



Freeing the Prisoners of Boring,  
Unproductive Presentations and Training

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## Mr Sketch Markers in Training

**The best use of colour on your flipcharts can be the vital link to your participants staying engaged and retaining your vital information**

Just a hint with regard to the yellows, pinks and oranges. Many trainers feel that these lighter colours are not useful on a flipchart or that they cannot be read by participants further back in the training room. It is worth noting that these colours are excellent as 'highlighters' ie draw a box, colour it in with one of the lighter colours and then write over it a darker colour eg blue or black. The effect is terrific.

Remember colour communicates. A general guideline is as follows for use of colour and a single colour can communicate your message and reinforce it quickly.

- Red** is emotional
- Blue** (particularly darker blue) has a calming effect and indicates a conservative approach to information while maintaining credibility
- Black** is a wonderful colour for financial presentations signifying profit or gain
- Green** communicates eagerness, growth and a let's go attitude.
- Yellow** is associated with a bright future (however if overused can cause anxiety)
- Purple** represents something magical or mystical.
- Brown** communicates solidity. However, use is sparingly as it is such a passive colour that participants are in danger of 'switching off'

From Flipchart Magic by Dave Arch and Ivar Torgrimson. On sale at [www.thectgroup.com](http://www.thectgroup.com)



Freecall **1800 029 797** for complimentary discussion or application of any product or tip in your training or presentation



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**Another great use of Mr Sketch markers is as a group change agent.** Just **pre-arrange separate single colours** on each table along with a sticky label for however many people you want to sit at each table.

**Put a sign up** on the flipchart asking participants to use the colour marker at their table to make themselves a nametag (first name only).

Most will see this as they enter but make sure by having one on yourself and prompting them to do it. **It gives them something to do as they come in ... always an awkward time...** gives you a specific purpose to interact with them, and you wind up with much more personalised nametags than the corporate standard.

Later when you want to **mix the groups** up all you need to do is ask everyone to stand and go to a wall. Then ask them to find at least x number of people whose nametags are written in a different colour to theirs. (X= the number of groups –1) Once they have sorted themselves out you tell them that they have **just formed new groups** and please agree on which table they would like to sit at and move all their gear. The confusion & race to tables is a great energiser.

This gives participants practice at **unpredictable change** which should be a subtext of any training program.



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