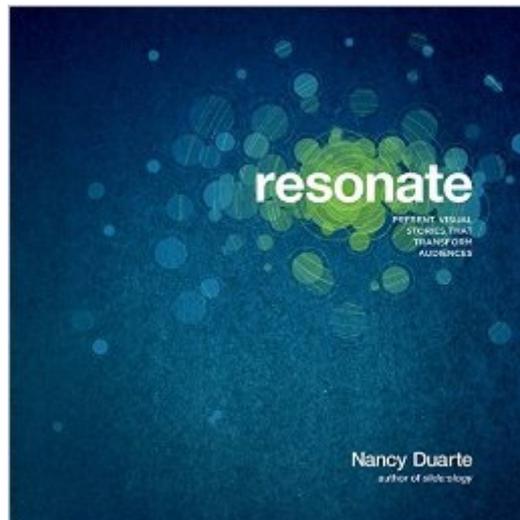


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# Resonate: Present Visual Stories That Transform Audiences



## Synopsis

Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, *Resonate* helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning *An Inconvenient Truth*. Focuses on content development methodologies that are not only fundamental but will move people to action. Upends the usual paradigm by making the audience the hero and the presenter the mentor. Shows how to use story techniques of conflict and resolution. Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with *Resonate*.

## Book Information

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## Customer Reviews

I loved Nancy Duarte's 2008 book, *Slide:ology*. She has now written her first book, *Resonate*. Yes, you read right. Her second book came out two years ago. (Sort of like how the first Star Wars movies came out a couple of decades after the later films.) Duarte describes *Resonate* as the prequel to *Slide:ology*. And she's right. *Resonate* is the book to read first, because it is about the reason for giving a presentation: to change people's minds, to persuade, to take action. In contrast,

Slide:ology is more about design of visuals: the things that you work on once you've know what you want to talk about. At the core of Resonate is her thesis that all good presentations have a common structure. Great presentations start with "the way it is." Then, they make repeated contrasts between "the way it is" and "the way it could be." Finally, great presentations end with a call to action, and a promise that new, greater things are possible. It's simple, but don't dare think for a second that it's stupid. Scientists will probably appreciate the repeated analysis that Duarte has done to show that this structure is variable and rich. It's similar to how stories can follow the same basic plot structure, but differ profoundly in almost every other way. Another unexpected inversion is in how Duarte conceives of the importance of story. She has something more in mind than anecdotes or telling a narrative with a clear beginning, middle, and end. The presenter's role is not to be someone like Sherlock Holmes, who explains and unravels the plot. The presenter's part is to be Ben Kenobi. It takes a little while to get used to this view. At first, it's somewhat paradoxical to think of the person given a presentation as a supporting character.

I bought this rather expensive book because of the fantastic reviews from others, and because of Nancy Duarte's reputation. I am so incredibly disappointed in this book... Incredibly disappointed. I teach SEO, Social Media, and AdWords both online and in San Francisco, and so presentations are critical to my work. I teach what are pretty boring subjects to pretty busy people and work really hard to make those presentations shine - a sense of humor, a good story, lots of workable analogies, and concrete to-do's for my students. LEARNING FROM THE BEST? I am always eager to learn, and improve. What better way than some of the best of the best, Nancy Duarte, for example? I opened the book, and loved the acknowledgements page - pictures of Nancy and the gang with their heads on little dolls... good explanations of who did what, a positive vibe. I thought - WOW, this will be a great book, as it already mixes visuals and words to be interesting! Then begins the disappointment. Page upon page of teeny tiny type. With platitudes like 'You can have piles of facts and still fail to resonate. It's not the information itself that's important but the emotional impact of the information.' (pg. 14). You're kidding? You need to have more than facts? Wow! I never in a thousand years would have thought that, Nancy. Or 'incorporate story.' 'It's become the cultural norm to write presentations as reports instead of stories. but the presentations are reports.' Really? You should tell stories? How about a story of a struggling teacher who read a lot of great reviews on from your pals, bought your expensive book, and just nearly wept because it was such a waste of money. That's a story. My story of reading this book.

2012-1129: Just 2 years & one month ago I wrote the reviews shown below the double-dash line. After repeatedly reflecting on the book, I think i finally "get it." On a literal level, sound-harmonics can "encourage" sympathetic vibrations of items around it. (Ever been alongside a car with a boombox blaring and your own car started vibrating?) To have that effect on our audience on a heart-motivating, mentally stimulating level is to learn what causes them to "vibrate" with motivated action and then to accentuate that vibration through our words--both WHAT we say and HOW we say it. (People seem to instinctively know how to get their closest associates' "goat" by teasing them. Its the same concept but in a positive

way.)=====I bought Slide-ology and wrote a review of it for peers at work. (I love sharing.) I stumbled across Nancy's new book, "Resonate" quite by accident and immediately ordered it here on . I have read a little over half(on pg. 126 of 232 currently--back matter constitutes another 15 pages or so).Although I have truly found some material mentally invigorating, I do have two big criticisms:1) Nancy (the author) uses the terms "resonate" and "frequency" in such vague ways that the reader never really quite figures out what she means. I really wonder if she herself knows what she means. I counted at least 4 contextual meanings, none of which are consistent. Its not that I need just one all-encompassing definition, its just I couldn't get a handle on just how to understand those terms.2) The book is unnecessarily too long. I reviewed the TOC multiple times. Although it appears structurally logical, when I read the actual content, it seems to bounce around a great deal.

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