

# Communicating with **IMPACT**

**Olle Bergman**

M.Sc. Chemical Engineering

“Communications Consultant,  
Public Speaker & Professional  
Writer devoted to people,  
science, language & history”

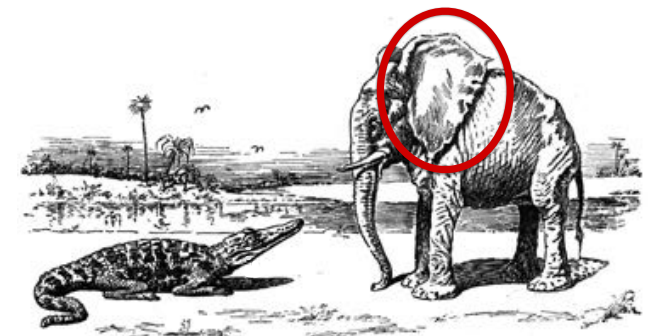


## Communication in general

## 1 Define your task.

- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ **CHANGE THE WORLD!!**

## 2 Analyze your target group.



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?

**3**  
**Know yourself.**

*"To thine own  
self be true"*

*Hamlet Act 1, scene 3*

**Passion**

**4**  
**Understand  
the limitations  
at hand.**



**INFO**  

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**TIME UNIT**

- ▶ Present things in sequence.
- ▶ One item/slide.
- ▶ Watch the audience.
- ▶ Pause & summarise.

**5**  
**Seek inspiration  
in all types of  
communication.**

# Journalism

- ▶ Who?      ▶ When?
- ▶ What?     ▶ Why?
- ▶ Where?   ▶ How?

# Storytelling



# 5 Ws

**A**ttention

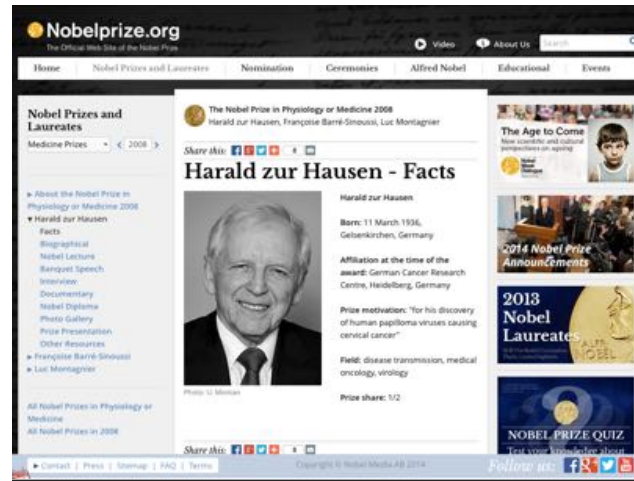
**I**nterest

**D**esire

**A**ction

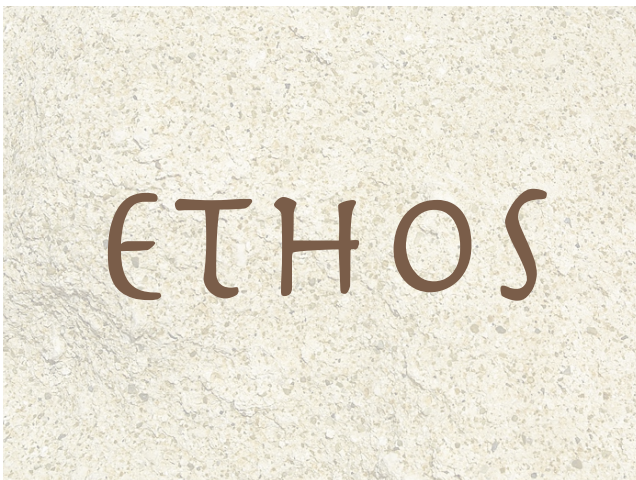


**2** true stories  
about  
perseverance



- ▶ *Exordium*      ▶ *Introduction*
- ▶ *Narratio*      ▶ *Background*
- ▶ *Propositio*    ▶ *Thesis*
- ▶ *Probatio*      ▶ *Proof*
- ▶ *Refutation*    ▶ *Refutation*
- ▶ *Peroratio*     ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



# Preparing your talk

- Goal?
- Main message?
- Target group?
  - a). How create confidence?
  - b). How inspire them?
  - c). Facts, feelings or trust?
- Type of presentation?
- Content?
  - a). What to include?
  - b). How to structure it?
  - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?

- Teach?
- Sell?
- Convince?
- ...?

1

Analyze  
the task

2

Define  
your goal.

3

Pick your  
messages.

3

4

Analyze the  
target group.

5

Decide a  
strategy.

ETHOS  
PATHOS  
LOGOS

6

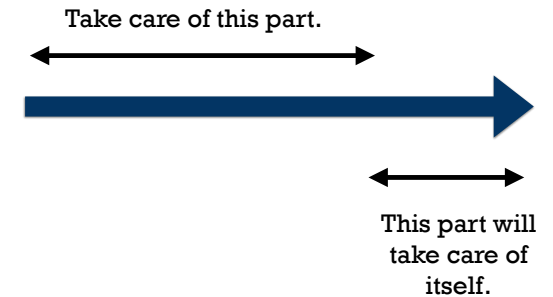
Compile your  
material.





7

Plan the  
delivery.



8

Restructure  
& simplify

- Less text.
- No “nice to know” data.
- Simpler graphs.

9

Try out  
& practice



Delivering  
your stuff

Get out on  
the floor.

Keep a straight  
posture.

Move  
(purposefully).

Gesture.

Project your  
enthusiasm  
towards the  
listeners.

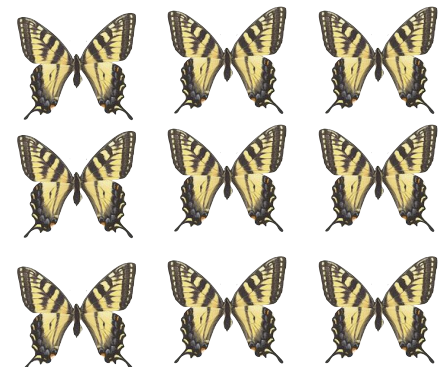
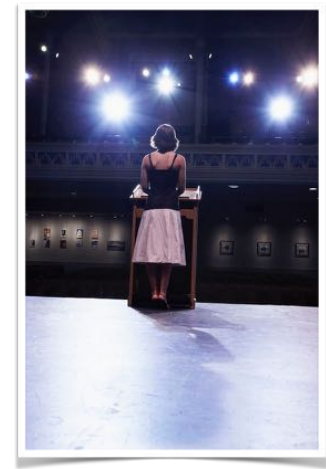
Get eye  
contact.

Address your  
listeners.

Change  
the pace &  
take breaks.

Use the  
“B” key.

Have fun &  
enjoy the  
moment



# PowerPoint



This is a PowerPoint slide which I show to remind you that it is very boring when the speaker turns his head away from the audience and just reads from the slides.

# Fundamentals

PowerPoint  
is not  
compulsory.

People and  
things are more  
interesting than  
slides.

Perception  
& motivation is  
not limitless.

Simplicity  
is bliss.

Describe  
things in  
sequence.

# Design principles



## *Pizza Margherita*

- dough
- tomatoes
- basil
- mozzarella



## *Pizza Powerpointo*

- two fonts
- three colors
- white background
- stock photos



Lägg till rubrik

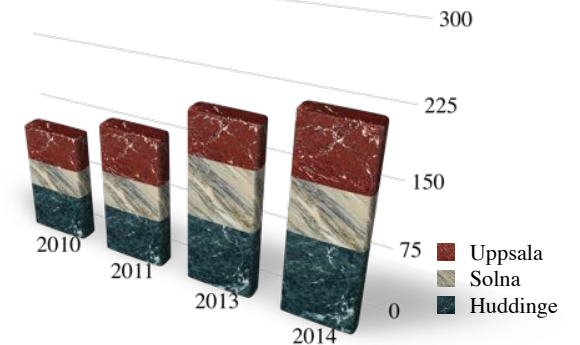
Klicka här för att lägga till underrubrik



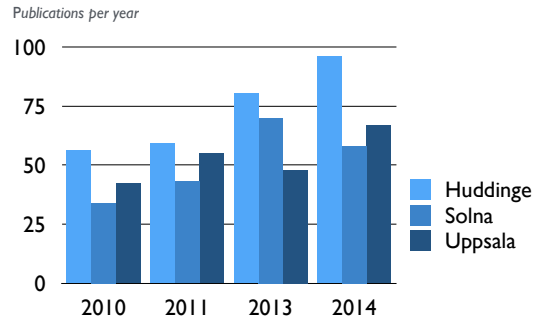
Obstacles are made  
to be removed.



Data 2010–2014



## Huddinge produces most publications four years in a row



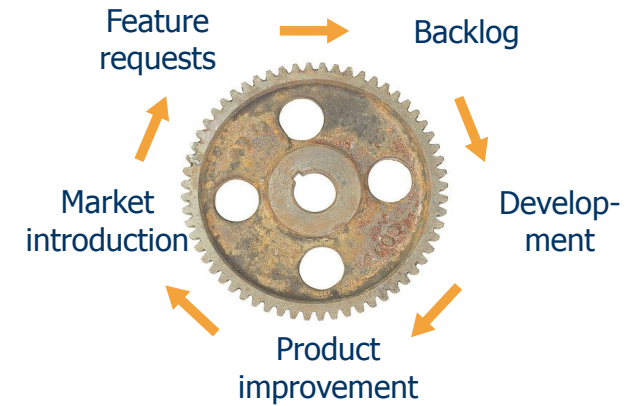
## Feedback cycle



- Marketing dpt collects feedback & requests
- Product owner compiles backlog
- Development dpt designs new features & improves product
- Production dpt modifies product
- Marketing introduces modified product
- Marketing dpt collects feedback & requests
- Repeat

09/16/2008

© ZETA SOLUTIONS



## SOME ADVICE ON THE WAY

Will they make my money and reputation grow?

**CLARIFY**  
your concept

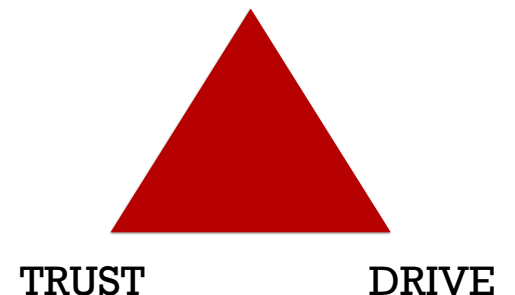
**SIMPLYFY**  
your message

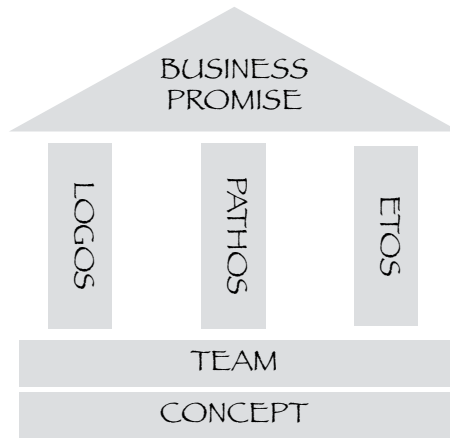
**ENGAGE**  
your audience

**Your audience judges both YOU and YOUR CONCEPT**

- ▶ Do they understand their own concept?
- ▶ Do they believe in their own idea?
- ▶ Is there a hidden problem?
- ▶ Do they agree with each other?
- ▶ Do they have the motivation it takes?
- ▶ Do they have the skills it takes?

CONCEPT





## THE RIGHT ATTITUDE:

**personal  
modesty  
+  
professional  
boldness**

**TAKE HOME  
MESSAGES**



1. Stay focussed on your MAIN MESSAGES.
2. Use stickies for planning.
3. Minimize the data/ink ratio.
4. Standardize the layout & typography. Use photos and think BIG.
5. Tell your story in sequences, structure them with title slides.

*"The Only Reason to  
Give a Speech Is  
to Change the World"*

*Nick Morgan, communication coach*