



Creative Solutions for Training Leaders

## 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.

<b>Red</b>	is emotional
<b>Blue</b>	(particularly darker blue) has a calming effect and indicates a conservative approach to information while maintaining credibility
<b>Black</b>	is a wonderful colour for financial presentations signifying profit or gain
<b>Green</b>	communicates eagerness, growth and a let's go attitude.
<b>Yellow</b>	is associated with a bright future (however if overused can cause anxiety)
<b>Purple</b>	represents something magical or mystical.
<b>Brown</b>	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.creativetraining.com.au/shop](http://www.creativetraining.com.au/shop)

**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.

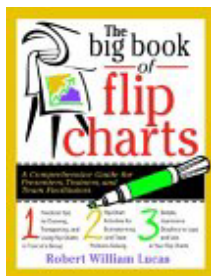
**Put a sign up** on the flipchart asking participants to use the colour marker at their table to make themselves a nametag (first name only).

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.

**The Big Book of Flipcharts by Robert William Lucas \$62.50**



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