

Give Meaning to Information Tip Card Sheet

GIVE INFORMATION MEANING

How do you make information meaningful to your audience? Use these four steps:



- 1. POINT:** Know and make your point clear. If using PowerPoint, put the point in your title, or subtitle, of the slide.
- 2. CONTENT:** Identify and use the framework which aids understanding and recall.

Framework	Explain Using	
Who What	Objects	
How much? How many?	Quantity	
Where	Position	
When	Time	
How	Process	
Why		YOUR STORY

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- 3. VISUALS:** Apply visuals to your framework. In PowerPoint use photos, shapes, charts and SmartArt. Also consider: props, posters, videos, handouts and banners.



Use PowerPoint SmartArt to create meaningful visuals. There are over 200 layouts to choose from.



Created with PowerPoint SmartArt

- 4. INSIGHT:** Share your insight as to what the information means to you and your audience. Insight can be expressed as:

Experiences	Stories
Examples	Opinions
Explanations	Observations
Thinking	Approach
Philosophy	Perceptions

"Our customers were asking for a more robust machine. Well now we have it with the RX5000. I did a demo with a major client and they were very impressed with how easy it is to operate. In my opinion we will be able to lead in the industry with this machine."



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