Effective Communication in the Workplace

Handout 10

Description of Types of Accompanying Materials

Handouts

Written handouts provide something for your listeners to take away.   They also offer the opportunity to reinforce the objectives and the benefits of your presentation. They could carry your business branding, other marketing information, and supporting data which might not fit comfortably into your visual aids.

- Lecture medium most frequently used.
- Can be used by itself or with any other lecture media.
- Handouts are valuable to provide information during the lecture or as a resource later.
- Handouts eliminate the necessity for extensive note taking by the audience.
- People not able to attend can obtain the handouts and catch up on what they missed.
- The material can be produced economically, distributed easily, updated or revised periodically, and used to display still visuals.
- The audience reading handouts during a lecture may become a limitation as they focus on the printed material instead of the presenter.
- Page turning may be distracting to both the speaker and audience.
- The audience may decide that attendance during the lecture is unnecessary and they take a handout and leave.
- Right type of products for use as well as following good design techniques.

Flip chart

- Use dark colours
- Vary the colours on a page, for example, alternate down the page
- Can be made in a wide variety of sizes.
- Can be displayed throughout the lecture.
- Can be made before the lecture and carried into the lecture for use.
- No special equipment is required – other than a place to display the material.
- Can also be developed during the lecture.
- Is appropriate for smaller audiences.
- Writing or printing must be large to be legible from a distance.

Own Notes

What works for you? A mind map is best, as it is colourful, has all essential information on it, shows the whole direction of the presentation, and enhances rehearsal and recall. Otherwise use small cards. Don't use A4 pages as they are too big and clumsy and noisy.

Computer Based Media

- Very professional show in full colour.
- Computer generated slides are displayed directly on a screen or projected for viewing by larger groups.
- A mouse-controlled pointer on the computer screen will focus audience's attention on a specific point on the screen.
- Animation can be built in.
- Information may be modified spontaneously.
- The main limitation of a computer-based show is high cost, the expense of hardware / software and peripherals.
- Equipment is not readily available.
- Lectures are relatively inflexible.

Games

- Can be very simple or very complex.
- Games are competitive and relate directly to the task involved.
- Games should not identify winners and losers but should identify a variety of thoughts and ideas and show how others may use them.
- Games are used to develop and improve skills

DVD'S And Films

- Used as support for the presenter.
- Should not be used as the sole method of instruction.
- Use with a question and answer session.
- Used to reinforce the main points.
- Use relevant dvd's and film occasionally to provide a change of pace.
- Must be relevant, cover the required points and not be outdated.
- Should complement the session.

Pre-Preparation Material

- Student reading before or during a course can be extremely relevant to group discussions and exercises – foundation knowledge.
- When a new product is launched – send brochures with invitation.