

## class #7

- resumes
- clip of the day
- midterms part 1 & 2
- visual aids
- more figures of speech
- cicero's big 5

clip of the day



# midterm details

part 1--1 hour--100 points

skill questions: flipping passive & active,  
rewriting problem sentences.

concept questions: e.g., key phrase associated  
with 'proactive'

*presentation zen* questions: any assigned readings  
are fair game, but stuff stressed in class is 1°.

# midterm details

part 2--take-home--100 points

give a persuasive talk: jh chap 23

choose a topic, and prepare and write the text  
for a ten-minute persuasive talk as jh models  
it

use rubric

# midterm details

arrangement: 50 points

opening: ethos

body: logos

narration: exposition & problem development)

division: solution options

proof: why your solution is best--benefits

prolepsis: anticipate & neutralize objections

close: pathos/synthesis

# midterm details

style: 25 points

- decorum: appropriate pathos/ethos--tone & mood
- proper language: usage, mechanics, clarity, fluency
- vividness/concreteness: sticky ideas
- ornament: figures of speech, metaphors, humor

thinking visually



"Push yourself to generate out-of-the-box ideas. Take the time and spend the creative energy because the payoff will be a presentation people not only remember, but one they take action on."  
--Nancy Duarte, GR p. 91

signal vs. noise

no clutter--be ruthless in  
cleaning out the inessential

think of each slide as  
delivering only the information  
needed to deliver one insight

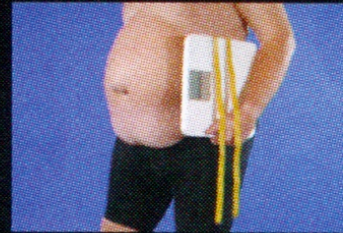
(rule of thumb)

# Obesity among OECD nations

Percentage of population aged 15 and above with a BMI greater than 30 (2004)




Japan	3.2
Korea	3.2
Switzerland	7.7
Norway	8.3
Italy	9
Austria	9.1
Denmark	9.5
France	9.5
Sweden	9.8
Netherlands	10.9
Turkey	12
Iceland	12.4
Poland	12.5
Belgium	12.7
Portugal	12.8
Germany	12.9
Ireland	13
Spain	13.1
Finland	14
Czech Republic	14.8
Slovak Republic	15.4
Luxembourg	18.2
Hungary	18.8
New Zealand	20.9
Australia	21.7
Greece	21.9
Canada	22.4
United Kingdom	23
Mexico	24.2
<b>United States</b>	<b>32.2</b>



OECD Factbook 2007

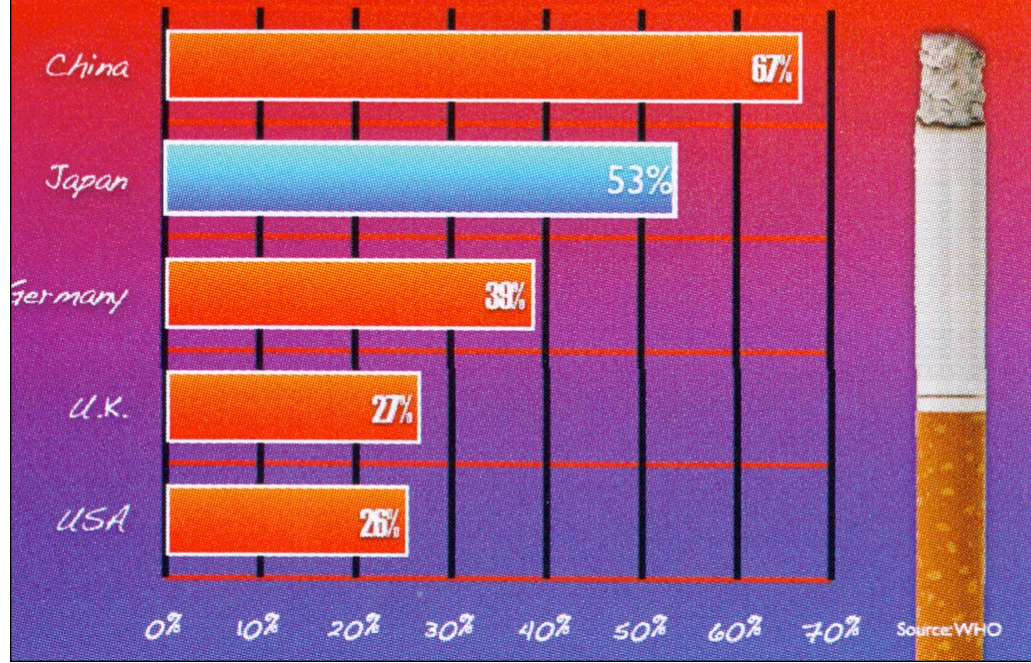
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France	9.5	
Sweden	9.8	
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New Zealand	20.9	
Australia	21.7	
Greece	21.9	
Canada	22.4	
United Kingdom	23	
Mexico	24.2	
<b>United States</b>	<b>32.2</b>	

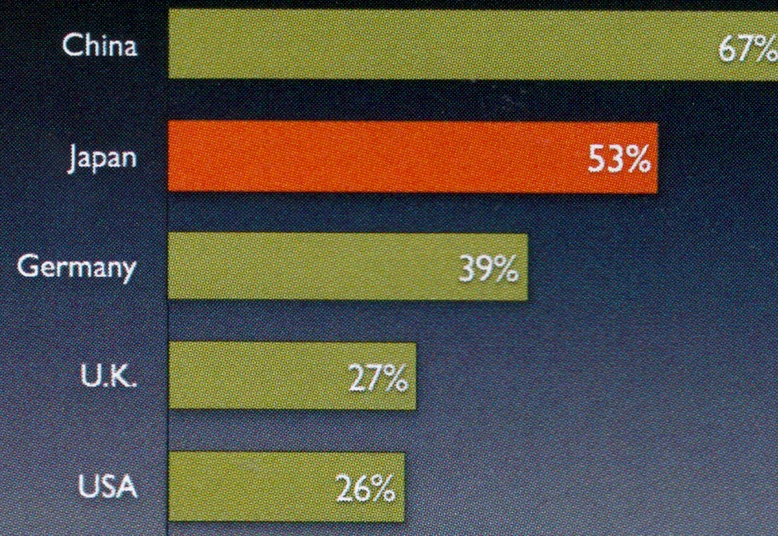
OECD Factbook 2007

# Smoking rates for 2002 (Men)





## Smoking rates for 2002 (Men)



Source: WHO

According to the Ministry of Labor, 72% of the part-time workers in Japan are women.



### Part-time workers by gender



72% of part-time workers in Japan are women.



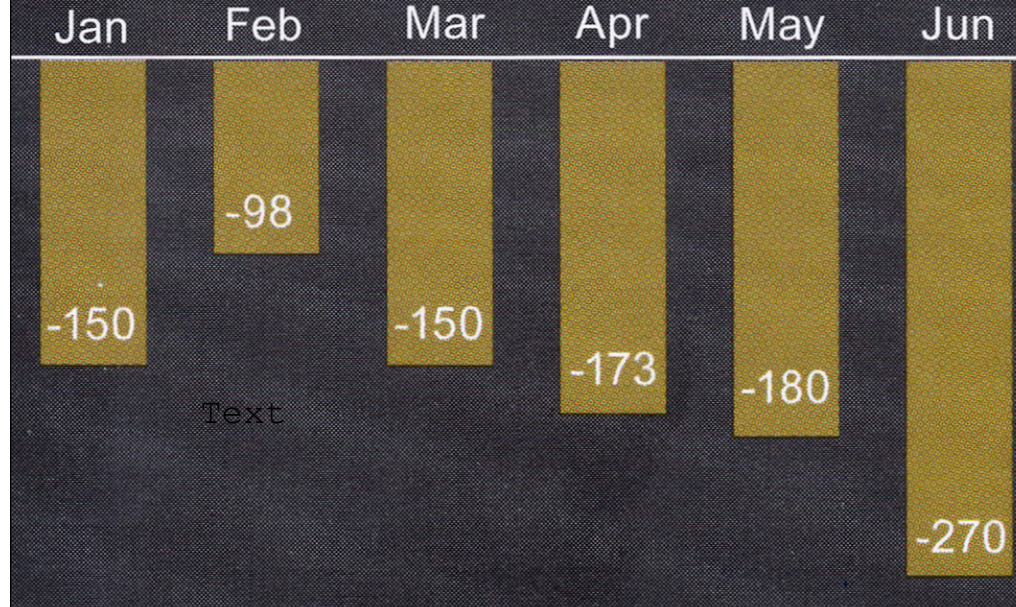
# 72%



'picture superiority effect'

"It takes the realization that modern presentations with slides and other multimedia have more in common with cinema (images and narration) and comics (images and text) than they do with written documents." GR, p. 135

# JUNE INVENTORY



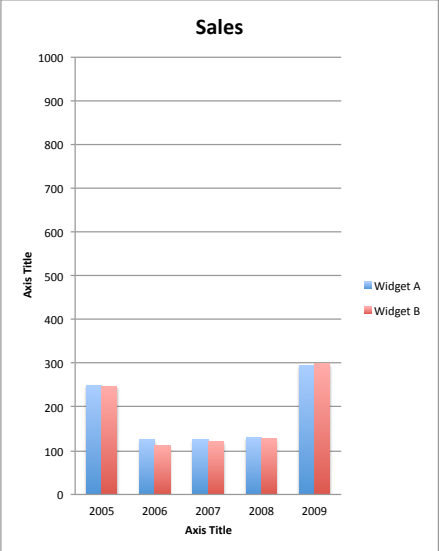
# June Inventory

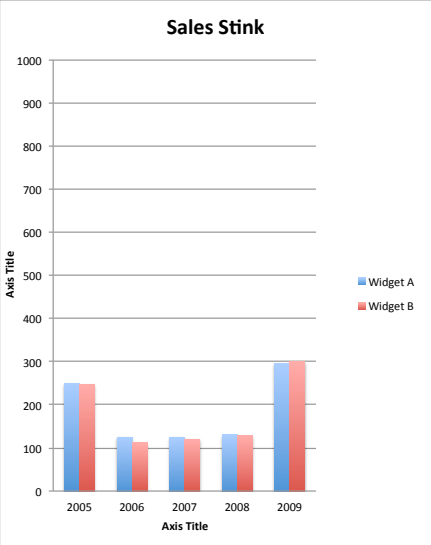


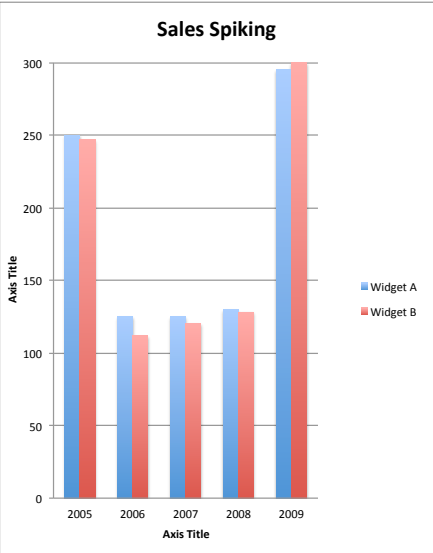
even charts have a narrative or  
visual story

effective charts

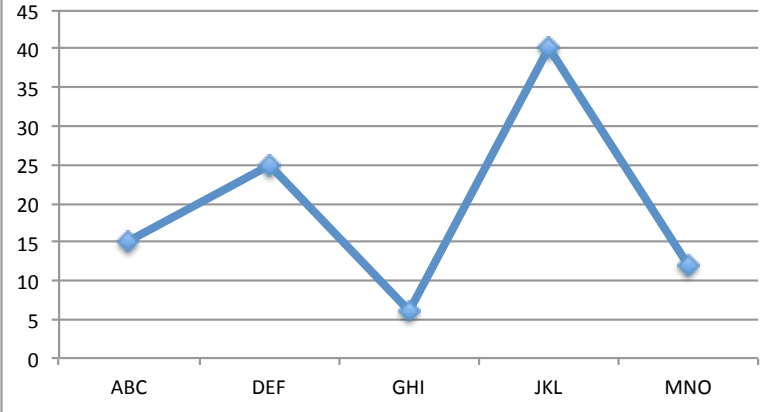


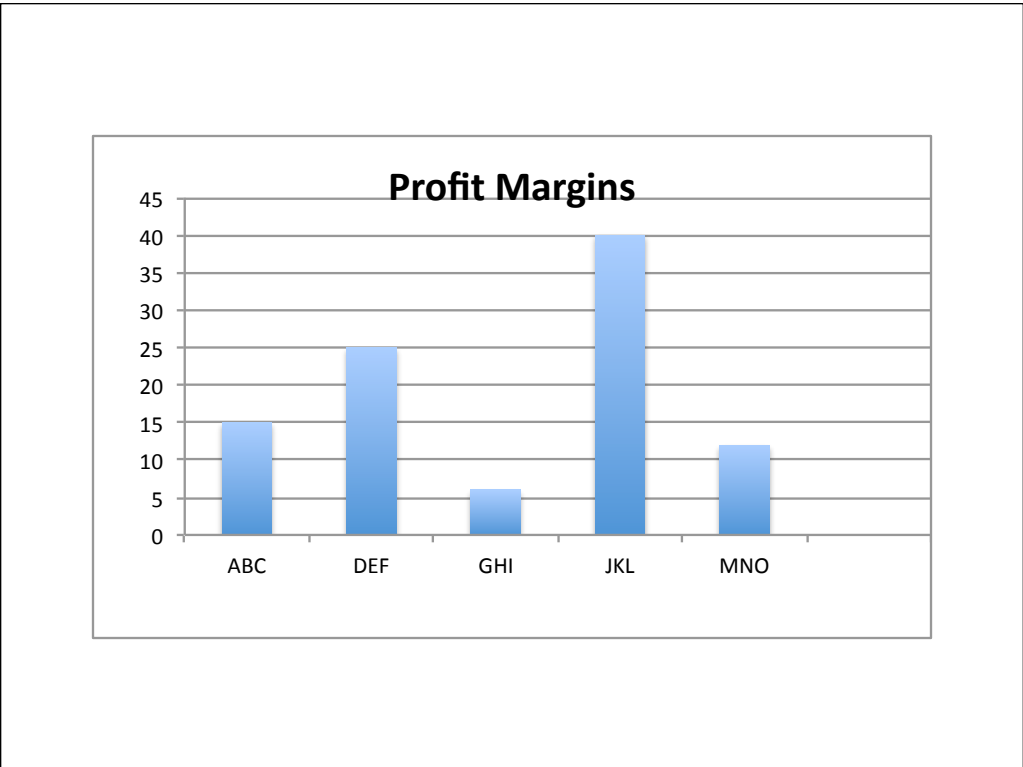




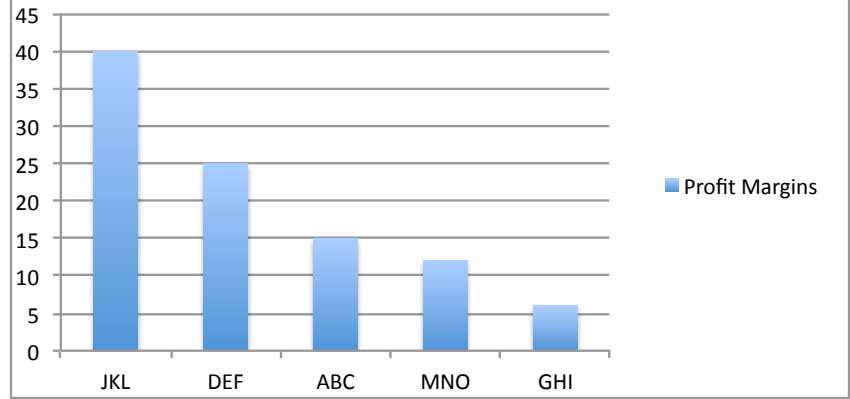


### Profit Margins

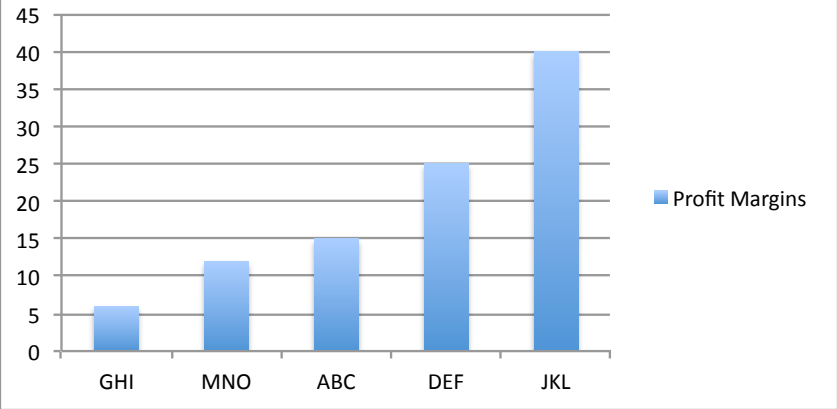




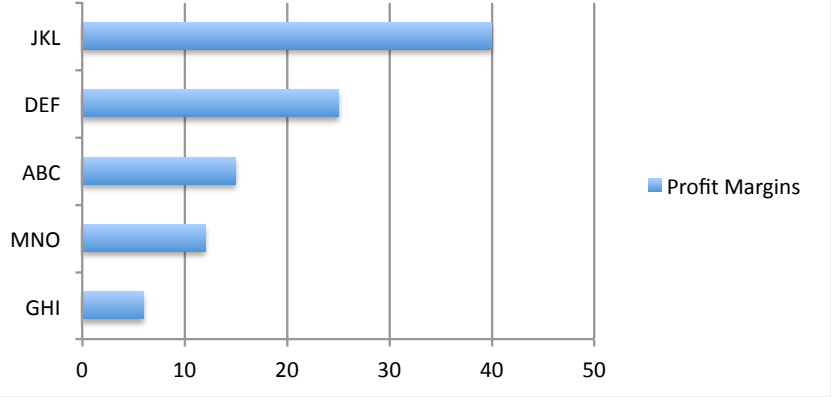
## Profit Margins



### Profit Margins



### Profit Margins





# effective charts

- summary: expository tool--tables do this, too
- picture superiority: tells a visual story
- punchline: emphasizes a key insight
- simplicity: makes it easy for audience to grasp in an instant

using text effectively

A typical teenage boy in the USA gets about 10% of his daily calories from soda.



Source: Fast Food Nation

A typical teenage boy in  
the USA gets about **10%**  
of his daily calories  
from soda.



Source: Food and Nutrition

## Exercise boosts brain function

Aerobic exercise is best. Research shows aerobic increases one's ability to solve problems, plan, and pay attention. Weight training (toning) showed less improvement, but a combination is thought to be best.

### Two reasons:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



- Ut enim ad minim veniam 66%

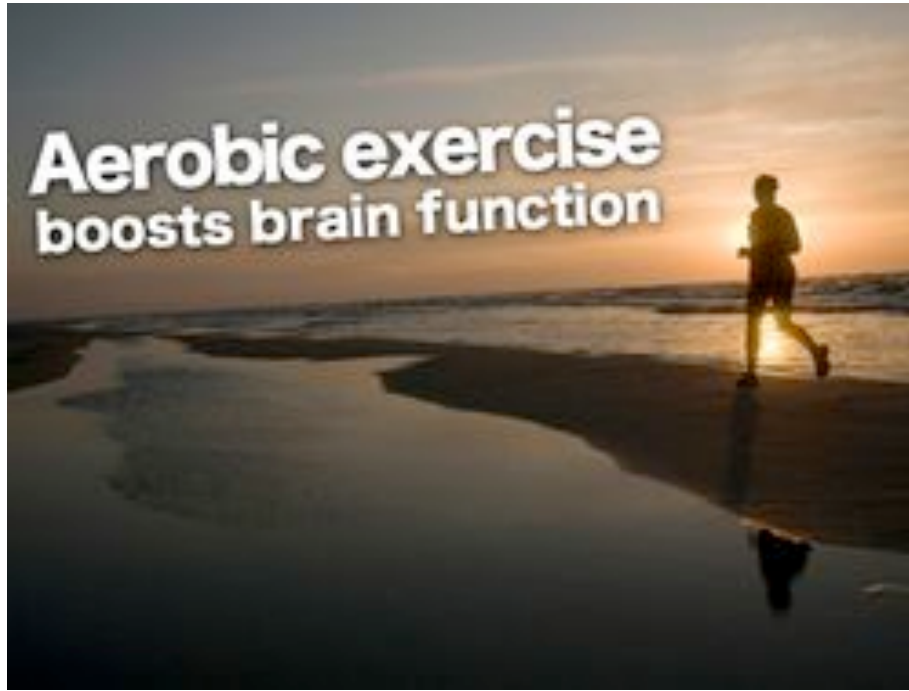
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July 3, 2010

page 3

Namika Conference

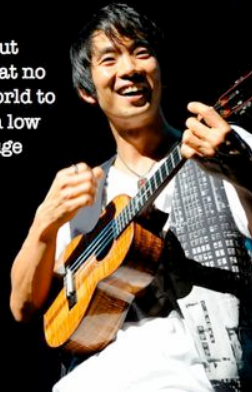
**Aerobic exercise  
boosts brain function**





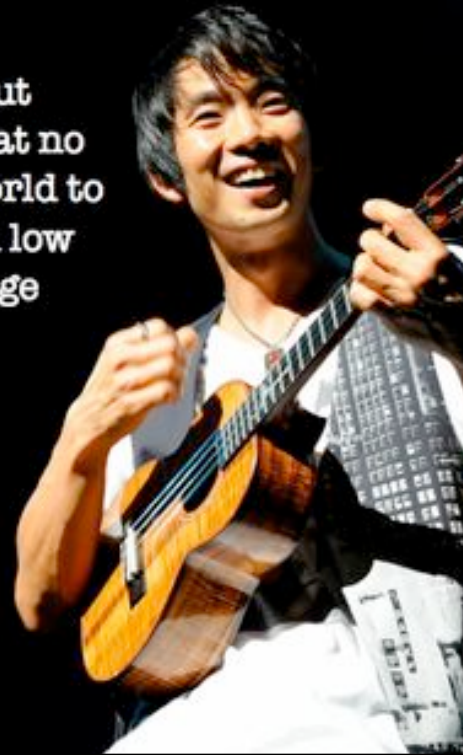
3.4 cups/day

“ One of the things I love about being a ukulele player is that no matter where I go in the world to play, the audience has such low expectations. [This is] a huge plus for sure. ”





“One of the things I love about being a ukulele player is that no matter where I go in the world to play, the audience has such low expectations. [This is] a huge plus for sure.”



empty space

**Take a chance.**



rule of thirds

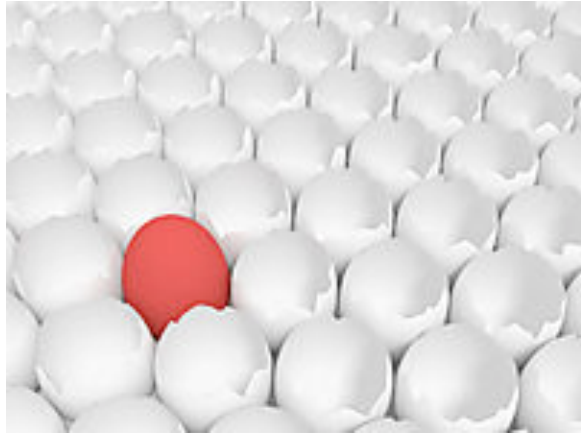


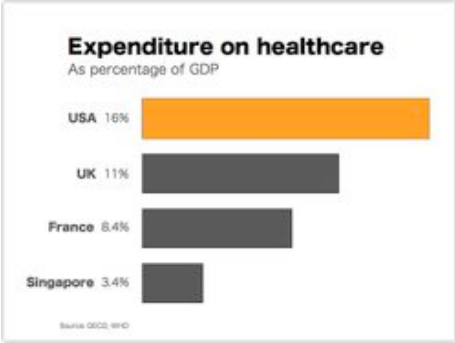
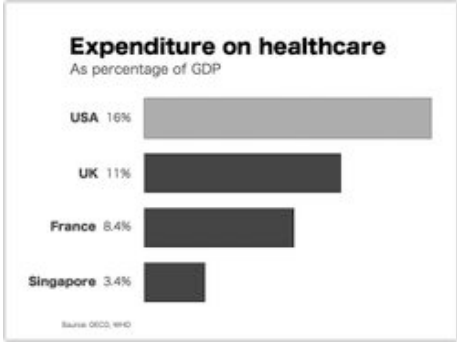


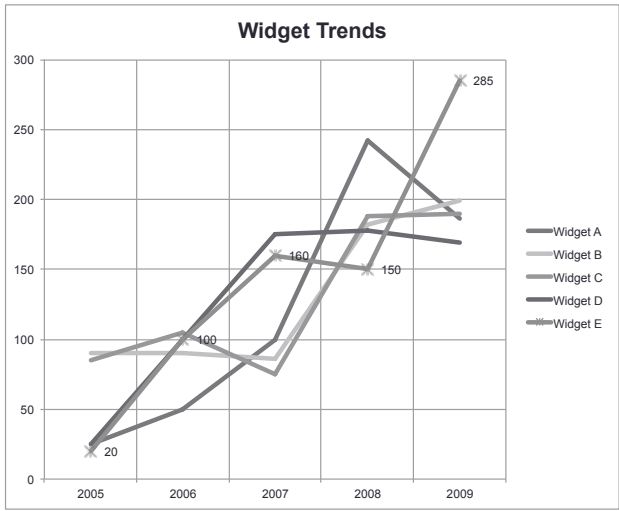


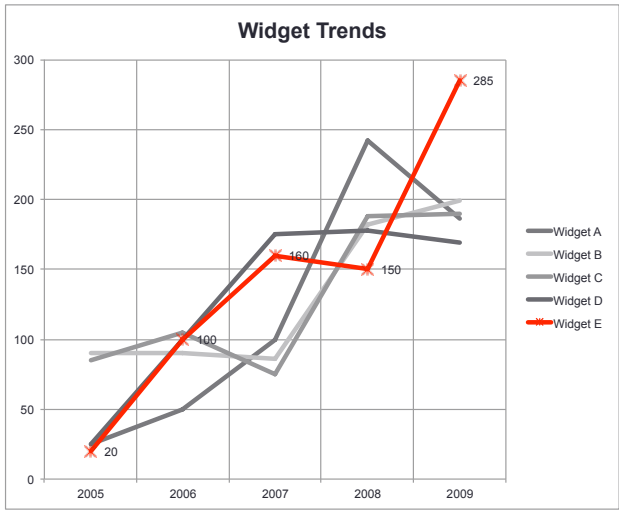
contrast











repetition

brings a clear sense of unity,  
consistency, and cohesiveness

but not too much . . .

alignment



every element is connected  
visually via [sic] an invisible  
line.

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### Part-time workers by gender



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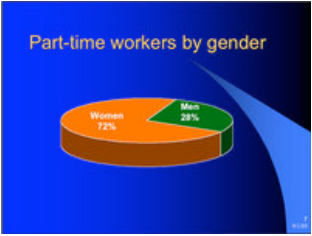
# 72%



Proximity

Objects and text shouldn't feel  
random.

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**72%** of part-time workers in Japan are women.



**72%**



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### Part-time workers by gender



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# 72%



figures of speech

figures of speech



Climax: a repetition in which words or phrases or sentences are arranged in order of increasing intensity or importance, often in [parallel construction](#); words or phrases arranged by degrees of increasing significance.

"A little neglect may breed great mischief . . . for want of a nail, the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost." --Benjamin Franklin

"They call for you: the general who became a slave; the slave who became a gladiator; the gladiator who defied an emperor. Striking story."  
The Emperor Commodus to Maximus, in *Gladiator*

"Aboard my ship, excellent performance is standard. Standard performance is substandard. Substandard performance is not permitted to exist. That I warn you." -Captain Queeg, *The Caine Mutiny*

"You can't hold a whole fraternity responsible for the behavior of a few perverted, sick individuals, but if you do, shouldn't you blame the whole fraternity system? And if the whole fraternity system is guilty, isn't this an indictment of our educational institutions in general? I put it to you, Greg, isn't this an indictment of our entire American Society? You can do what you want to us, but we're not going to sit here and listen to you bad mouth the United States of America." -Otter, *Animal House*

triad: simple three-word phrasing

wine, women, and song

liberte, egalite, fraternite

sex, drugs, and rock n roll

content, clarity, correctness

tricolon: phrasing with three  
clearly defined parts of equal  
length, usually independent clauses  
and of increasing power.

I came; I saw; I conquered.



Wherever you are, whatever you do,  
wherever you may be, when you think  
refreshment, think ice-cold Coca-Cola

"with malice toward none, with  
charity toward all, with firmness in  
the right..." *Lincoln, Second  
Inaugural*

synathroesmus (si na TREES mus):  
a piling up of adjectives, for  
dramatic, hyperbolic effect

Of all the *bete*, clumsy, blundering,  
boggling, baboon-blooded stuff I ever saw on  
the human stage, that thing last night  
beat--as far as the story and acting went--  
and of all the affected, sapless, soulless,  
beginningless, endless, topless, bottomless,  
topsyturviest, tuneless, scrannelpipest--  
tongs and boniest--doggerel of sounds I ever  
endured the deadliness of, that eternity of  
nothing was the deadliest, as far as its  
sound went." John Ruskin describing a  
performance of Wagner's *Die Meistersinger*

Lipsmackin' thirstquenchin'  
acetastin, motivatin' goodbuzzin'  
cooltalkin' highwalkin' fastlivin'  
evergivin' coolfizzin' Pepsi.

The night-time sniffing, sneezing,  
coughing, aching, stuffy head, fever,  
so-you-can-rest medicine.

## cicero's big 5

- invention
- arrangement
- style
- memory
- delivery

invention



figure out what everybody wants:

- define issues: what do you want?  
what fires do you want to put out?
- define audience: what does  
audience want? what fires does  
audience want put out?
- define goals: what response from  
audience do you want?

# issues

- what is the argument really about?

do a freewrite to clarify  
what you think--see what  
comes up

then figure out what is  
your . . .

crux or core argument

if we value our property, then we must  
control the noise levels in our  
community

audience

scope

ethos

needs

- scope: who is your real audience--who do you have a chance with, who not?
- ethos
- needs



- scope: who is your real audience--who do you have a chance with, who not?
- ethos: what is the ethos of the group you hope to persuade? can you make the group who disagrees with you a foil (e.g., Vanilla vs. Chocolate)
- needs

scope: who is your real audience--who do you have a chance with, who not?

ethos: what's the ethos of the group you hope to persuade? commonplaces you can lean on? can you make the group who disagrees with you a "foil" (e.g., vanilla vs. chocolate)

needs: what does the audience you hope to persuade care about? what are the slumbering fires you can fan?

# goals

what responses do you hope to  
receive from audience on thinking,  
feeling, and action levels?

arrangement

- opening--ethos: win over your audience
- body--logos: exposition of the facts, anticipating and neutralizing opponent's counterargument
- close--pathos: find a hot button

## opening: ethos

- credibility issues?
- monkey grooming
- dress in uniform
- aporia/dubitatio: self-deprecating jokes?
- p.u.n.c.h

## body: logos

- narration: background, problem development
- division: solution options
- proof: your bottom-line argument
- refutation: prolepsis--anticipate your opponent's argument, use it as starting point, and flip it if you can.

## close: pathos

- find the appropriate "feeling" response, and go for it.
- synthesize your most compelling points/ insights: what do you want the audience to remember? "sticky ideas"
- emphasize "doability" of your solution-- it's not crazy or extreme, but reasonable.



the business plan

## style: virtues and vices

- proper language: ethos.
- clarity: active voice, natural, minimize technical jargon; don't tell us too much.
- vividness: use stories, concrete examples, analogies, metaphors and other figures of speech.
- decorum: ethos: i'm not a wild-eyed extremists; i am principled and share your values.
- Ornament

audience

investor objectives

group process

presentation zen

"the art of presentation...

. . . transcends technique and enables an individual to remove walls and connect with an audience to inform or persuade in a very meaningful, unique moment in time." Garr Reynolds





a presentation is never just about  
the facts.

. . .it's about  
delivering insights

you can always make it better

say it better

move your ideas from fuzzy and  
abstract to lucid and compelling

in other words, find ways to make them  
stick . . .

sticky ideas

simplicity  
surprise  
concreteness  
emotion  
credibility  
story

simplicity



which is more memorable:

our mission is to become the  
international leader in the space  
industry through maximum team-  
centered innovation and  
strategically targeted aerospace  
initiatives.

or...

*"...put a man on the moon and return  
him safely by the end of the  
decade."*

if everything is important, then  
nothing is important

you must be ruthless in your efforts to  
simplify – not dumb down – your message  
to its absolute core

maximum effect, minimum means

maximum signal, minimum noise

**“Simplicity is about  
subtracting the obvious,  
and adding the meaningful.”**

— John Maeda



(yikes--another antithesis)



don't be satisfied with the obvious--try  
to give your audience . . .

unexpectedness

surprise people

violate their expectations

stimulate their curiosity

deliver insights

abstractions are not memorable, nor  
do they motivate--so . . .

be concrete . . .

. . .down to earth

use natural speech, and give real examples  
with real things--not abstractions

Speak from your experience

(make it personal)



sometimes proverbs and commonplace  
cliches are ok

it's better to say:

"kill two birds with one stone"

than:

"... let's work toward maximizing our productivity by increasing efficiency across departments,"

which is better?

"66 grams of fat"

or

"the equivalent of three big macs"?

. . . and then show a photo of the  
burgers, to insure it sticks.

credibility

ethos, ethos, ethos...

does your audience connect with you  
and your message?

if there's no natural connection, you  
have to create one.

quote authorities to give your  
message authority

emotions

pathos

if your audience isn't feeling it, it  
isn't going to care about or remember  
what you say



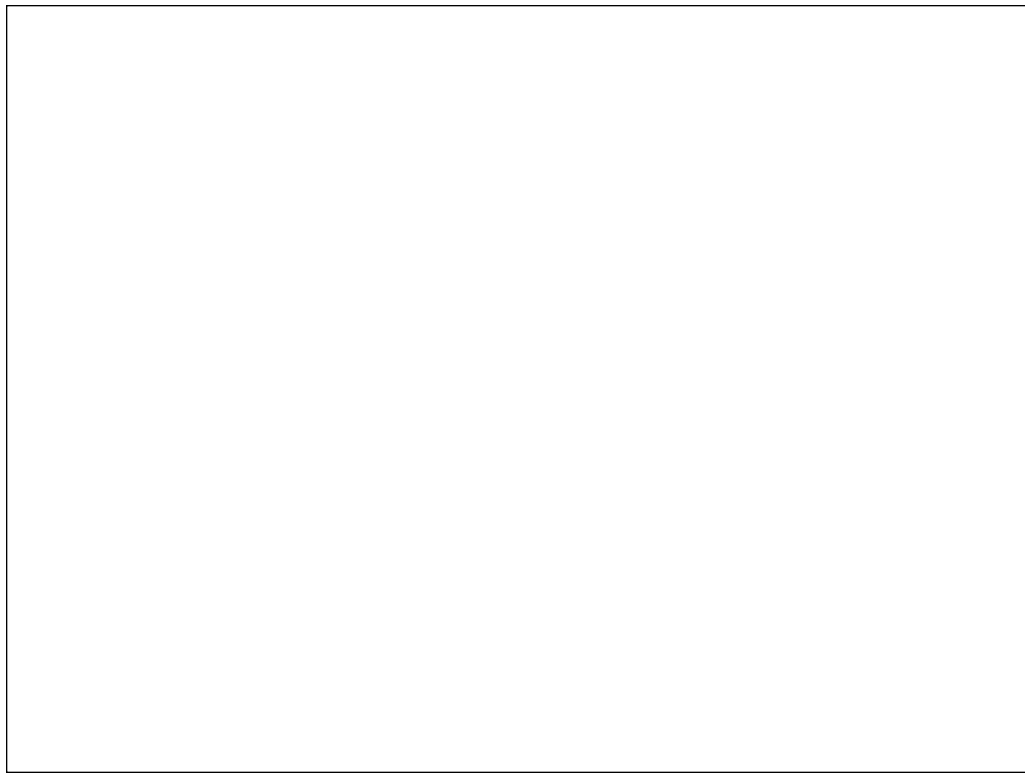
stories

information plus emotion and visualization  
wrapped in unforgettable anecdotes are the  
stuff that stories are made of

particularly important in job interviews

# the business plan

(go to coursepak p. 47)



# The Resume

- What are the three most important things the employer needs to know about you?
- Do I learn about them from reading your resume?

## OBJECTIVE STATEMENT

Identifies those three or four key attributes of an entry-level position as auditor requiring a quick learner with solid academic credentials, auditing experience, and an ability to work as a team player.

## EDUCATION

- Most important credential now, but not later.
- Throw a wide net.



## EXPERIENCE

- How did you have an impact?
- What is the x-factor your boss will find hard to replace?

# References

- Two from work; one personal
- Should be a good communicator
- Should have credibility
- Should not be surprised by call from employer