Advanced Visualisation

This is a brief guide to the Advanced Visualisation master class summary. For a walkthrough and demonstration, click here or use your smartphone to scan the QR code.

Identify the Players

To make a start with your visual sequence, take the text you'd normally put on a slide or in the speaker notes, and pick out distinct people, roles, companies, objects, quotes, or data points/measurables that you could easily represent with photos, icons, or data points.
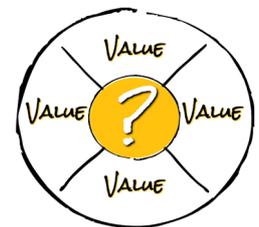
Set the Scene

Think about how your players relate to one another. What is the overall framework for the information? Is there a sequence of events? A graph you could build from data? Do the ideas fit together in a meaningful way, or have cause/effect relationships between them? Choosing the right scene for your slide will help you to find a clear way to lead the audience through the information.
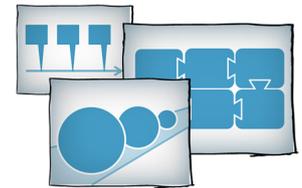
Work Towards the Punchline

Consider the function of this particular message: is it helping you to prove a particular benefit of your product/service? Or to summarise a key learning point? Are you explaining why something is important, or what's involved, or what kind of results can be expected? Keeping the punchline in mind will help you to determine the 'endpoint' of your visual sequence and make sure the slide gives the correct overall impression.

Direct the Action

Thinking about the Players and Scene you've set up, how do you change what's on the screen to arrive at the Punchline? Are you replacing one idea with another? Showing something getting larger (profits?) or smaller (effort?). Or perhaps moving elements around to show a different process being put in place? Whatever your message, Action will help you lead the audience through the message and help them understand it.

For more information, please visit www.brightcarbon.com. To find out more about how BrightCarbon could help you to use the iPad to increase your sales effectiveness, please click here.

PUNCHLINE

VALUE · VALUE · VALUE · VALUE

MORE EFFICIENT · LESS EFFORT · MORE FLEXIBLE · HIGHER QUALITY · LESS RISK · MORE PROFIT · LESS COST · MORE REVENUE

PLAYERS

DATA · MEASURABLE · LOCATION · QUOTE · PRODUCT · OBJECT · COMPANY · PERSON · ROLE

ACTION

GIVE/RECEIVE · REPLACE · ADD · HIGHLIGHT · REMOVE · CONNECT · GROW · MERGE · MOVE · SHRINK

SCENE

BALANCE · JIGSAW · CLUSTER · XY GRAPH · XYZ GRAPH · PIE · MATRIX · STATIC DISPLAY · HIERARCHY · 2D/3D SPACE · FLOW · TIMELINE