OVERVIEW

CONCEPTS
Theories of Perceptions

APPLICATION
Charts
Communications

The world is not just outside.
It cannot exist without what is inside.

PERCEPTIONS AND OBSERVATIONS ARE THE FOCUS
Color evokes emotions, memories, and instincts.
Proximity matters.

Intention with Color
Color evokes emotions, memories, and instincts. Proximity matters.

Use earth tones, blues, grays for the dominant colors. Other colors should have intentional meaning!
Objects close together form a whole or an object

Our minds follow most continuous paths

Proximity

Continuity

Simplicity

Similarity

Closure
Something complex is made simple in our minds

Our brains group similar objects

Our brains “complete” missing information

Keep these concepts in mind when doing your reports, analyses, and communications

APPLICATION TO CHARTS & GRAPHS

Keep them simple
PERCEPTION IN GRAPHS
Add a legend and watch the fun!
It’s like Pick-Up Sticks or Search-and-Finds!

PERCEPTION IN GRAPHS
Look: a table was stuffed into a circle!

CHARTS
Break into multiple charts
whenever there’s complexity

CHARTS
Tell a story
instead of stifling it into one chart

CHARTS
No pie charts
No “eye candy”

CHARTS
Which candidate did better in three elections?
Which candidate did better in each election?

Can you measure the parts on the next chart?

Want to make it worse?
In ANY chart...

NO 3D effects or other “eye candy”

They distort the facts

Pie charts distract from your message until you have 3 or less data points

But, really: all that space for that?

Just to show a fraction?

Good old bar graphs are informative and easy to use
CHARTS

Conveying “we’re part of the whole” or percentages?

Remember our discussion about color?

Don’t do this!
Do this!

CHARTS

Adding color?

“What purpose will the color serve?”

“What meaning will the color convey?”

CHARTS

Use color to:

- **highlight** particular points
- **group** items
- **encode** values

CHARTS

How do you feel about science?

BEFORE program, the majority of children felt just OK about science

AFTER program, more children were Kind of interested & Excited about science.

CHARTS

Use **soft and natural colors** to **display** most information

Use **bright or dark colors** to **highlight** information

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Again: No 3D or other distracting elements!

**CHARTS**

"Which charts do I use?"

**LINE CHARTS**

Trending, relating to time

**BAR CHARTS**

Comparing and categories

**OTHER CHARTS**

Exploring other types of charts?

Convey your meaning

Clearly provide your message

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CHOOSING A CHART

Ask yourself:

“Would a simpler chart do this just fine?”

“Does this add unnecessary complication?”

Choosing a chart

Charts are supposed to

communicate

simplify

Application to Communication

Structural Considerations: Writing

White Space
Paragraph / Block
Font and Structure Style
Grouping

Paragraphs & Grouping
Font Weight
Line Height
Number & List
Organize & Title

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Use White Space Effectively

As in music or theater, silence is powerful
white space is written silence

Use Space, Grouping, Paragraphs

Categorize, group, order, and space with intention

Adjust line height for increased readability

Adjustments for writing are important for tables
Use **titles** and **headings** in your communications.

**Bold** key terms

Within a body of text the **bold terms** stand out the most, more than **italics** which should only be for **minor emphasis**.

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**Table 1: Table**

<table>
<thead>
<tr>
<th></th>
<th>Lags</th>
<th></th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>10</td>
<td>15</td>
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</tr>
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<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
<tr>
<td>Foo-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
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<td>0.4936</td>
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<td>0.8457</td>
<td>0.8822</td>
</tr>
</tbody>
</table>

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**Highlight Important Elements**

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Order and/or number items

Put formatting to work for your thought process

Create Outlines Using Spacing/Grouping as a Guide

Document Title
Section Header
Subsection Header
Paragraph Title

Etiquette Helps
Salutations and signatures matter

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Precision of Numbers & Detail

Precision is typically not important and can be distracting when presenting.

Length: Time versus Space

Number of slides shouldn’t matter.

Length: Time versus Space

Space and time matters.

Putting more in less space and time is what creates unnecessary complexity.
Personal Considerations

Shortcuts
Detail
Domain
Confidence

Shortcuts
It's nature's way for us to encrypt information

Here's how several insects and birds see flowers

Intention

Don't shortcut wherever possible
Jargon, Abbreviations, and Acronyms
Don't alienate your audience!
Level of Detail
Too much detail is overwhelming

Domain or Formality
Don’t be too formal

Over- or Under- Confidence
Stand confidently behind what you say
But retain humility

Team Considerations
Clear Explanations
Goal-Oriented
Action-Oriented
Dialogue / Collaboration
What About Meetings?

Always have someone take notes!

Begin your meetings with clear intentions and stated goals.

During meetings, try to allot time for directed dialogue and relevant collaboration.

Always end meetings with assigned action items with due dates.

Essentially

Actively listen
Communicate with intention
Be mindful of the “little things”
Allow and enable others to engage
What we mean by “delivery”

Delivery is to provide something

This entails some medium in order to deliver
This not limited to modern technology

SELECTING MEDIUM OF DELIVERY

Analytics
Excel / Powerpoint / Word
Websites
Email
Paper
Verbal / Meeting
Technical Considerations
Computer or Paper
Operating System
Equipment
Technical Prowess of Users

When choosing a delivery medium:
Think of Your Audience

Is the medium easy for them?
Can they access the medium?

Does the medium have the needed features?
Is the medium as simple as possible?
SUMMARY

Think of Your Audience

Features
Simplicity
Ease of Use
Access

SUMMARY

How we perceive things has incredible importance
Be introspective about perception and project meaning
Be careful about presentation

SUMMARY

Keep in mind:
perception and location of white space and elements
we naturally relate elements together in predictable ways

SUMMARY

Keep it simple
Use natural and soft tones for dominant colors
Use other colors carefully and meaningfully

SUMMARY

Choose and use charts thoughtfully

SUMMARY

Think about your day-to-day communications to
improve them with these concepts and applications
TO END...

WE DISCUSSED SEVERAL TOPICS

1. ORGANIZATION
2. REPORTING
3. PRESENTATION
4. DELIVERY

ENDING

ALWAYS KEEP YOUR AUDIENCE IN MIND
DETAILS MATTER FOR PERCEPTION AND COMMUNICATION
KEEP THINGS AS SIMPLE AS POSSIBLE

QUESTIONS

?

CREDITS

IMAGE OF BIRDS IN JUNGLE
LOWER DOVER FIELD JOURNAL

IMAGE OF MAN AT CHALKBOARD
VAYO IE

DIKW PERSPECTIVE MAP
MICHAEL ERVICK, SEATTLE UNIVERSITY, 2012

DIKW PYRAMID WITH DECISIONS STEPS
PERSUANT.COM

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