



Show and Tell: How Everybody Can Make Extraordinary Presentations

Dan Roam

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“If I tell you the truth, if I tell it with a story, and if I tell that story with pictures, I can keep you glued to your seat. Let me show you how.”

For the vast majority of us, giving a presentation is an extremely difficult and nerve-wracking process, whether we're in a one-on-one meeting, a conference room with a dozen strangers, or a lecture hall in front of thousands.

But according to Dan Roam, the visual communications expert and acclaimed author of *The Back of the Napkin*, it doesn't have to be so hard. We struggle when we forget the basic steps we learned in kindergarten: show and tell.

In this short but powerful book, Roam introduces a new set of tools for making extraordinary presentations in any setting. He also draws on ideas he's been honing for more than two decades, as an award-winning presenter who has brought his whiteboard everywhere from Fortune 500 companies to tiny startups to the White House.

Even if you're already a good speaker, you'll learn more about understanding your audience, organizing your content, building a clear storyline, creating effective visuals, and channeling your fear into fun. And you'll master three fundamental rules:

- When we tell the truth, we connect with our audience, we become passionate, and we find self-confidence.
- When we tell a story, we make complex concepts clear, we make ideas unforgettable, and we include everyone.
- When we use pictures, people see exactly what we mean, we captivate our audience's mind, and we banish boredom.

From nailing the opening to leaving a lasting impression, you'll soon be able to give the performance of a lifetime . . . time after time.

PLEASE NOTE: This eBook edition of SHOW AND TELL is carefully laid out to match the print book; this means it reads much better as designed pages, but you won't be able to use some features such as highlighting and annotating text.

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