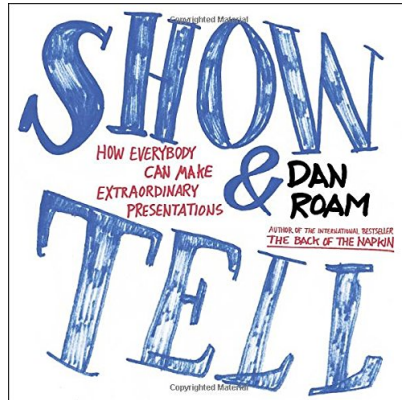


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“Dan Roam is a master of communicating with pictures and words, together. I’ve stolen truckloads from him, and now you can, too.” —Austin Kleon, author of *Steal Like an Artist* and *Show Your Work* For the vast majority of us, giving a presentation is an extremely difficult and nerve-racking process, whether we’re in a one-on-one meeting, a conference room with a dozen strangers, or a lecture hall in front of thousands. But according to Dan Roam, the visual communications expert and acclaimed author of *The Back of the Napkin*, it doesn’t have to be so hard. We struggle when we forget the basic steps we learned in kindergarten: show and tell. In this short but powerful book, Roam introduces a new set of tools for making extraordinary presentations in any setting. He also draws on ideas he’s been honing for more than two decades, as an award-winning presenter who has brought his whiteboard everywhere from Fortune 500 companies to tiny start-ups to the White House. Even if you’re already a good speaker, you’ll learn more about understanding your audience, organizing your content, building a clear story line, creating effective visuals, and channeling your fear into fun. And you’ll master three fundamental rules: • When we tell the truth, we connect with our audience, we become passionate, and we find self-confidence. • When we tell a story, we make complex concepts clear, we make ideas unforgettable, and we include everyone. • When we use pictures, people see exactly what we mean, we captivate our audience’s mind, and we banish boredom. From nailing the opening to leaving a lasting impression, you’ll soon be able to give the performance of a lifetime—time after time.

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