

Chapter 1 : resonate: Present Visual Stories that Transform Audiences | Manner of Speaking

With Resonate, learn how to transform any presentation into an engaging journey. Understand your audience, create persuasive content and elicit a groundswell response.

Her new book, *resonate: Present Visual Stories that Transform Audiences*, is a prequel to the best-selling *slide: Resonate* is the book to read before you read *slide: The book equals slide*: Bu Nancy Duarte has done it again. My one complaint with *resonate* is that the subtitle is too limiting. The book not only opposes the cultural norm that presentations are nothing more than written reports, filled with mind-numbing detail; it also stands firmly on the side of the speaker who tells a story, crafted to produce an emotional response and deliver a memorable experience. Stories, Duarte explains, have conveyed meaning to audiences through the ages. Of course, that means her suggestions can be used for good or evil; for example, she explains how Enron executives used presentations as a propaganda device to spread lies and defraud thousands. Fortunately, her other case studies describe presentations which change the world for the better, with inspirational messages that convey feeling, emotion and meaning. A sparkline is a graphical representation of a presentation that shows the points at which it moves between describing "what is" to describing "what could be. No two sparklines are alike, because no two presentations are alike. Sparklines offer communications professionals a way to make an impact in the C-Suite. Anyone with the time and courage to create a sparkline analyzing executive speeches in your own organization will now be able to deliver a report on the strengths and weaknesses of the presentation that can be grasped at a glance. Her case study on how her company--Duarte Design--transformed a single high-tech product slide into a story with a "hero" who faces conflicts and challenges that the product then solves, shows what can be achieved with a little creative effort. The creative process that Duarte Design uses with clients such as Cisco Systems, Google, Adobe and Microsoft is outlined for all of us to learn and apply as we grow in our careers. *Resonate* is intended for people with ambition, purpose, and an uncommon work ethic. Applied with passion and purpose, the concepts in this book will accelerate your career trajectory or propel your social cause Few pursuits in professional self-improvement have as much professional leverage. Her sparkline analysis of his I Have a Dream speech is worth the price of the book.

Chapter 2 : Resonate: Present Visual Stories that Transform Audiences by Nancy Duarte

Nancy Duarte has done it again. Her new book, resonate: Present Visual Stories that Transform Audiences, is a prequel to the best-selling slide:ology, which set a new standard for excellence in PowerPoint design.

The same holds true for public speaking and presentation skills. After all, people have been writing about public speaking since Aristotle penned Art of Rhetoric in the 4th Century B. Yet every so often, a book comes along that takes us by surprise. It presents the same information, but in a creative and compelling format. It prompts us to look at an old subject in a new way. Present Visual Stories that Transform Audiences is such a book. But it is the underlying content and structure of the book that make it a must-buy for any serious student of public speaking. These are fundamental principles for anyone who wants to be a better public speaker. The book is divided into nine chapters as follows: It introduces some important ideas on which Nancy elaborates in subsequent chapters. Most importantly, it gets us to think about why we are presenting in the first place. Lessons from Myths and Movies – Drawing on lessons from the dramatic arts, Nancy explains why stories are important for presentations. As she says, we need to shift our mindset from solely transferring information to creating an experience. We should take the audience on a journey from what is to what could be. Incorporating story into presentations has an exponential effect on outcomes. Get to Know the Hero – The hero, of course, is the audience. A speech or presentation is always about the audience. We need to understand the people to whom we will speak and communicate from the common ground that we share. A good presentation moves an audience beyond its comfort zone. In so doing, however, you will often encounter resistance. This chapter provides some good insights into overcoming that resistance. Every audience will persist in a state of rest unless compelled to change. Create Meaningful Content – One of the things that I like best about this chapter is its positioning in the book. Only then should we turn to the content. When creating content, we should generate as many ideas as possible and then transform those ideas into messages. Use the big idea to filter out all frequencies other than the resonant frequency. Structure Reveals Insights – A solid structure is the foundation of a coherent presentation. Nancy encourages us to move away from a linear format when designing a presentation. She explains how to order our messages for maximum impact and how to create emotional contrast in our presentations. Structure is greater than the sum of its parts. Nancy calls this a S. Memorable moments are repeated and retransmitted so they cover longer distances. She also discusses giving a positive first impression, being succinct, weaning ourselves from slides and balancing logic with emotion. Whenever we give a speech or presentation, it is like casting a pebble into a still lake or pond. We have no idea just how far the ripples will spread. All change, whether it is worldwide or in our corporate department, begins with an idea. In order for that idea to take root, it has to be shared with others. You can change the world. To support her points, Nancy examines in detail a wide variety of speeches and speakers. She shares several of her own experiences, and even goes beyond the public speaking realm to garner insights for speakers from the worlds of dance, music, film and poetry. Click on the image below to see the general form of a sparkline. As visually pleasing as this book is, it would be a mistake to keep it in pristine condition. It should be annotated and marked up and eventually become dog-eared from use. It deserves a place on your bookshelf next to other key reference books.

Chapter 3 : Resonate Quotes by Nancy Duarte

Michael Pollan is a natural storyteller who teaches people where food comes from. His books, The Omnivore's Dilemma and In Defense of Food, have reshaped how Americans think about the current food system.

Chapter 4 : Resonate by Nancy Duarte on Apple Books

Description Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action. Presentations are meant to inform, inspire, and persuade audiences.

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Chapter 5 : Resonate: Present Visual Stories that Transform Audiences [Book]

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Chapter 6 : Resonate : Present Visual Stories That Transform Audiences by Nancy Duarte (, Paperback) |

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