

## Section 05 : communicating the website plan

A suitable plan is required for any work to be properly executed. In an organization, a plan needs to be shared with everyone involved in the project.

A task such as website design and development needs a plan for its effective completion. You need to present a plan properly for everyone to understand it.

### Presentation

An effective presentation of the plan allows you to send your message to your planning team and others attending your presentation.

Each type of presentation has its own tools or aids. You need to be well-versed with these tools to communicate a plan to team members.

### Types of Presentation Aids

- Presentation software
- Overhead projection
- Whiteboards
- Easel and Poster paper
- Charts
- Published handouts

A well-prepared helps you to avoid wasting team members' time.

Presentation software, such as Powerpoint or StarOffice StarImpress, are often used for making presentations.

### Overhead projectors

At times, to communicate marketing ideas or to represent statistical information, you may create transparencies, displayed using an OP.

### Whiteboards

People attending meetings may have suggestions and ideas. Whiteboards can help to gather these ideas from the members and gather them together.

Such a strategy is very effective and dynamic. Meeting attendees will feel more interested and needed.

### Easel and Poster Paper

If a whiteboard is unavailable, use this solution. As it is similar. These aids have the advantage of being portable.

### Pie charts

People grasp statistical data better when using graphical methods, such as pie charts. For example; you may use pie charts to represent relative percentages of constituent elements.

### Handouts

To emphasize a particular portion of a presentation, you may use published handouts. Such handouts may also be used as notes by members attending the meeting.



\* A common problem in a meeting is the lack of communication among team members. You must ensure that the members communicate effectively among themselves. This is because communication among team members is necessary to build team spirit and helps prevent animosity among members.

\* All team members may have a common goal, but without proper communication they may not be able to communicate their specific needs to each other. Therefore, communication between team members is also necessary. Technical and non technical backgrounds of members may be a hindrance to communication between them.

\* To overcome communication barriers, you must ensure that input from any team member, irrespective of their background, is heard and taken seriously.

Also, every technical member must convey his/her capability, limits and needs to their non technical counterparts and vice versa.

This ensures that members do not work alone and also prevents confusion.

### \* Guidelines for making an Effective Presentation

- make introductions and recall past business
- create a list of action items, monitor time, and ensure proper discussion focus.
- Frequently ask if anyone has any questions, and ask the team members to summarize their understanding of decisions
- Ask a third party to deliver a summary of progress.
- Handle heated discussion and distribute minutes of the meeting
- Write regular updates about the project

All members attending the meeting must know or be introduced to each other, including knowing the roles they play in the team.

\* In addition to introducing each member, you must ensure that each discussion builds on past decisions in a meaningful way. You must make sure that every repeated discussion ends in a decision that permits the group to show progress on the project.

\* To communicate your team's progress to each team member, you must create a list of actions, including timelines. You must also ensure that any information, irrespective of length, is presented to the members in a short space of time.  
This keeps the presentation interesting.



- \* To ensure complete and effective coverage of a topic, an agenda of the topics to be discussed in the meeting must be provided to the team members beforehand. This helps participants to come to the meeting prepared. Also, let the team know the approximate time that will be taken to discuss each topic.
- \* After presenting a topic, you must always ask if any team member has questions regarding the topic. This encourages team members to clarify any questions or concerns that they have. This is the most effective way to make a presentation more interactive and lively.
- \* To gauge whether the members can comprehend the topics being discussed, you may ask them to summarize their understanding of the topic. You may also ask a third party to attend your meetings in order to ask questions of members and judge their understanding.
- \* To prevent animosity between members, you must ensure that there are no heated discussions during a meeting. You must also distribute the minutes at the end of a meeting for everyone to know the progress or outcome of the meeting.
- \* Remember to write regular updates on the project, to keep track of it and monitor its progress. Remember to minimize the use of incomprehensible jargon.