overestimate the audience's knowledge of a topic.

Cognitive overload occurs when you assume the audience has prior knowledge of information, when actually they do not.

So before you work on a presentation, always do some research on what the audience already knows about the topic , the hierarchy, their level of understanding and even their attitudes.



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