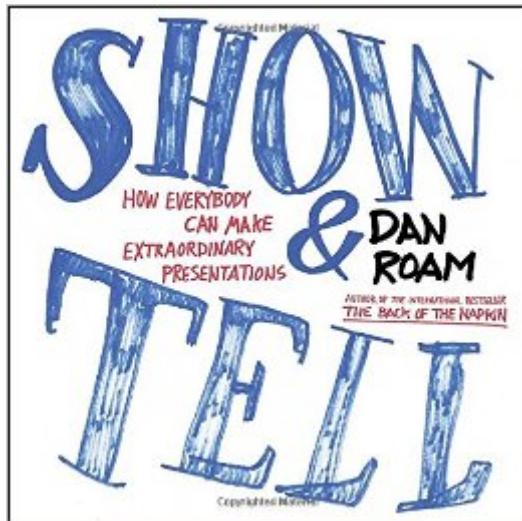


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Show And Tell: How Everybody Can Make Extraordinary Presentations



Synopsis

Dan Roam is a master of communicating with pictures and words, together. I've stolen truckloads from him, and now you can, too. Austin Kleon, author of *Steal Like an Artist* and *Show Your Work* For the vast majority of us, giving a presentation is an extremely difficult and nerve-racking process, whether we're in a one-on-one meeting, a conference room with a dozen strangers, or a lecture hall in front of thousands. But according to Dan Roam, the visual communications expert and acclaimed author of *The Back of the Napkin*, it doesn't have to be so hard. We struggle when we forget the basic steps we learned in kindergarten: show and tell. In this short but powerful book, Roam introduces a new set of tools for making extraordinary presentations in any setting. He also draws on ideas he's been honing for more than two decades, as an award-winning presenter who has brought his whiteboard everywhere from Fortune 500 companies to tiny start-ups to the White House. Even if you're already a good speaker, you'll learn more about understanding your audience, organizing your content, building a clear story line, creating effective visuals, and channeling your fear into fun. And you'll master three fundamental rules: When we tell the truth, we connect with our audience, we become passionate, and we find self-confidence. When we tell a story, we make complex concepts clear, we make ideas unforgettable, and we include everyone. When we use pictures, people see exactly what we mean, we captivate our audience's mind, and we banish boredom. From nailing the opening to leaving a lasting impression, you'll soon be able to give the performance of a lifetime "time after time.

Book Information

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Customer Reviews

In my opinion, Dan Roam is among the most innovative business thinkers now publishing books and articles that can help almost anyone think more clearly, make better decisions, and communicate with greater impact. His previously published works offer abundant evidence of his highly developed skills. In *The Back of the Napkin* (2008), he explains how to solve problems and sell ideas with pictures; in *Unfolding the Napkin* (2009), he introduces a hands-on method for solving complex problems with simple pictures; in *Blah Blah Blah* (2011), he explains what to do when words don't work; and now in *Show and Tell*, he demonstrates with text and illustrations how everybody can make extraordinary presentations. Some may say, "Wait a minute. He keeps writing essentially the same book every two years." On the contrary, although there are some insights and techniques common to all four books, each can and should be read on its own. True, he published an expanded edition of *The Back of the Napkin* in 2011 so I recommend that edition rather than the earlier one. However, each of the four has its own scope and focus. Moreover, because Roam has an insatiable curiosity and eagerly welcomes feedback from those who read his works, each of the three works is the beneficiary of substantial reflection and feedback. Now let's shift our attention to *Show and Tell*. Here's a statement by Roam to keep in mind as you read it: "If I tell you the truth, if I tell it with a story, and if I tell that story with pictures, I can keep you glued to your seat. Let me show you how." In essence, an extraordinary presentation is truth well-told. How so "well-told?" Truth is anchored in human experience, in a narrative; it is illustrated; and it is communicated with effective non-verbal skills (i.e.

An inspiring and insightful guide to creating effective and engaging presentations. This book explores the art and craft of creating "extraordinary" presentations, that, in the author's words "help others see what we see." To do this, we need to: 1. Tell the Truth 2. Tell it with a Story 3. Tell the Story with Pictures. Using this as a framework, the book explores how to use Truth, Story, and Pictures in presentations so they we can change our audience in some way (either their information, their abilities, their actions, or their beliefs). Part one focuses on Truth, noting the best way to establish trust with an audience is to be honest with them. It also identifies three types of truth that can be used in presentations: intellectual, emotional, and factual. Part two focuses on storylines, and introduces 4 specific types of storylines used in effective and extraordinary presentations: the Report, the Explanation, the Pitch, and the Drama. The author presents a structural breakdown of

each these types of storylines and provides a detailed example of each. Part three focuses on pictures, and how we can use them in presentations to help deliver our message. This section describes six types of pictures and how we use them to illustrate our storylines:Portrait: Shows who and whatChart: Shows how muchMap: Shows whereTimeline: Shows when events happenFlowchart: Shows how events happenEquation: Shows the moral of the storyThis last part covers topics that are also addressed in the author's previous books ("THE BACK OF THE NAPKIN" and "BLAH, BLAH, BLAH" both of which I recommend), but focuses the discussion to the specific goal of how to use pictures in presentations.

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