# Part 2

## Communicating Visually

Class material on:

researchswinger.org/teaching_crafting_tech.html

older editions in ()

## 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)

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

2 Do brainstorming (OUT: cluster ideas)

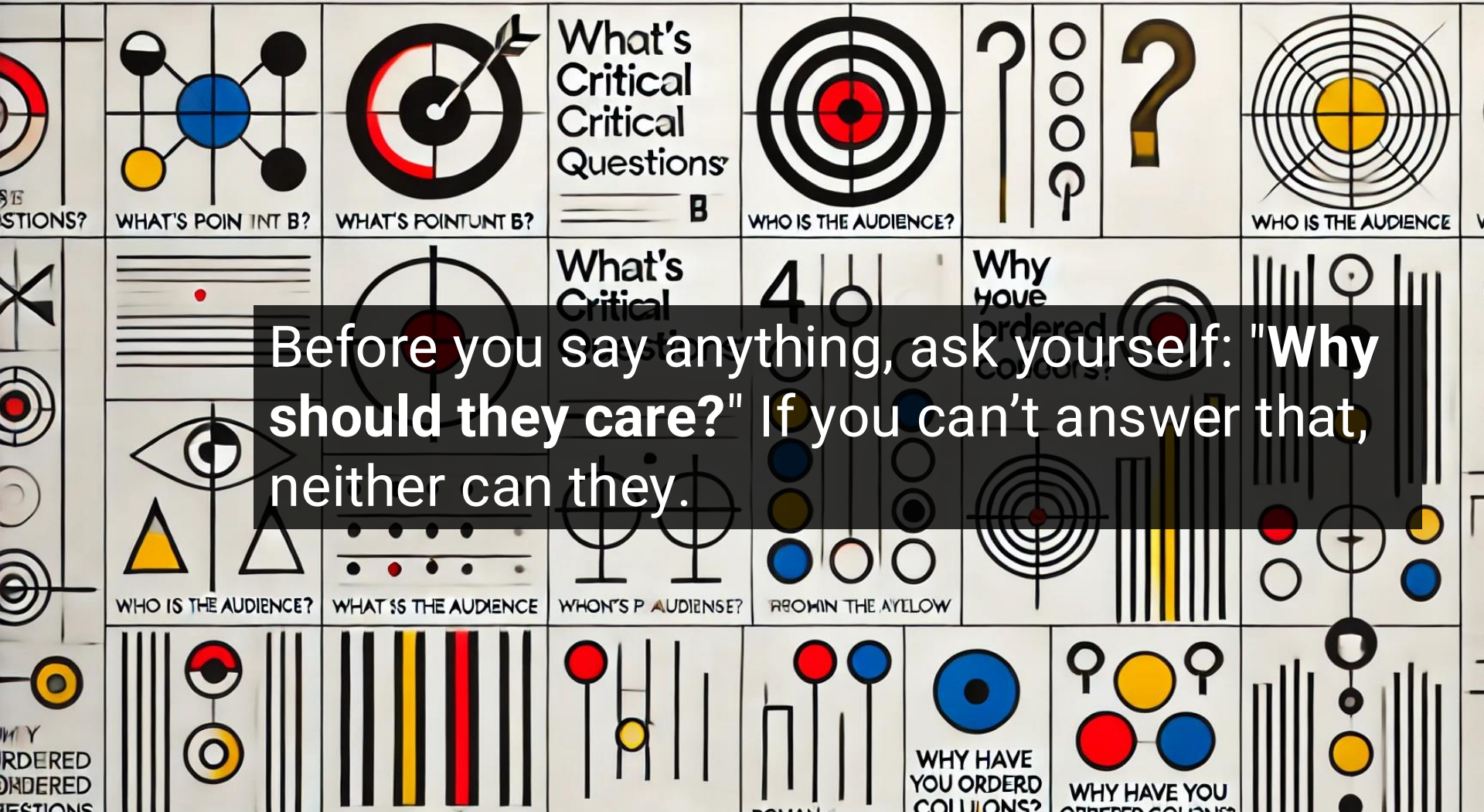
3 Put clusters into a “flow”(logical sequence)

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)

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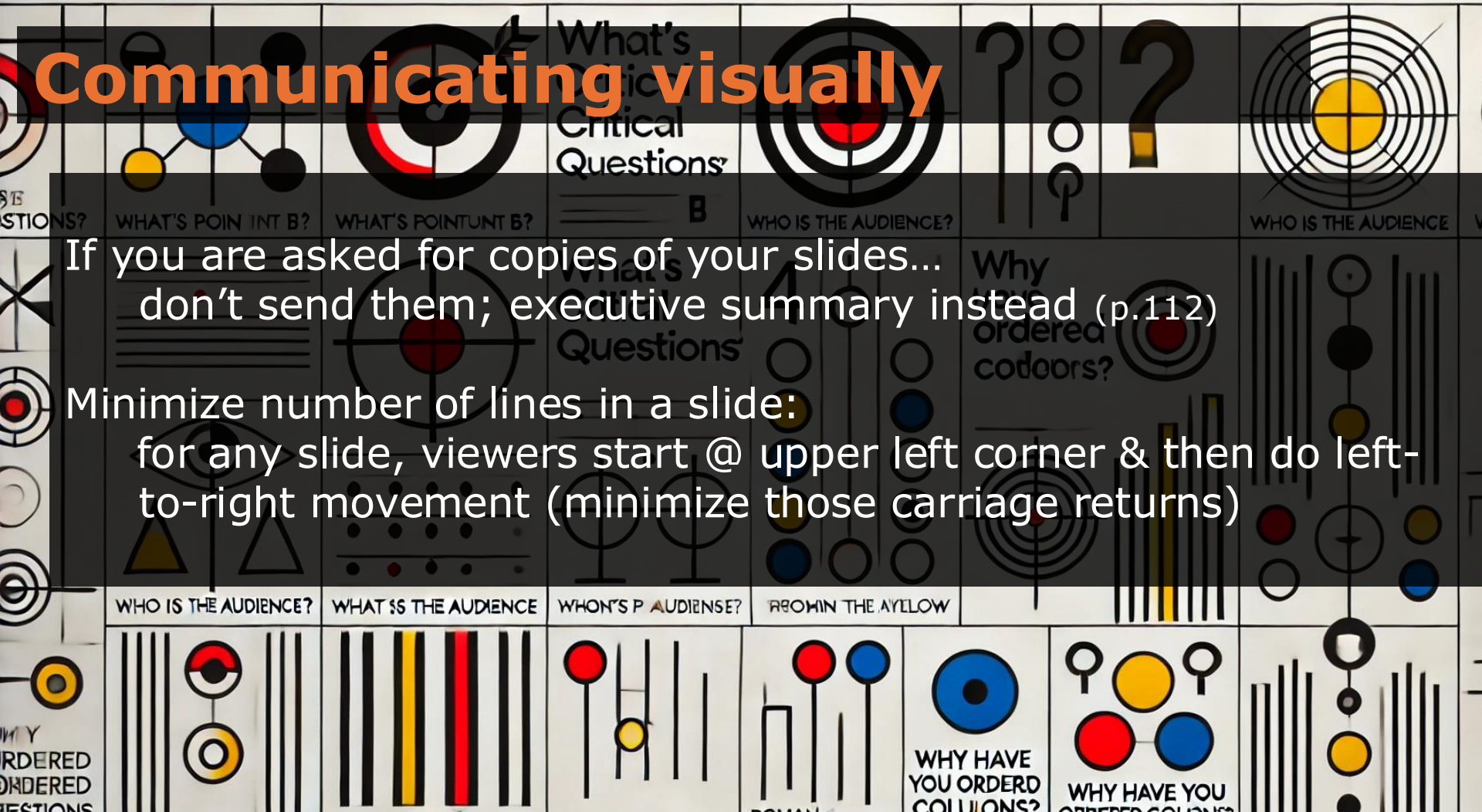
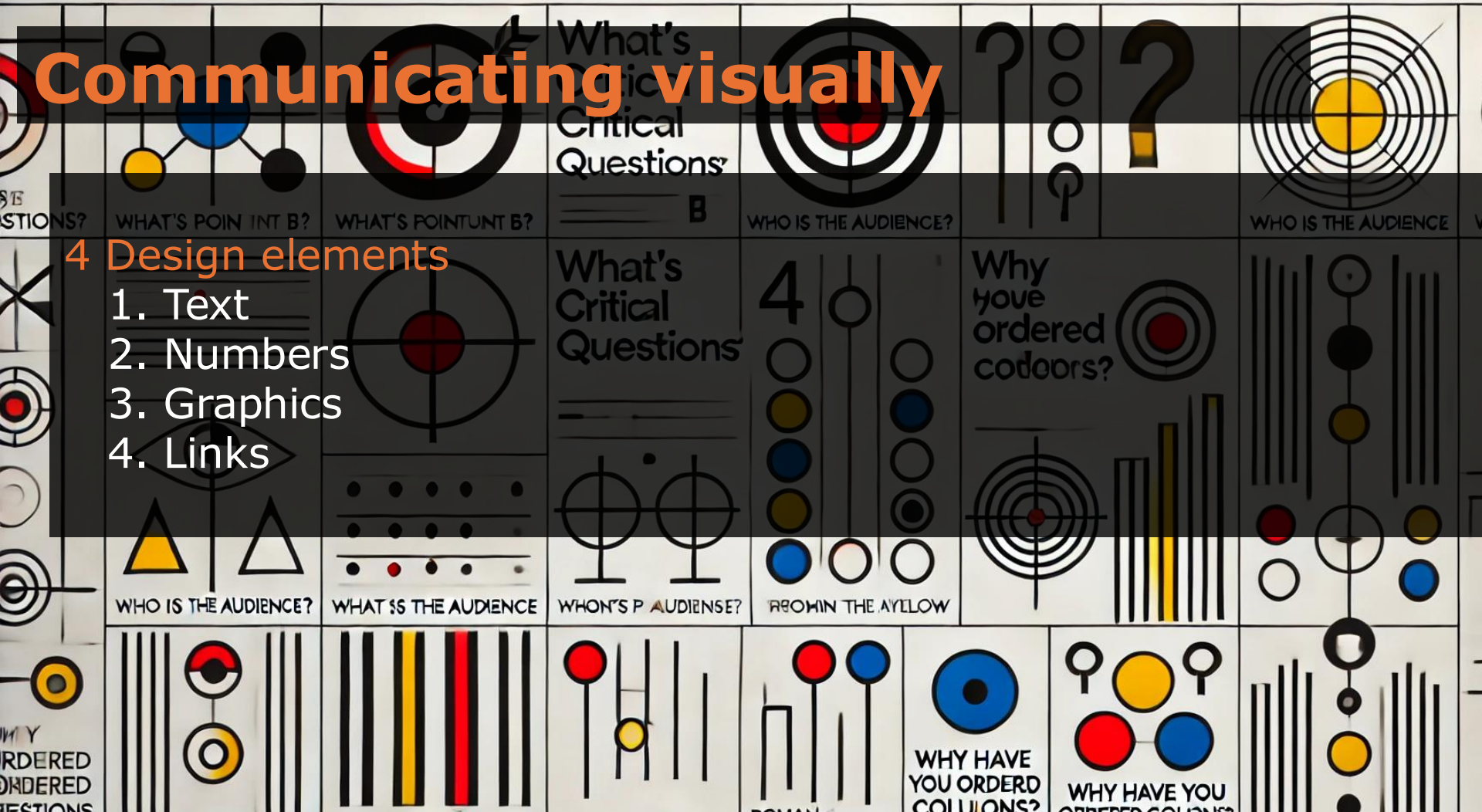
# Communicating visually

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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# 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!**

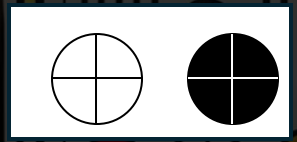
Do your slides look graphically similar? If not, use those 5 techniques! (Older edition: pp. 185-186)

# 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



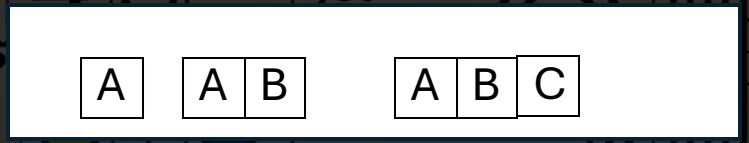
3. Icons
   To express relationships among ideas of your presentation. Search cisco.com for "icons". Eg: yin-yan= integration of two forces; three circles=among; 3 items; 4 squares=4 parts; pyramid=hierarchy.

# 3. Graphics to help your story flow

## 5 Graphics for your flow (2/2)

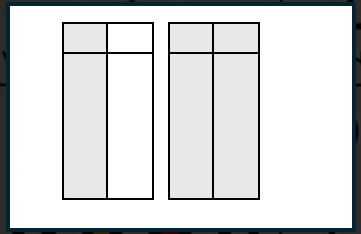
4. Anchor objects

To express progression




5. Anticipation space

To create expectation by filling space on right side



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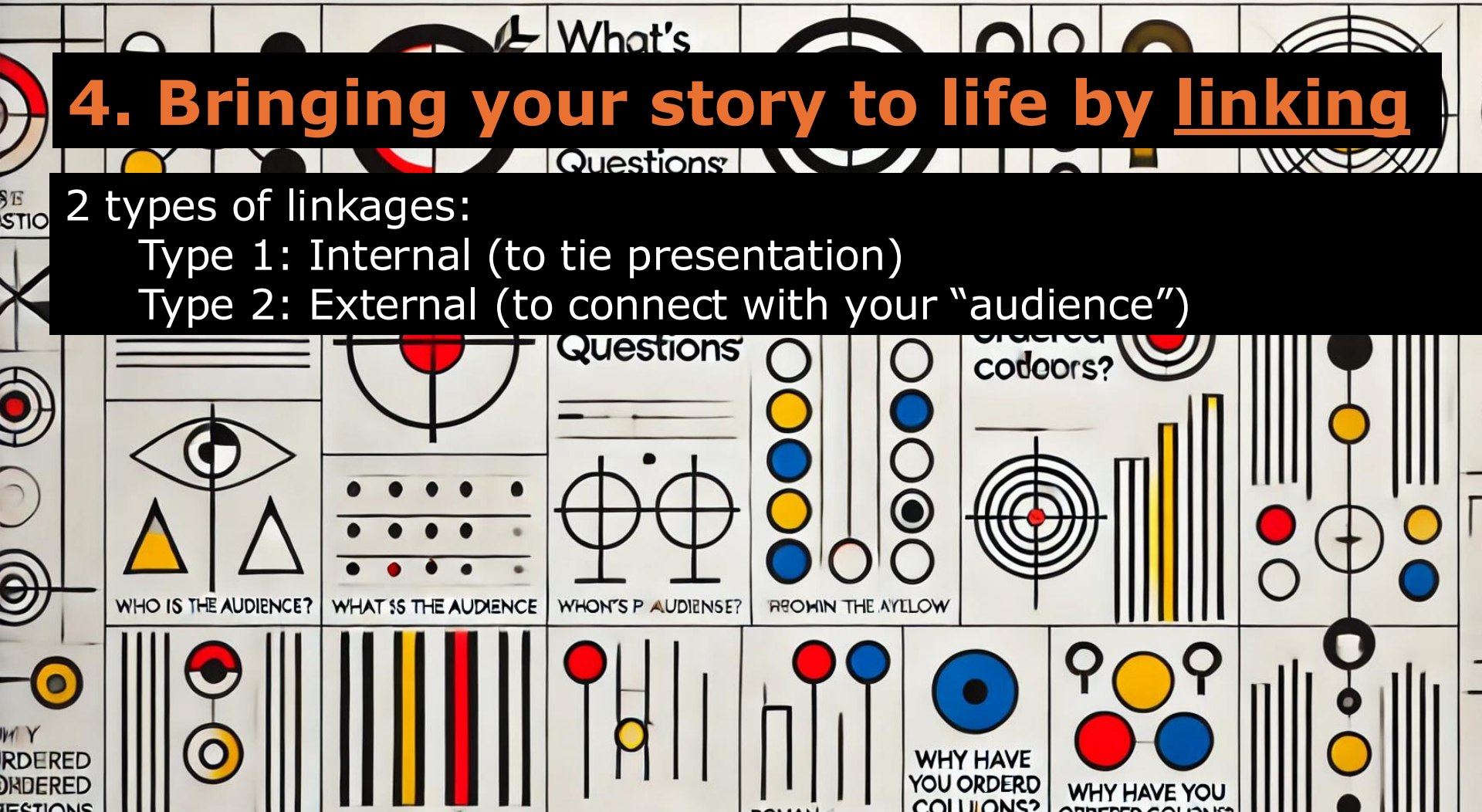
# 4. Bringing your story to life by linking

2 types of linkages:

- Type 1: Internal (to tie presentation)
- Type 2: External (to connect with your “audience”)



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# 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<br>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)

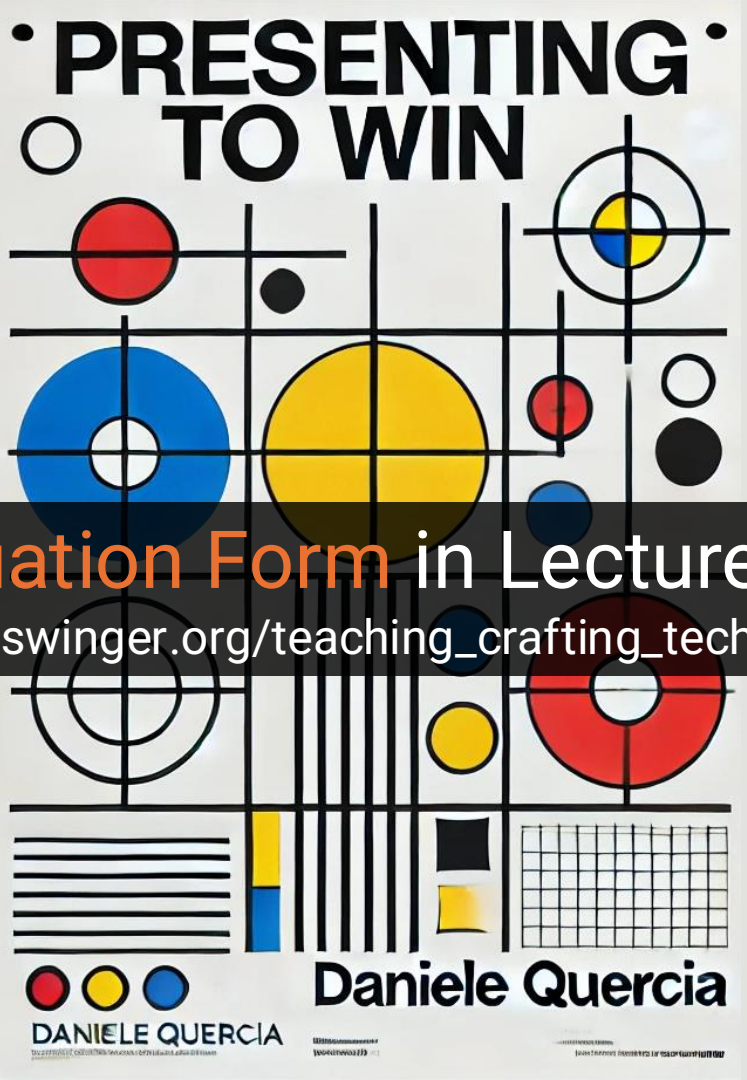
. Learn names of some key audience members

Day of presentation

. NYT. This date is baseball…

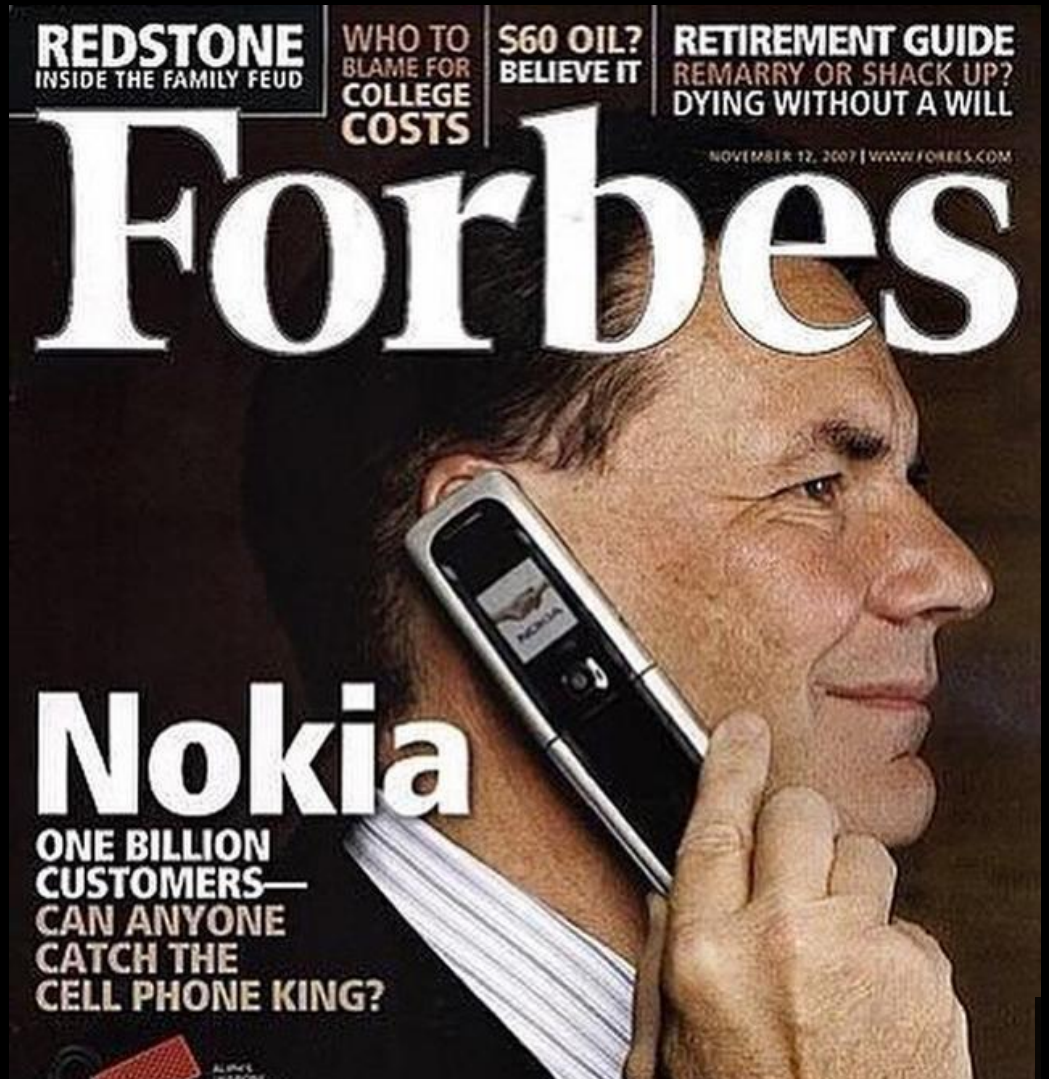
. www.scopesys/today

. Chat with your audience (get interesting facts)




# Evaluation Form in Lecture 3:

researchswinger.org/teaching_crafting_tech.html




October 26, 2007

Moto Q
BlackBerry
Palm Treo
Nokia E62