

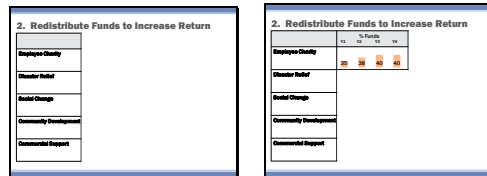
# Make the Complex Understandable Tip Card Sheet

## REDUCING COMPLEXITY

Here are three techniques to improve your audience's comprehension of your topic and overcome your curse of knowledge.

### Present Concepts in Layers:

Instead of visually overwhelming your audience with all the information at once – build your concept one layer at a time.



### Use an Analogy:

Analogies work because we can better comprehend a new idea when it is linked to something we are already familiar with.

Example: What is a secure network? It's like an M&M. It has a strong shell around it to keep hackers away, but inside it is easy to get around for those who are approved to have access.

### Add a Visual Explanation

Use visuals to describe what you are discussing. Be sure to use the correct visual for your framework as shown on the chart below.

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

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