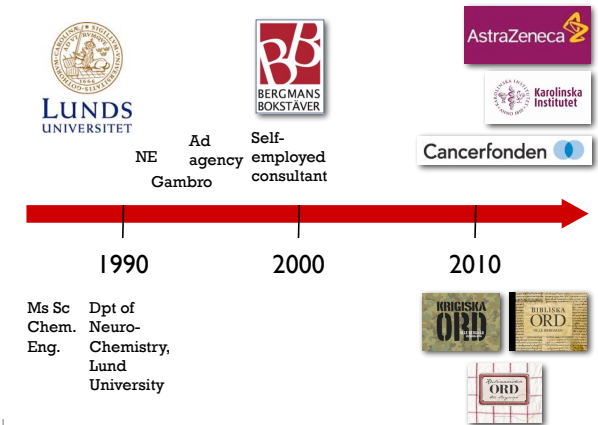


Olle Bergman

M.Sc. Chemical Engineering

“Communications Consultant,
Public Speaker & Professional
Writer with a passion for people,
science, language & history.”



THE FIRST CHAPTER

The blue chapter

Basic principles of communication

& why rhetoric is still relevant in AD 2015

Define
your task.

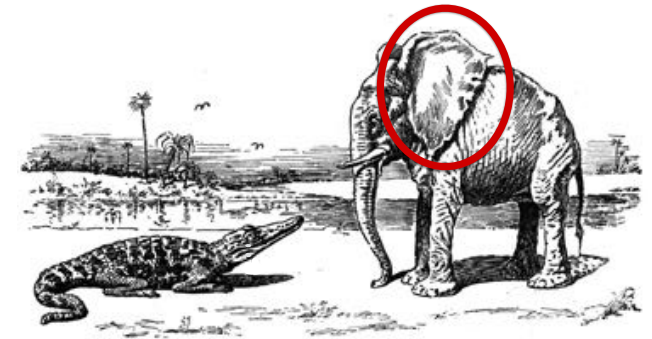
Microsoft®

WHERE DO YOU WANT TO GO TODAY?™



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

Analyze your target group.



What ...

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



Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

THE
CONFIRMATION
PANDEMIC

Know yourself.

*"To thine own
self be true"*

Hamlet Act 1, scene 3

Passion

Understand
the limitations
at hand.



Seek inspiration
in all types of
communication.

RHETORIC

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

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

ETHOS
PATHOS
LOGOS

ETHOS

PATHOS

LOGOS

3

Marketing

Attention

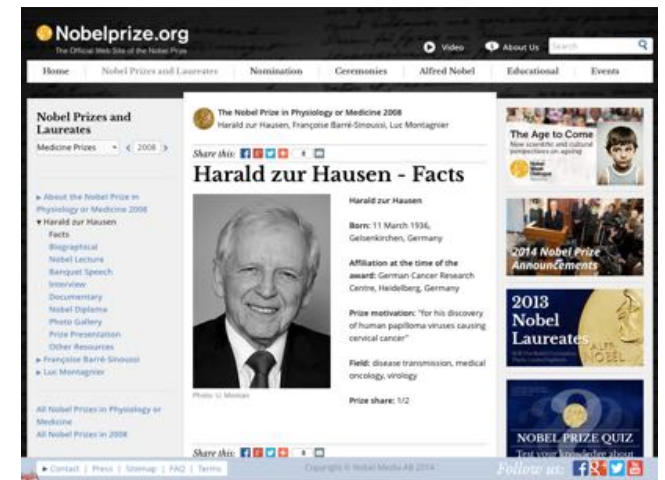
Interest

Desire

Action



Storytelling





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

THE SECOND CHAPTER

The red chapter

The noble art of
public speaking

§ why nervousness is not the main issue

SETTING
THE RIGHT
PRIORITIES

PASSION
beats
PERFECTION

IMPACT
beats
THOROUGHNESS

APPEAL
beats
QUANTITY

LIVING DATA
beats
DEAD NUMBERS

YOUR SMILE
beats
EVERYTHING


Kosslyn's 3 goals

- ▶ Connect with your audience.
- ▶ Direct and hold attention.
- ▶ Promote understanding and memory.

PREPARING
YOUR STUFF

THE FIVE
CANONS OF
RHETORIC

ACTIO
MEMORIA
ELOCUTIO
DISPOSITIO
INVENTIO



Analyze
the task

- 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?

Define
your goal.

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

3
Pick your
messages.

3

4
Analyze the
target group.

- ▶ What do they know?
- ▶ What is their opinion?
- ▶ What motivates them?
- ▶ How do I convince them?

5
Decide a
strategy.

ETHOS
PATHOS
LOGOS

6
Compile your
material.



Plan the
7 delivery.



Structure
& simplify
8

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

Try out
& practice
9

1. Have a clear goal.
2. Let structure be the foundation of improvisation.
3. Interact with your listeners.
4. Simplify your slides.
5. Have fun & enjoy the moment.

**DELIVERING
YOUR STUFF**

Use your eyes.

Ask things.

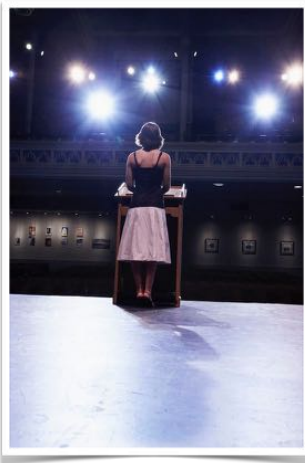
Be silent.

(Use the "B" key)

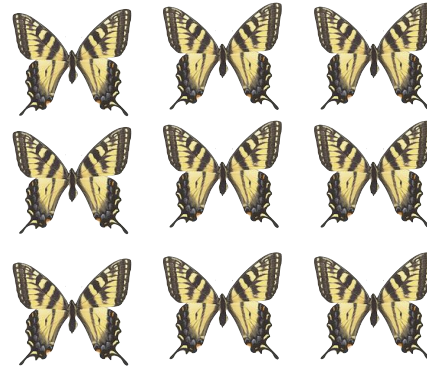
Project your
enthusiasm
towards the
listeners.

Change
the pace &
take breaks.

ANXIETY



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.



5TIPS

for nervous speakers

- ▶ Write a manuscript (but don't use it).
- ▶ Learn an opening.
- ▶ Use the headline method.
- ▶ Start with an exercise or a demonstration.
- ▶ Dress up or down.

THE THIRD CHAPTER

The green chapter

Some notes on information design

§ why just keeping it simple is what you need to remember

Design principles

ACR

1. Appeal
2. Comprehension
3. Retention

CARP



+ A LOT OF
SPACE





Winston
Churchill
1874–1965

PowerPoint
is not
compulsory.



People and
things are more
interesting than
slides.



We shall fight ...

- in France
- on the seas and oceans
- with growing confidence and growing strength in the air
- on the beaches
- on the landing grounds
- in fields and in the streets
- in the hills.

Bottom line: We shall never surrender!!!

Perception
& motivation is
not limitless.

Describe
things in
sequence.

Simplicity
is bliss.

”If you want your
audience’s attention,
don’t distract them!”

Guy Kewney



- Prioritise visual explanation
- Remove slide and chart junk
- Work in sequence-one item, one slide
- Use dividers



Obstacles are made
to be removed.





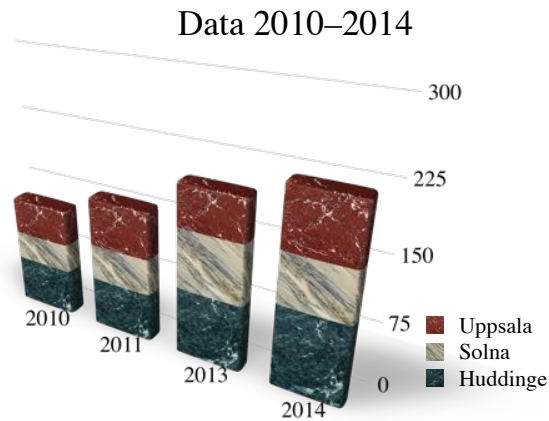
Feedback cycle



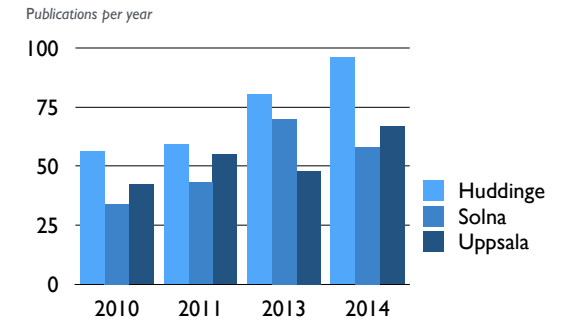
- Marketing dpt collects feedback & requests
- Product owner compiles backlog
- Development dpt designs new features & improves product
- Production dpt modifies product
- Marketing introduces modified product
- Marketing dpt collects feedback & requests
- Repeat

09/16/2008

© ZETA SOLUTIONS



Huddinge produces most publications four years in a row



Offices in France

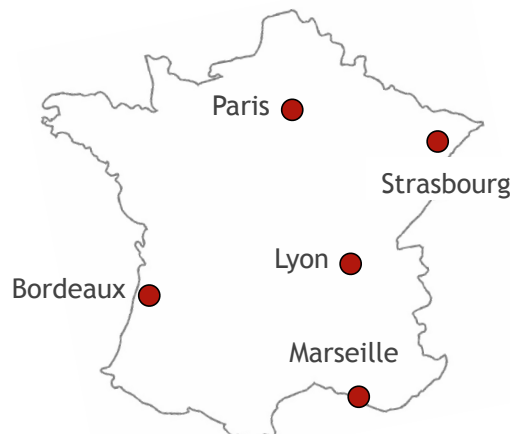
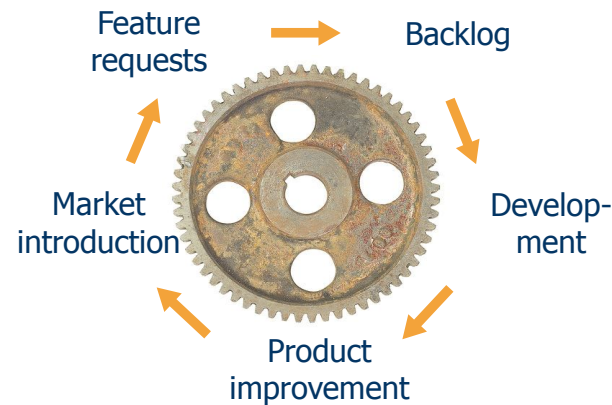


- Lyon (main office)
- Paris
- Marseille
- Bordeaux
- Strasbourg

09/16/2008

© COST CUTTING CONSULTANTS AB 2007

123



1. Use stickies for planning.
2. Incubate your presentation.
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 BLUE
bottomline

Explore the grand
unified theory of
communication!

The RED
bottomline

Be passionate,
take command &
address your
audience.

The GREEN
bottomline

Structure,
magnify &
simplify!



Be a part of CRASTINA:

<http://crastina.se>

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olle@bergman.com

*PS Feel free to
connect on LinkedIn!*