



Brainstorming Techniques for the Dazed Presenter



BRAINSTORMING ALLOWS FOR A “RELAXED AND INFORMAL APPROACH TO PROBLEM SOLVING.”

You lead with your topic and try to generate several different ideas that build off of each other. During the process, you can list down the craziest and most impossible solutions. The only goal is to **sort through everything in order to pick out the best ideas.**

Delivering a presentation can prove to be a challenging task.

You have plenty to prepare and accomplish before facing the audience. You need to **prepare your talking points and make sure your data is well represented** through visual aids. You might feel a lot of stress and pressure to achieve the best outcome.



For a lot of professionals, **board presentations can be a fear-inducing event** since there's very little room for error.

FREE WRITING



You'll need to know the message you want to deliver,
and the ideas that you want the audience to take away.



Free Writing

In a quiet space, write down as much as you can in 9 minutes. Set an alarm using your phone and list down everything that comes to mind. Don't stop until the time is up. Just **let your pen run through the page.** Keep writing down your thoughts, even when you feel like they're pretty unsubstantial. When the time is up, read back on everything you've written.

Pick out the ideas that **stand out** to arrive at a more specific message.

CUBING



Pare down your ideas by considering your subject from a variety of different perspectives.

LIKE A CUBE



Describe peculiarities
of the topic



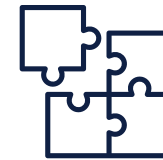
Compare it with
a related idea



Associate it with
something else



Analyze the
components closely



Apply it for a
particular situation



Argue both
for and against it

Approach your subject using 6 methods.

DESIRED OUTCOME



Understand the goals you want to achieve. Figure out your main purpose.
Why were you asked to deliver the presentation? What do you want to accomplish?
What is the outcome you're hoping for?

AUDIENCE PERSPECTIVE



You can also narrow down your list by keeping the audience in mind. Consider their point of view, and what they might feel about your presentation.

Audience Perspective

Organize your thoughts to arrive at a **clear and definite direction** for your presentation.



Who are in your audience?



What do you want them to do?



Why are they coming to hear you speak?



How might they disagree with your ideas?

