

# EFFECTIVE **PRESENTATION & REPORT WRITING**

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**MONDAY**

MORNING SESSION



# Break Kolanut

## Introductions

**You will pick a partner and interview that partner for 5 min.**

Get to know their profession, passion, hobby and one fun fact about them. Get as much info as you can. Things you do not know

**Reverse Roles**

Introduce your partner to the room

MORNING  
SESSION

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# **ELEMENTS OF A PRESENTATION**

# WHAT IS A PRESENTATION?

- **A presentation is the practice of showing and explaining the content of a topic to an audience or learner.**
- **It is also the means of **communication** which can be adapted to various speaking situation, such as talking to a group, addressing a meeting or briefing a team.**



# **Difference between Talking and Communicating**

“We talk to speak but we communicate to listen”

“Good communication is the bridge between confusion and clarity”

“The single biggest problem in communication is the illusion that it has taken place”



**Observe  
and take  
Notes**

**What did you notice  
about his presentation  
style?**

**What do you think is  
the goal of his  
presentation?**

"write what you noticed and we will revisit it later"

# GOALS OF A PRESENTATION

*“The goal of the presentation will influence your content and delivery”*

**Informative:** Keep an informative presentation brief and to the point. Stick to the facts and avoid **complicated information**.

**Instructional:** Your purpose in an instructional presentation is to give specific directions or orders. Your presentation will probably be a bit longer, because it has to cover your topic thoroughly.

**Arousing:** Your purpose in an arousing presentation is to make people **critically think** about a certain problem or situation.

# GOALS OF A PRESENTATION

**Decision-making:** Your purpose in a decision-making presentation is to move your audience to take your suggested action.

**Persuasive:** Your purpose in a persuasive presentation is to convince your listeners to accept your proposal.

# COMMUNICATING FOR IMPACT



Convincingly



Confidently



Clearly

# CONVINCINGLY



“A fool who is a great communicator can ask you to go to hell and you will look forward to it and a wise man who is a bad communicator can ask you to go to paradise and you will shun his advice”

“A great communicator will tell a lie convincingly while a bad communicator will tell the truth and people will not believe him”

# CONFIDENTLY



“A man cannot be comfortable without his own approval”

“Confidence is not “they will like me”. It is “I will be fine if they don't”.

# CLEARLY



1. British and American Accents are not the benchmarks for knowing how to speak.
2. Don't fall into the trap of forming accents but rather learn the words correctly and speak clearly.
3. The truth about accent is that "we all have accent".

**MONDAY**

AFTERNOON SESSION

# HOW TO DELIVER **EFFECTIVE** PRESENTATION





**HOW TO  
DELIVER  
EFFECTIVE  
PRESENTATIO  
N**

10MIN

“

**Sell Your Portfolio**  
*Your Usual Style*

↳ *use the last presentation you made*

- **Timeline:** Arranged in sequential order. Climax: The main points are delivered in order of increasing importance.
- **Problem/Solution:** A problem is presented, a solution is suggested, and benefits are then given.
- **Simple to Complex:** Ideas are listed from the simplest to the most complex. Can also be done in reverse order.

## ONE

### Preplanning

Acquiring a room, informing participants, etc.

## TWO

### BEFORE Preparing the Presentation

What is the purpose of the presentation? Who will be attending? What does the audience already know about the subject? What is the audience's attitude towards me (e.g. hostile, friendly)?

## THREE

### Preparing the Presentation

A good presentation starts out with introductions and may include an icebreaker such as a story, interesting statement or fact. It should have a logical beginning, middle, and end.

## FOUR

### Structuring the Presentation

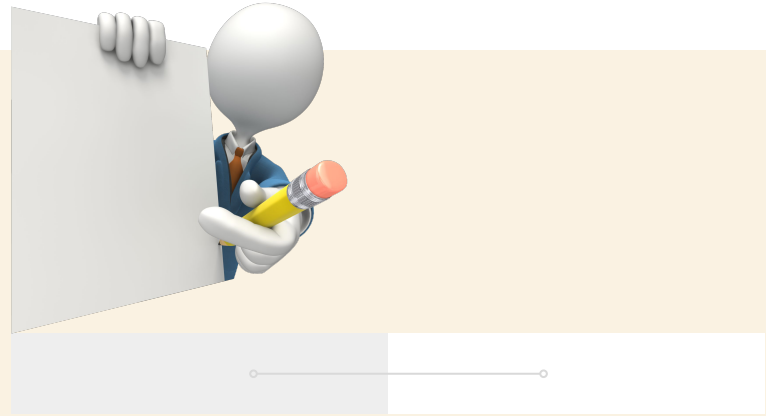
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

## FIVE

### After the Body, comes the Closing

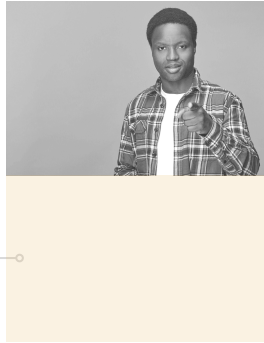
This is where you ask for questions, provide a wrap-up.

# **FACTORS THAT AFFECT EFFECTIVE PRESENTATION**





**70 to 93 percent of all communication is nonverbal**



**The Body:** Your body communicates different impressions to the audience. People not only listen to you, they also watch you.

- **Postures:** **Slouching** tells them you are indifferent or you do not care... even though you might care a great deal! On the other hand, displaying good posture tells your audience that you know what you are doing and you care deeply about it.
- **Eye contact:** Speakers who make eye contact open the flow of communication and convey interest, concern, warmth, and credibility.
- **Facial Expression:** Smiling is a powerful cue that transmits happiness, friendliness, warmth, and liking.
- **Gestures:** If you fail to gesture while speaking, you may be perceived as boring and stiff.



**The Voice:** Probably the most valuable tool of the presenter. It carries most of the content that the audience takes away.

- **Volume:** How loud the sound is. The goal is to be heard without shouting.
- **Tone:** The characteristics of a sound. A voice that carries fear can frighten the audience while a voice that carries laughter can get the audience to smile.

## “High Power” Body Language



**Hands on Table**  
(Lean forward, putting weight into fingers touching the table)



**The Superwoman Pose**  
(Hands on hips, feet shoulder-width apart, looking straight ahead)



**Sitting Down, Legs Crossed, Leaning Back**  
(Leaning backwards, leg crossed over top, hands behind head)



angry



contempt



disgust



fear



happy



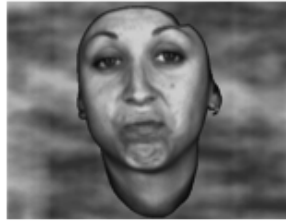
sad



confused



don't know



impressed



not convinced



bothered



problem solving

## FACIAL EXPRESSIONS

**TUESDAY**

MORNING SESSION

# CONTENT AND DESIGN



Note the following  
content and design

## INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

## US Wireless Market – Q2 2010 Update

### Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$54B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

PLEASE NOTE:  
This PowerPoint is intended to be remodelled for the purposes of SlideFest.



are wonderful  
and here's why.



## 5 Great Productivity Apps



[ToDoist](#)

Ultimate "to-do" list app



[Slack](#)

communication app for collaboration



[Toggl](#)

Time tracker app



[Evernote](#)

Organizing and IdeThoughtsas



[Trello](#)

Kanban Project Management App

Comments?

# Content

Everything is relevant but not all things are useful

## **The Beginning of the Presentation**

- *The beginning of your presentation sets the **tone** for the rest of the talk.*
- *Impress your audience with your approach, style and topic.*

## **The Body of the Presentation**

- ***Begin planning the body of your presentation first.***
- *The beginning and end will fall into place once the body is developed.*

## **The End of the Presentation**

*End the presentation by:*

- *Reiterating the purpose of the presentation*
- *Summarizing the major points*
- *Concluding with a quote, remark or fact that the audience will remember.*

Include **less text** and more visuals in your presentation design

Create a **strong presentation outline** to keep you focused

**Eliminate** any information that doesn't support the core message

**Use text to reinforce, not repeat,** what you're saying

Design your presentation with **one major takeaway per slide**

**Use visuals** to highlight the key message on each slide

# DESIGN

# How to make your presentation design more effective

- Use scaffolding slides to orient your audience and keep them engaged
- Use text size, weight, and color for emphasis
- **Apply design choices** consistently to avoid distraction
- Split a group presentation by topic
- Use a **variety of page layouts and visuals** to maintain your audience's interest
- **Use presentation templates** to help you get started

# COLOR PALETTES



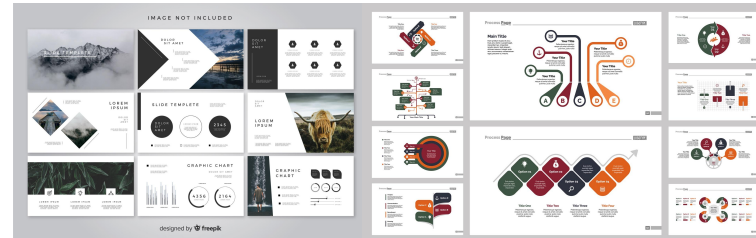
# TRANSPARENT (PNG) IMAGES








# STOCK IMAGES



# TEMPLATES



-  [www.cleanpng.com](http://www.cleanpng.com)  
free transparent images
-  [www.google.com](http://www.google.com)  
color palette and slide templates
-  [www.freepik.com](http://www.freepik.com)  
stock images
-  [www.slidesgo.com](http://www.slidesgo.com) templates,  
infographic templates
-  <https://www.smiletemplates.com>  
infographic templates

## SOME RESOURCES



# How to Structure a PowerPoint Presentation



# **REDESIGN** A PRESENTATION

Using all the knowledge from the design session



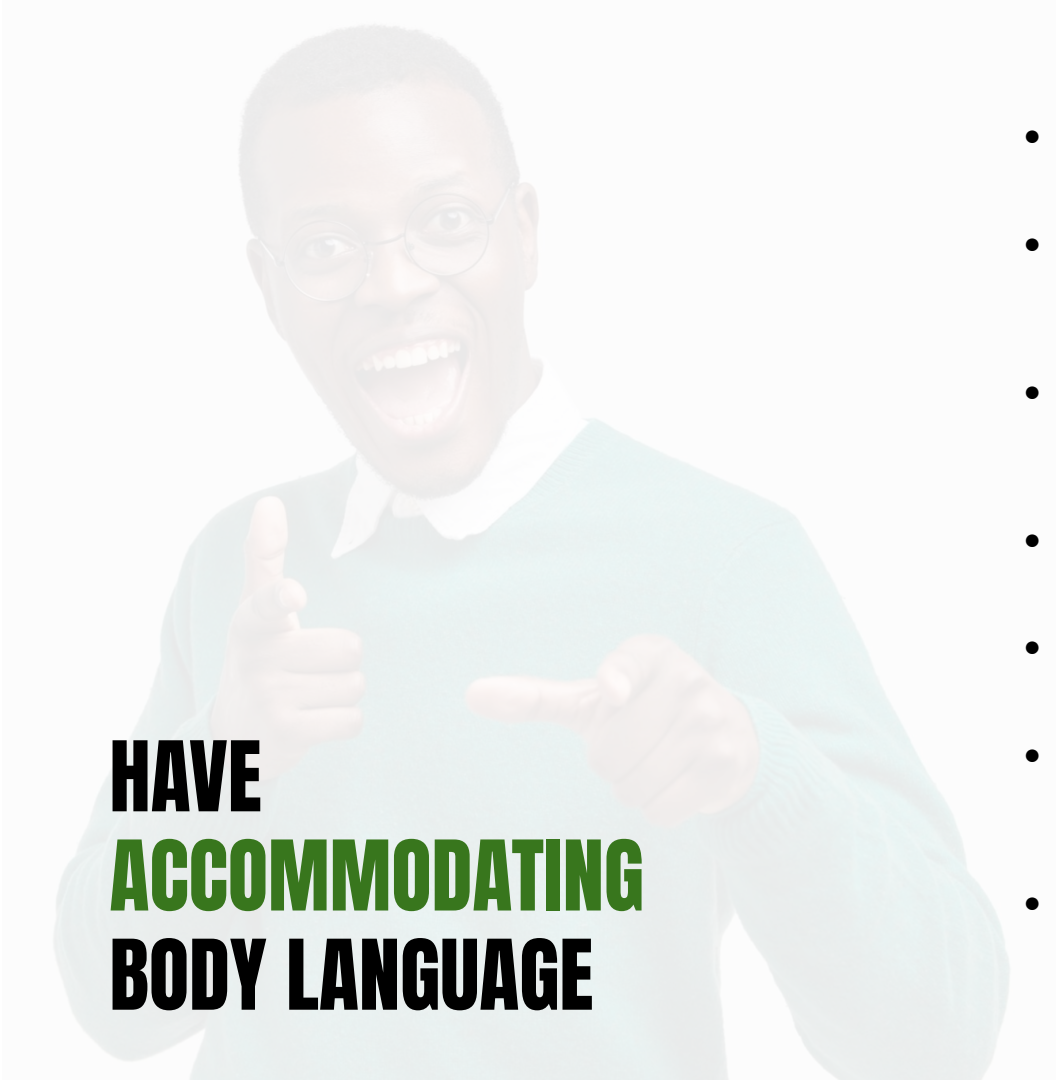
**TUESDAY**

AFTERNOON SESSION

# **DELIVERY**

## **Building Rapport and Making Presentation Fun**

we will revisit your notes on Komla Dumor's TEDtalk Presentation



# **HAVE** **ACCOMMODATING** **BODY LANGUAGE**

- This means body language that will help to build rapport and trust.
- Have a smile when greeting people and a nice handshake that matches and mirrors that of the other person.
- When you are on stage have palms facing up as you talk to them and have your head bobbing.
- Take a risk and get out from behind the lectern or the table.
- Don't have any barriers between you and the audience.
- Your body language should demonstrate warmth and that you want to be there speaking to them.
- Of course once you are in rapport, you can change to credible body language.

Use a **lower rate of speech** and **use pauses** rather than “ums” and “ahs”

**Talk about the audience** and what you hope to give them

**Listen** to the audience

Reveal some **vulnerability**

Using **inclusive language**: “we” rather than “I”.

Give **more** than expected

Manage your audience’s **expectations**

Give the audience a **cultural compliment**

**Manage** your audience’s **energy level**





“

*Having an audience is a privilege. Their gift to you is their presence. The gift we give in return is recognition.*

*Carefully building rapport carries a potent message: "I see you. I understand and respect you." It creates trust and where there's trust there is willingness to follow, to listen.*

## **SO HOW DID KOMLA DUMOR BUILD RAPPORT?**

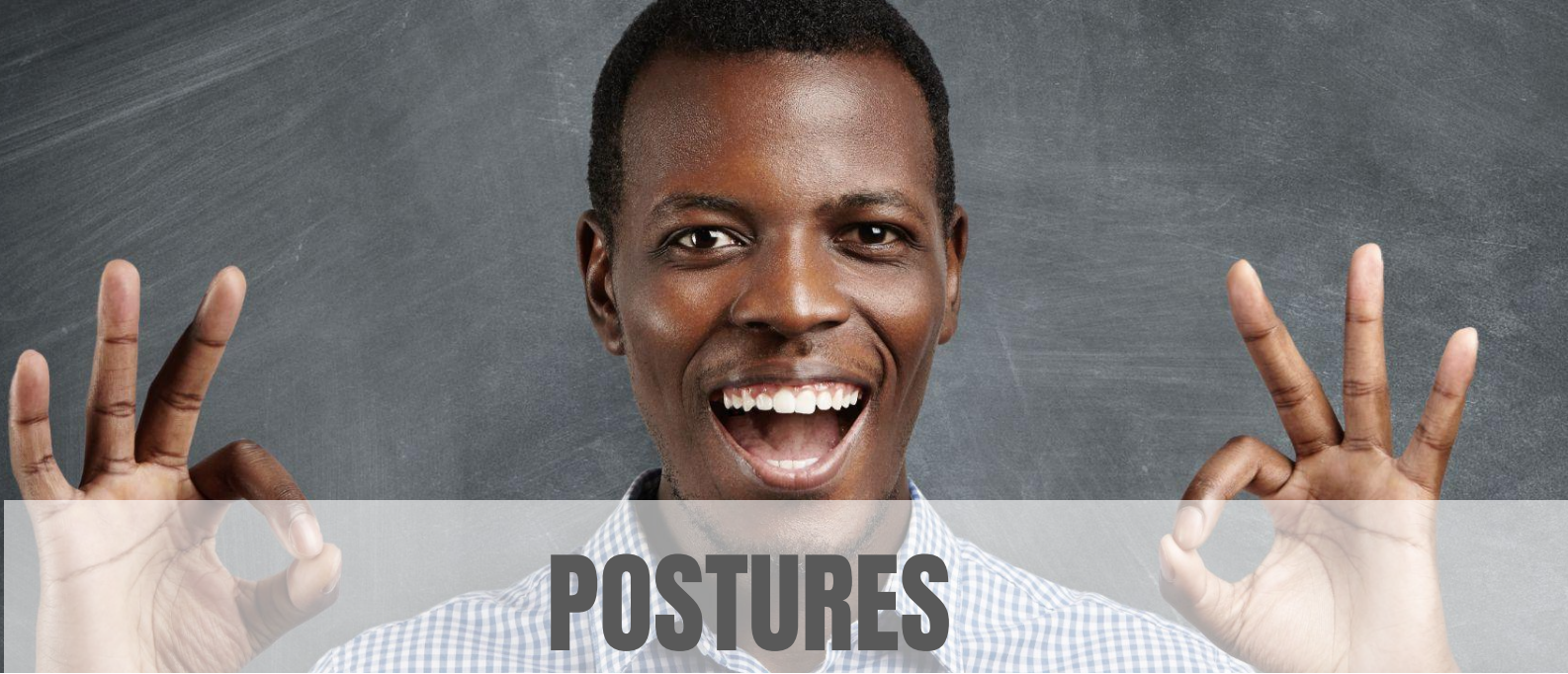
Share with a partner and give examples of where you notice him building rapport with the audience

# PRESENCE

## **CREATING A STRONGER PRESENCE & SPONTANEITY**



"One of the best feelings in the world is knowing that your presence and absence both means something to someone." - Anonymous



**The way in which you deliver that message is also essential to the audience's understanding and reception of the material.**

**Proper posture during an oral presentation is crucial to engaging and building trust with your audience.**

## WHY IT MATTERS

- Your posture not only conveys your **attitude** and a sense of **certainty** regarding the information you are presenting, but it also works to **clarify** and **emphasize** key points in your presentation.
- Oral communication is not only auditory, but also **visual**.
- Your stance will work to **attract**, **distract**, **shift** or **hold** your audience's attention.

- Before you start take a few moments to relax and focus on being grounded.
- Place your feet hip-width apart with equal pressure on each foot. *Imagine your feet have tree roots which reach down into the floor to hold you firmly and securely floor.*
- Do not cross your legs even if you are seated as this makes you feel less stable and begin to look less symmetrical.
- Hold your body straight – *imagine a string in the centre of your head gently pulling you upright.*

*The tricky thing about body language is that you are usually unaware of the messages you're conveying nonverbally.*

*If you hunch over the PC for far too long each day you may want to practise this every day anyway!*



# GESTURES

*The key to "talking with your hands" in a presentation is to use gestures for a reason. To know what you're trying to say. Because with gestures—just as with talking—no one appreciates someone who's babbling on nonstop.*

# HOW TO USE GESTURES

**Step 1: Find a neutral place for your hands to rest comfortably**

**Step 2: Use your gestures to create pictures**

- **Depict something**
- Involve not just the hands but the **upper body**
- Hands are **away from the torso**, not held close in with elbows bent
- Deliver with **hands open**, not with fists or pointing fingers

**Step 3: Monitor for quantity, timing, and identifiable patterns**

## **Quantity**

There's no rule for how much (or how little) to gesture.

## **Timing**

Speakers need to make sure gestures happen at the moment they feel natural.

## **Identifiable Patterns**

Avoid falling into repetitive gestures, because once an audience spots them, they can't stop noticing them.

**Step 4: Keep hands quiet when not being used for a purpose**

A woman with dark hair pulled back, wearing a dark grey blazer over a light blue button-down shirt, is smiling and pointing with a red marker towards a whiteboard. The whiteboard has some faint, colorful diagrams or charts on it. The background is a plain white wall.

**STEP 2**

**Use your gestures  
to show something specific**



**TRY  
TO  
AVOID**

**Clasping hands in what we call "the fig leaf position"  
Crossing your arms for long stretches (if at all)**

**Clasping hands behind your back**

**Gripping the bottom rim of the lectern (as if you're holding on for dear life)**

**Rubbing and wringing hands (making you seem nervous even if you aren't)**

**Tenting hands in the prayer position (as if hoping for divine intervention)**

**Stuffing hands in pockets (especially when you have pockets full of stuff)**

Standing still throughout  
presentation



**TRY**  
**AVOID**  
**TO**  
**D**

*TEDx video example*

**WEDNESDAY**

MORNING SESSION

# **BODY LANGUAGE**

*A type of nonverbal communication in which **physical behaviors**, as opposed to words, are used to express or convey the information*

# BODY LANGUAGE TIPS

## 1. Smile

## 2. Don't Slouch

Slouching makes you appear less confident.

## 3. Assume a Power Pose

A power pose can help you establish authority when you need to come across as confident and authoritative in your presentation.

## 4. Make Use of the Space

## 5. Don't Forget Facial Expressions

## 6. Speak Clearly

Practicing your speech before the presentation is a good way to make sure you feel comfortable delivering it. Another tip is to imagine you're delivering your presentation to your friends.

## 7. Don't Be Afraid to Gesture

If you watch other presenters, you'll notice one thing in common: all great presenters always

# BODY LANGUAGE TIPS

## 8. Maintain Eye Contact

Doing so will make them feel like you're talking directly to them and will help keep them interested in your presentation.

## 9. Remember to Breathe

It can be all too easy to get caught up in your presentation and start to speak fast.

## 10. Learn From Other Presenters

You can study their body language and see how they use facial expressions, movement, and gestures to help them convey their ideas. A good place to start is to check out various TED Talks.



**Hands on Table**  
(Lean forward, putting weight into fingers touching the table)



**The Superwoman Pose**  
(Hands on hips, feet shoulder-width apart, looking straight ahead)



# **DIFFERENT TYPES OF BODY LANGUAGE**

# Eye Contact

- Focus your eye contact on a few people in different parts of the room will help you establish and maintain that contact.
- If they look at you, hold their gaze for a few seconds but avoid staring as long eye contact can make people feel uncomfortable.



*Eye contact can also help you get a feel for how the audience is receiving your presentation. If you catch them yawning or trying to stifle a yawn or if they're looking around, it's a sign they're losing interest in the presentation. Eye contact can help bring their attention back and re-engage them with the topic.*

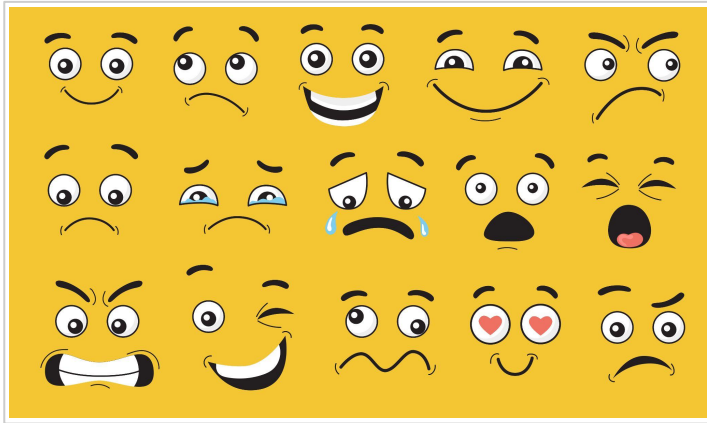
# Head Movements

- When you **lower your head**, you send signals such as being tired or waiting for the right moment to speak.
- **Looking up at the ceiling** or away may signal you're bored or that you're hiding something from your audience as you're avoiding eye contact.
- **Nodding**, on the other hand, signals agreeing with someone.



*With the right head body language, you can engage your audience and convince them to agree with your idea.*

# Facial Expressions



- Facial expressions help us convey our emotions to others or mask them.
- Anyone can recognize the universal emotions on you. Fear is one of those emotions and also the emotion that can crop up during your presentation.
- Practice your speech and practice giving your presentation in front of a familiar audience first.
- Once you feel confident about your speech and performance, it's less likely that fear will show up when the time comes for the official presentation.

# Hand Gestures



Hand gestures are one of the five key patterns of all successful talks.

Use your hands to communicate different points in your presentation.

An effective way to do this is to use your fingers to count the points you're explaining.

# Body Posture



**WEDNESDAY**

AFTERNOON SESSION

# **THINKING ON YOUR FEET**

# How to Think on Your Feet

Be prepared: learn some skills and tactics

Prepare to function under pressure.

*"victory loves preparation"*



## 1. Relax

This is often the opposite of how you are feeling when you're under pressure

- Taking deep breaths.
- Taking a second to practice a positive, affirming message.
- Clenching invisible muscles (thighs, biceps, feet) for a few seconds and releasing to relieve tension.

## 2. Listen

Listening is critical to thinking on your feet. Listen to make sure you fully understand the question or request before you reply. *If you answer too soon, you risk going "off on a tangent."* *To aid listening remember to:*

- Look directly at the questioner.
- Observe body language as well as what is being spoken.
- Try to interpret what is being suggested by the question or request.
  - Is this an attack, a legitimate request for more information, or a test?
  - Why is this person asking this and what is his or her intention?



## Tip

*“Remember that the person is asking a question because he is interested in the topic that you’re discussing. This might be a positive sign – they simply want to know more. But sometimes it can be negative – they want to see you squirm. Either way, they are interested in what you have to say. It’s your privilege and pleasure not to disappoint them!”*

### **3. Have the Question Repeated**

If you're feeling particularly under pressure, ask for the question to be repeated.

This gives you a bit more time to think about your response.

## **4. Use Stall Tactics**

The last thing you want to do is blurt out the first thing that comes to your mind. Often this is a defensive comment that will make you look insecure and anxious, rather than confident and composed. So win yourself some more time by using the following stall tactics:

- **Repeat the question yourself**
- **Narrow the focus**
- **Ask for clarification**
- **Ask for a definition**

## 5. Use Silence to Your Advantage

We are conditioned to believe that silence is uncomfortable. However, if you **use it sparingly**, it communicates that you are in **control of your thoughts** and are confident in your ability to answer expertly.

Pausing to collect your thoughts tells your brain to slow everything down. ***Pause for the dramatic effect***

## 6. Stick to One Point

There's a high risk that, under pressure, you'll answer a question with either too much or too little information.

If you give too short an answer, you risk letting the conversation slip into interrogation mode.





## Tip

*"If you don't know the answer, say so. There is no point trying to make something up. You'll end up looking foolish and this will lower your confidence when you need to think on your feet in the future."*

*There is (usually) nothing wrong with not knowing something. Simply make sure that you follow up as soon as possible afterward with a researched answer."*

## 7. Prepare Some "What ifs"

Predict the types of questions you might be asked

Spend some time brainstorming the most difficult questions that people might ask, and preparing and rehearsing good answers to them.

## 8. Practice Clear Delivery

If you mumble or use "umm" or "ah" between every second word, confidence in what you are saying plummets. Practice these key oration skills:

- Speak in a strong voice. (Don't confuse strong with loud!)
- Use pauses strategically to emphasize a point or slow yourself down.
- Vary your tone and pay attention to how your message will be perceived given the intonation you use.
- Use eye contact appropriately.
- Pay attention to your grammar.
- Use the level of formality that is appropriate to the situation.



## 9. Summarize and STOP

- Wrap up your response with a quick summary statement.
- Resist adding more information.
- There may well be silence after your summary. Don't make the common mistake of filling the silence with more information!
- Use words to indicate that you are summarizing. For example, "in conclusion," "finally," and so on.
- Or briefly restate the question and your answer.

→ *"What did I do to analyze customer impacts? I reviewed the Dallas case files in detail, and prepared a 'What if' analysis for our own situation."*

# Key Takeaway

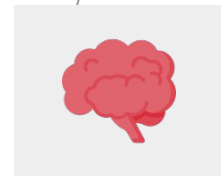
*You can overcome any presentation by thinking on your feet. This will help you to stay cool and confident when you're under pressure, and to deliver assured and confident answers even when you're faced with unexpected questions*

1. Relax.
2. Listen.
3. Have the question prepared.
4. Use stall tactics.
5. Use silence to your advantage.
6. Stick to one point.
7. Prepare some "what ifs."
8. Practice clear delivery.
9. Summarize and stop.

**THURSDAY**

MORNING SESSION

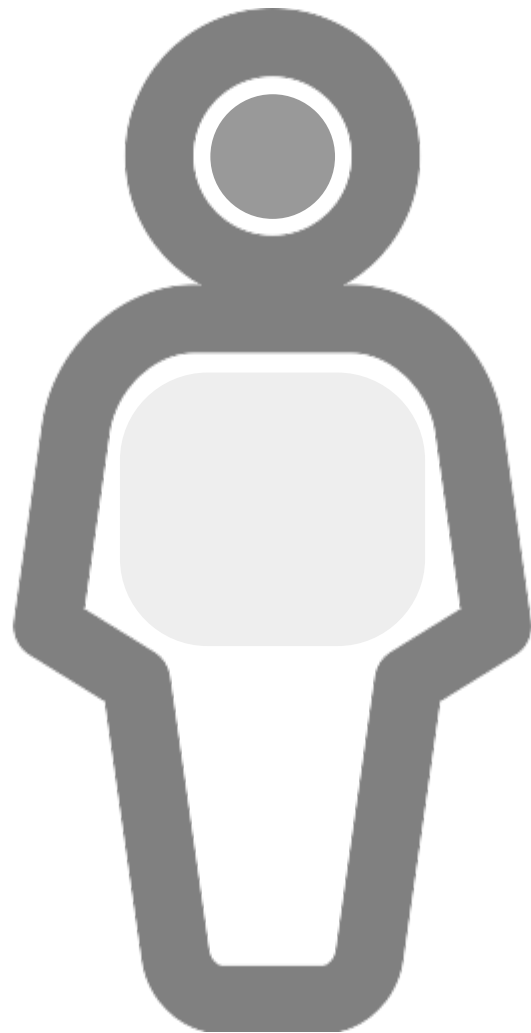
# **MIND MAPPING**



# Ice-Breaker: HUMAN BILLBOARDS

Break some Kolanut abi?

- Take piece of paper and some coloured markers.
- Each participant has 6 minutes to use words, pictures or symbols to describe the feelings or experiences so far on the “billboard”.
- After 6 minutes, cut a hole in the paper and put it over your heads or table so that it drapes in front of you.
- Mingle for 6 minutes and ask each other kolanut breaker questions about their billboards so that they can learn more about each others’ experiences.

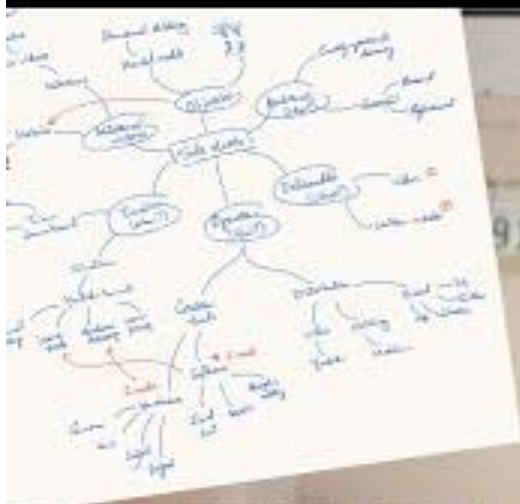


# WHAT IS A MIND MAP

An effective means to take notes and brainstorm ideas.

It involves writing down **a central theme** and **thinking of new and related ideas** which radiate out from the centre.

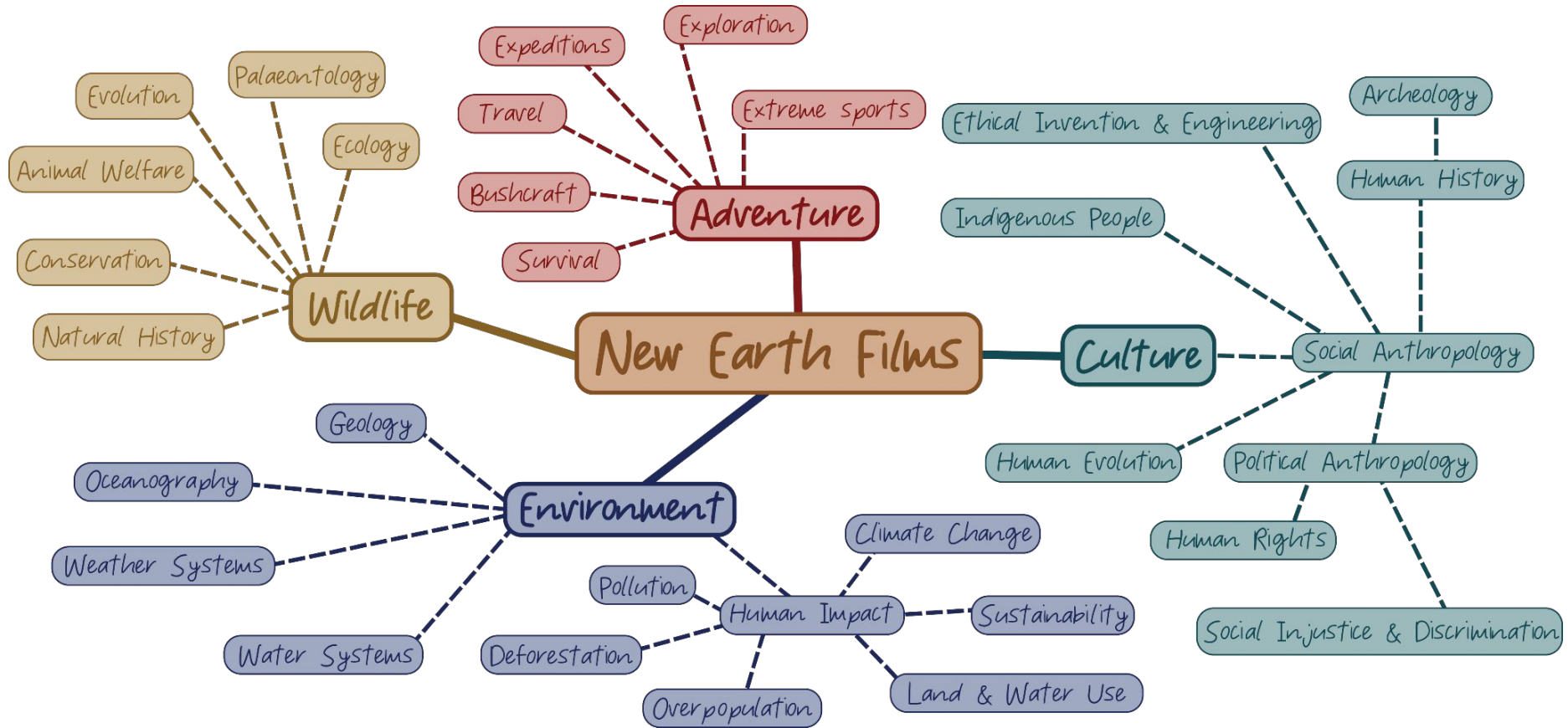
By focusing on **key ideas** written down in your own words and looking for **connections** between them, you can map knowledge in a way that will help you to better **understand** and **retain** information.

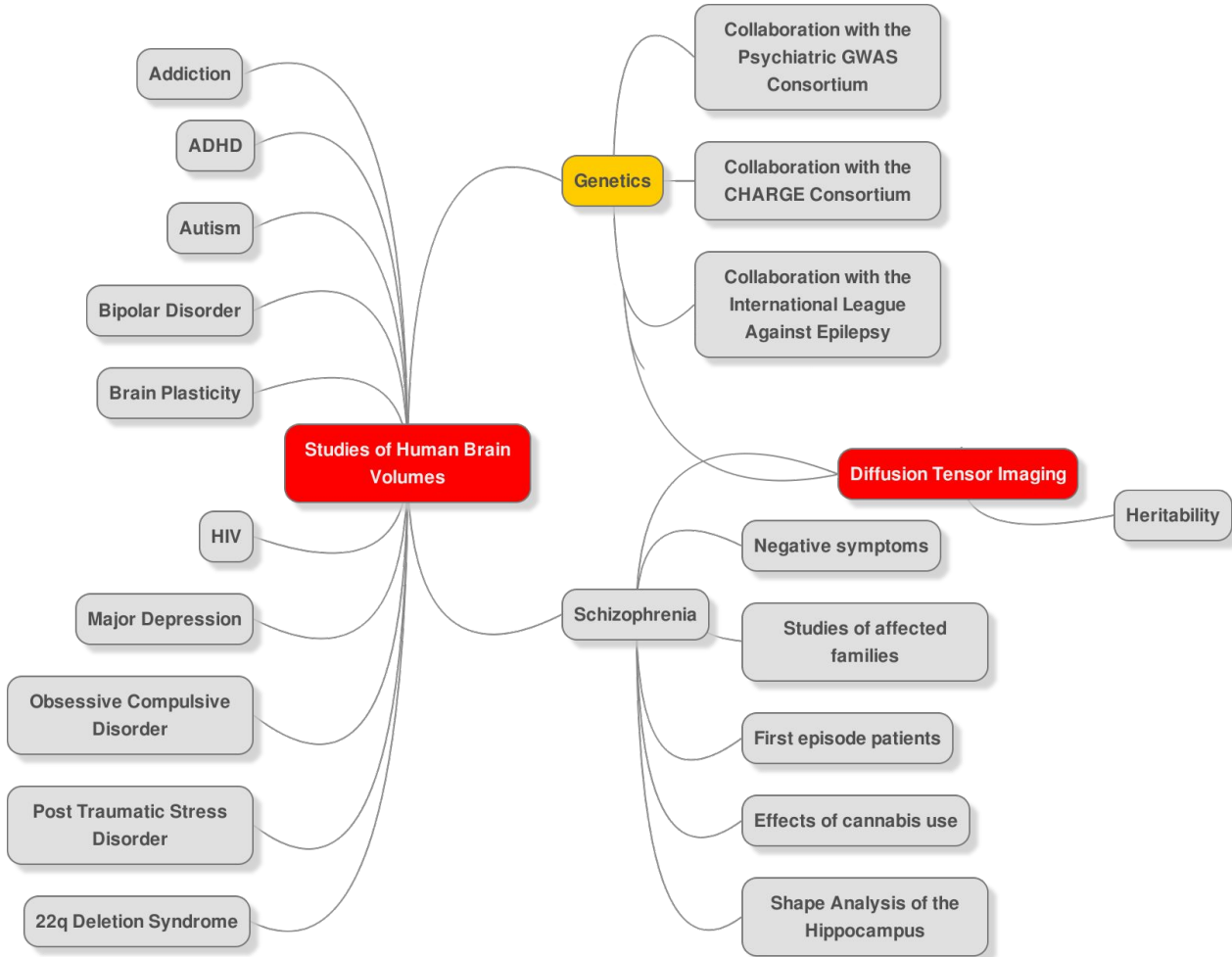


# MIND MAP TUTORIAL

PROJECT MANAGE ANYTHING!

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use the flip  
chart papers

# MIND MAP TASK



Pick one Project you are  
Currently working on



Create a mindmap in  
your group showing how  
you explored different  
related ideas



Present

ROUND UP

**THURSDAY**

AFTERNOON SESSION

# REPORT WRITING

## **NEEDS, STRUCTURE AND RESEARCH**



# **What is Report Writing?**

A report is a written account of something that one has observed, heard, done, or investigated. A systematic and well-organized presentation of facts and findings of an event that has already taken place somewhere.

# REPORT WRITING

## CONSIDERATIONS TO MAKE BEFORE WRITING A REPORT

### Chapter 2

#### Chapter Two Title

##### 2.1 Section Title

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# 1. Know your Purpose

This is the major aim. It determines the *kind* of report you write

Give it a think. Are you writing a factual, instructional or leading report?

- **Factual reports** aim to inform.
- **Instructional reports** aim to explain.
- **Leading reports** aim to persuade.

Once your major aim has been defined this way, your subsidiary aims will fall into place

# 2. Know your Readers

To be successful, a report must ensure that its target readers can:

- **Read** it without delay;
- **Understand** everything in it without much effort;
- **Accept its facts**, findings, conclusions and recommendations;
- **Decide** to take the action recommended.

We can get a clearer picture of our reader by asking three questions:

- What does the reader **know**?
- What are the reader's **attitudes**?
- What does the reader **want**?

***Note:** Sometimes it can be difficult to answer these questions when writing for a varied readership. If so, aim for the most important or primary reader.*

### 3. Know your Objective

Here's an example of an objective:

To **persuade** my MD to **authorize** a proposed system of flexible working hours.

The words "*persuade*" and "*authorize*" are the biggies here. They show that you must produce a logical and consistent case: one that will spur your MD to act.

Also, once you've set the objective, you can anticipate the likely problems in meeting them – such as the fact that your MD likes to see all staff standing briskly to attention at 7am.

### 4. Choose an Approach

Starts with the:

**Thesis Statement (or terms of reference)** – the thesis of a report is a guiding statement used to define the scope of the research or investigation.

**Info-gathering** – there are a number of questions to ask at this stage:

- What information do I need?
- How much do I need?
- Where will I find it?
- How will I collect and store it?

#### **Refinement**

- Write the section-level outline.
- Write the subsection-level outline.
- Write the paragraph-level outline.

# Tip

*The paragraph-level outline is like a presentation with bulleted points. It incorporates the flow of ideas. Once you have the paragraph-level flow of ideas, you can convert it into a full report by writing out the flow of ideas in full sentences. Like I said, hardly rocket science. But sometimes you just need someone to show you...*

## 5. Decide on Structure

Structure does not need to be rigidly adhered to. Work on the structure based on your needs or the requirements of your institution.

1. Title page
2. Index (or Contents)
3. Thesis (or Terms of Reference or Abstract or Executive Summary)
4. Introduction/Background
5. Procedure
6. Implications (or Issues)
7. Solutions (or Recommendations)
8. Conclusion
9. Bibliography (or References)
10. Appendices

## 6. Use the right Style

- Use hard facts and figures, evidence and justification.
- Use efficient language – big reports with too many words are awful.
- The best reports are simple and quick to read because the writer has interpreted the data and developed viable recommendations.

# Tip

1. Write as you speak.
2. Avoid empty words.
3. Use descending order of importance.
4. Use the active voice.
5. Keep sentences short.
6. **Don't try to impress; write to express.**
7. Get facts 100% right.
8. Be unbiased and open.

## 7. Consider Layout

- *Fonts*
- *Visuals*

**INTRODUCTION AND PURPOSE**

The industrial revolution came with a number of innovative technologies, Blockchain being a major one has brought a huge opportunity for disruption across all sectors of the society. While many still grapple with the understanding and potentials of this technology, others are already onboarding on all that the technology has to do from smart contracts to cryptocurrency encryption wallets etc.

***It is very pertinent to note that blockchain technology come with a lot of misconceptions, especially in Africa.***

The many conspiracy theories about cryptocurrencies have put blockchain on a synonymous track with words such as scam, Ponzi etc amongst many Africans who are ignorant of the technology.

Against the ignorance of the technology among many in Africa, we can not deny the impact, role and usefulness of Blockchain in many sectors. Greater yet is the potential that lies in the technology for new startup founders and public services stakeholders in Africa. This research has been conducted to study the trends of Blockchain activities in Africa and has resulted in the production of this practitioner report to enlighten the African public on Blockchain use cases, success

Blockchain technology has been riddled in different quarters in Africa as a tool for Ponzi schemes and cryptocurrency scams. The level of ignorance on this technology is still relatively high in many parts of Africa and it is high time we experienced a change in narrative. It is against the aforementioned that the Africa Blockchain Institute in partnership with the Algorand Foundation conducted continental-wide research with the aim to showcase the Blockchain activities across Africa by technology startup founders, Blockchain innovators and the technology ecosystem stakeholders. Succinctly, the content of this report portrayed the following research objectives;

- 1 To gain in-depth knowledge of the use of blockchain technology in Africa.
- 2 To bridge the knowledge gap between academic blockchain technology research and industrial blockchain use and application.
- 3 To produce an African blockchain report that is data-rich and truly representative of the real situation of use cases, innovation and application of blockchain in Africa.

## 8. Leave time to Refine/Rewrite

No report is perfect!

- a. Well-written reports are those that have gone through the mill a couple of times;
- b. Leave as much time to check and double-check, and then ask yourself:
  - Overall, does the report fulfill its purpose?
  - Does it do what I said I'd do in my introduction?
  - And bottom line: Am I pleased with it?

PROOFREAD PROOFREAD PROOFREAD

# FREE TIP

*If you don't know,  
consult an expert*

There are many aspects of your report that you can consult on and make use of expert services:

- Proofreading
- Data analysis
- Graphs/graphics
- Overall report graphic design

Reports are no longer just about lots of texts. Visuals play a vital role in:

- Ease of reading
- Ease in finding details on the report
- How quick one can read a large report

**FRIDAY**

MORNING SESSION

# WARM UP

**SHARE WITH US 2-3 PROUDEST MOMENTS IN YOUR LIFE**

WHAT IS A PROBLEM  
ANYWAY?

# PROBLEM IDENTIFICATION

THE PROCESS

PITCHING IT

 **PROPOSING  
VIABLE  
SOLUTIONS**



# PROBLEM?

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## WHAT IS A PROBLEM?

- Problems can be defined, analyzed and solved in easy steps
- **Key to problem analysis:** define problem, evidence, impacts, causes and recommendations
- When **causes** of problems are properly stated, your recommended solutions are simply the reverse of the causes

A blue square slide with a dark blue footer. The word 'WHO' is in large, bold, light blue letters. Below it, the text 'is affected' is in white. There are faint white line-art icons of a network graph and a bar chart in the background.

**WHO**

is affected

A blue square slide with a dark blue footer. The word 'HOW' is in large, bold, light blue letters. Below it, the text 'big is the problem' is in white. There are faint white line-art icons of a plus sign, a triangle, and a ladder in the background.

**HOW**

big is the  
problem

A blue square slide with a dark blue footer. The word 'WHAT' is in large, bold, light blue letters. Below it, the text 'contributes to the problem' is in white. There are faint white line-art icons of a telescope and a clock in the background.

**WHAT**

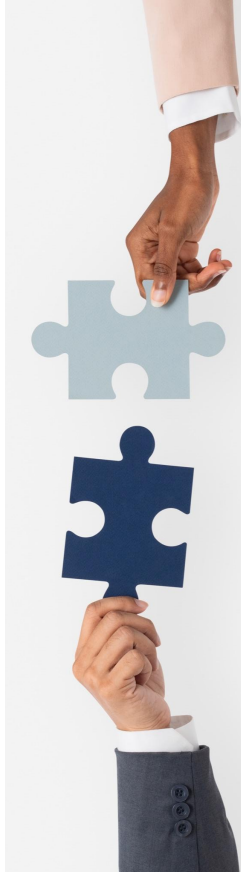
contributes to  
the problem

A blue square slide with a dark blue footer. The words 'WHEN & WHERE' are in large, bold, light blue letters. Below them, the text 'the problem is most likely to occur' is in white. There is a faint white line-art icon of a clock in the background.

**WHEN  
& WHERE**

the problem is most  
likely to occur

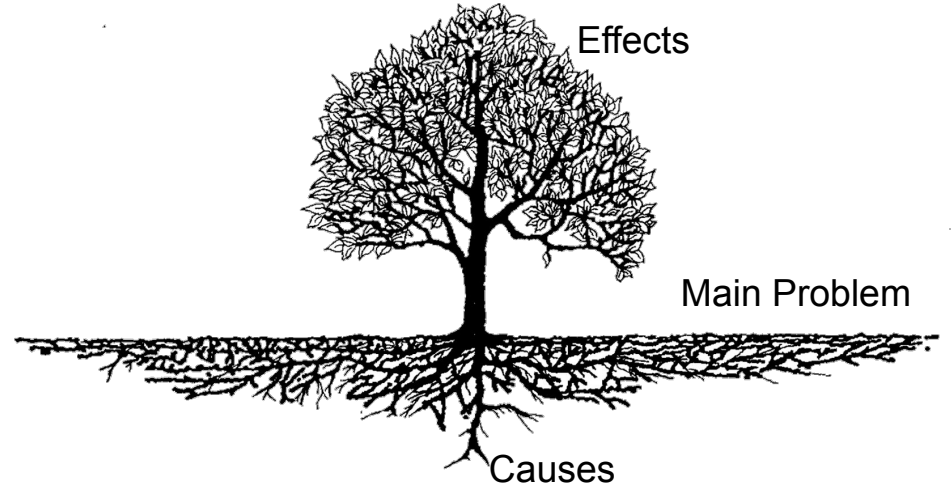
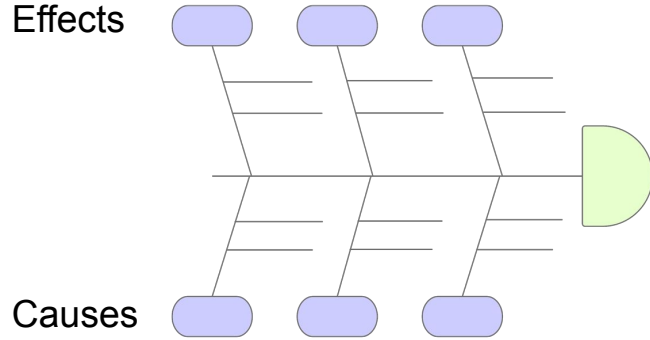
**HOW TO EVALUATE A PROBLEM**



1. **Problem: Is there a deviation from expectation?**
2. **Evidence: What's the proof that the problem is real?**
3. **Impacts: Why do we care?**
4. **Causes: What's driving the problem?**
5. **Recommendations: Simple; just reverse the causes!**

## **KEY STEPS TO PROBLEM ANALYSIS**

## Fishbone Analysis



## PROBLEM ANALYSIS TOOLS

## SWOT/POCC ANALYSIS



**S**trengths,  
**W**eaknesses,  
**O**pportunities and  
**T**hreats

**P**otentials  
**O**pportunities  
**C**onstraints  
**C**hallenges

## SOLUTION ANALYSIS TOOLS

# **PROBLEM & SOLUTION PITCH**

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There is a \$1 million fund available for allocation to your project

Pick a Problem in the Education Sector in an African city you know

Define and analyse the Problem and Development a 3 Solutions worthy of the Fund

Develop a 3min presentation Pitch

Each team will have \$ 3 million to allocate to the three solutions presented by each team

You can negotiate across the team to get extra funding or share inputs

Employ the Presentation skills learnt

Bonus for using problem and solution analysis tools

*10min to define, analyse and assess solutions, and prepare to present. 3 slides*

*Pitch for 3min and funding team will allocate resources*



FINAL PEPPER  
SOUP

# ROUND UP!

WHAT DID YOU  
LEARN?

WHAT ARE SOME  
SKILLS AREAS  
YOU WANT  
TRAINING FOR?

ONE PROVER TO  
ROUND UP THE  
WORKSHOP!