

Part 2

Communicating Visually

Class material on:

researchswinger.org/teaching_crafting_tech.html

From “Presenting to Win”, we’ve covered:

Chapter 1: Persuasion (Chapter 1. You and Your Audience)

Chapter 2: The Power of You (Chapter 2. The Power of the WIIFY)

Chapter 5: The 12 Flow Structures (Chapter 4. Finding Your Flow)

Chapter 6: No Second Chance... for a First Impression

(Chapter 5. Capturing Your Audience Immediately)

Chapter 7: Beginning, Middle, and End (Chapter 5)

(old edition)

5 Step Process



1 Fill in the “pre-brainstorming” form
(OUT: guide to brainstorming)

2 Do brainstorming (OUT: cluster ideas)

3 Put clusters into a “flow” (logical sequence)

4 Choose open gambit (hook them fast with question/weird fact)

5 Structure your presentation

Before presenting, ask yourself 4 questions:

- 1 What's **Point B**?
- 2 Who's Your Audience & What's Their **WIIFY**?
- 3 Do your **main points** stand strong?
- 4 Did you structure your points **logically**?

Before you say anything, ask yourself:

Why should they care?

If you can't answer that, neither can they.

Part 2

Communicating Visually

From “Presenting to Win”, we **will** cover:

Chapter 11: Design Your Text as Headlines

(Chapter 7. Making the Text Sing)

Chapter 12: Design Your Numbers as Visuals

(Chapter 8. Making the Numbers Sing)

Chapter 8: Finishing Touches: Internal Linkages

(Chapter 10. Bringing Your Story to Life)

Chapter 9: Finishing Touches: External Linkages (Chapter 10)

older editions in ()

Communicating visually

If you are asked for copies of your slides...
don't send them; executive summary instead (p.112)

Minimize number of lines in a slide:
for any slide, viewers start @ upper left corner & then do left-to-right movement (minimize those carriage returns)

Communicating visually

4 Design elements

1. Text
2. Numbers
3. Graphics
4. Links

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older editions in ()

1. Making the text talk

Text comes in

1. **Bullets** (each expresses a core idea; one line; no articles, no conjunction)
2. Sentences (don't use them)

Don't

1. No dashes (suggest negative points) → Use dots
2. No symbols for sub-bullets & same number of sub-bullets for each main bullet
3. No abbreviations

1. Making the text talk

Use **4x4** or **6x4** rule (6 lines down; 4 words across)
lines down should be **consistent**.

For example:

1. enhanced memory
2. improved speed
3. ...

Choose **one or two graphic effects** & use them through the whole presentation

- . Include text in boxes
- . Create emphasis (e.g., by using “black on white”)

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2. Making the numbers sing

Bar-charts

1. Numbers on top of bars (no scale from left)
2. Put legend at the right (end of eye sweep)

Pie charts

1. Put % inside wedges
2. Separate labels from numbers
3. Legend below (convention)

Hockey stick

Arrange bars from low to high (your results go at the end!!!)

3. Graphics to help your story flow

See your slides in “Slide Sorter”

Read titles of your slides. Does it flow? If not, **fix it!**

Do your slides look graphically similar? If not, use the following 5 techniques! (Older edition: pp. 185-186)

3. Graphics to help your story flow

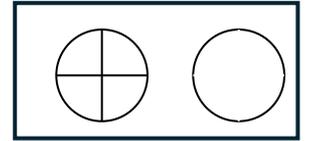
5 Graphics for your flow (1/2)

1. Bumper Slide = big text OR agenda

To separate sections of your presentation & easy transition

2. Indexing/Color Coding

Slides in the same section have same upper-left symbol



3. Icons

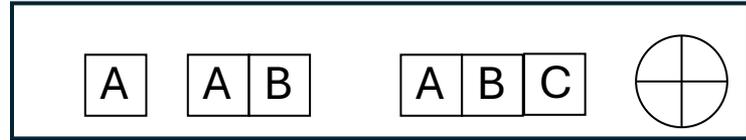
To express relationships among ideas of your presentation. Search cisco.com for "icons". Eg: yin-yan= integration of two forces; three circles=among; 3 items; 4 squares=4 parts; pyramid=hierarchy.

3. Graphics to help your story flow

5 Graphics for your flow (1/2)

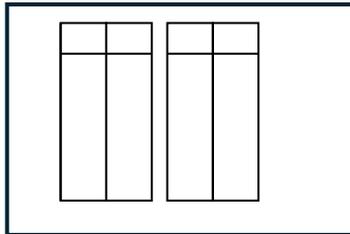
4. Anchor objects

To express progression



5. Anticipation space

To create expectation by filling space on right side



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older editions in ()

4. Bringing your story to life by linking

2 types of linkages:

Type 1: **Internal** (to tie presentation)

Type 2: **External** (to connect with your “audience”)

4. Bringing your story to life by linking

Type 1: Internal (to tie presentation)

Type 1

How

Reference the flow structure

Keep referring back to problem & opportunity

Logical transition

Logical connection between ideas

Cross-reference

Forward reference: I'll cover that after

Backward reference: let's turn to that

Symmetry

Mention X @ start & then mention it only @ end

Recurring theme

Eg, a scenario you can refer back to

Rhetorical Question

[careful] quest your audience would ask

4. Bringing your story to life by linking

Type 1: Internal (to tie presentation)

Type 1	How
Mantra	Slogan you repeat that supports Point B
Internal Summary	Review & clear your audience's minds
Enumeration	Tell them you have 4 offerings. Then, describe them
Do the math	Compare & contrast numbers with well-known examples (to get the feeling)
Point B reinforcement	@ persuasive points of your presentation
Say your company name	Don't say "our company"

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4. Bringing your story to life by linking

Type 2: External (to connect with your “audience”)

Type 2	How
Direct Reference	Mention by name 1/+ members of your audience (take john,... during the break I was speaking)
Mutual Reference	Refer to person/lab linked to both you & your audience
Ask questions	To inject unpredictability
Contemporize	With today news or prior speakers
Localize	Find facts about the venue that relate to your message
Customize Opening Graphic	Location & date of your presentation
Data	The Guardian today ... That’s exactly the issue our system addresses

Phraseology

NO	Type 2	Why
Now I'd like to	Let's look at	Include your audience
Like I said	We discussed earlier	Your audience understood what you said
Disregard this	-	Never apologize. Get prepared!
We think/believe	We expect/are confident	Don't intro uncertainty

Finally, customize your presentation

Prior day of presentation

- . Learn who will attend (their interests)
- . Learn names of some key audience members

Day of presentation

- . NYT. This date is baseball...
- . www.scopesys.com/today
- . Chat with your audience (get interesting facts)

Evaluation Form in Lecture 3:

researchswinger.org/teaching_crafting_tech.html

REDSTONE
INSIDE THE FAMILY FEUD

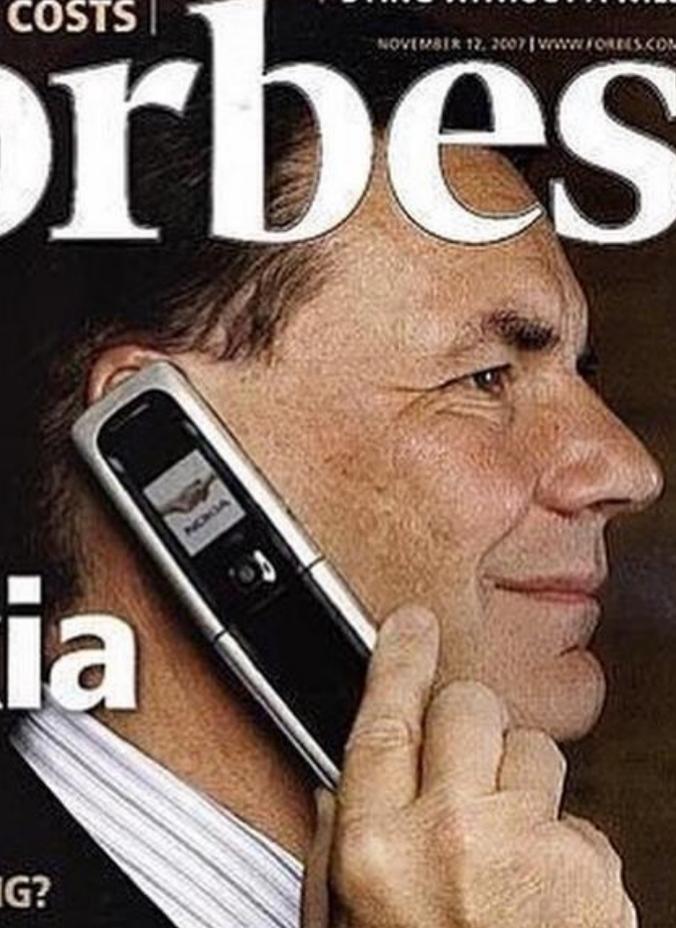
WHO TO
BLAME FOR
COLLEGE
COSTS

S60 OIL?
BELIEVE IT

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