

# Concepts...

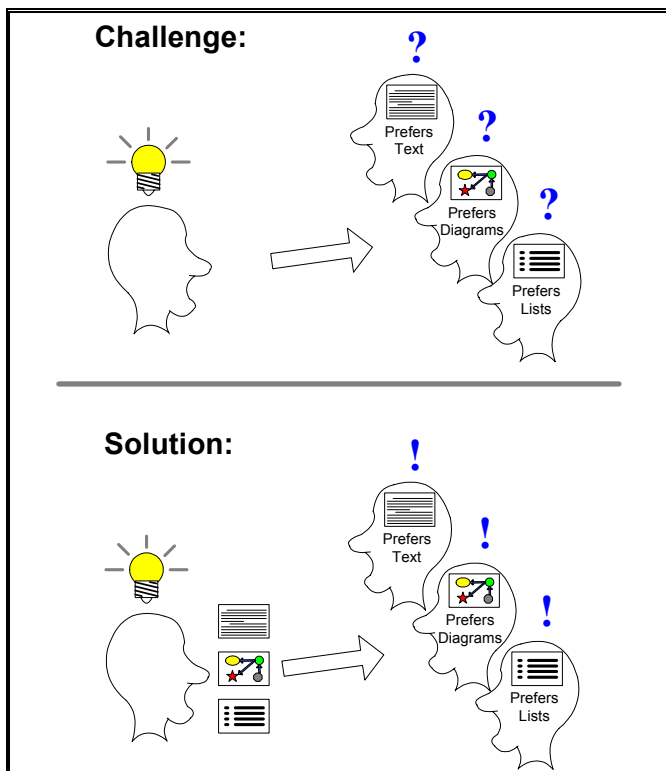
"Concepts" is published by Parvidya Design Partners to raise as many questions as it answers. It is driven by the belief that the industry, its products and its services are ever evolving. The ideas reflect the challenges faced in the continuous journey of innovation and improvement.

## Presenting Ideas:

"The discipline of writing something down is the first step toward making it happen." – Lee Iacocca

In many business situations you have to convey an idea. When you are "writing something down", it will more than likely be in a format and style that you prefer. However, when you are presenting an idea, the preferred style of the audience has to be considered. Understanding your audience from a social style or left brain/right brain consideration is beyond this text but the important fact is you recognize the diverse ways that people like to absorb information.

Three ways that can be considered are a descriptive text, a conceptual picture or diagram or a list of relevant bullets. Since you will not always know the preference of your audience, present your idea in each of the three styles. The audience should defer to their preferred method for understanding and use the other methods for reference, confirmation or validation. This is all summarized in the diagram below:



*"At this point I will be trying not to look like a rabid coyote ready to feast upon your discretionary budgets and you will be trying to demonstrate active listening skills while simultaneously falling asleep!"*

In summary:

When presenting or conveying an idea:

- (i) Consider that your audience absorbs information in different manners
- (ii) Their preferences may include the following styles:
  - a. Descriptive text or spoken word
  - b. Conceptual Diagrams
  - c. Bullet points or summary lists
- (iii) As the audience will include people of all preferences summarize your idea in all three ways
- (iv) This allows the audience to absorb the idea in their preferred style with the other means as reference/reinforcement

In reading this text, did you jump to your preferred method of receiving information and refer back to the others? Did the repetition reinforce the concepts?

*Parvidya Design Partners would be pleased to discuss the realization of these concepts with you further. We thank you for your consideration.*

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