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The Daily Star

DHAKA, FRIDAY, FEBRUARY 10, 2017

MAGH 28, 1423 BS

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# NEXT STEP

## PRESENTATION 2.0

### Slide making for professionals

*Presentations are part and parcel of today's academic and professional environment. It is the simplest, most effective way of communicating a message to your audience. While university students like to go crazy with MS Powerpoint and make presentations to their heart's content, a corporate presentation has some basic rules that vary from most presentations we made as students.*



#### DESIGN A STORY

This might sound a little cliché, but the need for creating a story in your presentation can never be overstated. Whatever the content of your presentation is, it can always be woven into a storyline.

The recipe is simple: an attention-grabbing beginning, then problem statements, next some possible solutions, and finally the recommendation. The audience will take away most from the presentation only when they feel connected to this flow of the story.

#### HAVE A CLEAR OBJECTIVE

Every presentation must have one clear and direct objective. Either you are asking for a plan's approval or demonstrating the result of a campaign or simply pitching an idea: make sure the objective is clearly stated at the initial stage of the presentation. This helps the audience to set their mind accordingly and react to the presentation in the desired manner.

#### ONE POINT PER SLIDE

The golden rule is each slide should have only one takeaway which the presenter would want the audience to remember. This saves us from making the mistake of trying to cram too much information in one slide. As a result, the audience can easily process the message and store it in their mind systematically.

#### BULLETS HURT

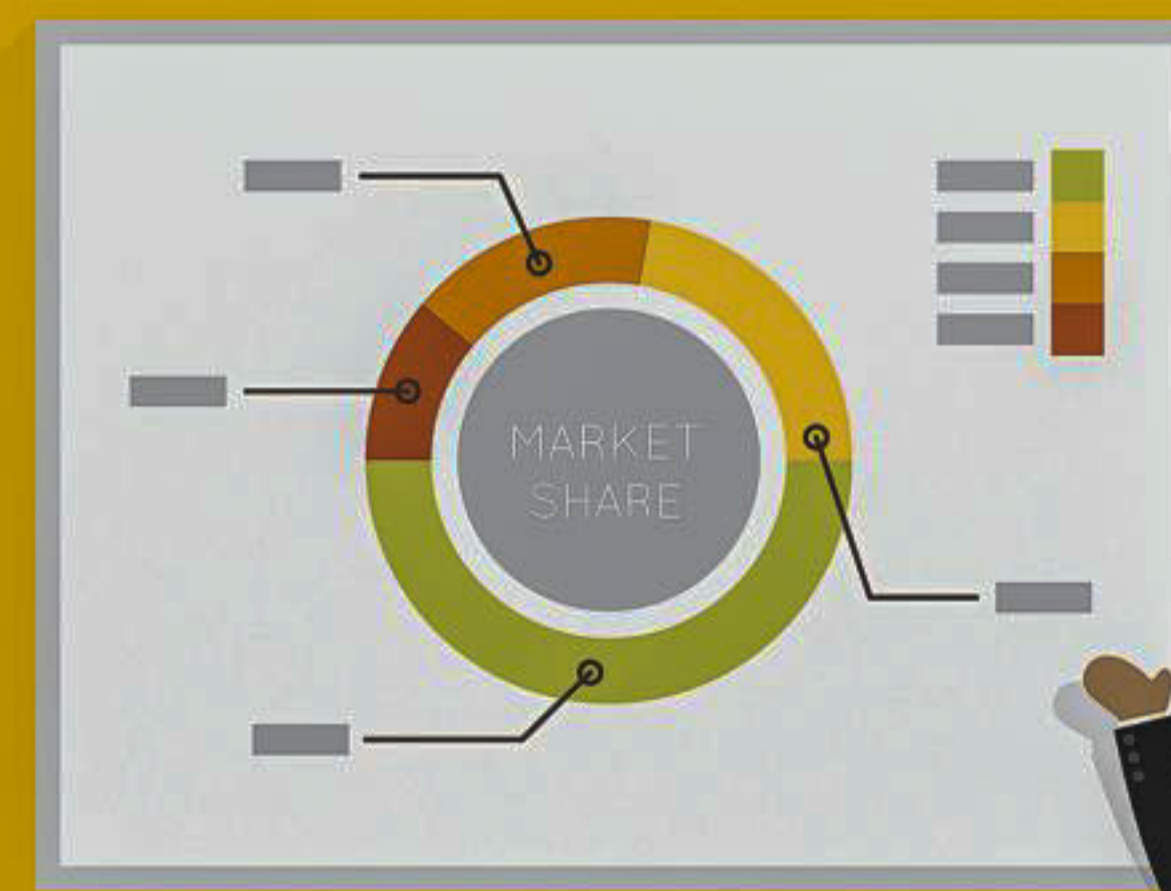
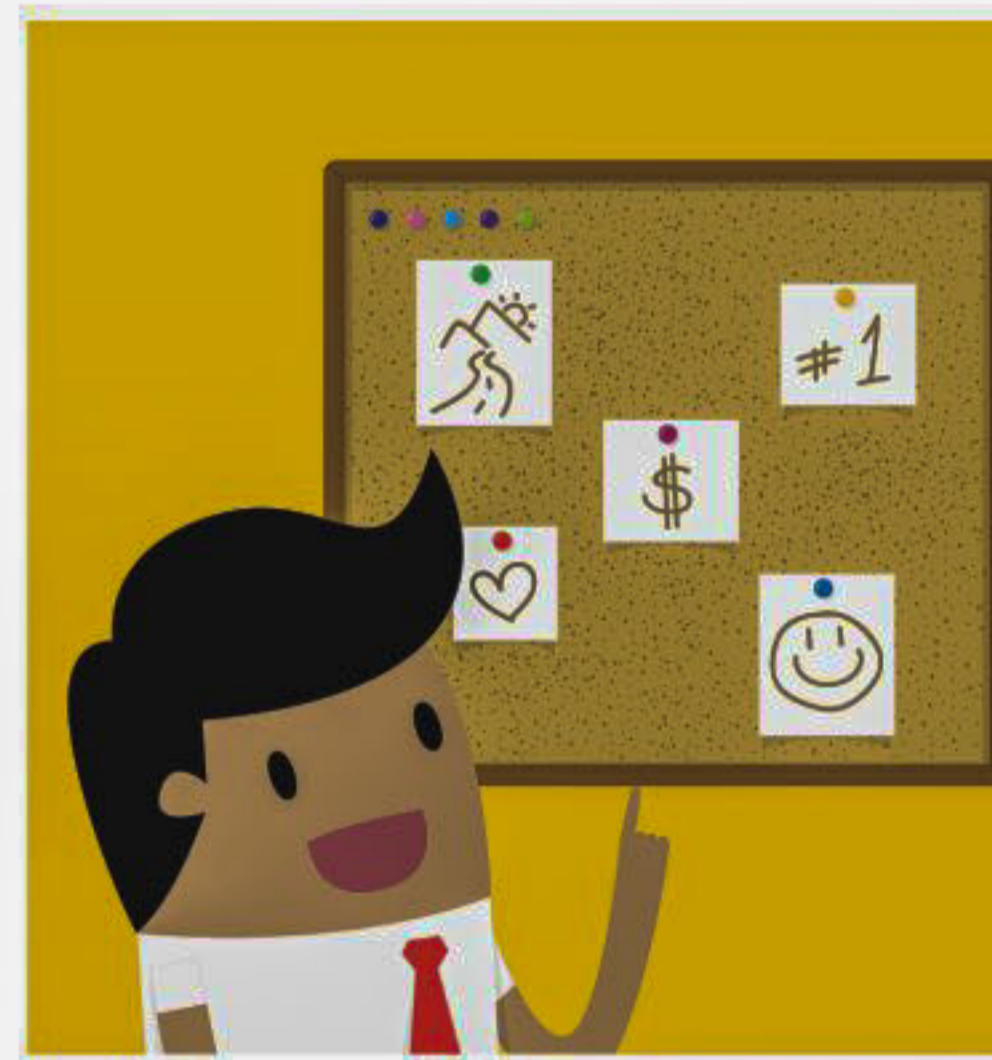
Although Powerpoint's default format is bullet points, it's not always the best policy in slide making. Bullets automatically suggest that we need to have three to four points in the slide to fill it properly. Then people squeeze in unnecessary and irrelevant information, examples, etc. Rather a simple statement of the main point with supporting illustrations, if needed, serves the purpose best. If you want more information, think of using a chart/graph or smart art. No need to get bogged down with Powerpoint's default smart art options, there are plenty other

tools available online. I use a free add-on called Flevy Tools for my smart art needs.

#### CONSISTENCY IS KEY

Consistency is an elusive concept, which is easier said than done. In a presentation, there should be consistency of font, size, colour, and theme. This means there should be one font used throughout the presentation. The font size should be same within the same layer of text.

Similarly, the colour scheme must also have the same tone across all slides, if not the exact same colour. All these components together make a harmonious and pleasing final output.



#### ANIMATION IS A TRAP

We might have used a lot of animations or slide transition effects in university presentations, but it's usually discouraged in a formal presentation. The main reason is that animations are distracting and can shift the audience's attention from the core message. I am

not saying never use animations, but use them only when it's absolutely relevant; and even then, use the simplest animations like "appear" or "fly in".

#### IMAGES NEED CARE

Just using a random picture from Google doesn't cut it in a corporate presentation. First thing to remember while using an image is if it is big enough for the slide. No one likes seeing a distorted or broken image that hurts the eye. It's also important to ensure that the image is properly cropped and aligned with the slide, other images and objects in the slide.

The most important thing to remember is that the slides are there only to aid the presenter, not to dictate the presentation flow. So the moment people start reading from the slides, the purpose of the presentation is dead. After all, a presentation is only as good as its presenter.

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## ACCA to work on developing BPO sector



Association of Chartered Certified Accountants (ACCA) will work on developing the business process outsourcing (BPO) sector of Bangladesh in the short, mid and long terms. The announcement was given at a roundtable titled The Role of Professional Bodies to Help the BPO Sector to Thrive, organised by ACCA Bangladesh on February 6, 2017.

The programme was graced by the presence of Chief Guest Zunaid Ahmed Palak, State Minister of the ICT Division, and hosted by Towhid Hossain, Secretary General of Bangladesh Association of Call Centre & Outsourcing (BACCO). Panellists included Stuart Dunlop, ACCA Regional Director for Middle East North Africa South Asia (MENASA); Mohua Rashid, Country Manager of ACCA Bangladesh; Sami Ahmed, Component Team Leader (IT/ITES), LIC

Leveraging ICT for Growth Employment and Governance; Suraiya Zannath, Lead Financial Management Specialist, World Bank Group; Ahmadul Hoq, President of BACCO; Uttam Kumar Paul, Director of Bangladesh Association of Software and Information Services (BASIS); and Razib Ahmed, President of e-Commerce Association of Bangladesh (e-Cab).

Zunaid Ahmed Palak said, "Bangladesh government has declared information technology and BPO as the top priority after RMG. Finance and accounting outsourcing has become an integral part of the BPO sector."

Stuart Dunlop said, "There is lot of business opportunities for Bangladesh in the BPO sector and the people are enthusiastic. There is huge scope to do business and work internationally from

Bangladesh." Mohua Rashid said, "ACCA has a long and rich experience in working with BPO and shared services around the world. There is also a qualification tailored specifically for BPO that ACCA has developed." She added, "ACCA has worked in Sri Lanka, India, Malaysia, UK, and Sub Saharan Africa to develop strong workforces for BPO, where it is a dominating sector."

Ahmadul Hoq opined, "The biggest issue is people. We have to develop a skilled and capable workforce on a larger scale for the BPO sector to capture the market."

The panellists also discussed about the global acceptance of ACCA amongst employers and BPO organisations; government partnerships with ACCA in other countries; and what kind of technical expertise ACCA can share with BPO employers.

## Dhaka IT-ITES Job Fair 2017 held at IBA, DU

Looking for a job in the IT sector? Register and attend the Dhaka IT-ITES Job Fair 2017 on February 11, at Institute of Business Administration (IBA), University of Dhaka, and apply for hundreds of jobs at more than 50 leading IT companies in the country.

The event will be organised by the ICT Division and Leveraging ICT for Growth, Employment and Governance

(LICIT), with assistance from Bangladesh Computer Council, Ernst & Young, IBA, and Bikroy.

Ernst & Young, one of the largest professional services firm in the world is working in partnership with Bangladesh Computer Council (BCC) on some major LICIT projects. Till date, 30,000 graduates are being trained according to the industry standards under this

programme for the IT and IT enabled services sector. Currently over 5,000 graduates have successfully completed the training as per international standards and have been certified by international assessment agencies.

Register now and attend the Dhaka IT-ITES Job Fair 2017 to find your dream job: <http://bit.ly/IT-ITES-JobFair> | <http://www.licit.gov.bd/>

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## EXCITING EDTECH INNOVATIONS FROM AROUND THE WORLD

We've seen a lot of e-learning websites offer massive open online courses and comprehensive video tutorial solutions. But innovators are constantly coming up with new formats and technologies to serve the future generation of learners. Let's look at some amazing websites from across the world changing the way we learn and teach.

#### MICROTUTORING

StudyPool breaks down conventional tutoring into tiny, easy-to-digest pieces of learning lasting anywhere between one to 10 minutes. CEO Richard Werbe explains, "Think about when you were stuck on that tricky algebra question in high school and you called your smart friend for help. That was microtutoring! StudyPool is doing that times ten million. It's like having thousands of friends that are professional tutors that can help 24/7, on demand."

#### PEER FEEDBACK

Accepting feedback is one of the best ways to learn. With Peergrade, students evaluate and grade each other's work on online assignments created by teachers and with set criteria for evaluation. Interested organisations can use Peergrade for free through their website.

Moodle, the free, open-source learning management system software, is also used for blended learning, distance education, flipped classroom and other e-learning projects. Using forums and online assignments, discussion and learning can take place anywhere, anytime.

#### PHOTOGRAPHIC TOURS

Time Machine Tours has made textbook-heavy history lessons a thing of the past. Using GPS, this iOS app can tell the exact location of a photographer when the historical photo was taken. The user can also hold their phone over the actual location to overlay the past on the present, creating the illusion of looking into the past. Each photo contains information on the historic site and the content can be viewed without going to the geographic location. So alth

ough info on photos is restricted to certain areas in the US till now, users can access it from all over the globe.

#### STUDY GUIDES

Iowa based startup HLT designs study guides and other test prep materials for smartphones. It already has the top study app for nursing exams in the US and is breaking into learning products for real estate and the universally famous "For Dummies" series.

Entri from Bengaluru also brings test prep materials to the palm of your hand. Besides featuring 30,000 entrance-oriented questions, study materials, and formulae, Entri also offers a Q&A forum with subject-matter experts and a dashboard to track progress.

#### GAMIFICATION

Quizlet simplifies learning with tools that let teachers and students make flashcards, practice spelling, play learning games, and test their knowledge, while Historia by Arizona's E-Line Media turns history child-friendly by letting them follow a civilisation through time. E-Line Media has designed similar games around major core subjects like language, arts, science, and math for hundreds of thousands of students across 10,000 classrooms and after-school programmes.

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