

SHOW AND TELL

How Everybody Can Make Extraordinary Presentations

DAN ROAM

DAN ROAM is founder and president of Digital Roam, Inc., a management consulting firm which specializes in business-oriented visual thinking and illustration techniques. He has consulted with companies like Google, eBay, Boeing, General Electric, HBO, News Corp. and many others. He previously worked at Razorfish, Red Square, *The Moscow Times* and the *San Francisco Bay Guardian*. In addition to being an experienced keynote speaker, Dan Roam is also the author of several books including *The Back of the Napkin* and *Unfolding the Napkin*. Dan Roam is a graduate of the University of California, Santa Cruz.

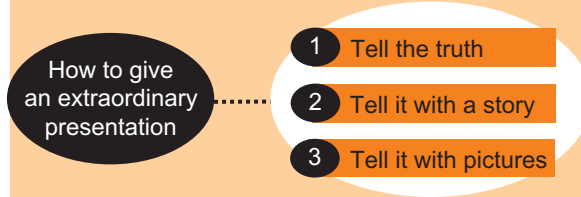
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ISBN 978-1-77544-838-9

MAIN IDEA

There is nothing more important for achieving personal or professional success than being able to share your ideas in public. Yet despite that, most people are terrified about public speaking. That's unfortunate and it doesn't have to be that way.

To give a great presentation, there are really just three rules you have to follow:



So how and why does this work?

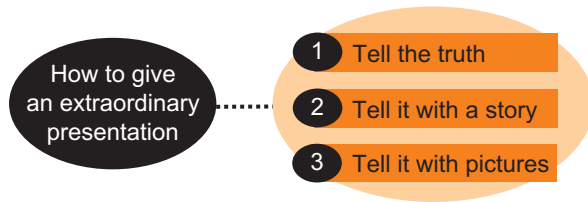
When you lead with the truth, your heart will always eventually follow.

When you tell engaging stories, you take the listener on an unforgettable journey.

When you include pictures with your stories, you engage and captivate their minds.

"If I tell you the truth, I tell you with a story, and if I tell that story with pictures, I can keep you glued to your seat."

- Dan Roam



Rule #1 - Tell the truth Page 2

When you get down to bedrock principles, the simple fact is your presentation will be deemed to be extraordinary if it changes the listener for the better. The only thing which will make people change is the truth and there is no faster way to establish trust than to tell the truth. If you really plan on influencing people, forget the hype and stick to the truth.



Rule #2 - Tell it with a story Pages 3 - 6

If you lead with an engaging story, understanding will follow. By building your presentation around a clear storyline, you take the listener on a journey with you. Great presentations move briskly through a story which has a clear beginning and a definitive end point. Understand how far and how high you want to take the audience.



Rule #3 - Tell it with pictures Pages 6 - 8

When you lead with the eye, the mind will always follow. If you give your audience something interesting to look at, they will stay focused on what you're saying indefinitely. To keep your audience engaged, use lots of visuals and images. Show and tell what you're talking about and you can create the response you're after.



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