

INFORMATION MANAGEMENT ASSOCIATION
MEETING MINUTES



27 October 2020 / 7:30 PM / WebEx

ATTENDEES

E-Board & Members

AGENDA

Last Meeting Follow-up

- X

New Business

- Slalom

NOTES

- Slalom
 - Consulting firm
 - Technology and business advisory services
 - Global company
- Workshop - "Presentations that Rock"
 - First step
 - Figure out what are you going to present
 - Second step
 - Start designing
 - Third step
 - Deliver the message
 - Building
 - Know your audience
 - Don't generalize
 - Cater to them thoroughly
 - Determine goal & key message
 - Don't overcomplicate
 - Be clear
 - Brainstorm
 - Outline your story
 - Evaluate all tools
 - Cluster similar ideas

- Organize content & flow
 - Don't have too much stuff
 - Ensure all content clearly ties
 - Cluster first then organize slides/ ideas from beginning to end
- Flow:
 - Beginning
 - Introduction/ background
 - Present yourself
 - State objective
 - Problem
 - Understand needs
 - Solution
 - The “meat”
 - Data and facts to solve the problem
 - Takeaway / conclusion
 - Actions to take
 - End
- When designing visuals, consider:
 - Contrast
 - Flow
 - Hierarchy
 - Unity
 - Whitespace
 - Place for the eyes to rest
- STAR method
 - Something
 - They'll
 - Always
 - Remember
- When presenting, consider:
 - Vocal tone and variety
 - Volume
 - Pitch
 - Speed
 - Clarity
 - Tone
 - Filler words
 - Avoid them
 - If nervous, a good tip is to have something in your pocket to play with or squeeze
 - Don't be afraid of silence
 - Mannerisms
 - Demeanor
 - Movement
 - Hands
 - Eye contact
 - Expression
 - Control these because they may be distracting
- Find you personal style
 - Go at your own pace
 - Look confident

- KISS (keep it succinct and simple)
- Virtual presentations
 - Make sure background is tidy
 - Make sure you are dressed properly
 - Be centered on screen
 - Light should be in front of you, not behind you

ACTION ITEMS

- Reach out here:
 - Danielle Lobisser
 - danielle.lobisser@slalom.com
 - Beth Gionet
 - Learning & development consultant
 - Katrina Reali-Corso
 - Learning & development solution architect

NEXT WEEK'S AGENDA

- Exago