

🕒 2021.05.02

# The Storyboard Approach: Advanced Techniques for Preparing Effective Visual Presentations by Kerry Choun and Marcel Dunand

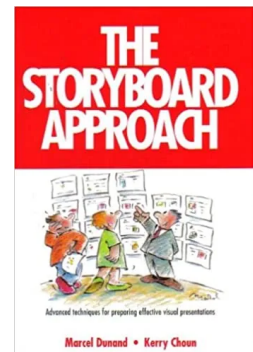
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ツイート

Category: Communication

(50 von 100)



**Why:** I need to tell a clear story in one long webpage.

**Goal:** learn how to tell a story with a visual sequence.

**Action:** **Current Slide's Message Answers Previous Slide.**

## 3 Key Concepts

1. Analyze by extracting message and grouping them.
2. Organize by clarifying objective and setting up a storyboard.
3. Communicate by designing and presenting with visual aids.

## Summary



## How to connect slides?

Ask if the slide you are reading answers its previous slide's position. Do this throughout your presentation.

**This book highlights not only how to use visuals but also addresses the weakness of presentations.**

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**Consumer**

**Situation**

**Impact**

**Feedback**

**Pace of learning**

**Quantity of info**

**Selection of info**

**Writer**

Reader

Free

Low –

Slow/None –

Flexible +

High +

Yes +

**Presenter**

Audience



Captive +

High +

Immediate +

**Imposed** –

**Limited** –

**No** –

As we see above, presenting is not always the best choice. And your job as a **presenter is to overcome those handicaps.**

- **Overcome imposed pace of learning issue** by clearly **visualize** your material.
  - **Overcome limited selection of information** by tightly **structure** and **focus** on essentials.
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## **First, analyze by extracting message and grouping them.**

Take a position; that is how you **add value** to the information. Even if the presentation is to inform the audience.

Ask yourself, “**So what?**” enough time that your position is crystal clear in both in your mind and on the material.

“ The best way to sound like you know what you’re talking about, is to know what you’re talking about.

Author Unknown



## Second, organize by clarifying objective and setting up a storyboard.

You must know your audience and your own position.

The authors point the obvious mistake of how many presenters don't know what they are trying to achieve with the presentation. Objectives can be

1. **To inform**
2. **To convince**
3. **To get action:** the high prize of communication

## Third, communicate by designing and presenting with visual aids.

**The rule** of thumb I got from this book is to make sure that your story connects throughout the board. You can achieve this by writing a key message on each slide and check if every slide answers its previous slide.

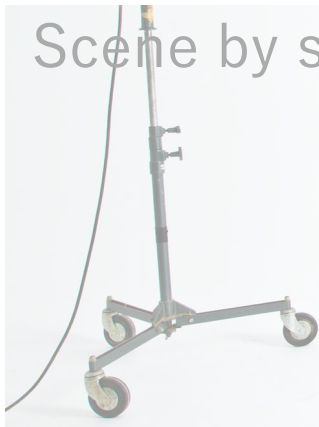
“ What is conceived well  
is expressed clearly.

Nicolas Boileau

**To sum up**, a presenter can help the audience overcome the handicaps of learning pace and limited information. Therefore, you must visualize material clearly and structure them in a logical sequence.



Scene by scene.



**Goal check:** I learned how to easily check my visual sequence.

**Wasu's Review**

( 4.0 / 5.0 )

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