



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORY:

- **Communication—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

RELATED COMPETENCY CATEGORIES:

- **Initiative—**
Proactively makes things happen. Evaluates self and others and takes positive corrective action. Is self-disciplined.
- **Creative Thinking—**
Innovative. Incorporates existing ideas and new ideas in a unique approach to resolve issues and capitalize on opportunities.

Presenting with Visual Impact

SUMMARY

With advances in presentation software and projection technology, creating visuals has become flexible and easy. Creating real impact includes selecting the right type of support, effective use of graphic design, using the power of color, and understanding the foundations of creative visual presentations.

CONTEXT

You have the opportunity to be better leaders, mentors, educators and more refined communicators when you use the strength of visuals and graphics. Human beings possess separate thinking systems for processing visual and verbal material. Your capacity for meaningful learning increases when you tap into the power of both.

The problem is not with the type of visual, whether you use exhibits, slides, charts, handouts, or posters. As presenters, you are challenged with creating visuals that support and reinforce your message. You also need to have attention-getting value and add dynamics and energy to your presentations. This makes your communication more clear and easily understood.

At the completion of this module, participants will be able to:

- Expand the range and impact of visual aids
- Create visuals that are clear and grab attention
- Understand when and how to use a variety of visual support tools

“A singular visual portrayal of a particular subject or scene is equal in value to a verbal expression whose quantitative content equals ten. (A picture is worth a thousand words.)”
—Anonymous