



ADMINISTRATIVE PROCEDURE

SUBJECT: USING VISUAL AIDS IN BOARD PRESENTATIONS	Number <u>I-12</u>	<u>Effective Date:</u> Issued: <u>4/19/90</u> Revised: _____	Page 1 of 4
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PURPOSE:

The purpose of this procedure is to provide guidelines for using visual aids effectively in Board presentations.

DEFINITION:

Visual aids include overhead transparencies, flip charts, 35mm slides, and poster boards/charts.

Board presentations include informational and persuasive reports.

POLICY:

Visual aids in Board presentations augment the verbal report and must be carefully planned, produced, and presented in order to:

1. focus attention;
2. reinforce the verbal message;
3. stimulate interest;
4. illustrate factors that are hard to visualize; and
5. make simplified graphic representations of complex data.

PROCEDURE:

A. PLANNING THE VISUAL AIDS:

1. Use visual aids sparingly. They should reinforce, not replace, rapport with the Board. A useful rule of thumb is one visual aid for each two minutes of presentation time.
2. Use graphic representations (graphs, pictures, flow charts, etc.) to present complex, lengthy data simply and concisely.
3. Present one key point per visual aid.

4. Make visual aids big enough to see (before the presentation, walk to various places in the Board Room and make sure visual aids can be easily seen and read).
5. Make visual aids attractive, simple, and uncluttered (see Appendix A for examples). If using color, use high contrast such as yellow on dark blue. Dark blue transparency paper has impact and clarity. Use borders for a professional look.
6. Practice using the visual aids prior to the presentation to ensure smoothness, transitions, and proper sequence.
7. Make sure proper equipment is available, set-up, focused, and ready to use prior to the presentation.

B. PRODUCING THE VISUAL AIDS

1. Titles – each visual aid should have a short, clear, informative title that introduces the significant message of the visual aid.
2. Number Charts – try to use a maximum of 35 numbers per visual aid (18,543 = 5 digits but counts as one number. Round off or simplify large numbers: using numbers with more than 5 digits will make the visual aid look crowded and confusing. If many numbers must be presented, consider putting the numbers in a handout and present only the essential numbers (totals, final numbers, etc.) in the visual aid.
3. Word Charts – try to use a maximum of 36 words per visual aid (excluding title). Try to use no more than six lines, with a maximum six words per line. Avoid using all capital letters; upper and lower case letters use assure the best legibility. Use all capital letters for emphasis.
4. Pictorial Graphics and Charts – present ideas, concepts, and information in graphic form whenever possible. An audience better remembers and comprehends ideas/concepts if they are in graphic representations, rather than in words or numbers. Basic types of charts (see Appendix B for examples) include the following:
 - a. Percent – use a pie or map chart to show a comparison as a percent of the whole.
 - b. Parts – use a bar (horizontally) or column (vertical) chart to show how

items compare or rank.

- c. Time – use a column or line chart to show changes over a period of time.
 - d. Frequency – use a column or line chart to show the number of items in different numerical ranges.
 - e. Correlation – use bar and dot charts to show the relationship between variables.
 - f. Overlay – use successive transparencies that can be laid on top of one another to add information and allow the audience to slowly absorb increasing information and to more easily see the relationship of the data being presented.
5. Computer-Aided Graphics – use computer-generated graphics whenever possible for clarity and impact.
 6. Maps – use only quickly understandable, clearly-marked and labeled maps. Consider using several colors to facilitate understanding and focus.

C. PRESENTING THE VISUAL AIDS

1. Placement of Equipment – the side wall placement of the Boardroom screen allows presenters to maintain focus and attention with the Board. Flip charts and poster charts should be placed at a 45-degree angle and slightly to one side of the center of the room.
2. Placement of Speaker – maintain eye contact with the Board while speaking so that the presentation is to the Board, not the visual aids. Do not try to speak while writing on the flip chart or overhead transparency. Re-establish eye contact before starting to speak again.
3. Directing Focus – use the following guidelines to avoid distractions:
 - a. Shut off the overhead projector when giving a lengthy explanation and there is no need for the Board to watch the screen.
 - b. Turn flip chart page when finished referring to it.
 - c. Break up slide presentations by inserting a black slide at points when an explanation or transition is needed. Arrange to have some light left on

near the speaker so attention can be re-focused to the speaker when the screen is black.

RESPONSIBILITY:

The staff member is responsible for planning, producing, and presenting the visual aids consistent with the administrative procedure. The supervisor is responsible for seeing that the administrative procedure is followed.

APPROVED:

A handwritten signature in black ink that reads "Walter J. Bishop". The signature is written in a cursive style with a large initial 'W'.

Walter J. Bishop
General Manager

Attachments: [Appendix A – Examples of Attractive, Clear Visual Aids](#)
[Appendix B – Chart and Graph Selection – Types of Charts](#)