

Communicating with **NANCY STERN**

COMMUNICATION PLUS

Resolve Not to Slideswipe!

Inside this issue:

No Slideswiping	1
Books to Read in 2009	2
Books continued	3
Sally Huss Musings	3
Why Nancy Stern?	4
Program/Training Topics	4
Contact Information	4

A pecha kucha presentation consists of 20 slides, 20 seconds per slide, for a total presentation time of 6 minutes, 40 seconds. Go to You Tube and search pecha kucha. Find Daniel Pink's slide-show about signs.

Google the words "Bad PowerPoint" and you'll get 4,990,000 hits. The image you see here shows up numerous times and is a great example of what is wrong with it. There's way too much "stuff" on the slide.

I have been talking about slideswiping for 15 years. You know, that's when the presenter has way too many slides with way too much on them and simply reads to the audience, one slide after another. Isn't it time to break the habit? Go cold turkey. Resolve NOT to slideswipe anymore!

Edward Tufte a leading expert on the visual representation of data, and a vocal opponent of PowerPoint, compares it to a prescription drug whose side effects "induced



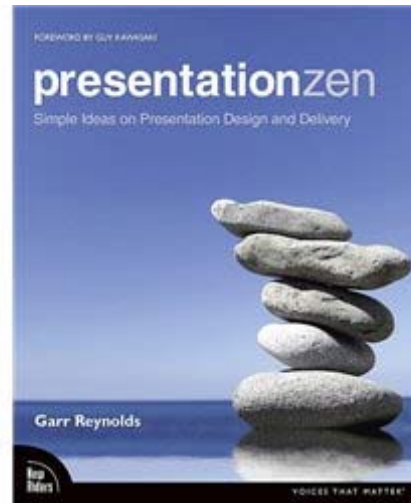
stupidity, turned everyone into bores, wasted time, and degraded the quality and credibility of communication." I couldn't agree more.

Ian Parker in *The New Yorker* magazine states that according to Microsoft estimates there are more than 30 million PowerPoint presentations delivered each day. If we assume there are at least four people per 30-minute presentation and there is 25% wasted time due to

poor presentation skills, (too much on the slides, people sleeping, etc.), we can estimate there is a waste of 15 million person hours per day. At an average conservative salary of \$35,000 a year for those attending the meetings, the cost of that wasted time is an astounding \$255 million **each day**. Think about that the next time you create your PowerPoint presentation!

Less really IS more!

Read This Book!



I came across Garr Reynolds's blog several years ago. He was writing about the difference in presentation styles between Steve Jobs and Bill Gates. I instantly fell in love with what he was saying. The Presentation Zen approach challenges the conventional wisdom of making PowerPoint presentations and encourages people to think differently about the design and delivery of their presentations. If you're reading this newsletter, you know I have long been promoting the unconventional rather than the conventional "bullet" approach to presenting. When I saw that Garr had written a book, I couldn't wait to get a copy. And, what a brilliant book it is. PLEASE get a copy and practice what he and I are preaching. You'll be a better communicator!

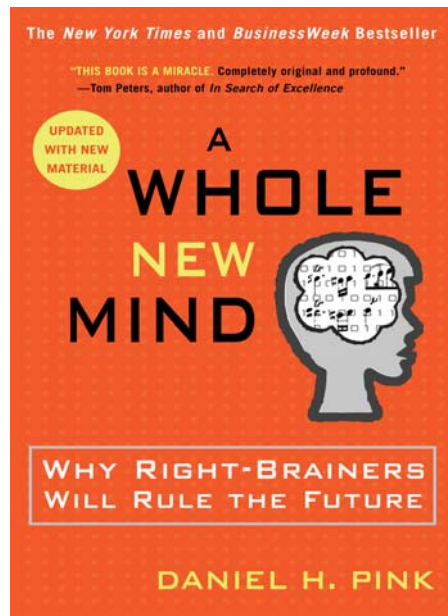
From the marketing material:

"Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the popular Web site on presentation design and delivery - presentationzen.com - shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations."

*Simplicity is
the
ultimate
sophistication.*

-Leonardo da Vinci

READ This One , Too!



From Publishers Weekly

Just as information workers surpassed physical laborers in economic importance, Pink claims, the workplace terrain is changing yet again, and power will inevitably shift to people who possess strong right brain qualities.

In the first half of the book Pink is concerned with how certain skill sets can be harnessed effectively in the dawning "Conceptual Age."

The second half of the book details the six "senses" Pink identifies as crucial to success in the new economy—design, story, symphony, empathy, play and meaning—while "portfolio" sections offer practical (and sometimes whimsical) advice on how to cultivate these skills within oneself.

He warns that people who don't nurture their right brains "may miss out, or worse, suffer" in the economy of tomorrow and since Pink's last big idea (Free Agent Nation) has become a cornerstone of employee-management relations, expect just as much buzz around his latest theory.

*The right
brainers
see the BIG
picture.*

I love this book! Finally, someone who gets it that right brain thinking is critical to our future. The left brain is logical, linear and by the numbers while the right brain is creative, artistic and empathetic. Think about it. We can outsource accounting and computer programming, but can we outsource creativity?

*A human being
is a work in progress.
Be patient.*



5-4

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Because how you say what you say, matters.™

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Whether you're experiencing change, managing people, connecting with customers and co-workers, or making presentations, getting your message across effectively is vital to your success.

Nancy Stern custom designs keynotes, breakouts and educational programs to enhance communication effectiveness; to help increase productivity, profitability and peace of mind; and to impact the bottom line where it matters most—with results.

Programs & Topics Include:

- How You Say What You Say Matters™
- Leadership Dynamics™
- Connecting with Customers™
- Turn Conflict into Cooperative Conversations™
- Zen & the Art of Powerful Presentations™
- Facilitate to Motivate and Manage Conflict™
- Maximize Meeting Results™
- Improv(e) Innovation at Work™
- You Can't Leave Home Without You™
- Communicate with Impact!™
- Gender Jive™ (the difference between how men and women communicate)
- Improv(e) Your Life™
- Facing the News Media
- Shift Happens: *Managing the Dynamics of Change*
- Team Building for Creativity, Productivity and Peace of Mind
- Inter-Generational Communication

Why Nancy Stern?

Nancy Stern, MA is the president/owner and senior consultant of Communication Plus, a consulting firm in San Diego specializing in leadership and employee development. Since 1972, she has taught thousands the art and science of effective communication. She is a former columnist with the *San Diego Daily Transcript* and has taught at the University of California San Diego and San Diego State University Management Development Center.

She inspires managers, employees and individuals of all ages through the

simple, yet powerful, lesson that *how you say what you say, matters™*. Personal experiences form the foundation of her programs, creating presentations that are personal, professional and practical. The result: Improvement of the "whole person" and therefore, the "whole organization."

She is an EMMY award-winner, who produced and appeared in the national PBS television series *Communicating With Nancy Stern* (1990-95) and she is the coauthor of *101 Stupid Things Trainers Do To Sabotage Success*.

Nancy holds a Master of Arts degree in Communication Education from Michigan State University and is a member of the American Society for Training and Development and the National Speakers Association.



Nancy Stern