



# ORGANIZING MATERIALS

## BLUE SKY THINKING

### INTRODUCTION, BODY, AND CONCLUSION

### USE OF FONT, USE OF COLOR

### STRATEGIC PRESENTATION

#### INTRODUCTION

A presentation that is organized is better than a clumsy presentation with all necessary information. Organizing materials according to logical order.

## BLUE SKY THINKING

#### WHAT IS BLUE SKY THINKING?

Blue sky thinking is 'creative ideas that are not limited by current thinking or belief.' It is a way of thinking of options/solutions without being curtailed by what you have done or capable of doing or anything else that may constrain you in any possible manner in arriving at the best possible solution. This can also be said as a way of looking for solutions for a problem without considering the possibility or feasibility.



#### HOW DOES BLUE SKY THINKING HELP?

Blue sky thinking can be helpful in many situations as follows.

1. **Break Free from Limitations:** There are no ruling out of any solutions in blue sky thinking. Irrespective of feasibility or possibility or the cost, the solutions are considered.

2. **Ordinary Solutions Perpetuate Previous Mistake:** Sometimes, the solution which is readily available or easy to try becomes the reason for a mistake. If you constrain yourself while coming up with solutions to any issue that you are dealing with, the outcome will be limiting in itself. It is only when you start thinking outside the box that you allow a truly creative solution to emerge.

## INTRODUCTION AND CONCLUSION

### WHAT IS AN INTRODUCTION AND A CONCLUSION?

**Introduction:** Introductions, a formal personal presentation of some topic or the presenter, should secure audience attention and interest, orient listeners to the plan and content of the presentation and set expectations.

**Conclusion:** Conclusions should reinforce the message and give the presentation unity and closure.

### HOW DOES IT HELP?

**Introduction:** An introduction serves a vital role in a presentation by setting the tone of the presentation, introduces the topic and is the main opportunity to grab hold of the attention of the audience. The introduction

**Conclusion:** A conclusion is also equally important to the introduction as it gives the end note to your presentation. The whole presentation's summary given in the conclusion gives a take away message for the audience.

### HOW TO GIVE A GOOD INTRODUCTION & CONCLUSION?

An introduction is considered as the hook of a presentation which gets the attention of the audience in the beginning of the presentation. There are many ways to start a presentation. Some of them are as follows.



**IMPORTANT**

**1. Start by getting people's attention:** Getting your audience's attention from the beginning is the most important thing one can do in starting a presentation. Yes, you want to introduce yourself and complete the formalities as quickly as possible, but without grabbing their attention, you've already lost them. Remembering the importance of capturing the attention of who you're speaking to will set you up for the many other strategies we convey.

**2. Welcome with a thank you:** One of the important formality is welcoming your audience with a thank you. It shows both sincerity and appreciation and additionally establishes the sense of community with your audience. A great example of this is welcoming them coupled with a thank you for the opportunity to speak, pitch or share.

**3. Start with a shocking or surprising fact:** There can be a plethora of ways to shock the audience. You can show a funny video that showcases or furthers your purpose, state something that is contradictory to most people, and make fun of something and many more. Remember to be smart about how you choose to shock your audience as it could backfire if what you do is offensive to the majority.

**4. Begin with a question that poses challenge to audience:** To start a presentation you can begin with direct questions to the audience. It's a great way to wake up their senses, get them challenged, engaged and get you more connected with them.

These are some of the ways to start a presentation.

Some of the conclusions that can be used at the end of presentation are as given below.

- Make sure the conclusion is in a positive note like looking forward for a better position.
- It is necessary to tie up all the loose ends in your presentation at the end, if any.
- It might end better when you close with an appropriate quote which is humorous or sums up the whole theme in a profound way.

A presentation can be ended with any of the above given methods of conclusion.

### COMMON MISTAKES IN PRESENTATION

These are some of the most common mistakes that speakers make while giving presentations.

By avoiding these, you'll make your presentations stand out – for all of the right reasons, and none of the wrong ones.



1. Not preparing enough
2. Not familiarizing with venue or equipment
3. Ignoring audience
4. Using inappropriate content
5. Being too verbose
6. Using ineffective visuals
7. Overcrowding text
8. Speaking incoherently
9. Showing lack of dynamism
10. Avoiding eye contact

By avoiding these common mistakes, you can give a better presentation than the previous presentations given by you.

### USE OF FONT, USE OF COLOR

#### HOW TO SELECT FONT ON PRESENTATION SLIDES?

One of the key choices you need to make when developing your presentation slides is what fonts to use and how to use them. Here



are some guidelines to help you use fonts effectively in your next presentation.

The most common fonts are Serif, Sans-Serif, and Script. They are as explained below.

**Serif:** A serif font is one that has serifs or the extra tails on the end of each letter. The most popular serif font is Times Roman, others include Bookman, Century, Garamond, Lucida and Palatino. Research shows that serif fonts are harder to read when projected, so if you are going to use a serif font, be careful and only use it for a title font where the text will be larger.

**Sans-Serif:** The most popular sans-serif font is Arial, others include Calibri, Century Gothic, Helvetica, Lucida Sans, Tahoma and Verdana. A sans-serif font is easier to read, so it is best used for both title and body text on a slide so that the viewer can quickly read the point and return their attention to the speaker.

**Script:** A script font is one that tries to emulate handwriting. Some script fonts are Brush Script, Edwardian Script, Freestyle Script, French Script, Papyrus and Vivaldi. A script font is quite hard to read and should not usually be used on a slide since the viewer will spend too much time trying to read the words and not be able to focus on the message.

These are the commonly used fonts in any presentation.

**Font Sizes:** The font size depends on the size of the screen and the size of the room. Yet the generalized size for the title for a classroom can be given as follows.

Title Font – between 32 and 40 point

Body Font – between 24 and 32 point

**Font Effects:** One way to make words stand out is to use font effects, such as these:

**Bold:** makes the lines of the font thicker. It is not always easy to distinguish bold from regular weight fonts when projected, so use with caution.

**Underline:** places a line under the word. This was acceptable until the Internet age came, because today most people assume an underline simply means that the words are a hyperlink and they do not place any extra importance on those words.

**Italic:** slants the tops of the letters of the font to the right. An italic font is harder to read, so it should be used sparingly to emphasize words.

**Bullet Points:** Using bullet points on a slide is a common way to present the key ideas during a presentation. When selecting a bullet to use, remember to use not more than 6 to 8 words in a bullet.

### USE OF FONT COLORS

The choice of colors for presentation slides is one of the important decisions that must be made at the start of the process of developing your slides. Most organizations today dictate a template with corporate colors that must be used for all presentations outside the organization as part of a branding initiative.

Here are some ideas to keep in mind when choosing colors for presentation slides.

**Contrast:** Contrast is defined as “to set in opposition, or over against, in order to show the differences between”. One of the most common mistakes in selecting colors for presentation slides is to not have enough contrast between the colors chosen for the background and the text or graphics. If you want the audience to see the text or graphics on the screen, they must be in a color that has a high contrast with the background color. This makes the text or graphic appear to float above the background instead of blending into it. In general, this will lead to selecting one of two color schemes – a dark

background with light text and graphics or a light background with dark text and graphics.

**Color Combinations to Avoid:** Some colors should not be used together for a variety of reasons, so here are some combinations to avoid:

**Red & Green:** These two colors clash with each other and are very hard to read. Also, people who have color deficiency will have trouble figuring out what you are trying to say on the slide.

**Orange & Blue:** These pair that causes a disturbing effect on readers as the colors seem to vibrate against one another.

**Red & Blue:** These two colors just do not have enough contrast to be seen well when used together. This combination also seems to suffer a further loss of contrast when projected on a screen.

These are the few color combinations to be avoided while preparing a presentation

## STRATEGIC PRESENTATION

### WHAT IS A STRATEGIC PRESENTATION?

A presentation is said to be coherent, easy to understand and simple with clear cut idea expression only when the information it contains is organized. Organizing these information in the right order serves an important role in presentation. A strategic presentation helps in **delivering** the content in the **most efficient way** possible to the audience. Audience tend to focus on the information shared by the presenter only if there is a continuity in the content. When the topic is too vague or shifted to different dimensions, people lose interest eventually. To avoid this, the presentations can be strategically organized in such a way that the content delivered to the audience reaches them fully. Some of the **key points** that are



**highlighted** in a **strategic presentation** are as given below:

- Vision
- Mission
- Objectives
- Strategies
- Action plans

These are the five key concepts that are highlighted in a presentation.

### HOW TO BUILD A STRATEGIC PRESENTATION?

A presentation can be made into an organized, strategically planned presentation only when it is being planned from the bottom level of preparation. There are three steps in building a strategic presentation as given below.



**1. Conceiving:** This step is performed before preparing the presentation. Conceiving is the step to understand about the presentation. This can be done by answering these questions given below.

- What's my role?
- Who is the audience?
- What is the "Big Idea"?

By answering these questions, the preparation for a presentation can be started.

**2. Visualizing:** Visualizing is the step that is done in parallel while preparing a presentation. The key points to remember while making a presentation are as given below.

- How do I structure my presentation?
- Which charts and diagrams should I use?
- How can I maximize visual impact?

These are the few questions that are to be asked to yourself while preparing the presentation.

**3. Delivering:** As name suggests, this step of presentation occurs before and while delivering the content to the audience in a stage or a meeting. The two questions that you can ask yourself while preparing for this part is as given below.

- What pre-presentation preparation should I make for this content?
- How should I deliver the talk?
- How can I handle the Q&A session?
- What ground rules must I lay before starting the presentation?

These are the few main things to remember while preparing for a presentation.

The presentation can be made **more effective** using a few more key concepts. They are as follows.

- Defining purpose
- Analyse audience and locate
- Organizing contents
- Prepare an outline
- Visual aids
- Nuances of delivery

Focusing on these few things a little more can help in making the presentation more effective.

### HOW DOES IT HELP?

A strategic plan can help in following ways.

- It helps to deliver the content in an **organized manner** depending on the **hierarchy** of the importance.
- A well planned presentation **informs, narrates, educates** and **gains attention** of the audience.

These are a few benefits of having a strategic presentation.

## MAKE SURE YOU REVISE

- ✓ Common mistakes in a presentation
- ✓ Definitions of all topics
- ✓ Good introduction and conclusion
- ✓ Building a strategic presentation
- ✓ Benefits of strategic presentation



Explore | Expand | Enrich