

Funnel Communications Tip Card Sheet

FUNNEL COMMUNICATIONS



Use this five step process to create more clear and relevant communications when you present

1) Ask, "So What?"

- So what if you include or don't include in your presentation?
- How relevant or important is it?
- Do you need that slide?
- Do you need that bullet point?
- Could you cover that with information that you leave-behind?

2) Use the CIS Formula

Explain a complex idea in layers. Start with the concept then move to Illustration. And finally if you have a very technical audience, give specifics.

Example: Customer Relationship Management

Concept: It's like having a personal file folder full of information on every client that you can access instantly.

Illustration: Imagine you need information on the Brown Company. With our software you can do a lookup and get a list of all your contacts at that company. There is a unique record for each person with their profile and contact history.

Specific: We are able to do this with our unique relational database system that allows us to maintain 30 million pieces of data. Let me explain further...

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3) Use the PEP Formula

Make a point and then be sure to give an example that emphasizes the point.

Point – Example – Point

- | | |
|----------------------|-----------------|
| • Metaphor / analogy | • Letter |
| • Illustration | • Poem |
| • Case Study | • Prop |
| • Story | • Video/Audio |
| • Myth | • Statistics |
| • Parable/Fable | • Demonstration |
| • Quote | • Song Lyrics |
| • Comparison | • Skit |
| • Joke | • Game Show |
| • Cartoon | • Article |
| • Picture | • Study |

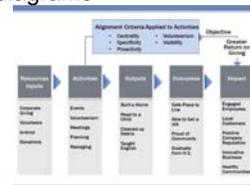
4) Apply the Question Path

to your numbers and data

- a) What is the key point of your slide?
 - *Put key point in title or subtitle*
- b) How can you edit/simplify your data?
 - *Put details in notes or appendix*
- c) Can you make your data visual?
 - *Convert tables to charts*
 - *Highlight where to focus*
- d) What does the data mean?
 - *Tell a story*
 - *Use animation to create meaning*
 - *Put people in your explanation*

5) Make Details Visual

- Use diagrams



- Show a picture
- Show charts and graphs

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