



# VISUAL STORYTELLING



# ***Visual Storytelling***

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iSpeak™ prepared this workbook for use in the area of Training and Development for continuing education. It is intended that these materials will be used to assist students in the learning process during a workshop, after the workshop for review, and continued learning as a reference guide.

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## **ACKNOWLEDGMENTS**

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# CORPORATE OVATIONS

## Visual Storytelling

*“The single biggest problem with communication ... is the illusion that it has been accomplished.” - George Bernard Shaw*

Unfortunately when any of us hear that we will be attending a presentation and the presenter is planning on using a slide deck, we probably all cringe just a little bit. While we are hoping for the best, we have all seen too many business presentations where the visual aids include slide after slide of too much text. Then we tend to get what we all feared, a speaker who simply turns to the audience and reads the information to us.

A recipe for disaster is when your visual aid becomes the presentation. The odd truth is that every speaker who does just that is well aware that when they are in the audience, just like you, they do not want a speaker to show slides of text and just read to them. Since everyone seems to be aware that it is extremely ineffective, we have to ask the question, “Why do speakers still do it?” What we have found is that most speakers do just this because of time. They don’t have time to invest in better slides.

When properly prepared, visual aids can be a valuable asset to your presentation. They can liven up your presentation by making your ideas more understandable and more interesting, while adding to your overall credibility. A presentation with visual aids is more persuasive, as you can see from these studies below.

- Researchers at the University of Pennsylvania, Wharton School of Business found that presenters who used visual aids were rated by listeners as: better prepared, more professional, more persuasive, more credible and more interesting.
- Statistics from the University of Minnesota show that when a speaker stands up to give a presentation and uses visual aids, the audience is 43 percent more likely to be persuaded and will pay 26 percent more for a product or service.

## Presentations Pitfalls

*“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.” - Dale Carnegie*

We have all seen presentations that were ineffective or poorly delivered. What makes a presentation poor? It could be the content, the delivery, or a mismatch between speaker, subject and audience. Research conducted by iSpeak identifies the top three reasons audiences find a presentation poor: 1) Speaker is unprepared, 2) Speaker is not engaging, and 3) Speaker uses poor visual aids.

### Exercise: Poor Presentations

In the space below, list the characteristics and attributes of a poor presentation.

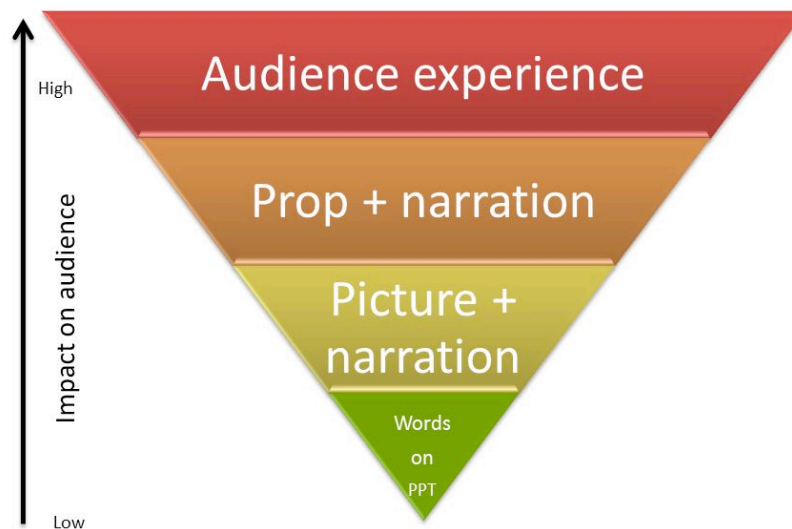
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## Levels of Visual Aids

*“A visual image is a simple thing, a picture that enters the eyes.” - Roy H. Williams*

Why is it when someone says “corporate presentation” it means “endless, wordy, and boring slides?” We have nothing against using slides as visual aids. We love visual aids. In fact, research supports the use of visual aids to enhance the learning experience for the audience. If you want to effectively inform and ultimately persuade your audience, simply telling the audience may be the least effective and least memorable method. Audience retention increases with visual aids.

Is your material dry? Are you the third presenter in a group of five? Will you be presenting after lunch or at the end of the day? Keep your audience’s attention by using effective visual aids. And it doesn’t have to mean PowerPoint.



### Exercise: Visual Aids

Document the types of visual aids you could use in an upcoming presentation.

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## Project Artifact

*"Slides are slides. Documents are documents. They aren't the same. Attempts to merge them result in a Slideument."* - Garr Reynolds

### Option 1: Documents

Creating a document in a word processor is one of the most effective methods for creating a project artifact because of the very nature of the tool used to create it. Word processors give the ultimate flexibility to create reports and documents designed for personal reading.

### Dell Company Information

**The story behind the solutions**  
Learn all about Dell's corporate initiatives and the innovation behind the technology through company insights and the voice of our customers.

**Listen. Learn. Deliver. That's what we're about.**  
Dell empowers countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust us to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world. Learn more about our story, purpose and people behind our customer-centric approach.

**Company Heritage**  
From unconventional PC startup to global technology leader, the common thread in Dell's heritage is an unwavering commitment to the customer. Explore the company timeline below to learn how this guiding principle built Dell and Inspired IT solutions and services that give customers the power to do more.

**Company Heritage**  
Get to know our leadership team through their bios, news articles and videos from recent engagements.

- Michael S. Dell  
Chairman of the Board,  
Chief Executive Officer
- Jeffrey W. Clarke  
Vice Chairman, Operations and President, Client Solutions

## New Premier

Designed for business. Customized for you.

**Simplify eBusiness**  
Premier provides your organization with a customized, secure online toolset for purchasing, reporting and product support, all backed by a dedicated account team.

**Reliable, efficient and available 24/7.**

	Explore Products	Customize Purchasing	Streamline Ordering	Track and Manage
<b>Customer Benefits</b>	<ul style="list-style-type: none"> <li>Obtain detailed information on products and solutions so you can explore your options and decide what's best for your organization.</li> <li>Improved site navigation for easy access to features</li> <li>Improved product and content search</li> <li>Shop Smart Select systems with enhanced online navigation tools</li> </ul>	<ul style="list-style-type: none"> <li>Shop a customizable site that enforces your organization's preferred products and services while maintaining purchasing consistency.</li> <li>Personalized experience with customizable dashboard</li> <li>Lists provides access to frequently purchased products</li> </ul>	<ul style="list-style-type: none"> <li>Simplify the purchase process to reduce errors often associated with manual orders while improving delivery time and controlling costs.</li> <li>Faster and easier creation of eQuotes and checkout process</li> <li>Real-time inventory for product availability</li> <li>New platform for enhanced site performance and stability</li> </ul>	<ul style="list-style-type: none"> <li>Manage users with ease, plus control and track orders, access invoices and download account history, all with robust reporting</li> <li>Easier to manage user and customer data</li> <li>Monitor and track purchases using various reporting options</li> </ul>
<b>Dell Sales Benefits</b>	<ul style="list-style-type: none"> <li>More time to provide customers strategic purchasing advice</li> <li>Site is an extension of Dell Sales Team available 24x7</li> </ul>	<ul style="list-style-type: none"> <li>Lists reduces dependencies on standard configs</li> <li>Self-service for address book and Lists management</li> </ul>	<ul style="list-style-type: none"> <li>Decreases procurement and transaction errors</li> <li>Increases frictionless orders for faster delivery</li> </ul>	<ul style="list-style-type: none"> <li>Reduces customer management providing more lead generation time</li> <li>Empowers your customers to manage users</li> </ul>

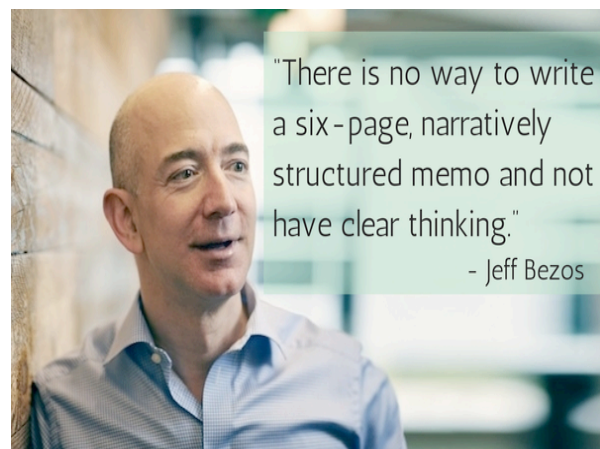
### Amazon CEO Jeff Bezos is not a fan of PowerPoint presentations

Jeff Bezos demands that his employees not use PowerPoint. Instead, they're required to write "6-page narrative memos."

Anytime an Amazon worker has an idea to discuss, they're asked to structure their pitch in the form of a four-to-six-page memo, which the company calls a "narrative."

They then take their pitches to team meetings, where the first 20-30 minutes are spent reading the memo. After, the presenter fields questions from the rest of the team.

It's an unconventional process, but one that Amazon believes forces careful consideration of ideas.



## Using PowerPoint

*"Don't let your visual aids become the presentation. You are the presentation."*

- Russ Peterson Jr.

Presentations can be enhanced by using Microsoft PowerPoint® for slides, animations, transitions, sounds and video. PowerPoint was originally developed by Bob Gaskins, a former Berkeley Ph.D. student. It was originally named Presenter, but was changed to PowerPoint when purchased by Microsoft in 1987. In 2010, Microsoft stated 30 million PowerPoint presentations are created each day. Below is an overview of using PowerPoint effectively in a presentation.

**Stand to the Left** Just as in the English language, people read from left to right. By standing on the left side of the screen (from your audience's view), the audience sees you and then your visual aid.

**Begin Presenting** Use the combination of Shift and the F5 function key to begin your presentation from the current slide. Press F5 to start from the first slide.

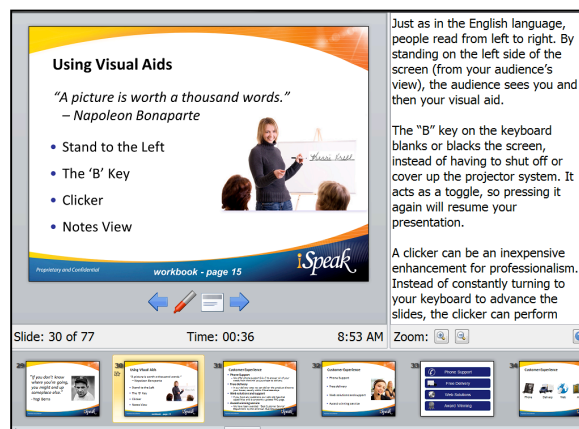
**Blank Screen** The "B" key on the keyboard blanks or blacks the screen, instead of having to shut off or cover up the projector system. It acts as a toggle, so pressing it again will resume your presentation. The "W" key turns the screen white.



**Clickers** A clicker can be an inexpensive enhancement for professionalism. Instead of constantly turning to your keyboard to advance the slides, the clicker can perform this task for you. The **Logitech Wireless Presenter R400** (model number 910-001354) can be purchased from Amazon.com for \$44.99.

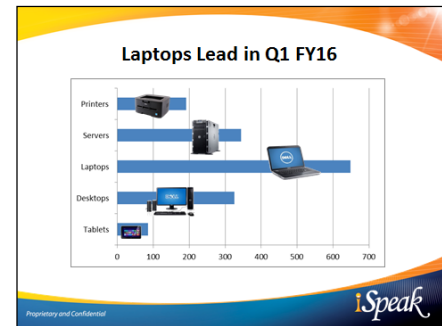


**Presenter View** Presenter View is a great tool to make the most of your PowerPoint presentation without disrupting the flow of your message. The feature allows you to take advantage of dual monitors. The 'big screen' is utilized for the audience while your laptop provides various tools for the speaker during the presentation.



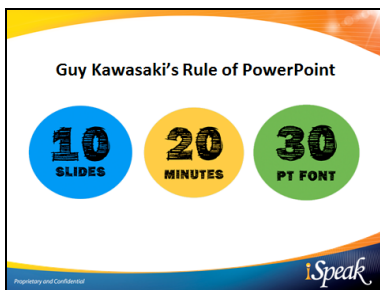
### Slide Title

Each time you present a new slide, you must communicate your message in the first 8 seconds – or risk losing your audience. In the study, *Not Quite the Average: An Empirical Study of Web Use*, researchers determined that the average human span in 2015 was only 8.25 seconds. The 8 second rule can also be valuable for both virtual and traditional presentations. Not only must you use design techniques that are interesting to view, you must carefully craft a title that will resonate with your target audience. If you can use your title to point to the problem that your content will solve for your audience, your odds of gaining and keeping attention will increase dramatically.

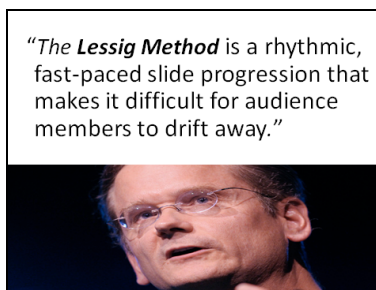


### Number of Slides

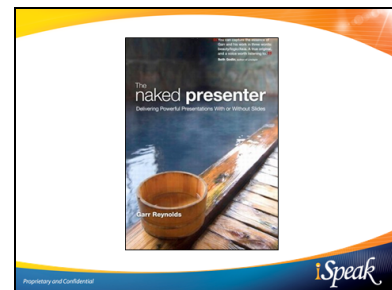
This is a tough subject because it depends on many factors including overall time of the presentation, the audience, your delivery method, and slide design. Three different techniques for a 20-minute presentation include: limiting your slides to 10 (Guy Kawasaki), using 80 slides (Larry Lessig), or presenting with zero slides (Garr Reynolds).



10 slides



80-slides



Zero slides

### Virtual Delivery

Delivering a presentation using Adobe Connect or Skype for Business (formally Lync) provides many unique challenges. A Fuze survey of more than 2,000 workers found that 92% of people multitask while attending a virtual presentation. When presenting in a virtual environment, the following are some ideas to keep in mind:

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## Graphics on a Slide

*"A picture is worth a thousand words." – Napoleon Bonaparte*



## Professional Images

Microsoft Office decided to kill off their Clipart library in December of 2014. Professional photos and images can dramatically elevate a presentation's memorability. There are lots of options for using graphics on your slides. Just because images are online does not mean that they are free. If you use the **Google Advanced Image Search** you can find images for usage rights that are free to use, share or modify, even commercially. The following are three options for graphics:

- Your Marketing Department
- Purchase from website
- Google Images

gettyimages®

shutterstock

## Exercise: Redesign a Slide

*“If you want people to understand better, then get that stuff off the screen. Clean it up because it is making it more difficult for people to understand what you are saying.” - Tom Grimes*

### Exercise: Redesign a Slide

In the space provided below, sketch out a possible slide or pictorial representation of a key point you want to make in an upcoming presentation. Present both the before and after to the class.



## Structure Strategy

*“Everything should be made as simple as possible, but not simpler.” - Albert Einstein*

The body of your presentation is where you present the data that supports your introduction. It is important that the body is well organized so that the audience can follow the progression of your ideas. You want to present the facts, backup information, arguments and other necessary information that will ultimately bring the audience to the intended goal of your presentation.

The biggest mistake we see from presenters is the speaker’s perceived need to overpopulate the body of the presentation. The assumption seems to be that if you provide a little bit of everything, there will be something for everyone. We call this the “show up and throw up” method of presenting. A well-structured presentation will be much more effective, making it memorable and thought-provoking.

***Don’t tell people everything you know.  
Tell them what they need to know. - Jerry Weissman***

### Three Buckets

This format is very common among literary writers and essayists. It is a format that is also popular with speakers and presenters. It is based on the premise that as humans, we like to hear things in threes. One is not enough, two items always seems to beg the third, and four is too many to remember. Three just works. If you have more than three points, consider grouping your material into themes or related chunks of information. It is important that the body is well organized so that the audience can follow the progression of your ideas.

The “Rule of Three” is based on the fact that people tend to remember three things. Any more than three and retention suffers. By focusing your message on three significant points you will help guide your audience to remember and retain the main purpose of your presentation. Aristotle introduced this concept in 350 B.C. when he referred to “three forms of proof” in *Rhetoric*.

Opening
Point 1
Point 2
Point 3
Closing

### Exercise: Supporting Material

Write supporting material you could use to create a more memorable presentation.

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**Exercise: Supporting Material**

Write your key points and document supporting materials for your presentation.

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## Storyboarding

*“The storyboard’s primary value is that it forces you to have a reason for, and a consistent approach to, everything you do.” - David Becker*

After documenting your outline or thoughts on the content of your message, you will move to the next step in the process, which is called storyboarding. This method serves as a bridge, taking you from content outline to visual story with slides. The storyboard is a working layout that provides an aerial view of your entire message, flowing from the beginning to the end.

While a storyboard can be created on a pad of paper or even in the Slide Sorter view, one of the most effective methods for creating a storyboard is to use a pad of sticky notes and a whiteboard. On a whiteboard the storyboard is constructed column by column, left to right. Once the storyboard is completed, you can use it as a blueprint for creating your slide deck on the computer.

### Step One: Create your columns

Each column on your storyboard represents one of the key elements of your presentation. For example, if you have a presentation with three key (categories - elements - phases - steps), you would create five columns from left to right, each labeled as Opening, Category 1, Category 2, Category 3, Close. Draw the number of columns you need on the whiteboard.

### Step Two: Document your supporting points

Next, using your written outline, write each key point from the first category on a separate sticky note. Then, place each sticky note in the first column you drew on the whiteboard. After that, proceed to the next column and write each key point on a separate sticky note. This process continues until you have transposed your entire outline of key points to the columns on the whiteboard.

### Step Three: Document your transitions

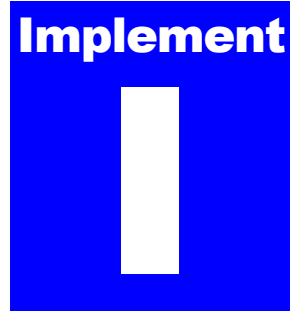
One step commonly overlooked by even the best of presenters is creating the transitions. Transitions help create flow by connecting one major thought to another. By writing your transitions on a sticky note for placement between the columns, you will not forget!

### Step Four: Arrange the content for flow

You can now walk through the presentation and follow the topics as if you are a member of the audience. As the presentation progresses from one area to the next, pay close attention to the logical flow of the message. Think about the timing of the questions that may arise in your audience's minds. Then, using the mobility of the sticky notes, move the topics (sticky notes) around the board, as needed, to create the most logical flow.

***“Storyboards are the  
point where I begin.”***

Martin Scorsese



## Implement to Improve

*“Knowing is not enough; we must apply. Willing is not enough; we must do.” - Johann Goethe*

**I**n business, to be a successful, you must have a plan. This iSpeak course has provided you with the *information* and the *inspiration* to improve yourself towards personal success. The final two steps are up to you. You must *implement* what you have learned and that will lead to *improvement*.

While the implementation phase can be the most trying, it is also the most significant. Without implementing the new knowledge and skills that you have gained, improvement will be impossible. To assist you in the transition from classroom to real world experience, iSpeak offers this section to record how you will implement what you have learned in this course.



## iSpeak After the Class

*“We shall neither fail nor falter; we shall not weaken or tire... give us the tools and we will finish the job.” - Winston Churchill*



### **iSpeak University**

At iSpeak University we are always adding videos, downloads and tools for you! iSpeak developers continually enhance our curriculum with modern tools and job aids. As the tools and videos are created, they are added to the iSpeak University site. If you want a refresher on any of the iSpeak content, you will find it available at iSpeak University!

<http://www.ispeak.com/ispeak-university>



### **iSpeak on Facebook**

When you “like” us on Facebook, we will keep you posted on free training tools and instructional videos with posts to our wall.

<http://www.facebook.com/iSpeakInc>



### **iSpeak on Twitter**

Twitter is our tool for communicating relevant and timely information to you for aiding in your own professional development. Read motivational quotes, links to leadership blog posts, links to instructional videos, and announcements of upcoming events.

<http://twitter.com/iSpeakinc>



### **iSpeak Instructor Blog**

Our content experts not only deliver in the classroom, they also document their research and insights on our iSpeak Blog. Be a part of the conversation and post your comments and replies to our instructors!

<http://www.ispeak.com/news.asp>



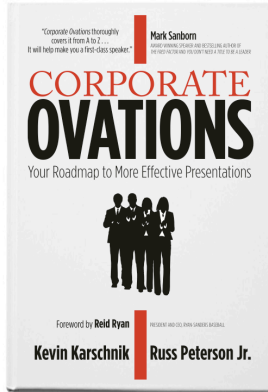
### **iSpeak YouTube Channel**

Informative videos (and some just for fun!) of our instructors are placed on our YouTube channel. You can view a sample of some of our instructors to get a feel for the energy they bring to the classroom. Each of our instructors has a unique style they love to share with the students.

<http://www.youtube.com/ispeakdotcom>

## Corporate Ovations

*"I only wish I had met them earlier in my career." - Hernan Lopez, President, FOX International*



Who made the rule that all business presentations given in a corporate environment must be long, detailed and just plain boring? *Corporate Ovations* is the book to change all that. Without connecting to the audience, your presentations will never be their best.

In this book the authors teach you how to construct powerful and engaging presentations. Whether you are asked to speak for nine minutes on a project update or asked to deliver a keynote speech at the next industry trade show, you can prepare with this winning methodology. Don't let your presentations end with a feeling of relief from your audience... learn how to end your presentations with a Corporate Ovation! Order your copy of *Corporate Ovations* today at [www.iSpeak.com/store](http://www.iSpeak.com/store).

### About the Authors

Russ Peterson Jr. and Kevin Karschnik have been professionally speaking since 1991. Kevin and Russ have founded two successful companies and also experienced success working in the corporate world.

Their workshops have been attended by thousands of students from around the world, ranging from Account Executives to Corporate Executives. Now, in a culmination of their career experience and their success in the classroom, the boardroom, and on the stage, these two experts share their secrets to take your presentations from receiving obligatory applause to receiving *Corporate Ovations*.



*"This program was great – the best I've had - a day well spent! Kevin was excellent – would love for him to be my speaking coach. Very thorough content. Should be mandatory for all sales people."* – **Trina Maull, Champion Technologies**

*"Russ is a fantastic presenter, everything from presentation skills, voice inflection, stories, supporting points, and anecdotes. Overall, he knows his stuff!!"*

– **Scott Knoespe, Bimbo Bakeries USA**

## iSpeak Workshops

*“The instructor’s depth of knowledge and experience went far beyond what this course was about, which added a richness of experience and many more tips and advice that flowed easily and was extremely useful. I like that it was easy to mix levels of experience and everyone learns!” ~Mark Bakke, Dell*



Presentation skills for today’s business professionals need to be customized to the individuals and their role. Our workshops are designed and delivered for maximum impact and behavioral change. iSpeak provides presentation skills training and tools for Sales professionals, Leaders and Individual Contributors. Whether you are an executive casting a vision for your company or a sales professional communicating to potential customers, we can help you prepare, develop and deliver that message.

### Business Professionals

As a business professional you are asked to create and deliver messages to your peers and managers. These messages may be informative, such as a financial review, or they could be persuasive as in a request for a budget approval. The response from your audience will be dependent on both you and your message. In these programs you will learn how to succeed at both. These classes cover writing and delivering a presentation from beginning to end, with a focus on powerful openings, confident closings, and engaging supporting data. Students leave class with an SD card containing their classroom presentations.

**CORPORATE  
OVATIONS  
MESSAGE  
BUILDER**

### Sales Professionals

As a sales professional you will be presenting your ideas to customers in a persuasive manner. In this program you will learn how to uncover the data you need to effectively design and deliver a persuasive message that inspires action from your prospect. This class provides an opportunity for you to practice communication and questioning techniques by understanding a customer’s decision criteria, develop a presentation to meet their needs, and practice methods of persuasion. Students leave class with an SD card containing their sales presentations in various customer settings.

**SALES  
DISCOVERY**

### Leaders

If you are a manager or leader in your organization, this program is specifically designed for you. In this program you will not only learn professional methods to deliver your message, you will practice your delivery with eight video-recorded presentations. After each speaking opportunity you will receive one-on-one coaching to enhance your skills. Whether you are speaking at a team meeting or to the entire corporation, this workshop is designed to develop your effectiveness as a leader.

**LEADER  
PRESENCE**