



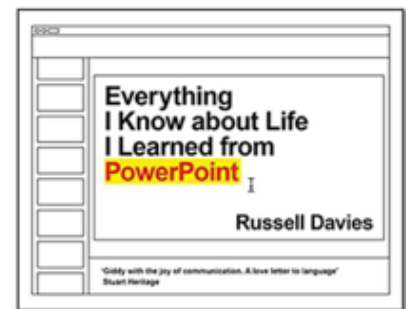
100+ Tips for More Visually Engaging Presentations

If you're completely satisfied with your PowerPoint, Keynote or Google Slide presentations and believe they couldn't look any better, please skip to the next article. For the remaining 99% of us, however, there are two new resources which are chock full of tips for sprucing up your decks:



The Better Deck Deck: 52 Alternatives to Bullet Points is a clever bundle of good ideas from Nolan Haims, a guru of presentation design and co-host of [The Presentation Podcast](#). As the deliberately redundant title suggests, the ideas are presented in a deck of 52 cards, and each card presents not only a design idea but also three examples of its execution of the reverse side. The entire deck is divided into four sections for design ideas with text, shapes, images and diagrams. You can order the cards, a PDF version, or the PowerPoint source file with the actual slide examples [here](#).

Everything I Know about Life I Learned from PowerPoint is Russell Davies' latest book, and it also offers more than 50 tips for improving the structure and design of your presentations. Davies knows a thing or two about designing eye-catching, mind-opening presentations, having designed for Nike, Microsoft and Apple, written about it for Wired magazine, and even having delivered presentations at 10 Downing Street in London. Rest assured that if you work with Keynote, Google Slides or Prezi, Davies has practical and usable tips for you, too, despite the book's title; and I can assure you it's a fast, funny, and highly worthwhile read. Find out more about the book and order your copy [here](#).



Join Us (Virtually) for frank2022

Do you use stories to drive social change? Some of the smartest people who do will be talking about what's working, what's not, and what may be worth trying in the coming year during the 8th annual *frank* conference on February 23rd and 24th. If you're a regular reader of this newsletter, you should probably plan on attending, and since this year's conference will be virtual, you can easily join from your home or office for some or all of it.



Lizz Winstead, co-creator and former head writer of *The Daily Show*, and co-founder of Air America Radio, returns as host, and you can find the current list of confirmed speakers [here](#). This is one conference I try to attend every year because *frank* is truly a unique gathering of communicators, scholars and activists who are living the *frank* motto, "Don't settle for small change." Get more

information and register to attend [here](#). Kirsten Farrell and I look forward to seeing you later this month

How Stories Make Two Hearts Beat As One (Literally)

As Valentine's Day approaches and thoughts turn once again to love and romance (and that dinner reservation you forgot to make, so get on it already!), Kirsten Farrell would like you to remember that a "heartfelt story" is more than just an expression.

Chelsea scooches her chair closer to the small, candlelit table for two and takes in her date's uneven dimples. He's cute – almost cute enough to forget the pain of her going-out boots which are currently cutting off circulation to her toes. Her mind is racing, "Are we going to have *anything* to talk about?" A few exchanged niceties about the restaurant don't do much to ease the awkward tension, but then Dimple Guy says something that gets Chelsea's full attention: "I was almost late because I'm watching the last season of *Ozark* and I could barely turn it off."

Chelsea sits up excitedly, suddenly forgetting this is a first date. "I *love* that show!" she exclaims, maybe a little too forcefully. And just like that they are off to the races, sharing favorite parts and theories about what's coming next. Jordan (the date formerly known as Dimple Guy) doesn't feel like a stranger anymore to Chelsea. They are both *really* into this show, and it's starting to feel like, maybe, just maybe, they could be into each other, too.



Photo by Karolina Grabowska

So, what does this rom-com meet-cute have to do with you? A [study](#) authored by Lucas Parra, a professor of biomedical engineering at City College of New York, helps to explain the connection made in moments like these. "Conscious processing of narrative stimuli synchronizes heart rate between individuals," Parra writes. Or as Susan Pinker concluded in an [article](#) for the *Wall Street Journal*: "Research shows that listening to the same narrative leads our heart rates to rise and fall in unison." First date or not: when we read, watch or listen to the same story as someone else, whether they are in the same room with us or not, we sync up. We share the experience in a visceral way.

Between theories about the brain's mirror neurons and Parra's study of the heart, scientists are proving again and again that stories connect us with one another. You have probably experienced this synchronizing effect yourself. Each time you discovered a shared story with a colleague, client, legislator or donor, you probably got the feeling that you really shared *something*. And that's because you did. Your hearts, the actual organs themselves, took the same journey. You really *were* in it together.

So, the next time your organization is battling for hearts and minds, why not employ the one tool that actually syncs their heartbeats with yours? Connect, create common ground, advocate, and make your audience fall in love with your cause by using the most powerful tool there is: a good story.

And Happy Valentine's Day from all of us at The Goodman Center!

Upcoming online classes at The Goodman Center		
TELL STORIES	RUN MEETINGS	WORK ONLINE
Storytelling: Tapping the Power of Narrative	Meetings for People who Hate Meetings	Unmuted: What Works, What Doesn't, and How We Can All Do Better When Working Together Online
March 1, 8, 15 & 22 9am - 10am PT	March 16 & 18 11am - 12pm PT	April 13 11am - 12pm PT

About Us

free-range thinking is written and edited by Andy Goodman and Kirsten Farrell. To read back issues, download free publications, and to learn more about our work, please visit www.thegoodmancenter.com.

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