Presenting Your Ideas as a TEAM *(using info design concepts)*

When there are different departments brainstorming together (business, analysis, tech and design), it's easier to organize the group's thoughts with a *presentation template*. Using information design concepts, the following template is outlined into three main categories that all departments consider as a team: Stages, Actions and Time and Work. This template presents a structured overview for new audiences, while providing a starting framework to begin a project.

STAGES: Presentations have a Beginning, Middle and End

Beginning – General overview of topic / subject

Middle – Explains the challenges

End – Describes the solutions

ACTIONS: Presentations should be Simple, Short and Steady

Simple – Keep concepts easily understood by all departments (business, analysis, tech, design)

Short – Keep concepts top level (it's general; *not* a biz plan, whitepaper, tech spec or wireframe… it's a sketch)

Steady – Use consistent repetitive categories; provides rhythm and cohesion (stages' actions, processes, results)

TIME & WORK: Broad, Specific and Detailed Presentations

Broad – A newly formed idea in need of a quick presentation; a collage layout is good for Phase I (3 pages)

Specific – Have a little more time to clarify; define the idea with work partners during Phase II. (6 pages)

Detailed – Work independently, with work partners and team meetings for refined results in Phase III. (12 pages)

I. BROAD PRESENTATION

		TEAM			
Presentation		**Business/Marketing**	**Analyst/Academic**	**Developer**	**Designer**
The Beginning		Strength	Present State	Tech Highlights	Present Visuals
	Action (who/what)	*(pg.1)*			
	Process				
	Result				
The Middle		Weakness	Problem Statement	Tech Limitations	User/Design Flaws
	Action (who/what)	*(pg.2)*			
	Process				
	Result				
The End		Opportunity	Solution	Development	New Mockups
	Action (who/what)	*(pg.3)*			
	Process				
	Result				

NOTE: When reading the categories for each team member on the vertical, the language is familiar to that particular role (i.e. SWOT analysis terms for Business). When reading the categories on the horizontal, they may correspond to different perspectives but they are representing similar modes in the work process.

II. SPECIFIC PRESENTATION

Presentation		TEAM			
		Business/Marketing	**Analyst/Academic**	**Developer**	**Designer**
The Beginning		Strength	Present State	Tech Highlights	Present Visuals
	Action (who/what)				
	Process	*(pg.1)*		*(pg.2)*	
	Result				
The Middle		Weakness	Problem Statement	Tech Limitations	User/Design Flaws
	Action (who/what)				
	Process	*(pg.3)*		*(pg.4)*	
	Result				
The End		Opportunity	Solution	Development	New Mockups
	Action (who/what)				
	Process	*(pg.5)*		*(pg.6)*	
	Result				

Two-Member teams working together will provide a collaborative and cohesive message. The different parings are:

Business with Analyst, Developer with Designer

Business with Developer, Business with Designer

Analyst with Developer, Analyst with Designer

III. DETAILED PRESENENTATION

Presentation		TEAM			
		Business/Marketing	**Analyst/Academic**	**Developer**	**Designer**
The Beginning		Strength	Present State	Tech Highlights	Present Visuals
	Action (who/what)				
	Process	*(pg.1)*	*(pg.2)*	*(pg.3)*	*(pg.4)*
	Result				
The Middle		Weakness	Problem Statement	Tech Limitations	User/Design Flaws
	Action (who/what)				
	Process	*(pg.5)*	*(pg.6)*	*(pg.7)*	*(pg.8)*
	Result				
The End		Opportunity	Solution	Development	New Mockups
	Action (who/what)				
	Process	*(pg.9)*	*(pg.10)*	*(pg.11)*	*(pg.12)*
	Result				

These pages provide more detailed information from each of the expert perspectives.

BYPRODUCT OF THE PHASES: The Perfect Hour

Once you've gone through the three phases (Broad, Specific and Detailed), you'll have a three-level point of view:

- Broad – As a cohesive team (business, analysis, tech and design)
- Specific – Information sets from various work partner parings
- Detailed – Expert perspectives from each individual department

If you discuss one point per category (Present Sate, Problem Statement and Solution), you'll end up with 21 presentation pages that can now be further refined for a final presentation. A final presentation like this will take about 25 minutes to deliver, which leaves room for the rest of the hour for Q&A. During Q&A, if you have more detailed information you want to share, more pages / slides can be prepared prior to address the more in depth questions using the same method.

This method helps the presenters to focus on the main concepts, encourages group collaboration between the different departments, and keeps the content straightforward for the audience – regardless of their perspective.