

MJPhD

MORE EFFECTIVE COMMUNICATION

MARK JONES

10 December 2021



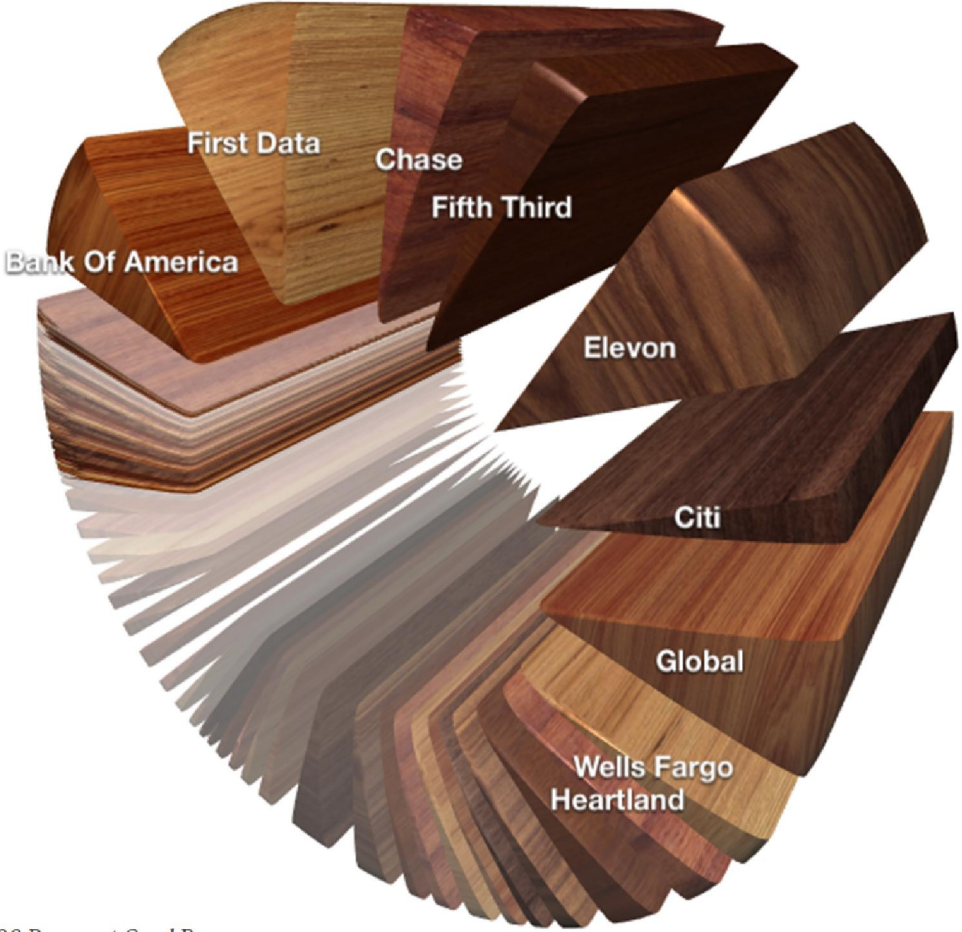


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The top 10 Payment Card Processors account for 57% of the total number of Merchant Outlets in 2010.



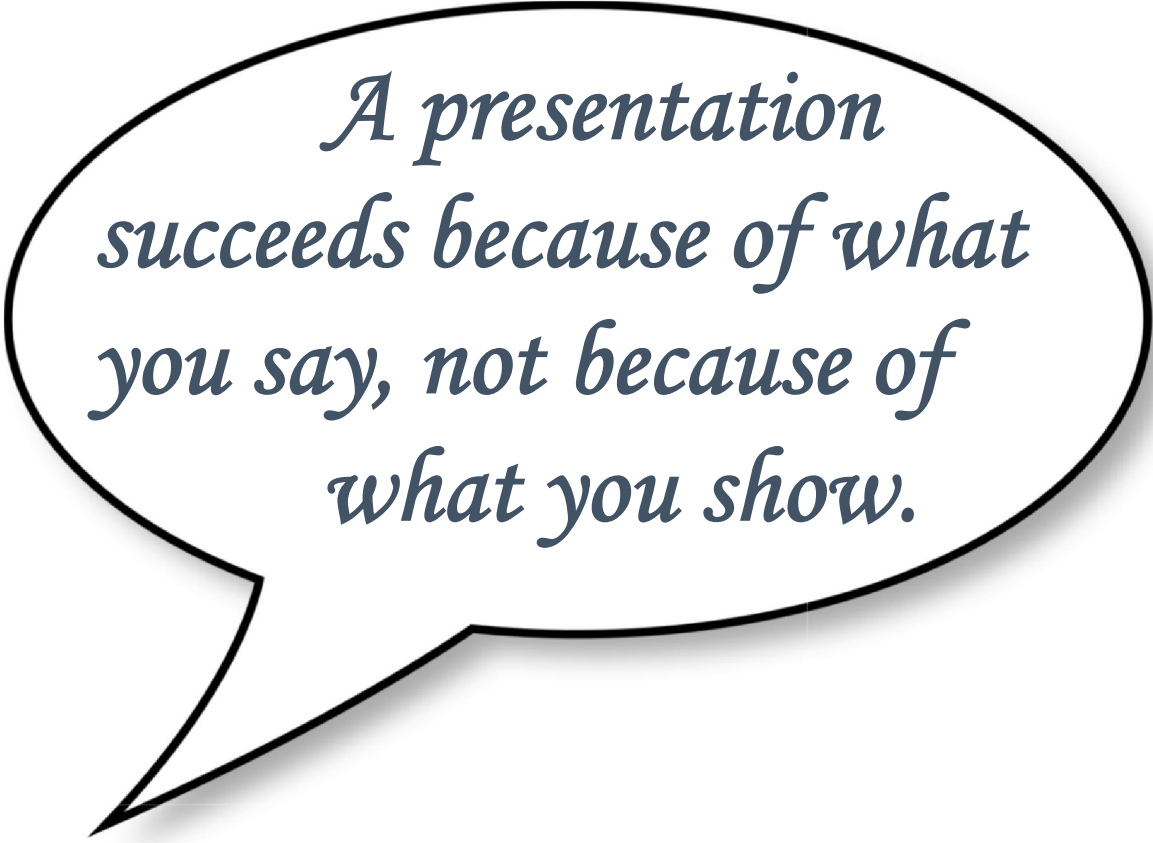
curated bad graphics



Distribution of the top 100 Payment Card Processors

@CBinsights 28 Jun 2017

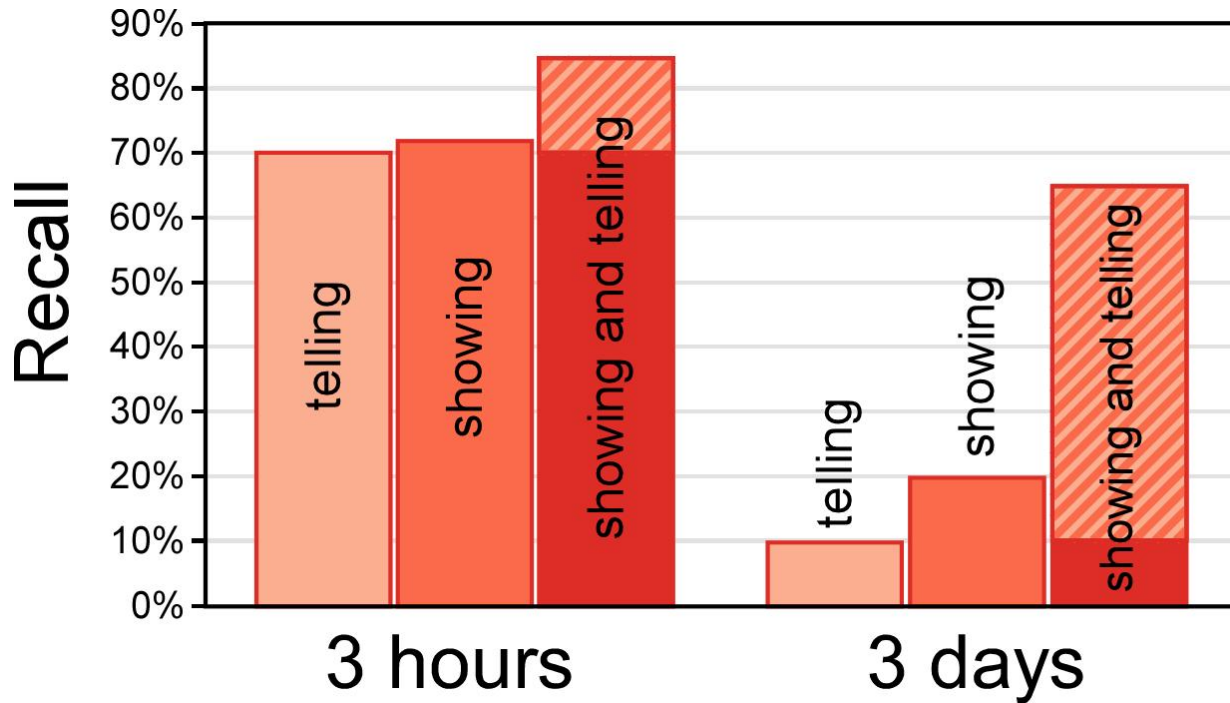


A black-outlined speech bubble with a drop shadow, containing the text:

*A presentation
succeeds because of what
you say, not because of
what you show.*

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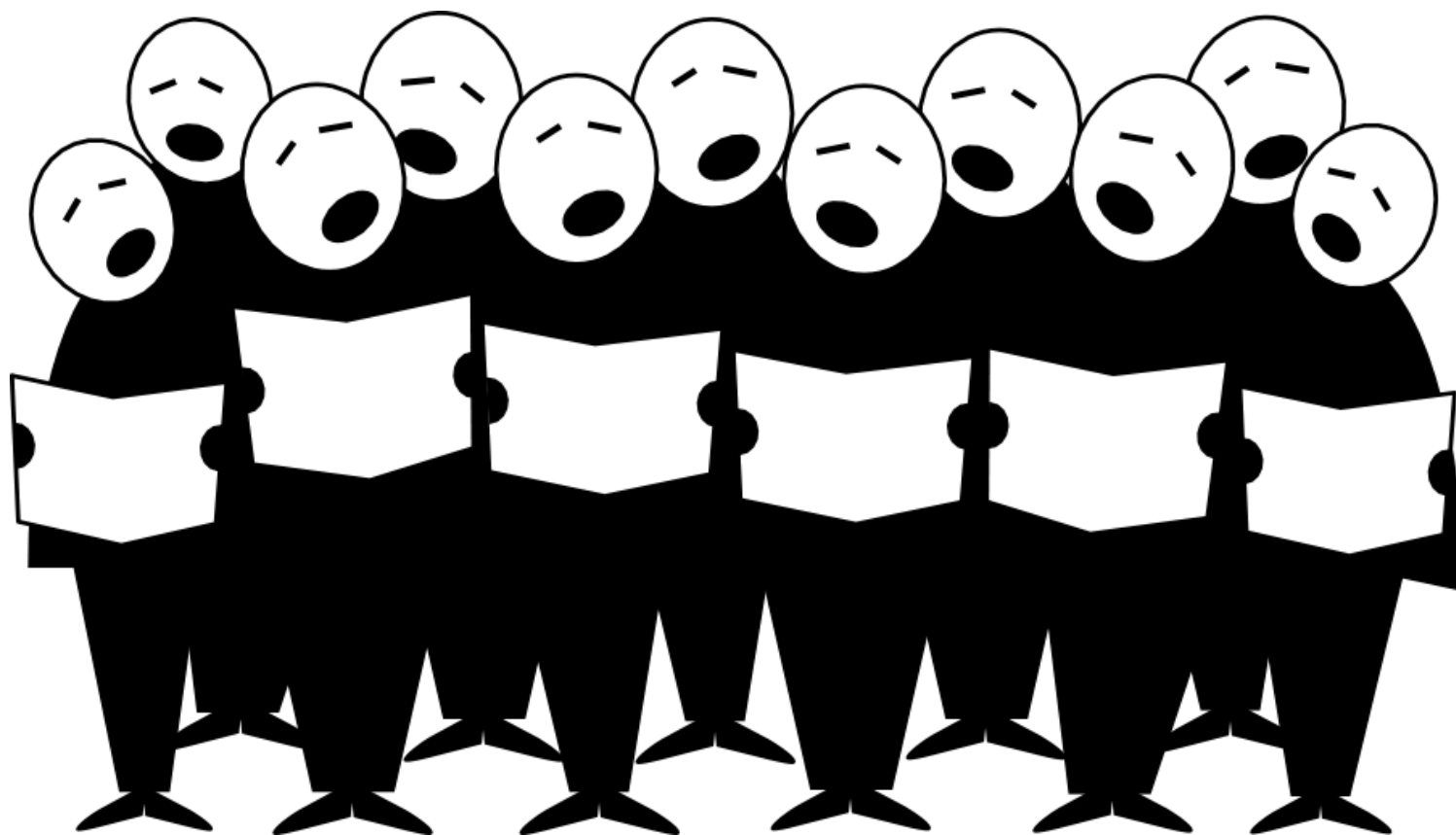
WHY USE VISUAL AIDS?



	Recall in 3 hrs	Recall in 3 days
Telling (alone)	70%	10%
Showing (alone)	72%	20%
Telling and Showing Together	85%	65%

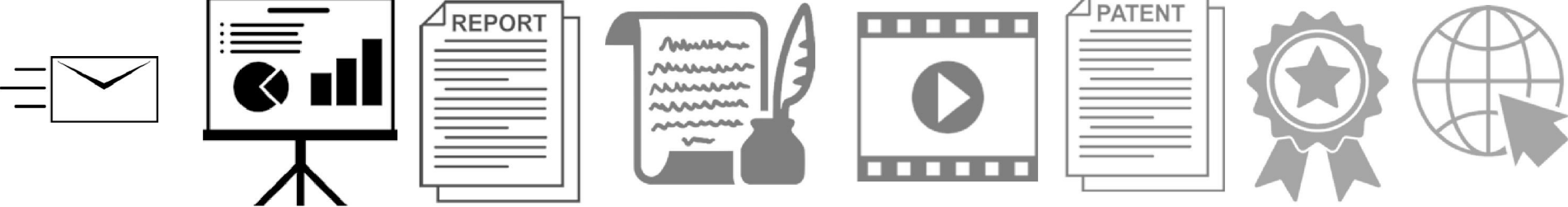
Gene Anderson

SLIDES AS CHORUS



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COMMUNICATION: DIFFERENT TOOLS



COMMUNICATION: DIFFERENT AUDIENCES



COMMUNICATION HIERARCHY

Tools
Tactics
Strategy
Audience
Goal



Designing *any communication* a presentation without an audience in mind is like writing a love letter and addressing it 'to whom it may concern'.



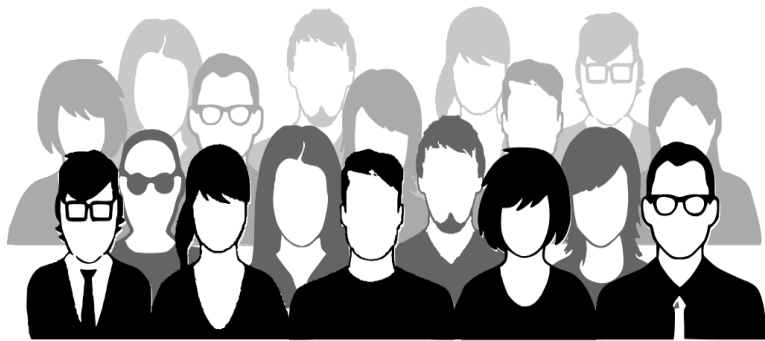
Ken Haemer
Presentation Research Manager,
AT&T



No one can remember
more than three points.

Phil Crosby





No matter what form communication takes, focus first and foremost on your audience

- place yourself in their shoes
- understand the actions you want the communication to drive

Put in the work so to make your story as easy to understand and internalize as possible

- make communication mind ready
- make it interesting
- use technology; don't get abused by technology

Everything improves with effort

- practice presentations
- edit and refine communications

THE SIX SIGNALS ALL AUDIENCES WANT TO HEAR



1. I will not waste your time
2. I know who you are
3. I am well organized
4. I know my subject
5. Here is my most important point
6. I am finished



Ed Wohlmuth in The Overnight Guide to Public Speaking



The beginning is the most
important part of the work.

Plato



MEMORABLE IS GOOD

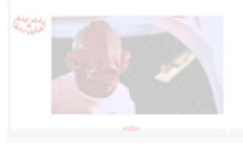
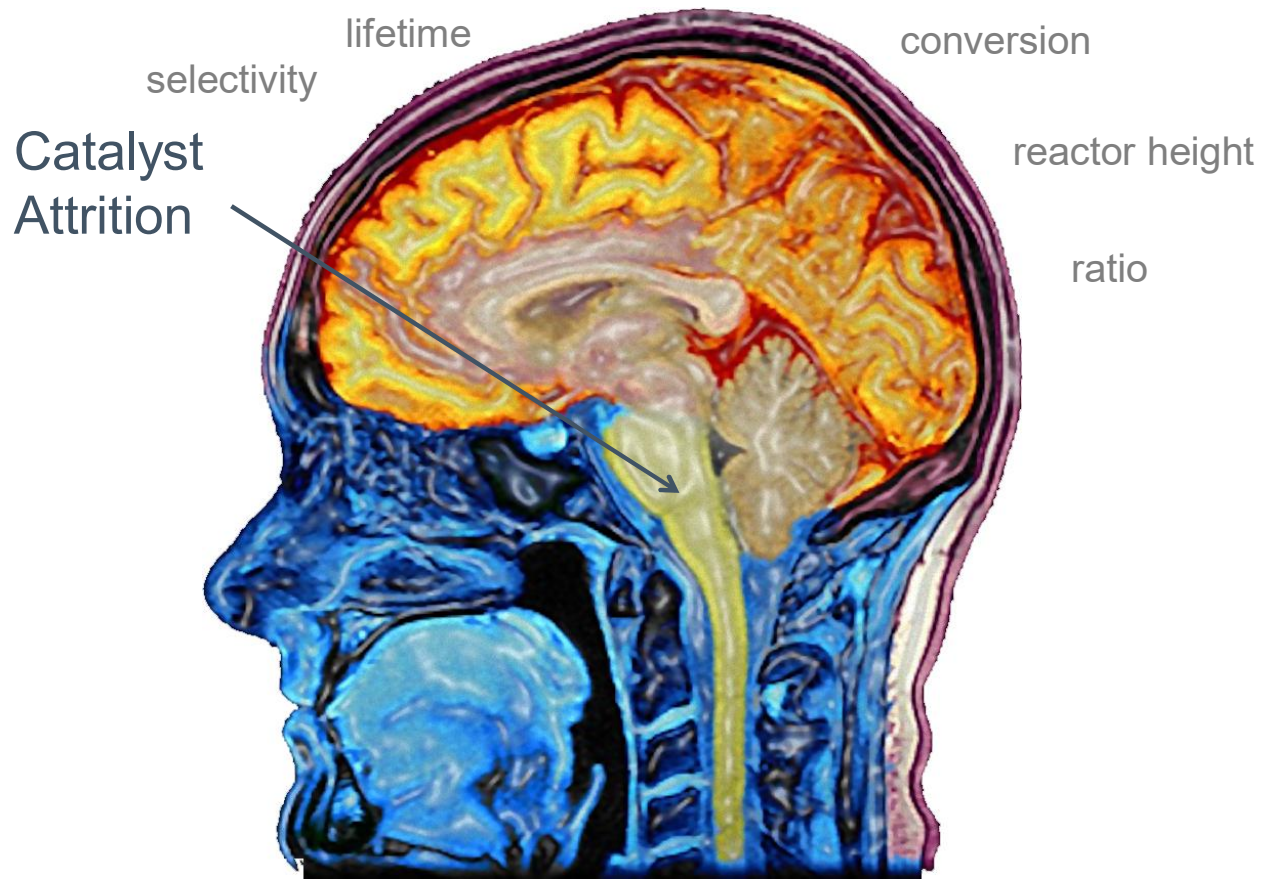
Which is better for the environment?

A meat-eater in a Prius



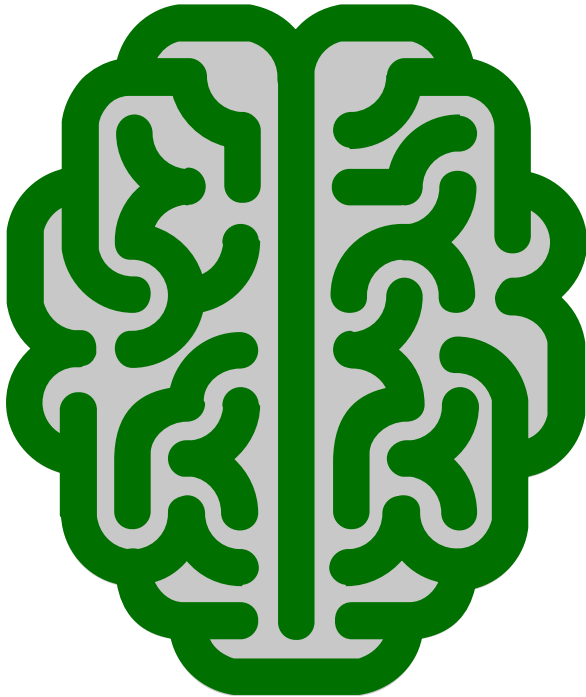
A vegan in a Hummer

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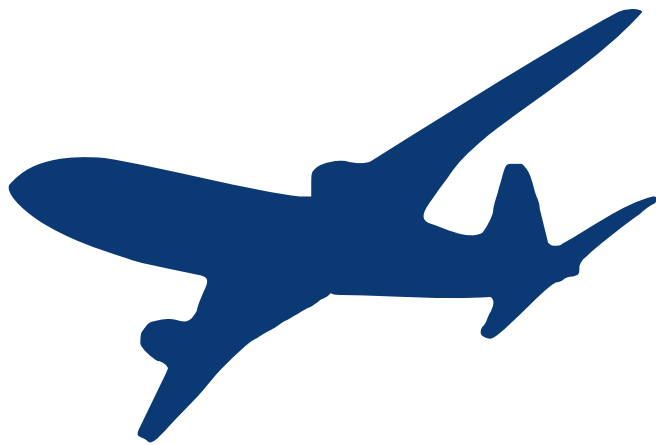
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MIND READY

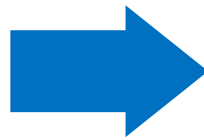


ready

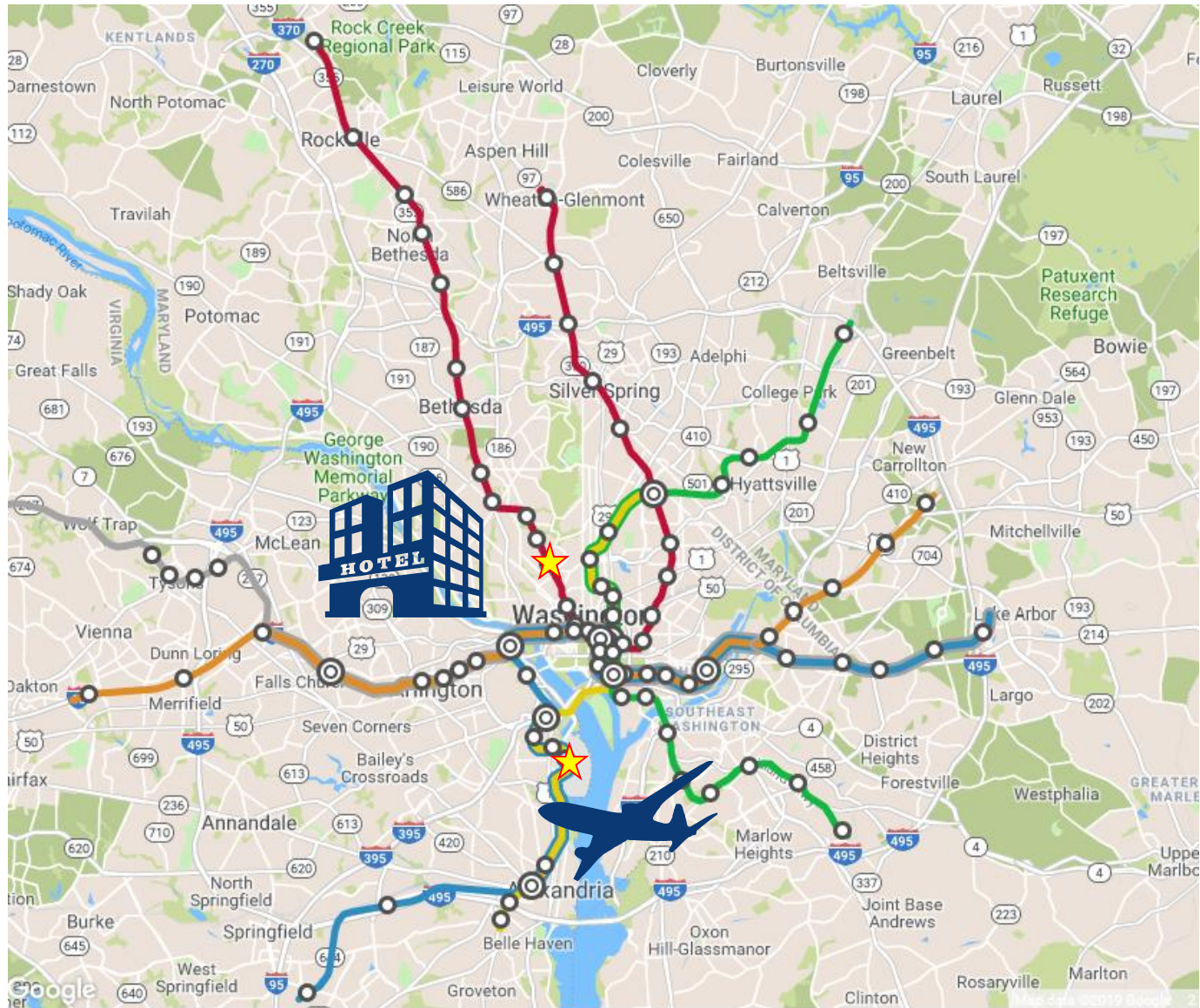
Washington, D.C.



Reagan National Airport



Marriott Woodley Park

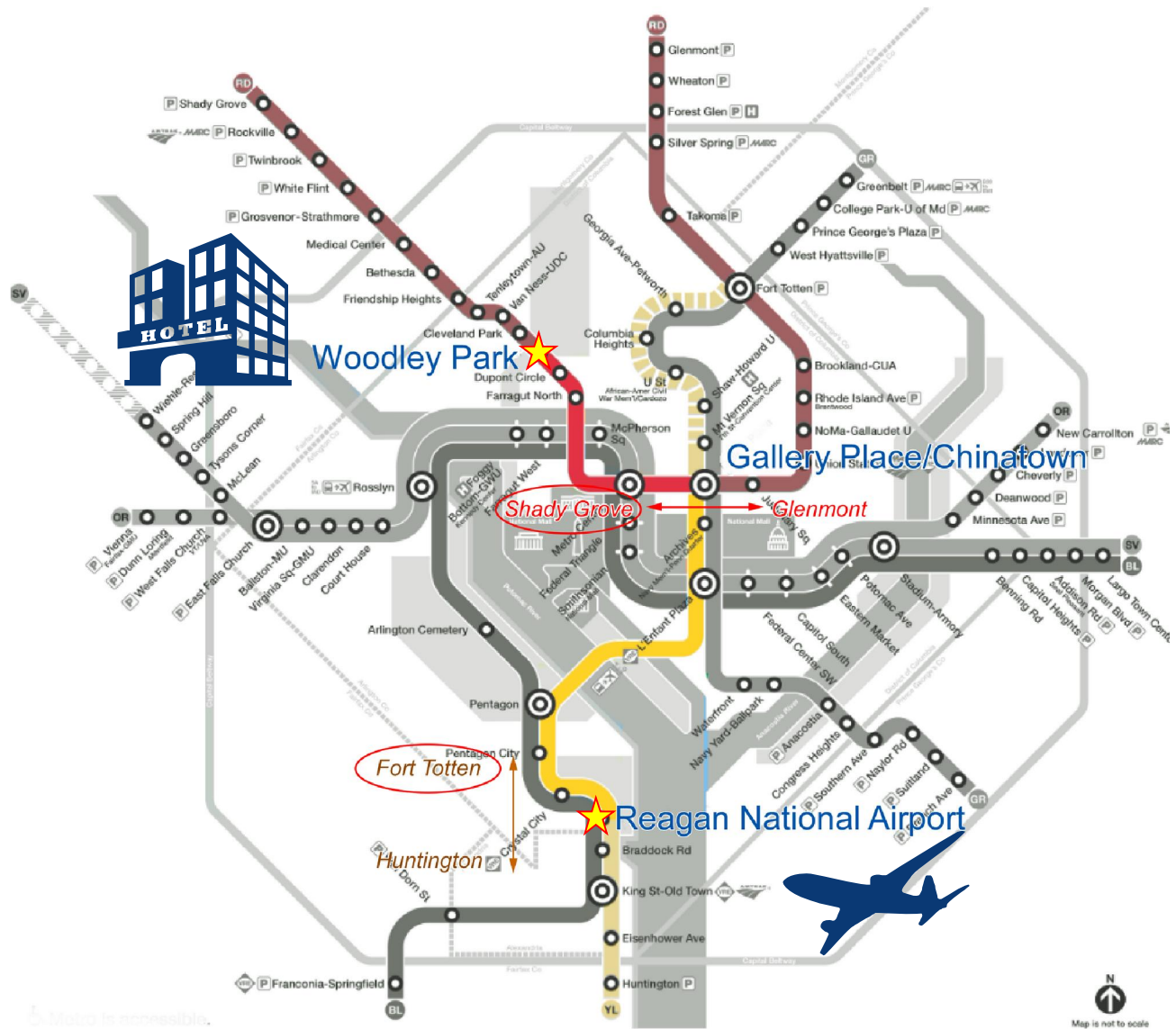






Metro is accessible.

N
Map is not to scale



Woodley Park

Gallery Place/Chinatown

Shady Grove

Glenmont

Fort Totten

Reagan National Airport

Huntington



Map is accessible.

N
Map is not to scale

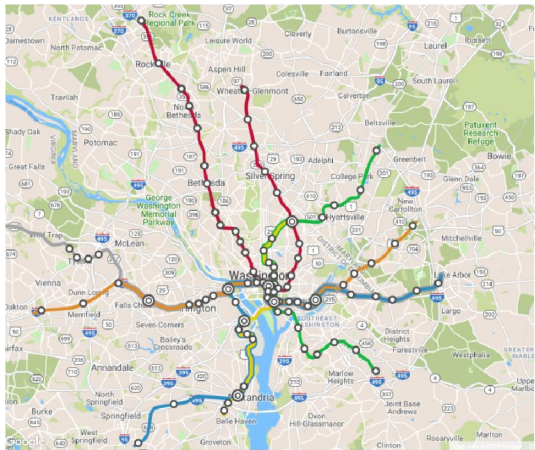
SIMPLICITY



Everything should be
made as simple as
possible, but not simpler.

Albert Einstein





FIVE PRINCIPLES OF DATA PRESENTATION



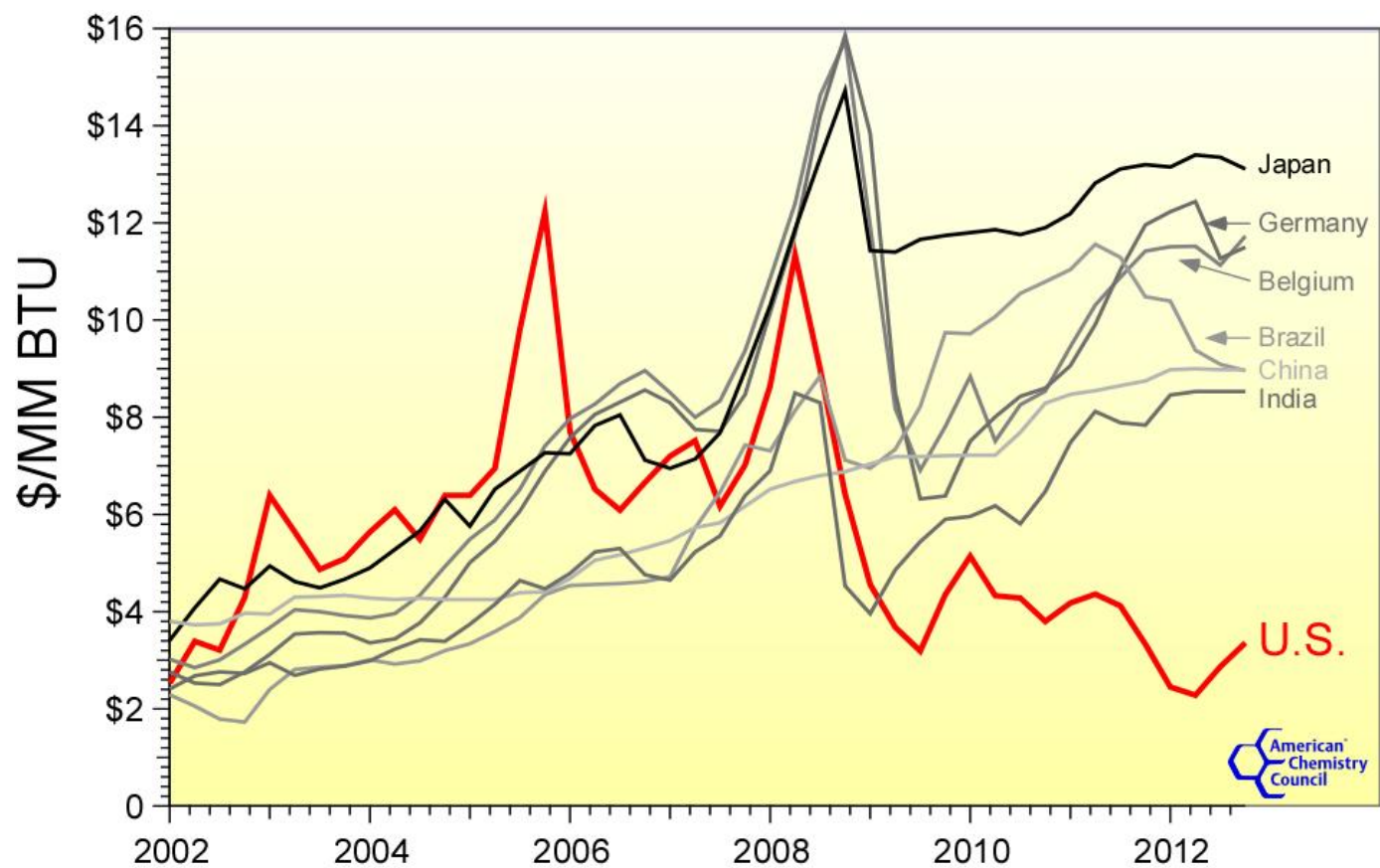
- Tell the truth
- Get to the point
- Pick the right tool
- Highlight what is important
- Keep it ~~simple~~
appropriate

Everything should be made as simple as possible, but not simpler.



Nancy Duarte in Slideology

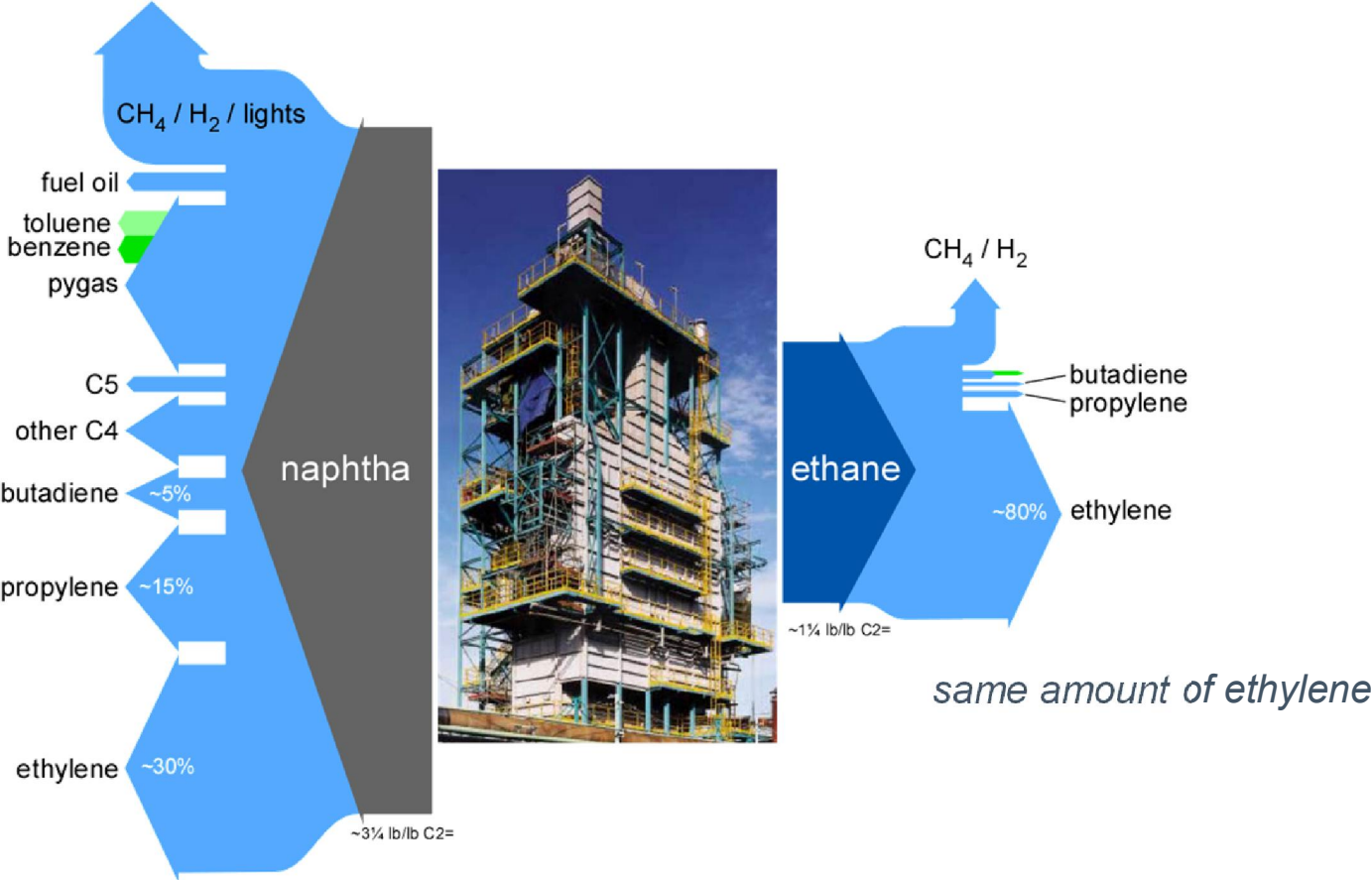
WORLD NATURAL GAS PRICES



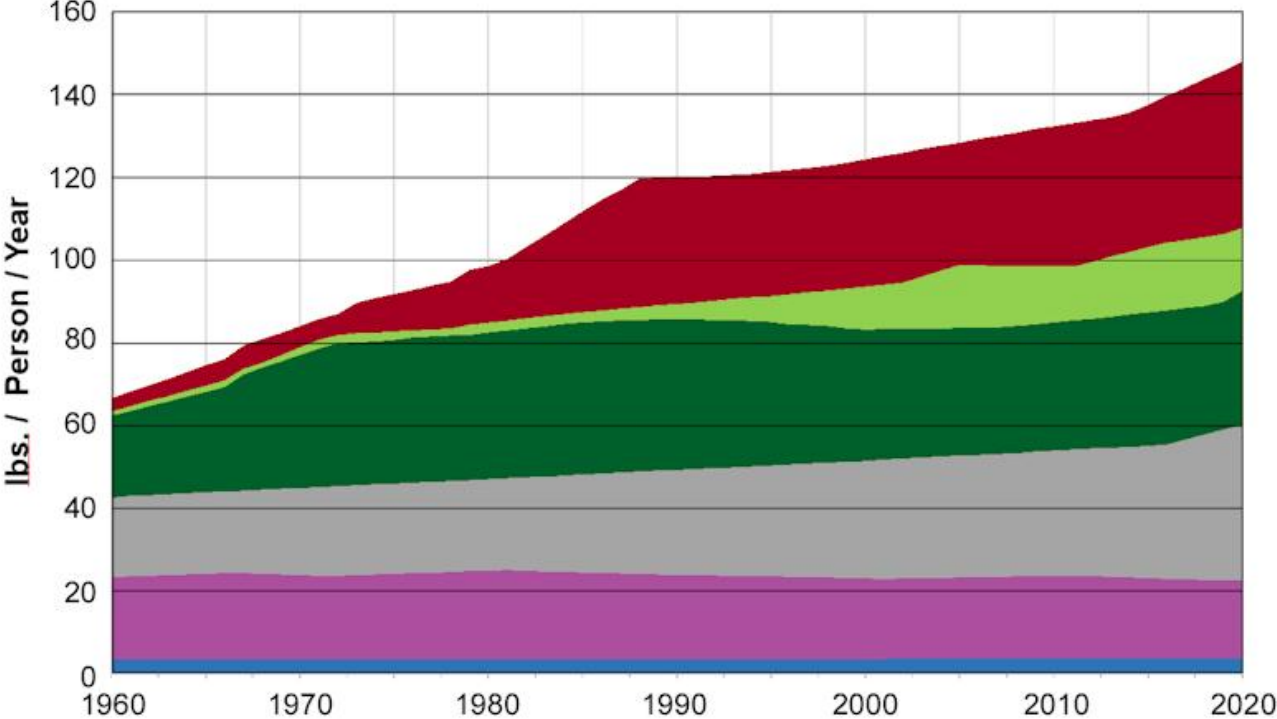
American
Chemistry
Council

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NAPHTHA VS ETHANE CRACKING COMPARISON



MEAT CONSUMPTION



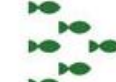
SHEEP/GOAT



BEEF



PORK



WILD FISH



FARMED FISH

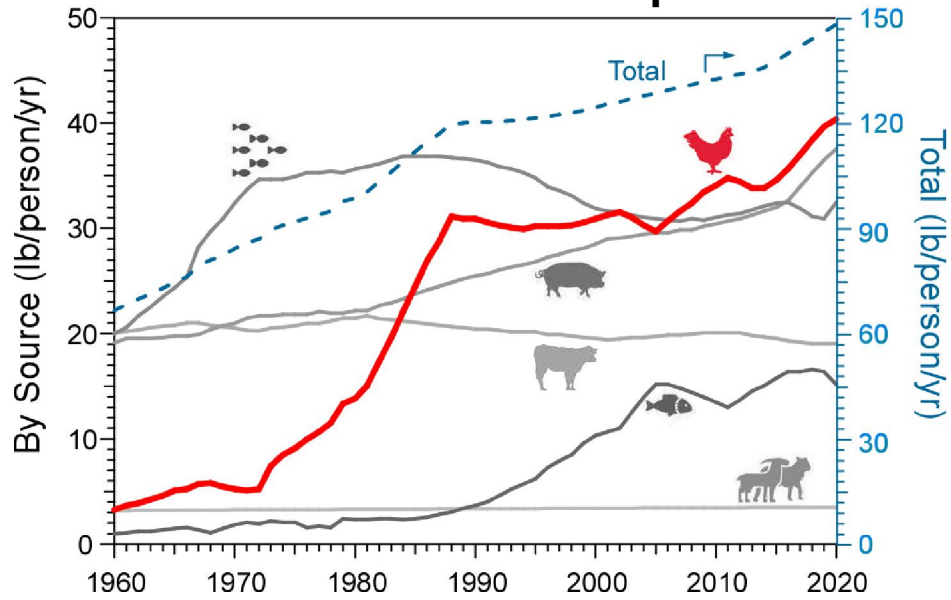


POULTRY

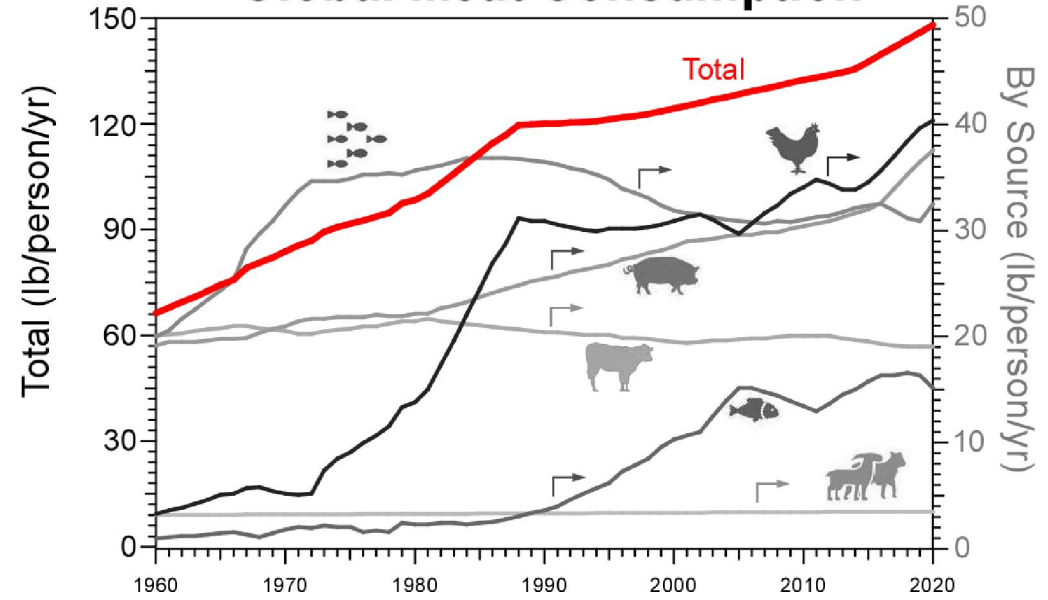
www.ethanolproducer.com/articles/16179/opportunities-in-high-protein-feed



Global Meat Consumption



Global Meat Consumption





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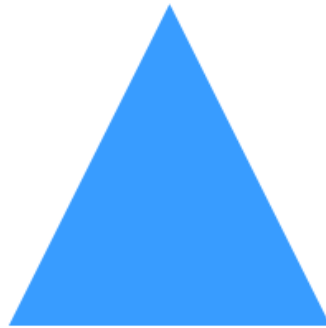
WHICH IS/ARE LARGEST?



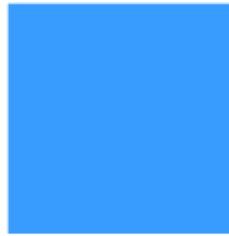
left
rectangle



triangle



square



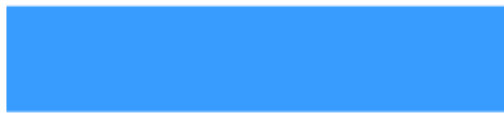
circle



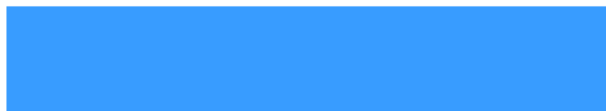
right
rectangle

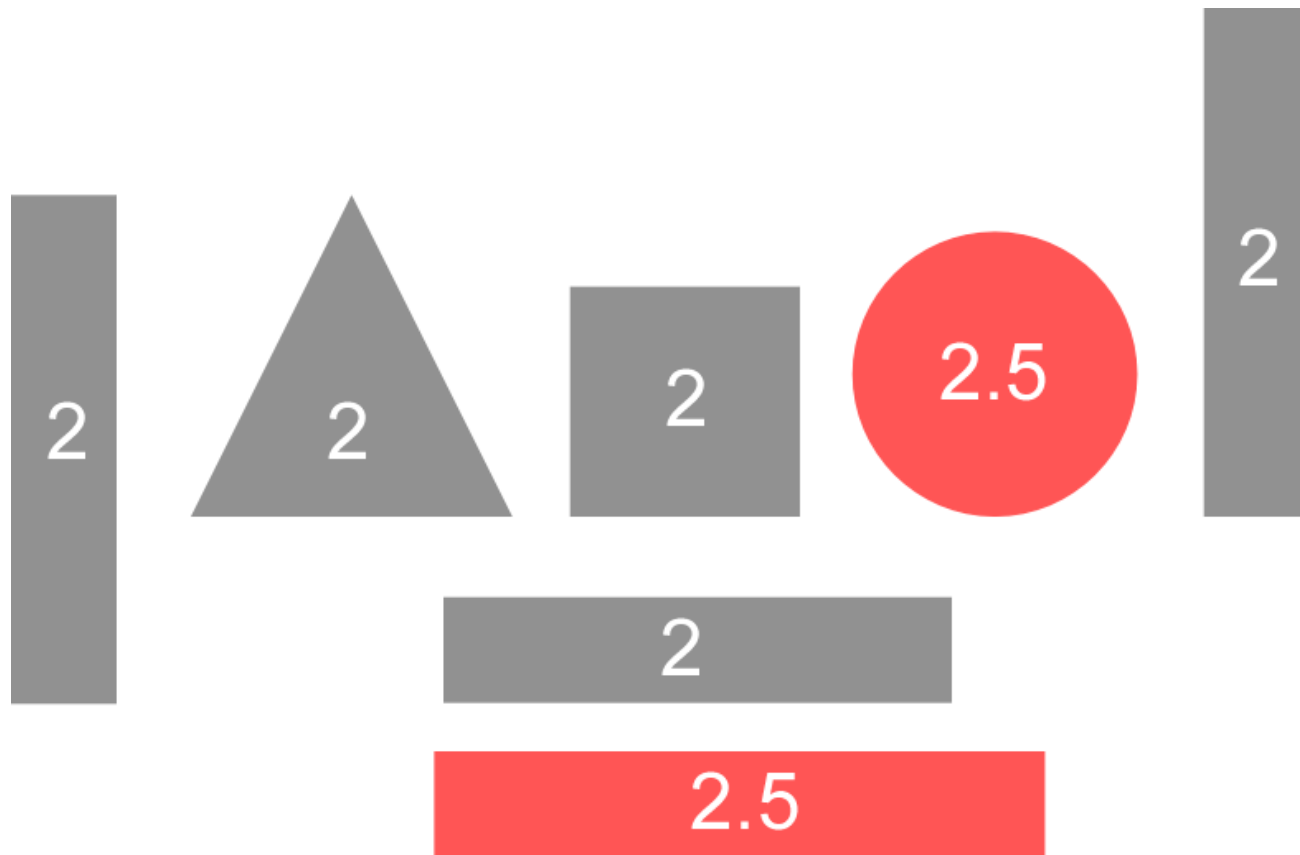


top
bar



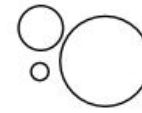
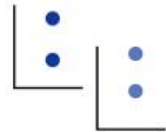
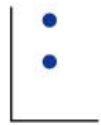
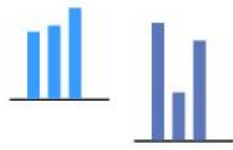
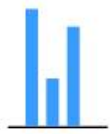
bottom
bar





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HUMAN PERCEPTION



position
(aligned)

position
(unaligned)

length

angle

area

color intensity

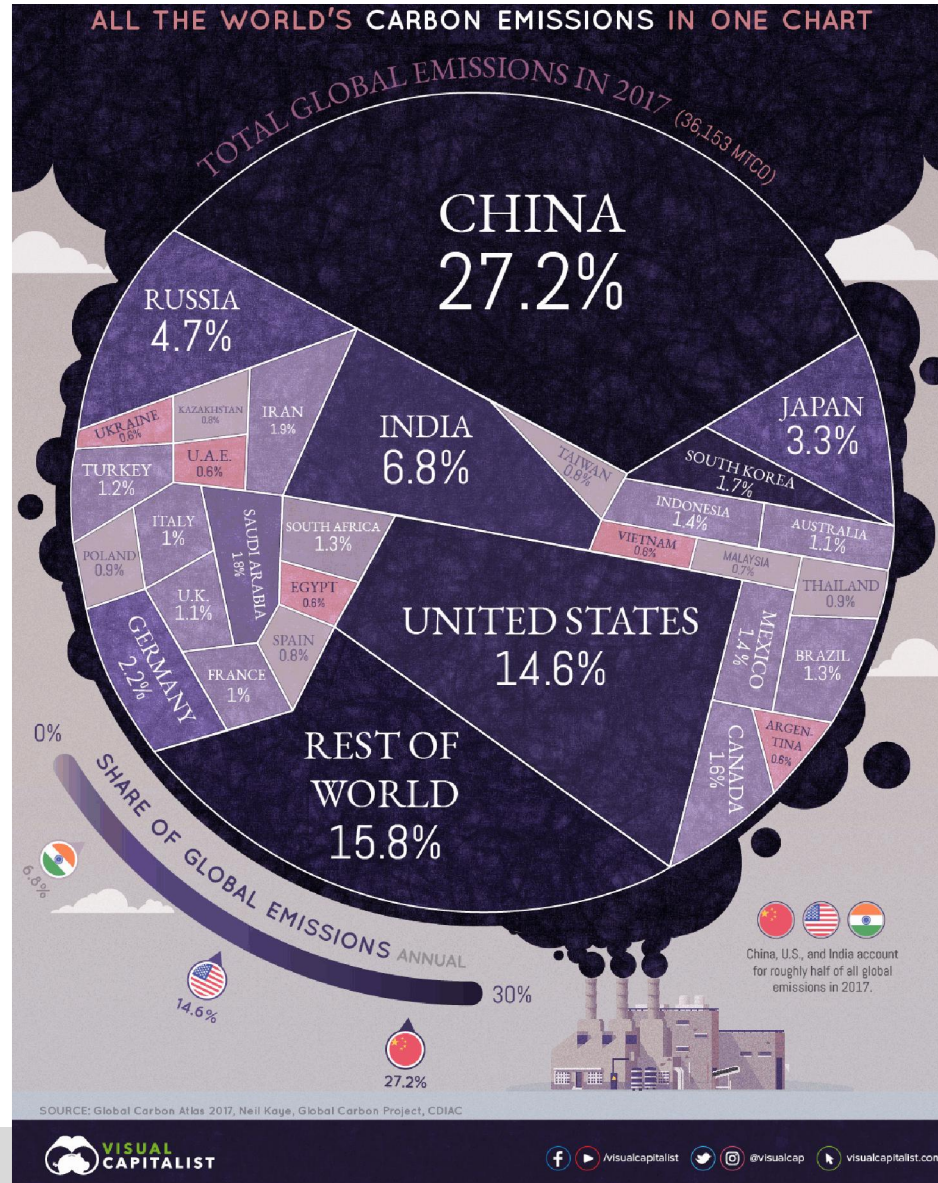
color hue

more
accurate

human perception

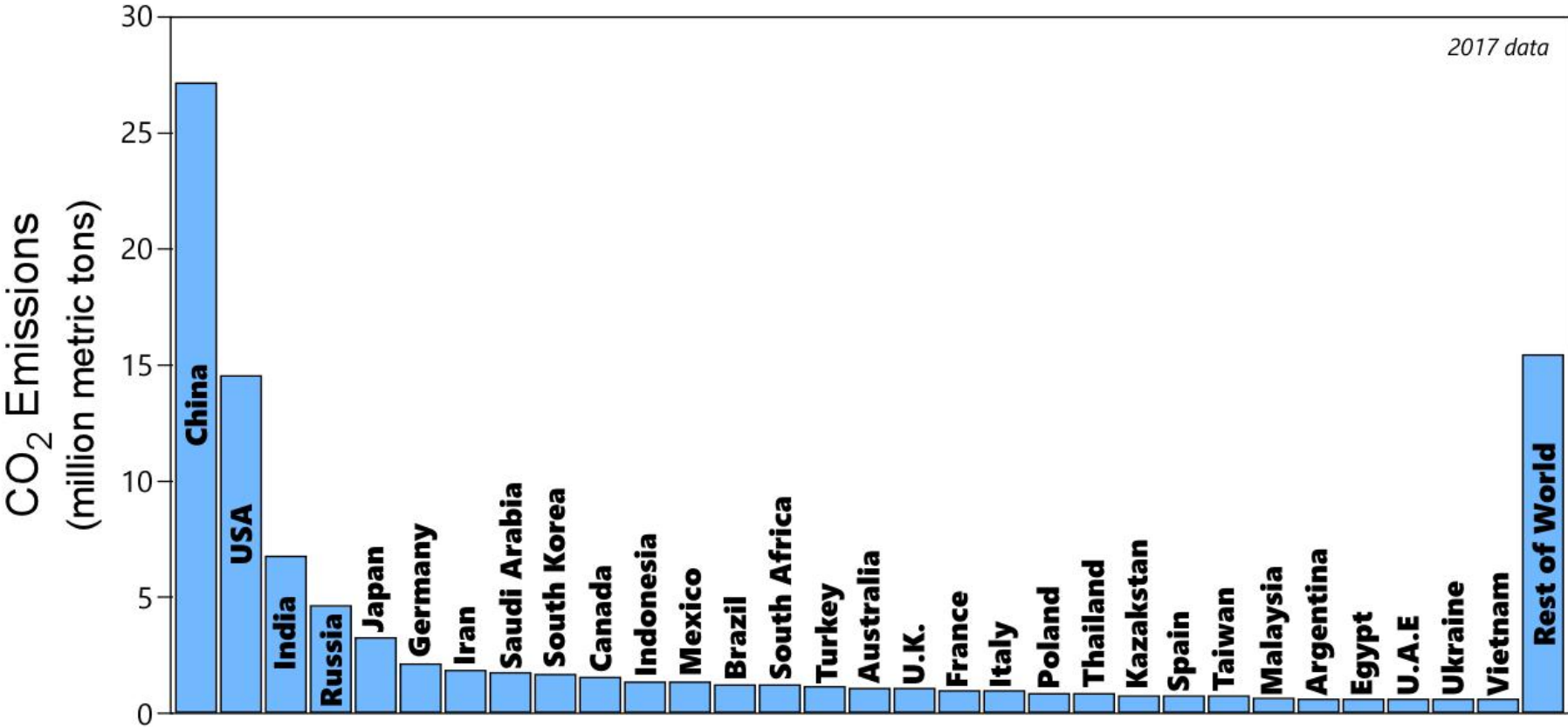
less
accurate

Cleveland, W.S. and McGill, R., 1984. Graphical perception: Theory, experimentation, and application to the development of graphical methods. *Journal of the American statistical association*, 79(387), pp.531-554.

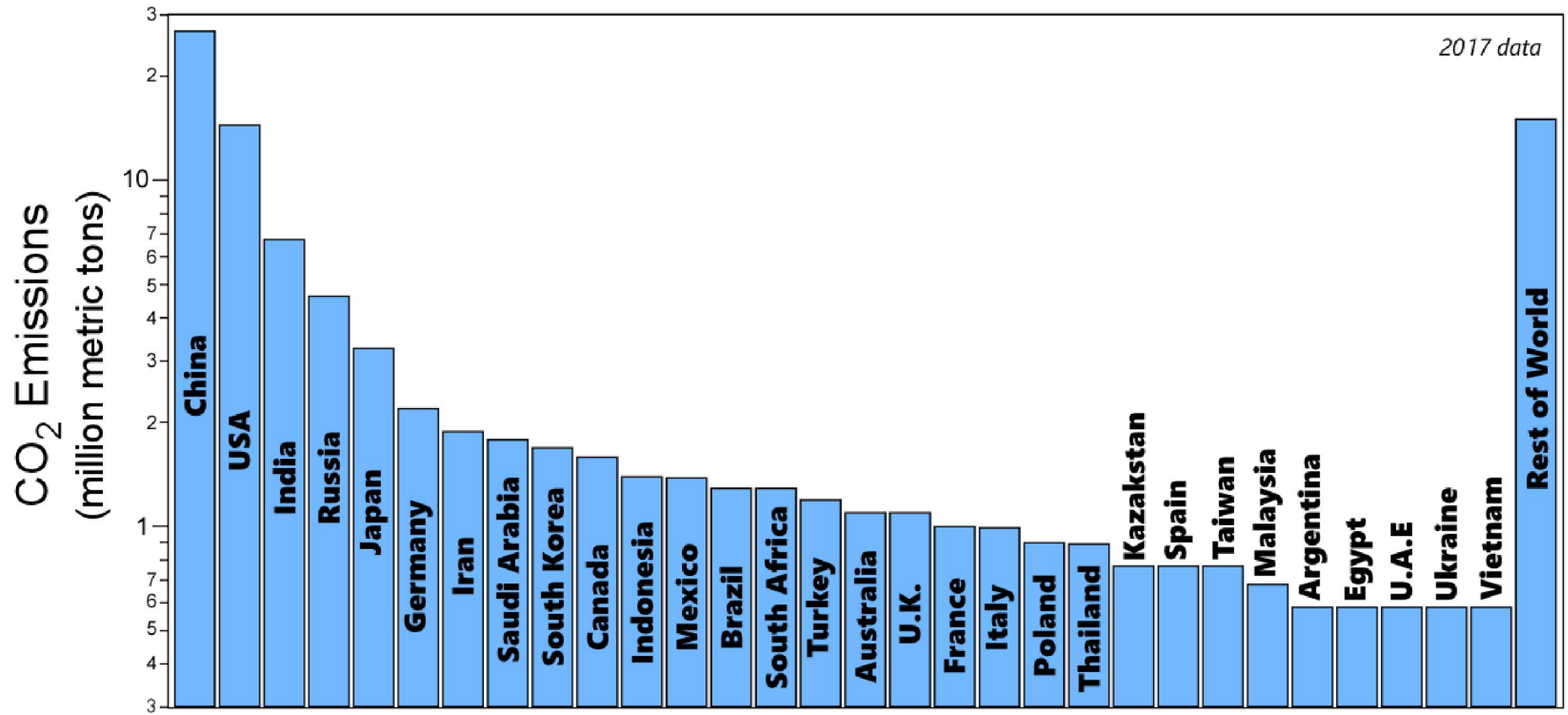


Voronoi Treemap in an irregular shaped container

CARBON EMISSIONS



CARBON EMISSIONS



WHICH IS BETTER FOR THE ENVIRONMENT?

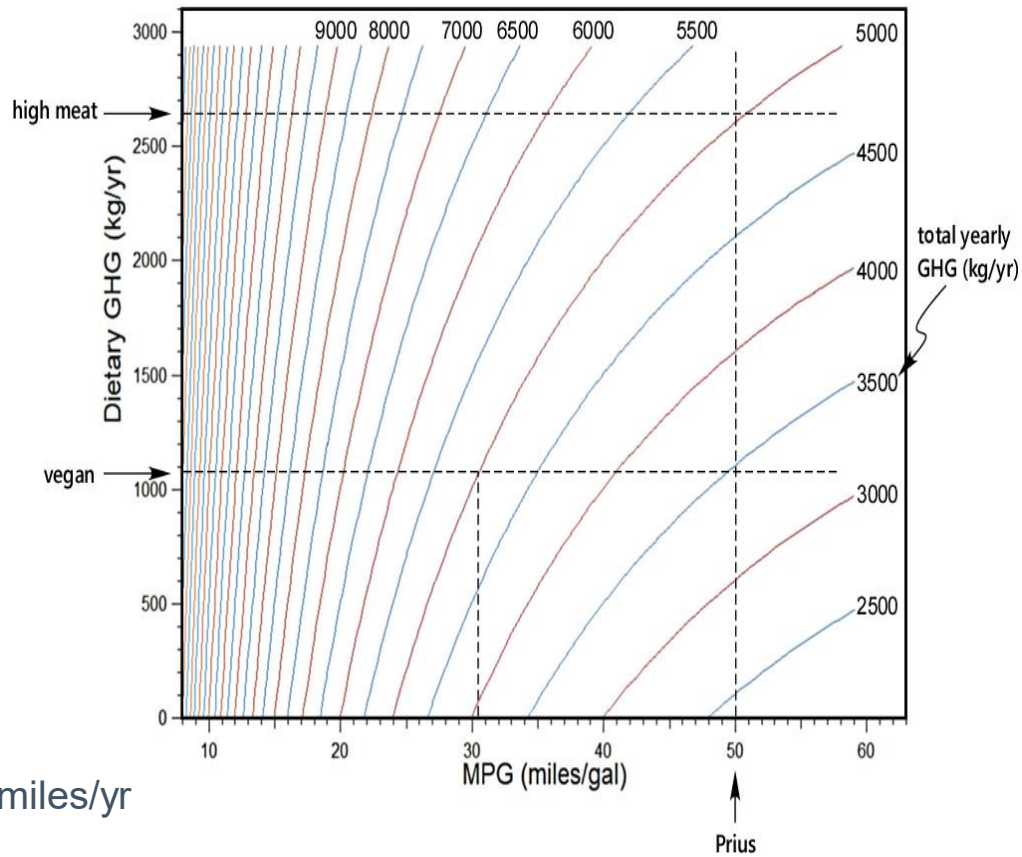
A MEAT-EATER IN A PRIUS



A VEGAN IN A HUMMER

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VEGAN/MEAT-EATER DRIVING COMPARISON



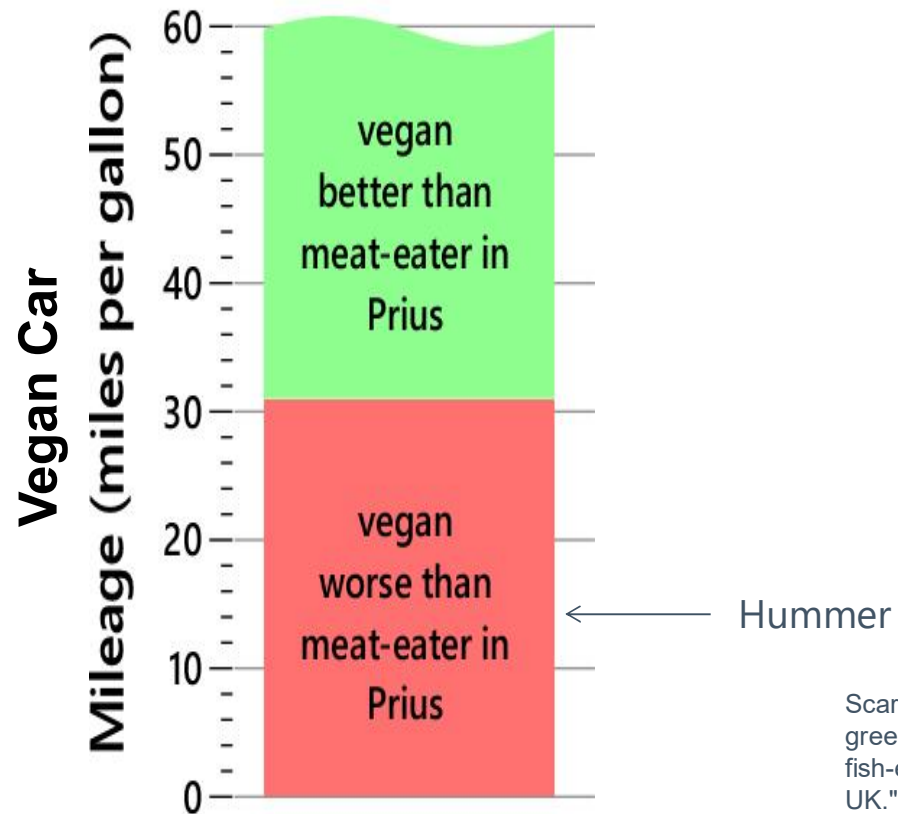
assumes 13,476 miles/yr

nomograph

Scarborough, Peter, et al. "Dietary greenhouse gas emissions of meat-eaters, fish-eaters, vegetarians and vegans in the UK." *Climatic Change* 125.2 (2014): 179-192.

VEGAN/MEAT-EATER DRIVING COMPARISON

assumes 13,476 miles/yr



Scarborough, Peter, et al. "Dietary greenhouse gas emissions of meat-eaters, fish-eaters, vegetarians and vegans in the UK." *Climatic Change* 125.2 (2014): 179-192.



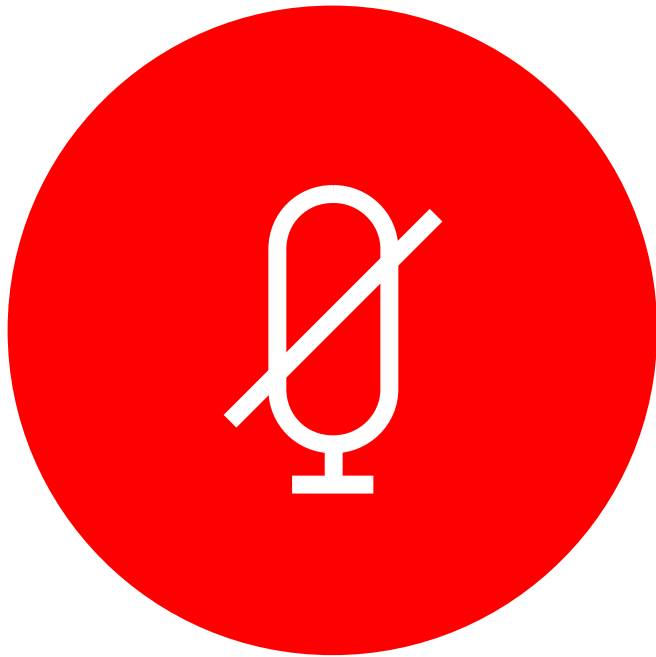
graphs used to gain
understanding are unlikely
to be good for presentation

WEB MEETING SUGGESTIONS



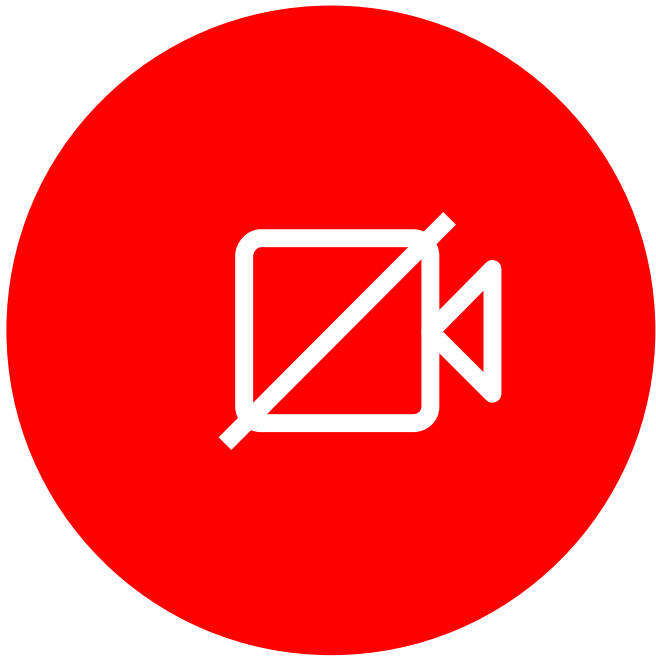
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MUTE



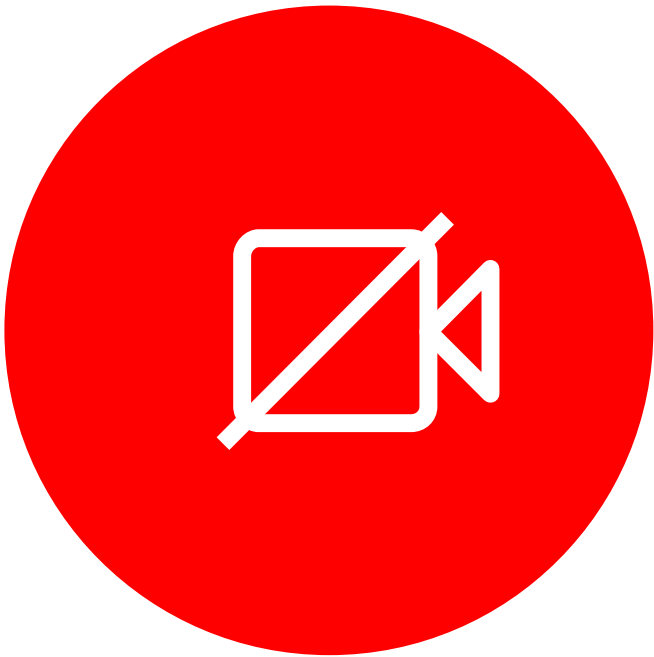
- Mute yourself if not speaking
 - autoadjusting microphones
 - dog barks, phones, yelling kids,.....
 - even important in small groups
- Mute all users if you are the host at start of any presentation
- Mute disruptive attendees
- Avoid speakerphone

CAMERA



- Turn off your video if you are just listening
 - helps bandwidth
 - prevents embarrassment
- All or none is not a bad rule when in a small meeting
- Monitoring more than 4-8 faces is difficult and distracting
- Share full screen with care
 - be a good audience member (and friend)

CAMERA

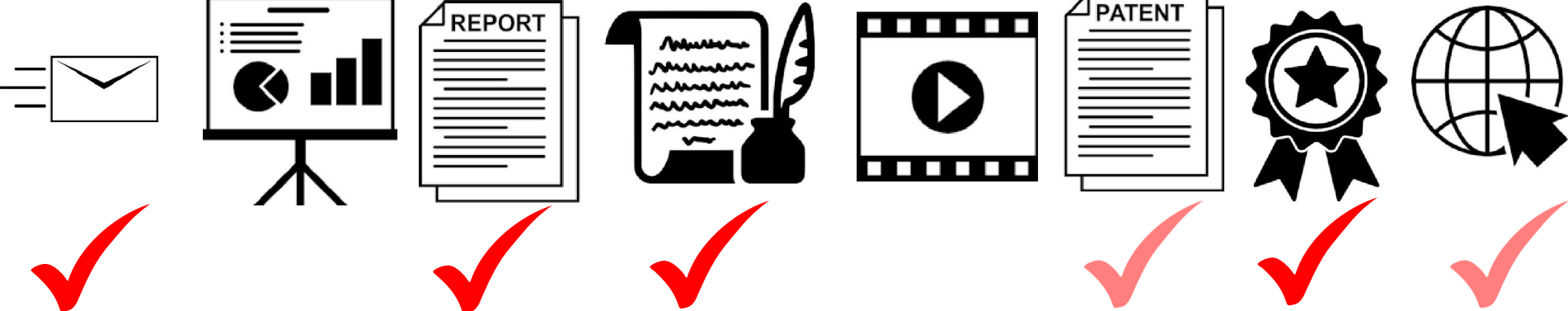


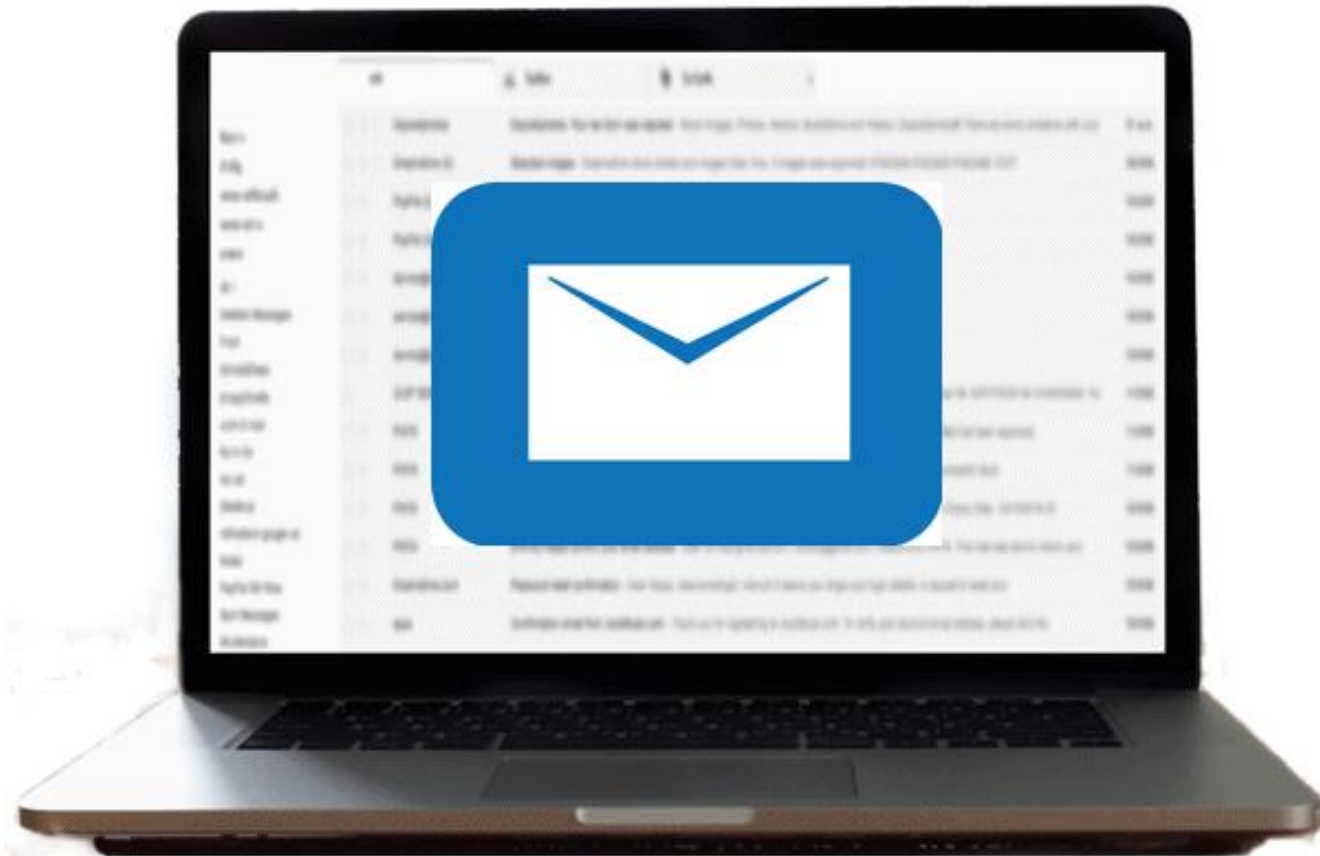
- Plan how you will look to others
 - plan background and camera placement
 - virtual backgrounds require good real background
 - plan lighting
 - avoid backlighting
 - placement in frame
 - headset?

GENERAL WEB MEETING COMMENTS

- Hosts should control and monitor attendees
 - open meeting rooms can present problems
- Up your excitement level and involve others
- Animate at your own risk
 - even simple appear and disappear can give strange results
- Video will be choppy
 - take steps for critical videos
 - audio may not play to attendees unless you plan ahead

COMMUNICATION: DIFFERENT TOOLS





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EMAIL'S FLAWS

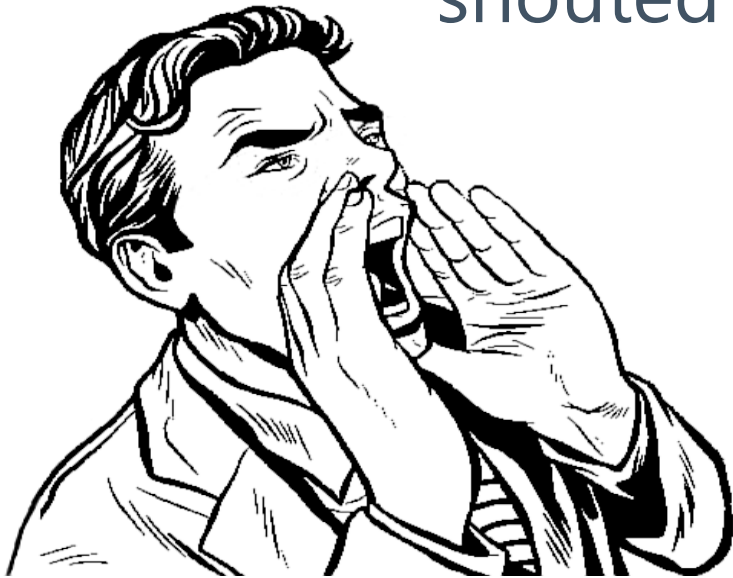


- You can't assume only the reader will see it.
- You can't assume all of any message will be read.
 - Spam filters aren't reliable.
 - Too much email!
- Over-analysis is possible, even likely.
- Autocorrect and spelling checkers.
 - Madan → Madman
 - attempt at *inconsistency* → *incontinence*

EMAIL RULES



Assume the contents of any email will be shouted for all to hear.



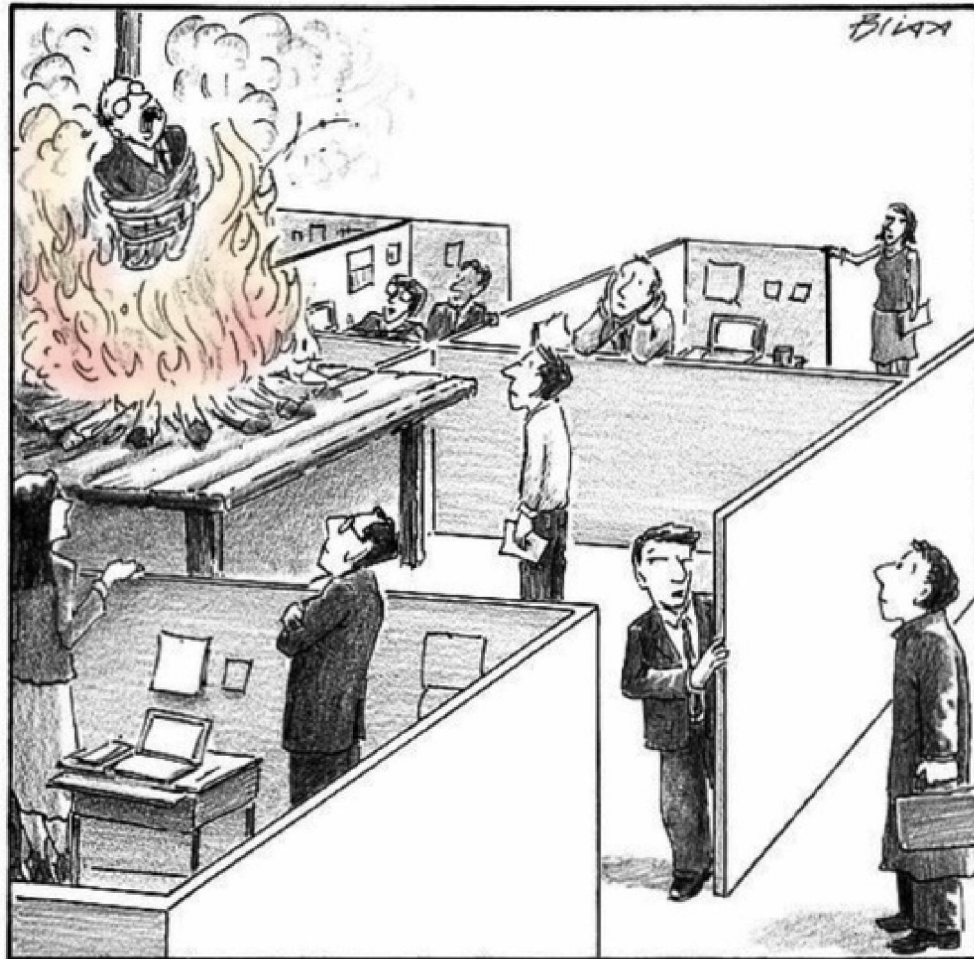
EMAIL RULES



Don't say anything about someone in email you would not be comfortable saying to them directly, because eventually *they* will read it.

Kevin Kelly in *68 Rules*





"He Replied All."

Harry Bliss, appearing in the New Yorker, September 14, 2015

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RECIPIENTS



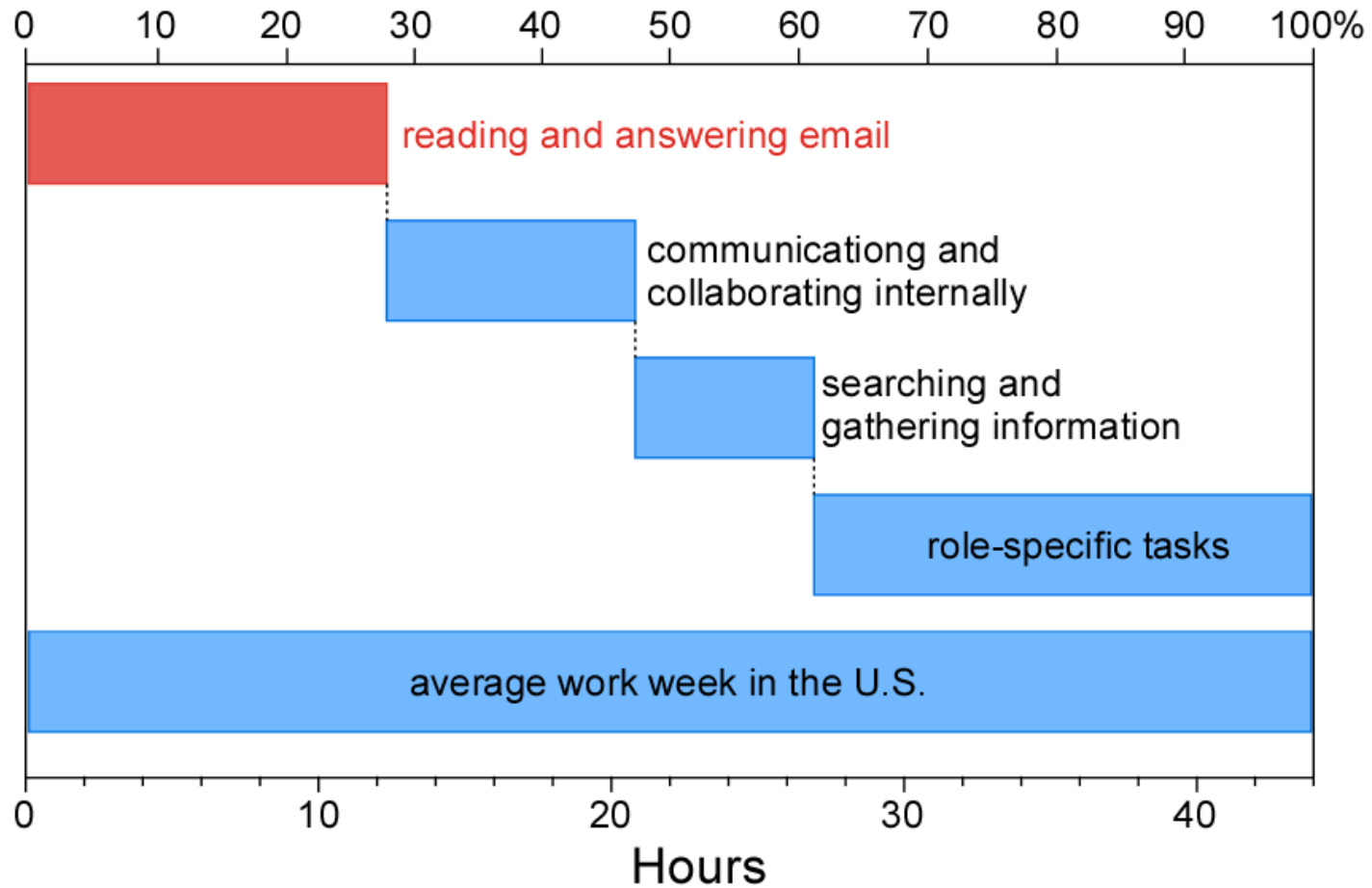
- Carefully consider and check all recipients
 - lots of email is incorrectly addressed
- Distribution lists require special care
 - selecting the wrong list exponentiates mistakes
- Recipients forward
 - consider all content when deciding whether to forward
 - nothing says you need to send the entire message
- Recipients add names
 - check names when replying

EMAIL READING TIME



- ~ 1 minute from 147 daily emails taking 2.5 hours to read (Boomerang analysis)
- 13.4 seconds is the average reported by Litmus
- average attention span dropped to only 8.5 seconds (Microsoft 2015 study)

TIME SPENT ON EMAIL



McKinsey Global Institute, "The social economy: Unlocking value and productivity through social technologies", July 1, 2012

MORE READ ON PORTABLE DEVICES



- Some studies say over 40% of emails read on portable devices
- Limited screen real estate

EFFECTIVE EMAIL

- Make the subject line helpful.
- Carefully consider recipients.
- Include a greeting to signal the recipient.
- Immediately state why you sent the email and what, if any action, it requests.
- Write clearly. Write well.
- Be professional at all times.
- Proofread.
- If it is important, pause before you send.



SAMPLE EMAIL

Subject: Decision needed on E2V project

Dear Charlie,

A yes/no decision from you is needed on whether funds will be allocated for the plant trial for E2V. Please indicate whether you support spending the \$125k.

The detailed budget is enclosed should you want to review. We winnowed the budget to the bare minimum. I do not believe we can reduce any further.

I hope your trip went well. I am sorry we were unable to discuss this matter and this is likely unexpected on your first day back. We are in a holding pattern until your decision.

Regards,

Mark

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BREVITY



It is my ambition to say in ten sentences what others say in a whole book.

Friedrich Nietzsche



BREVITY



So the writer who breeds more words than he needs, is making a chore for the reader who reads.

Dr. Seuss



BREVITY

“ Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.”

Strunk and White

HALF THE WORDS, ALL THE MEANING

~~Although all audiences are different and require differing approaches to produce content that appeals to them, blockbuster content across the board always shares one common element. Regardless of industry, audience or approach, all successful content exercises extreme brevity.~~

All blockbuster content shares one common element.
Regardless of industry, audience or approach, all successful content exercises extreme brevity.

Peter Boyle - have-a-word.com/why-brevity-is-important/

MUCH FEWER WORDS, ALL THE MEANING

Materials where the molecular units have a disordered arrangement, but sufficient cohesion to produce rigid structure normally associated with crystalline materials, vitreous solids, have many applications in modern architecture but their inability to withstand tensile forces developed as a result of impact make them susceptible to catastrophic failure. Residents of buildings with large expanses of vitreous solids must take special care to avoid inadvertent impacts.

65 words

MUCH FEWER WORDS, ALL THE MEANING

People who live in glass houses shouldn't throw stones.



10 words

WRITING WELL MATTERS



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AVOID AMBIGUITY: PUNCTUATION

- A woman without her man is nothing.



- A woman: without her, man is nothing.

TACTICS: WRITE FORCEFULLY

 Kryptonite stops the Man of Steel.

versus

Kryptonite could be used to stop the Man of Steel.

TACTICS: PRESENT TENSE AND FORCEFUL



Rope stops people from falling off mountains.

versus

Rope has been used to stop people from falling off mountains.

versus

Rope could be used to stop people from falling off mountains.

TACTICS: STRONG PHRASING



INNATE™ reduces the environmental burden of packaging because less packaging delivers better performance.

versus

Because it allows less packaging to be used, INNATE™ reduces the environmental burden of packaging.

AVOID AMBIGUITY: CLARITY OVER BREVITY

- The racoon is ready to eat.
- The racoon, clearly hungry, is ready to eat.
- The cooked racoon just came out of the oven and is ready to eat.



AVOID AMBIGUITY: CLARITY OVER BREVITY

- I saw a man on the hill with my telescope.
- By using my telescope, I saw a man on the hill.
- I saw a man on the hill and he was using my telescope.





DAVID OGILVY ON WRITING*



Good writing is not a natural gift. You have to learn to write well.



SUMMARY COMMENTS



Everything
~~Presentations~~

~~Writing~~ gets better with
practice.



COMMUNICATION HIERARCHY

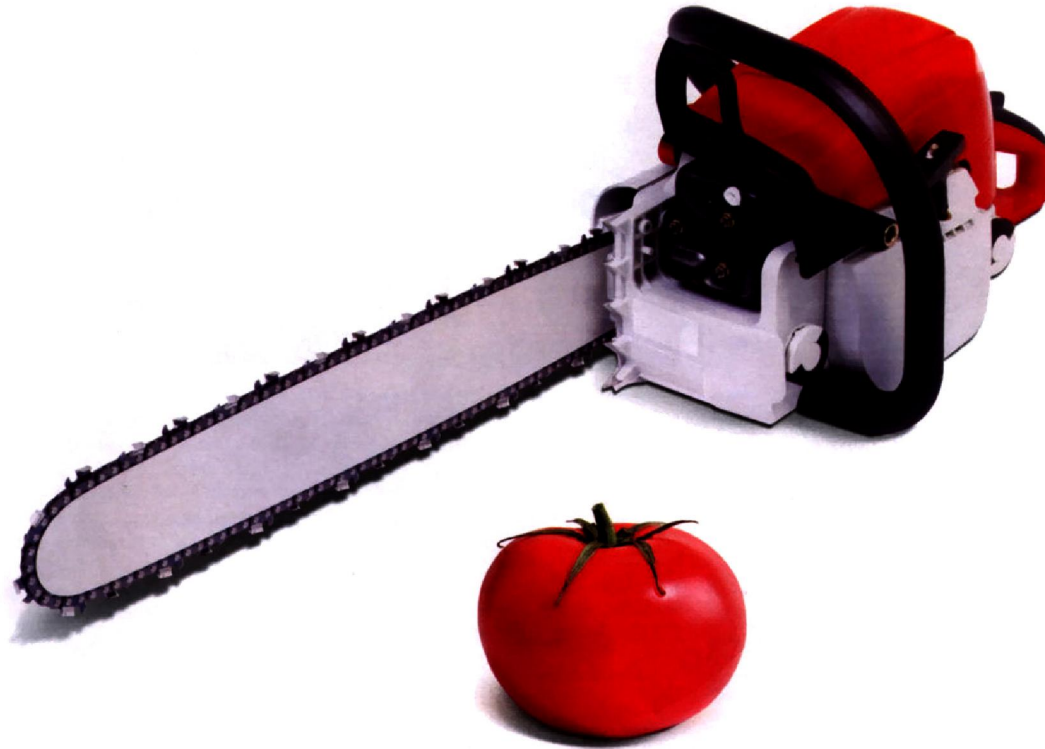
Tools
Tactics
Strategy
Audience
Goal

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FOCUS ON AUDIENCE

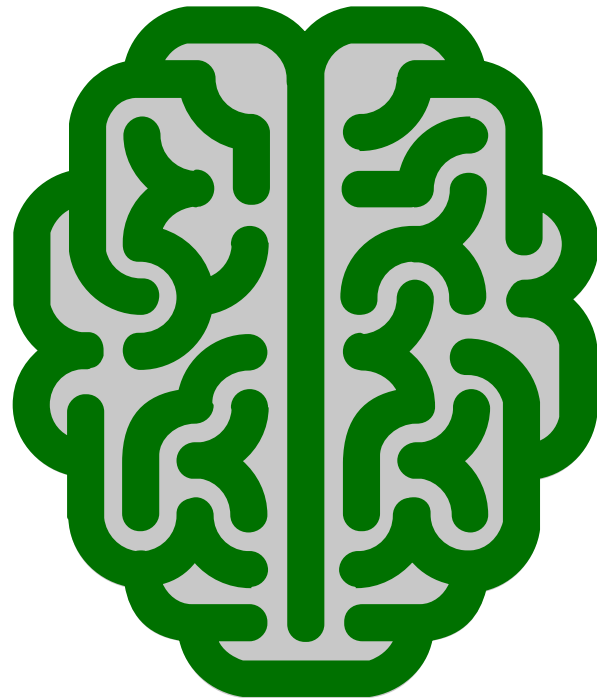
- Know your audience and craft the presentation for them
- focus on your key message(s)





- *don't let tools get in the way*

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ready

- memorable is better than forgettable (pics memorable)
- make graphics *mind ready*
- info density right for material and audience

- put in the work
 - *practice*
 - *edit*
 - *make introductions interesting*





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OBSERVATIONS/THESES



- Lots of communication within the organization, less to broader audiences
- Sources of quality information on life-cycle thinking and LCA are rare

VISION FOR ACLCA COMMUNICATIONS



- Continue to provide support for the ACLCA community
- Expand offerings directed at non-practitioners
 - *accessible* background information on life-cycle thinking and LCA
 - focus on 3-5 minute videos by practitioners
 - short documents with bibliography
 - real world examples
- More effectively tell LCA success stories
 - expand on story telling effort
- Transform to an authoritative source of information

EXAMPLE: CHRISTMAS LIGHT CHOICES



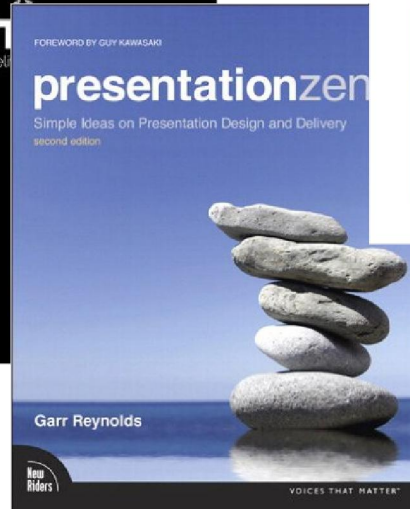
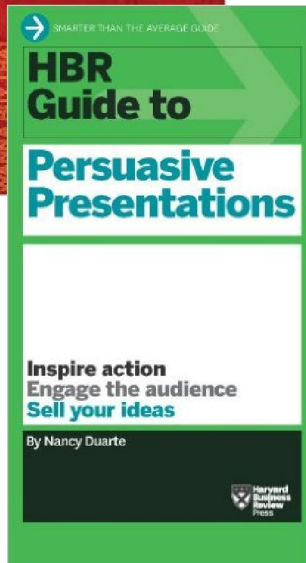
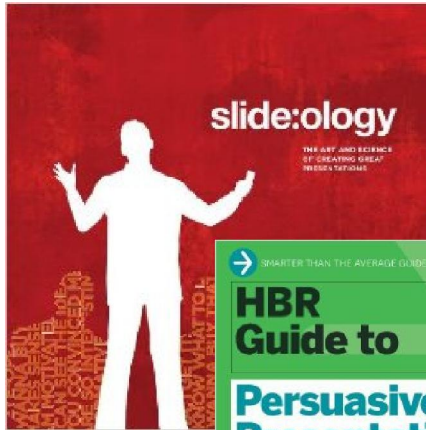
- “.....you can donate your electric lights and replace them with these greener and more sustainable options.”

marthastewart.com/7998673/best-solar-christmas-lights



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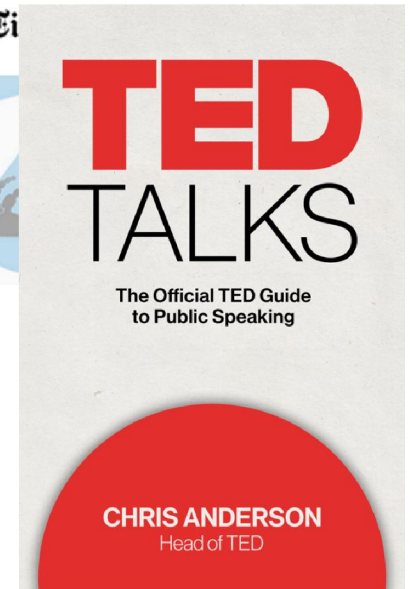
FAVORITE REFERENCES - PRESENTATIONS



How to Speak in Public

By ADAM BRYANT

The New York Times
November 2018



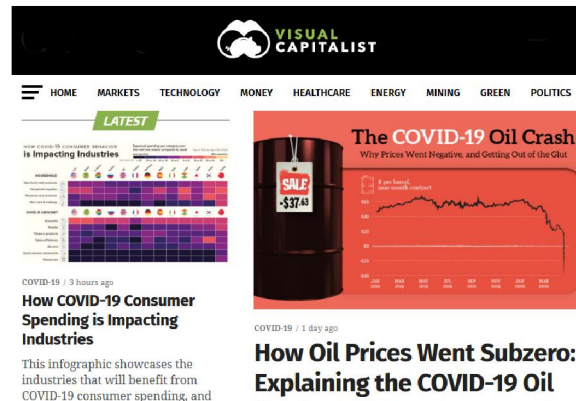
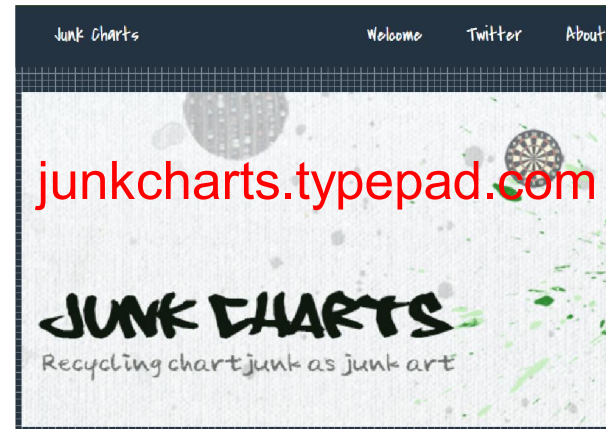
FAVORITE REFERENCES – DISPLAY OF INFORMATION



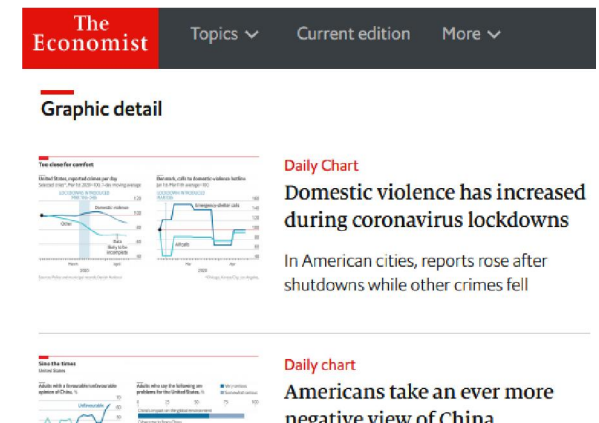
FAVORITE DATA VISUALIZATION WEBSITES - SAMPLES



howmuch.net



visualcapitalist.com



economist.com/graphic-detail/

FAVORITE DATA VISUALIZATION WEBSITES - TOOLS



Flourish

Features Examples Pricing Sign up

Beautiful, easy, powerful data visualization & storytelling

flourish.studio

Google Charts

Home Guides Reference Support

Home > Products > Charts > Guides

Chart Gallery

Send feedback

Our gallery provides a variety of charts designed to address your data visualization needs. These charts are based on pure HTML5/SVG technology (adopting VML for old IE versions), so no plugins are required. All of them are interactive, and many are pannable and zoomable. Adding these charts to your page can be done in a few simple steps.

Some additional community-contributed charts can be found on the [Additional Charts page](#).

Geo Chart Scatter Chart Column Chart

developers.google.com/chart/interactive/docs/gallery

SankeyMATIC (beta) Build a Sankey Diagram Manual Gallery FAQ

SankeyMATIC

A Sankey diagram builder for everyone

A [Sankey diagram](#) depicts flows of any kind, where the width of each flow pictured is based on its quantity.

Sankey diagrams are very good at showing particular kinds of complex information --

- Where money came from & went to (budgets, contributions)
- Flows of energy from source to destination
- Flows of goods from place to place
- ...and potentially many more.

Sankey diagrams can be difficult to produce without specialized software. **SankeyMATIC aims to change that.**

There are no tools to install. There is no code to write. You do not have to sign up for anything.

Just enter your data, customize the diagram to your liking, and download a finished product.

How SankeyMATIC works

1. **Enter your data:**

A diagram will appear:

2. **Customize the diagram:**

sankeymatic.com

FAVORITE REFERENCES - WRITING

