

# MJPhD

## MORE EFFECTIVE COMMUNICATION

MARK JONES

*10 December 2021*



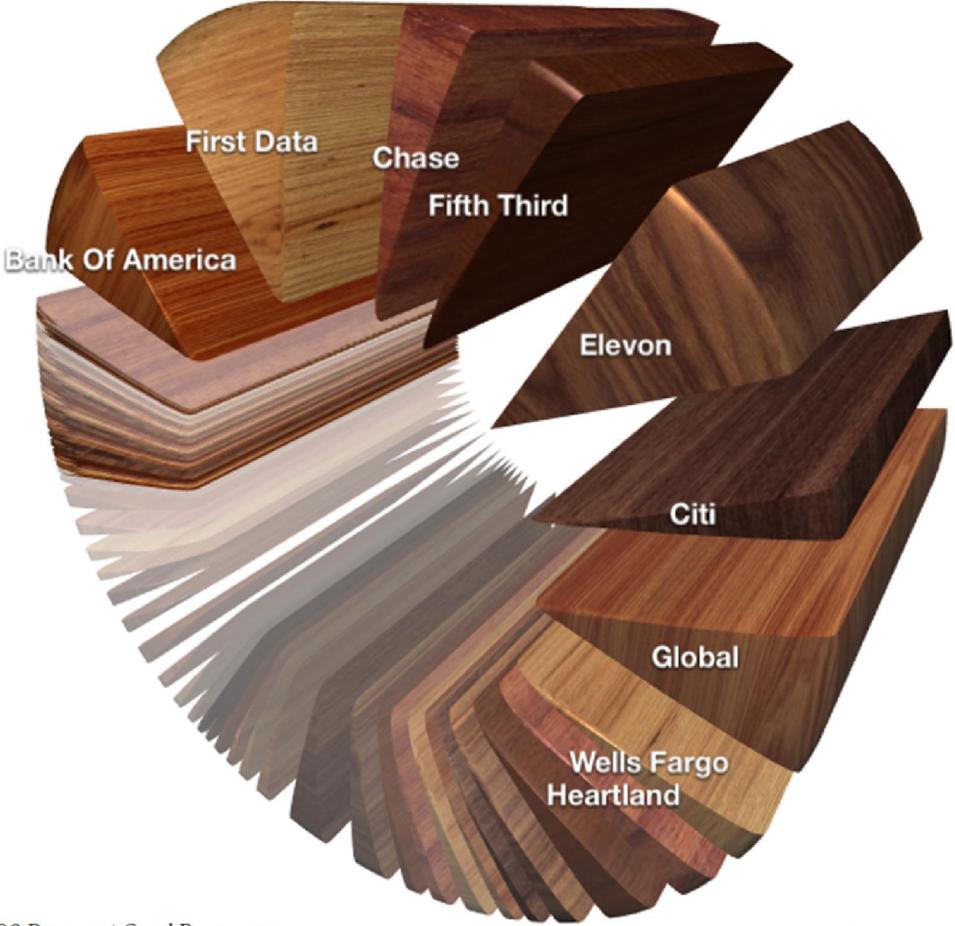


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The top 10 Payment Card Processors account for 57% of the total number of Merchant Outlets in 2010.



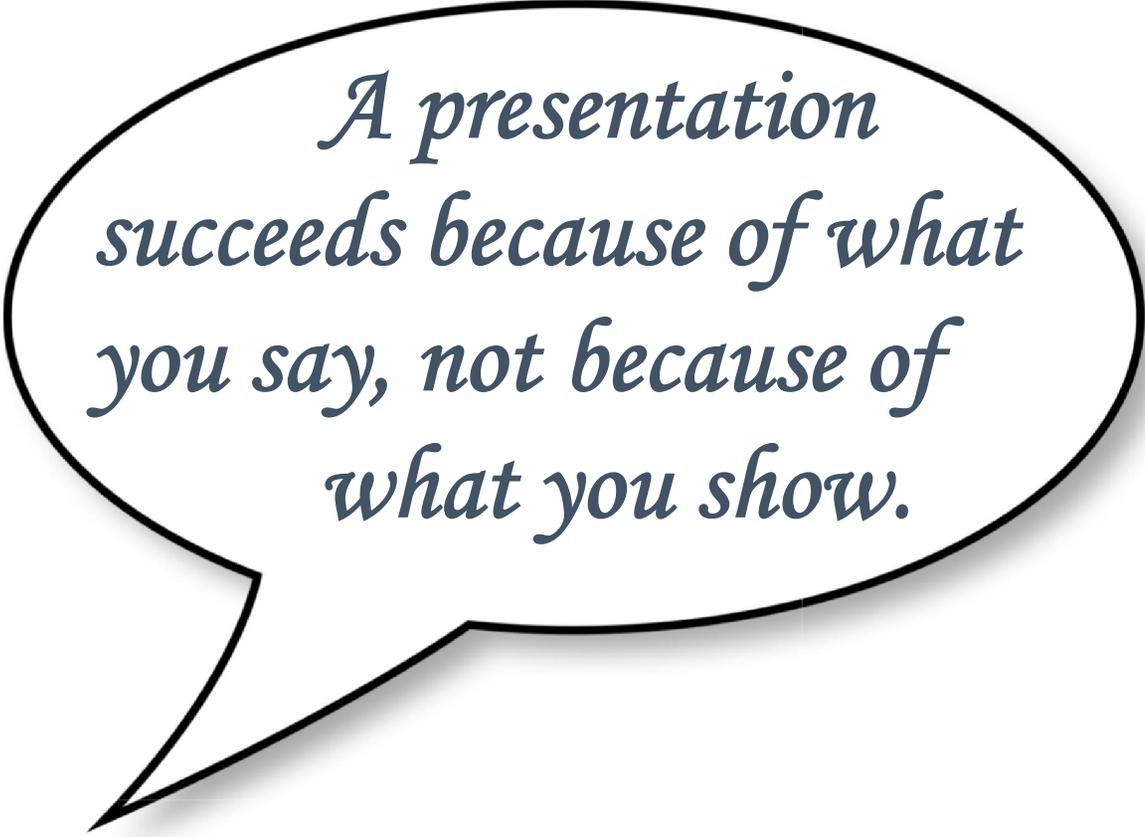
curated bad graphics



*Distribution of the top 100 Payment Card Processors*

@CBinsights 28 Jun 2017

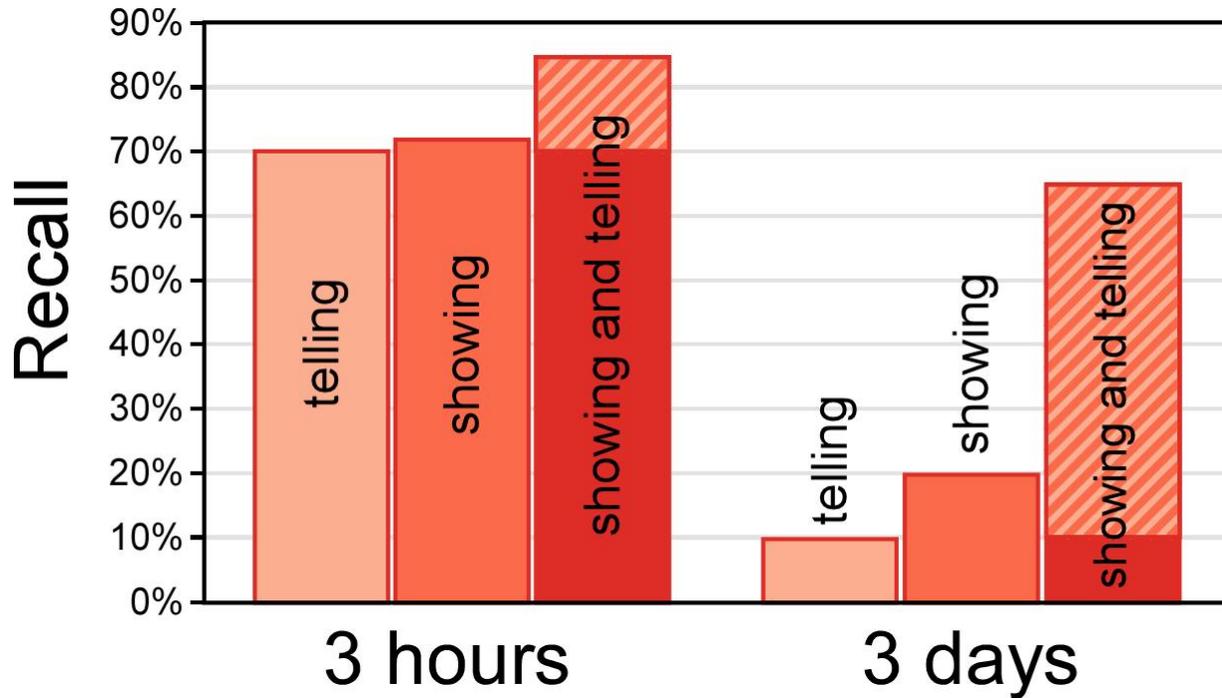


A large, black-outlined speech bubble with a drop shadow, containing the text:

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

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# WHY USE VISUAL AIDS?

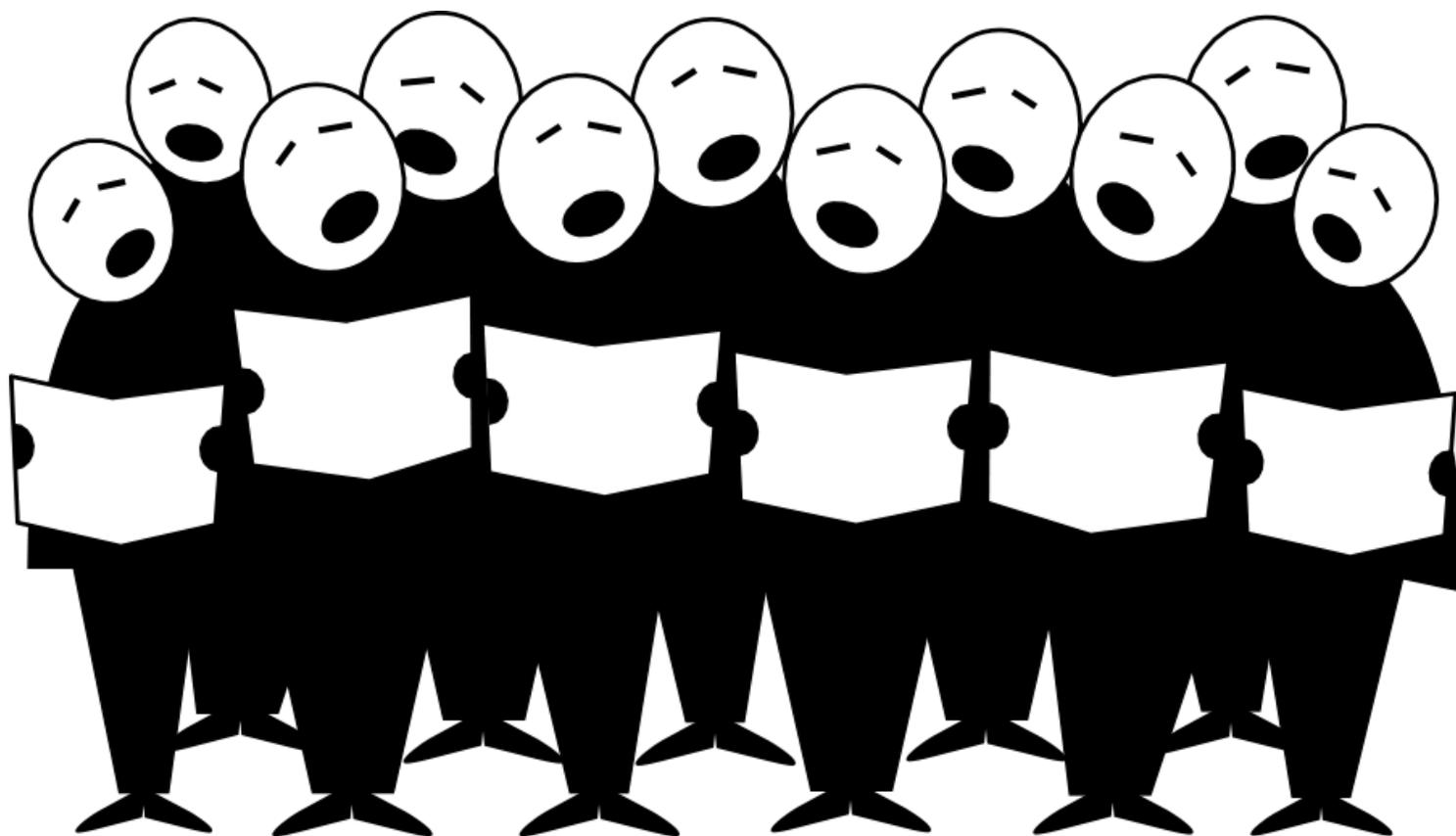


	Recall in 3 hrs	Recall in 3 days
Telling (alone)	70%	10%
Showing (alone)	72%	20%
Telling and Showing Together	85%	65%

Gene Anderson

## SLIDES AS CHORUS

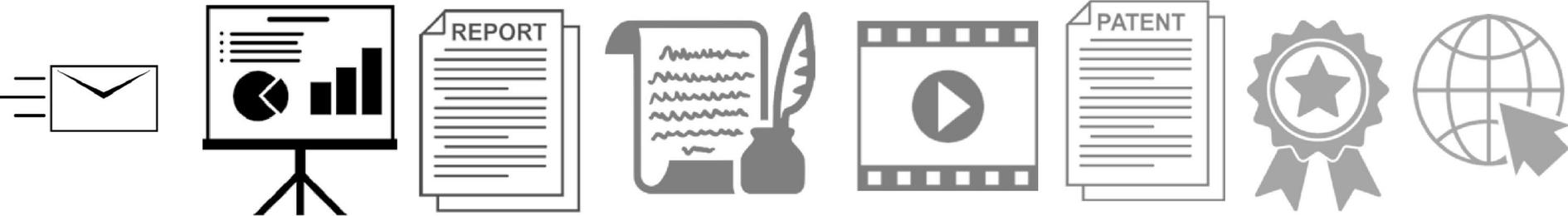
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# COMMUNICATION: DIFFERENT TOOLS

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## COMMUNICATION: DIFFERENT AUDIENCES

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## COMMUNICATION HIERARCHY

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Tools  
Tactics  
Strategy  
Audience  
Goal

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



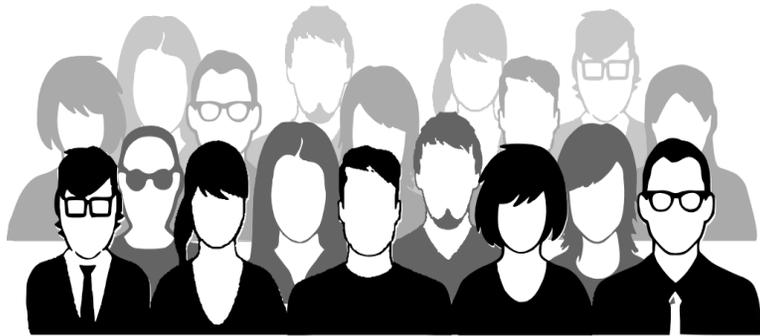
Ken Haemer  
Presentation Research Manager,  
AT&T



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

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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

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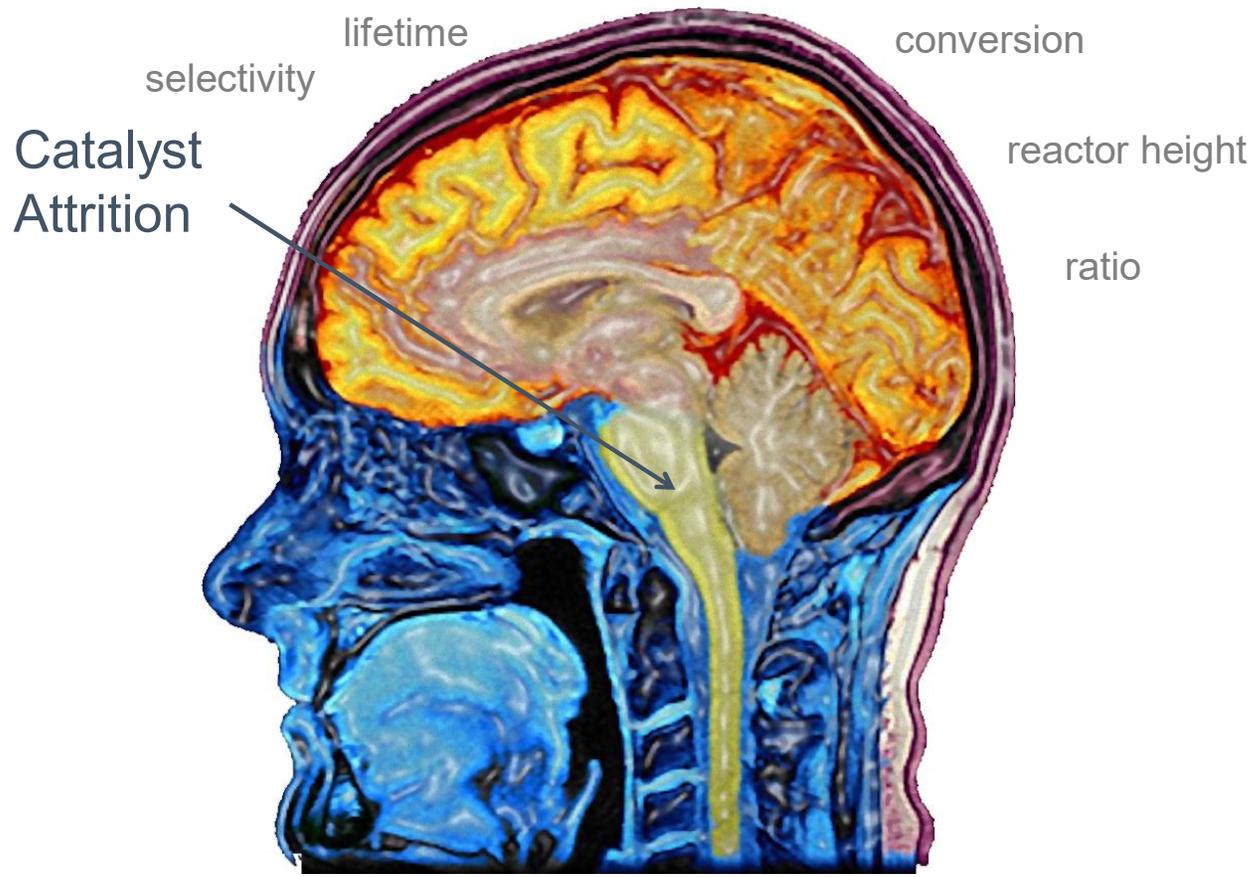
Which is better for the environment?

*A meat-eater in a Prius*

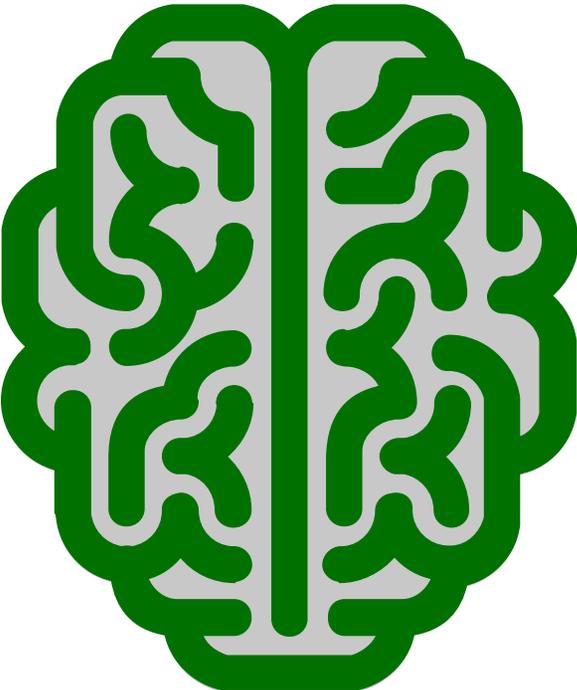


*A vegan in a Hummer*

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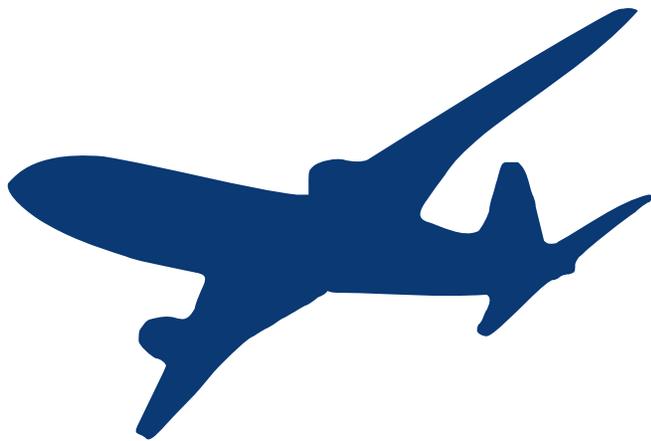


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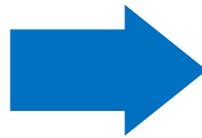


ready

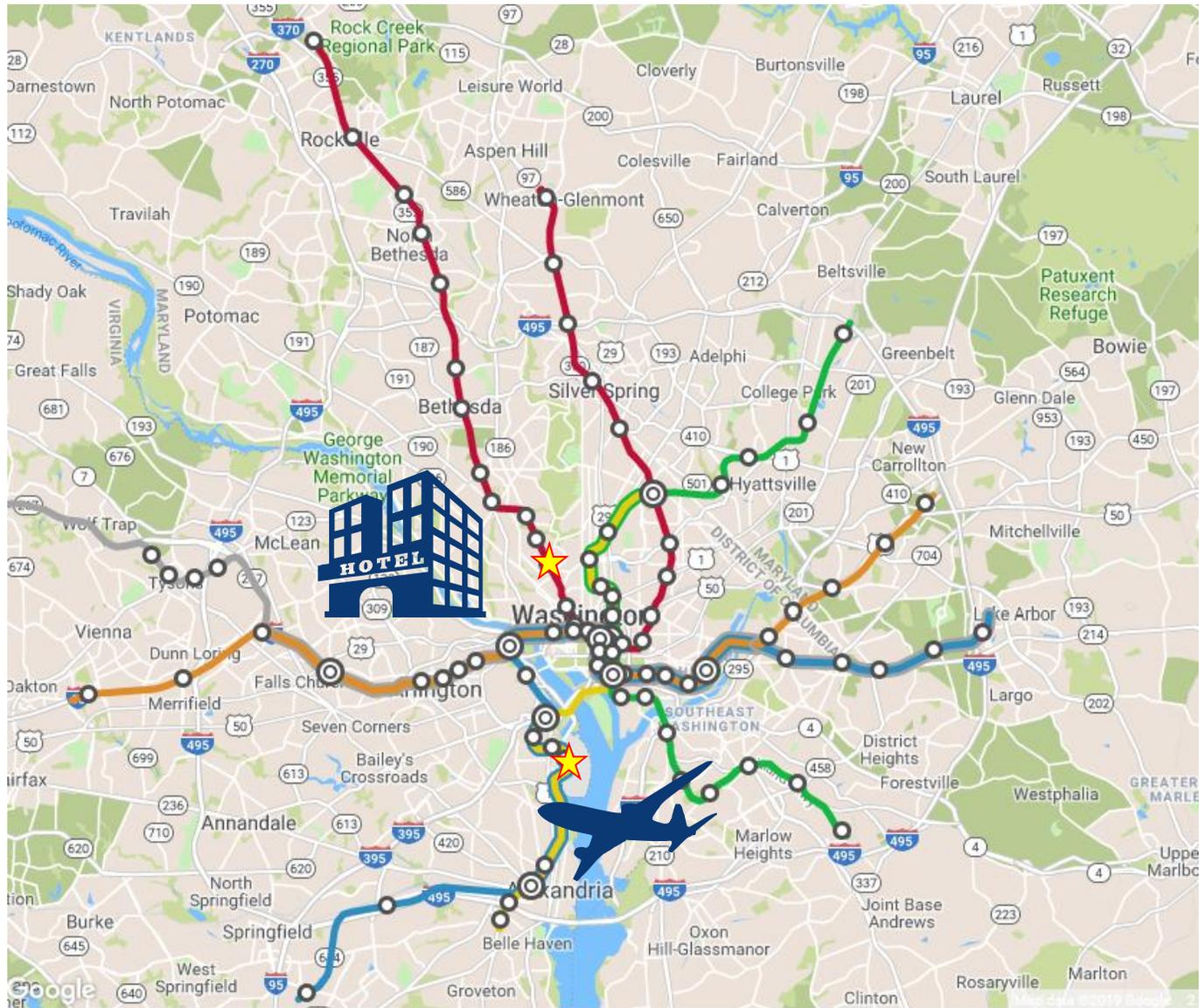
Washington, D.C.



Reagan National Airport



Marriott Woodley Park







Metro is accessible.  
© 2014 WMATA. All rights reserved.





## SIMPLICITY

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

Albert Einstein





## FIVE PRINCIPLES OF DATA PRESENTATION

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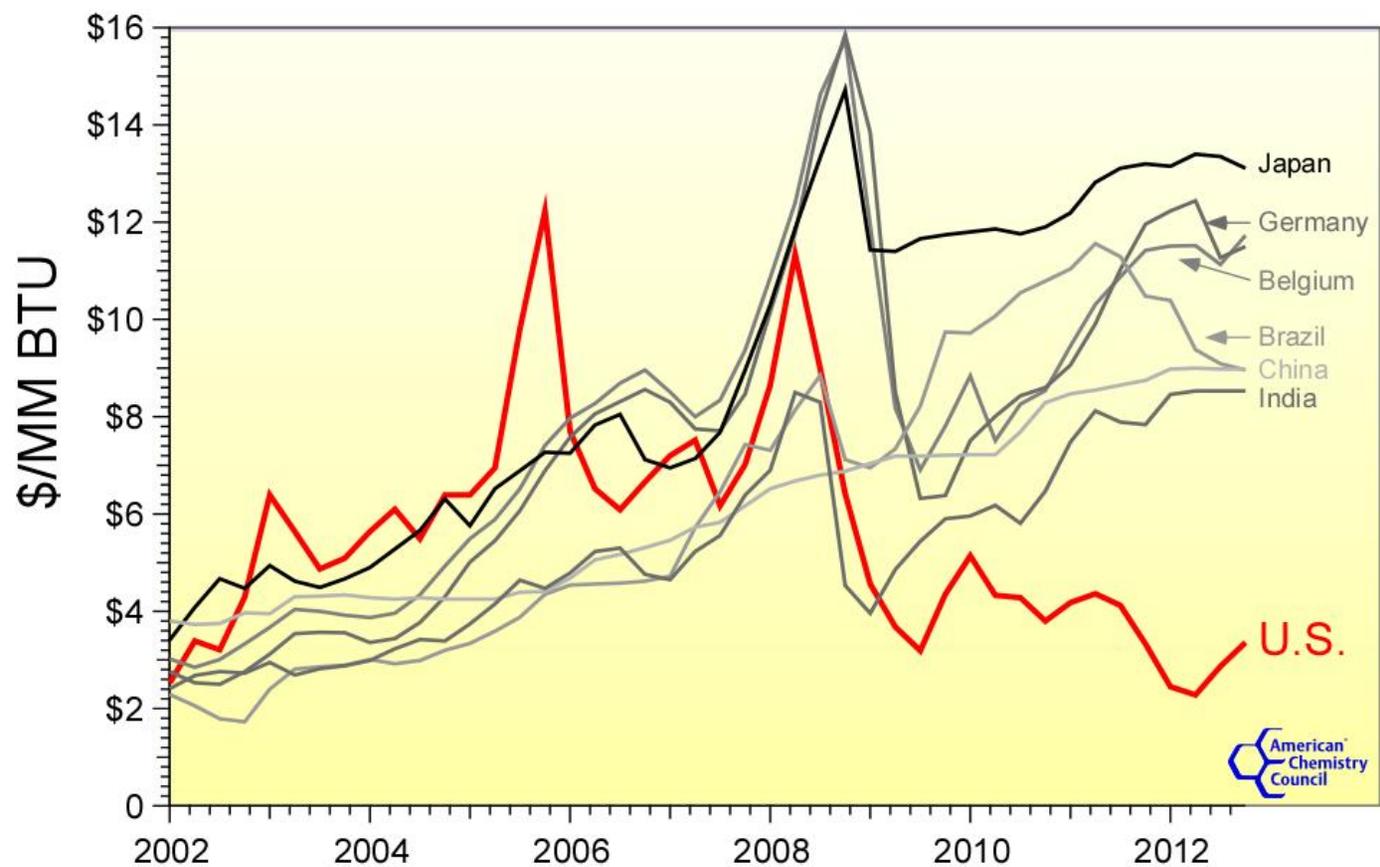
- Tell the truth
- Get to the point
- Pick the right tool
- Highlight what is important
- Keep it ~~simple~~  
**appropriate**

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



Nancy Duarte in Slideology

# WORLD NATURAL GAS PRICES

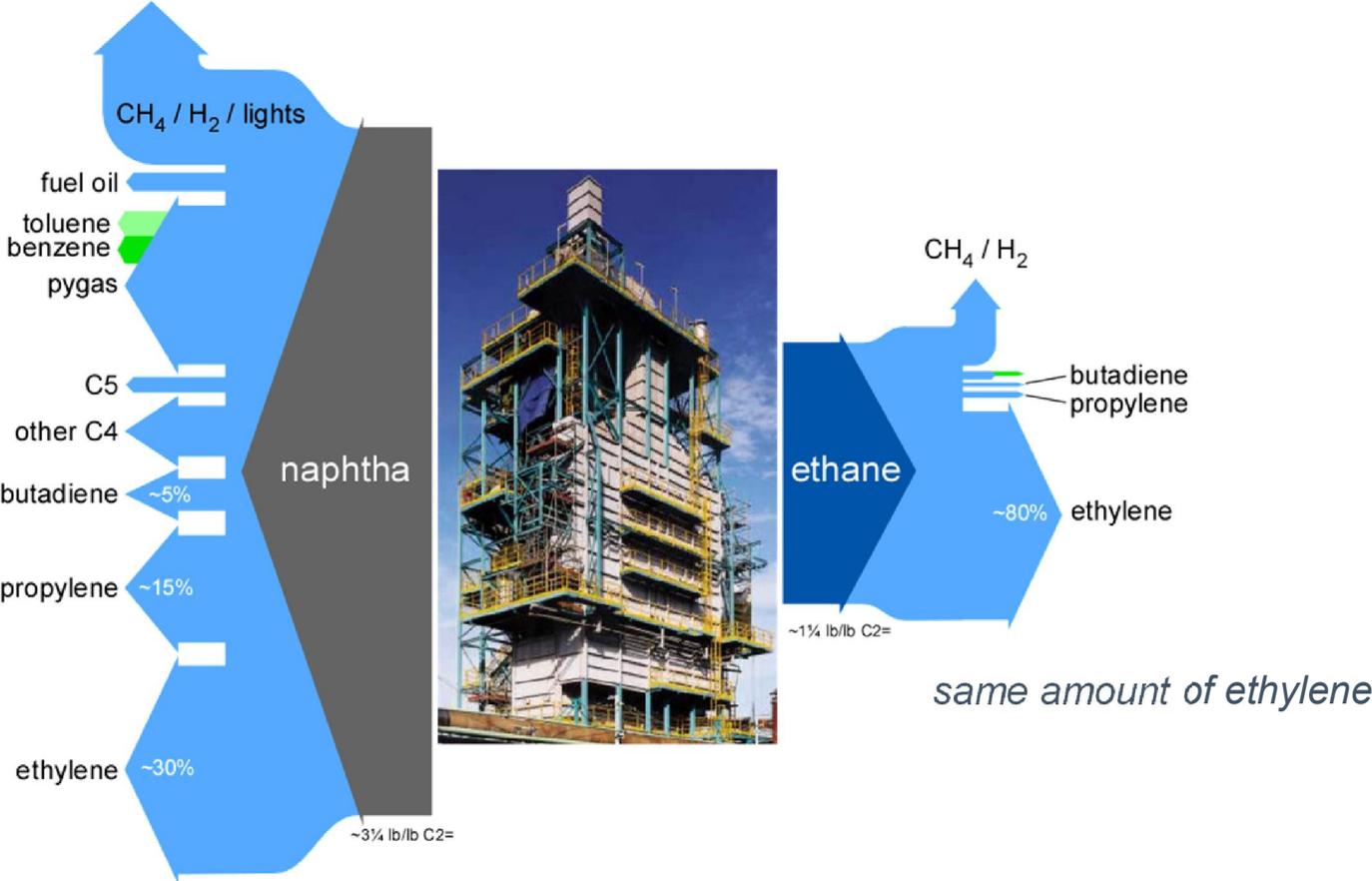


American  
Chemistry  
Council

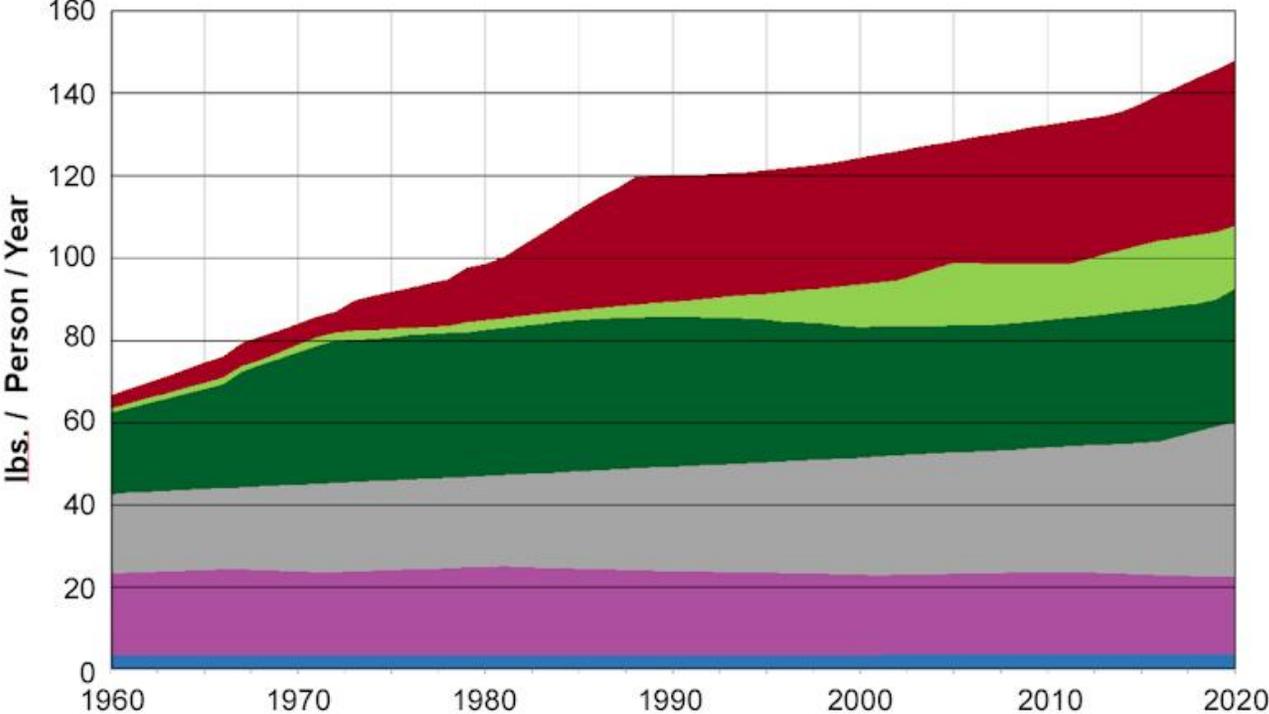
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# NAPHTHA VS ETHANE CRACKING COMPARISON



# MEAT CONSUMPTION



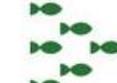
SHEEP/GOAT



BEEF



PORK



WILD FISH



FARMED FISH

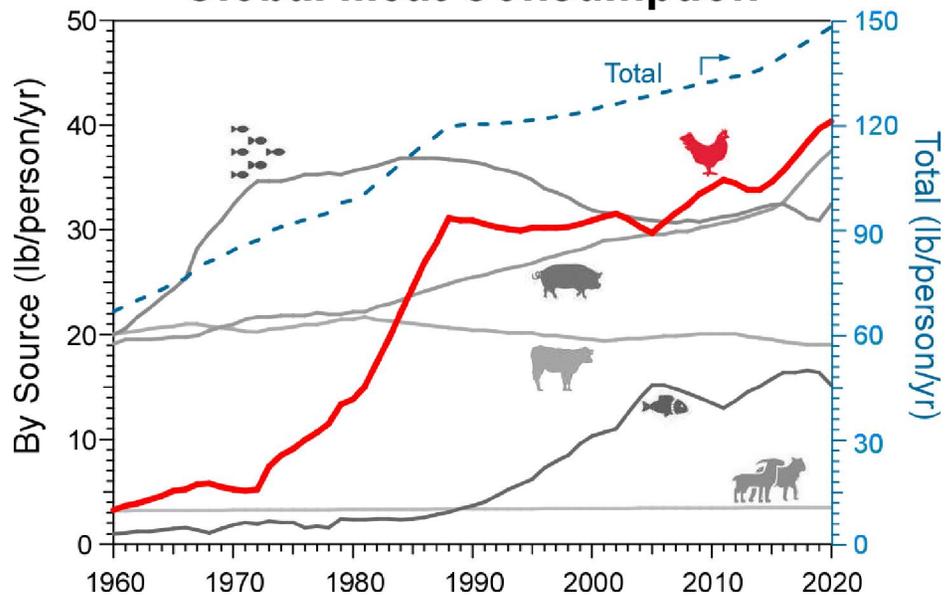


POULTRY

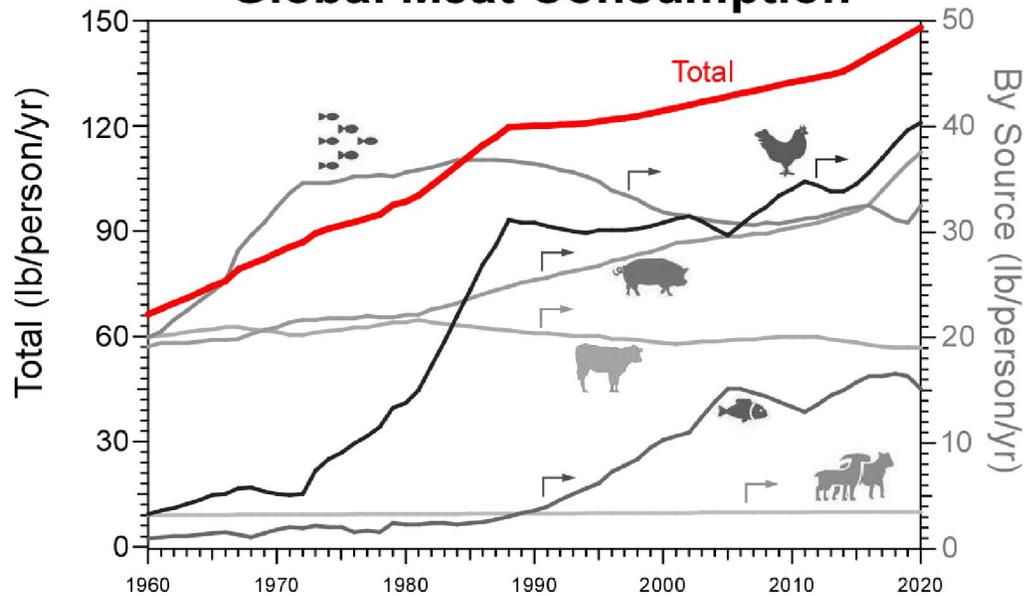
[www.ethanolproducer.com/articles/16179/opportunities-in-high-protein-feed](http://www.ethanolproducer.com/articles/16179/opportunities-in-high-protein-feed)

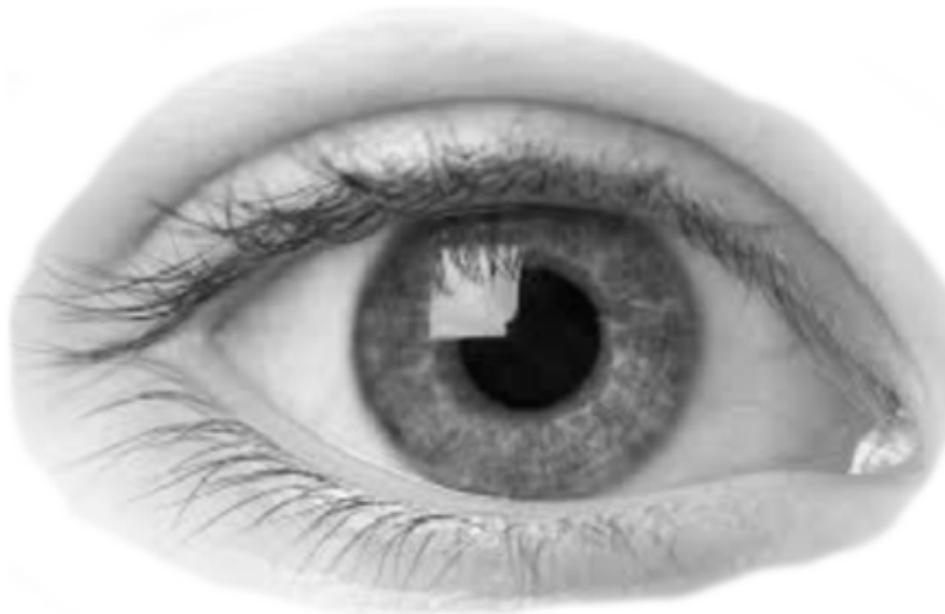


### Global Meat Consumption



### Global Meat Consumption





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# WHICH IS/ARE LARGEST?

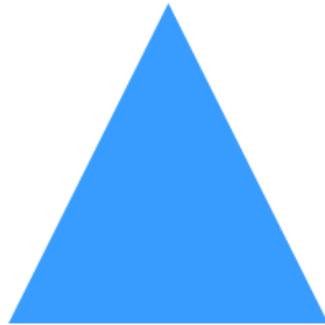
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left  
rectangle



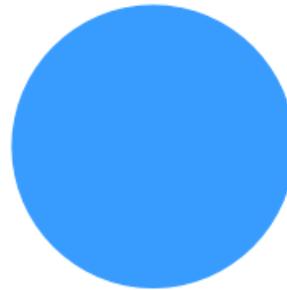
triangle



square



circle



right  
rectangle



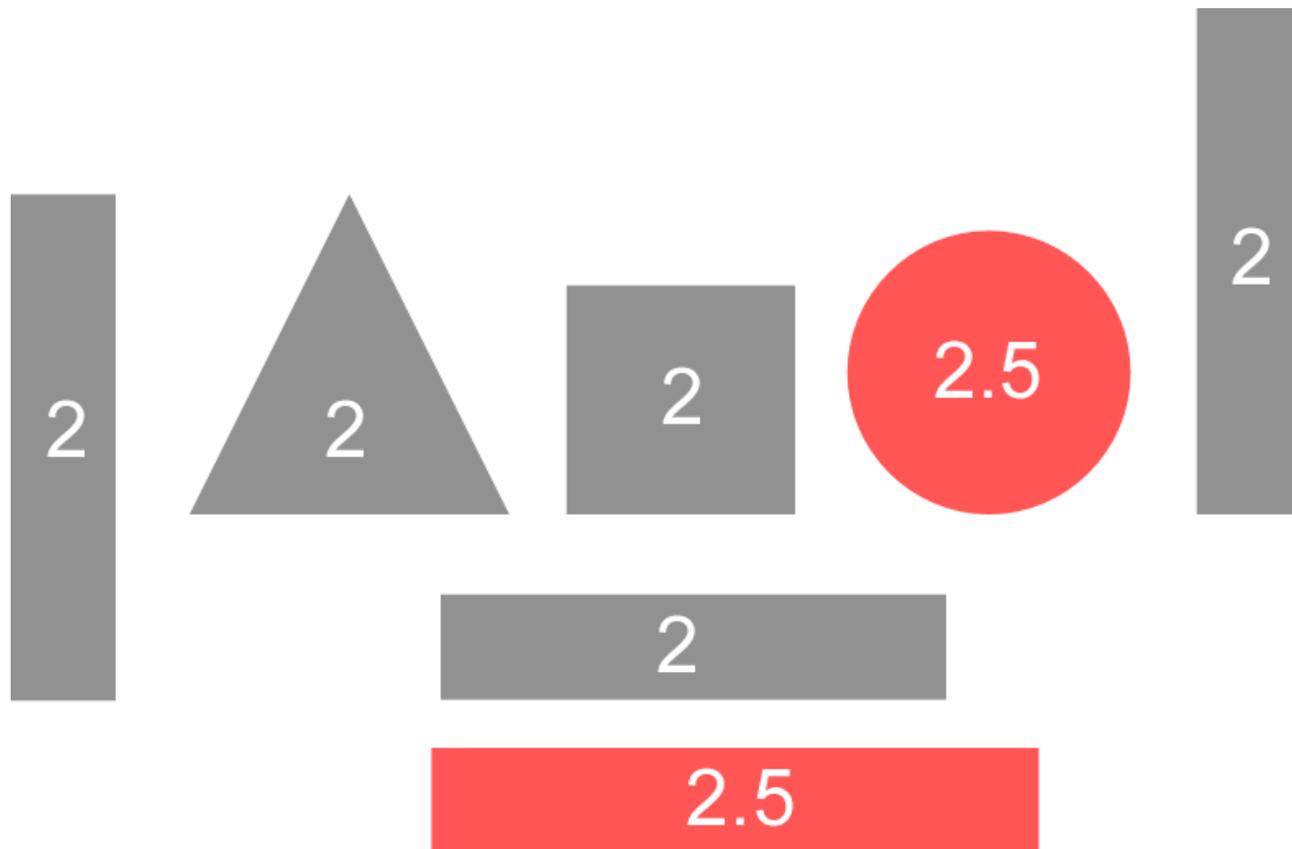
top  
bar



bottom  
bar

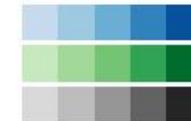
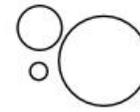
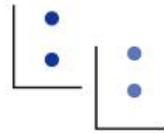
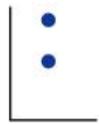
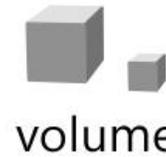
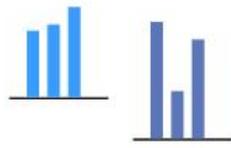
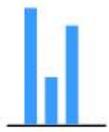


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# HUMAN PERCEPTION



position  
(aligned)

position  
(unaligned)

length

angle

area

color intensity

color hue

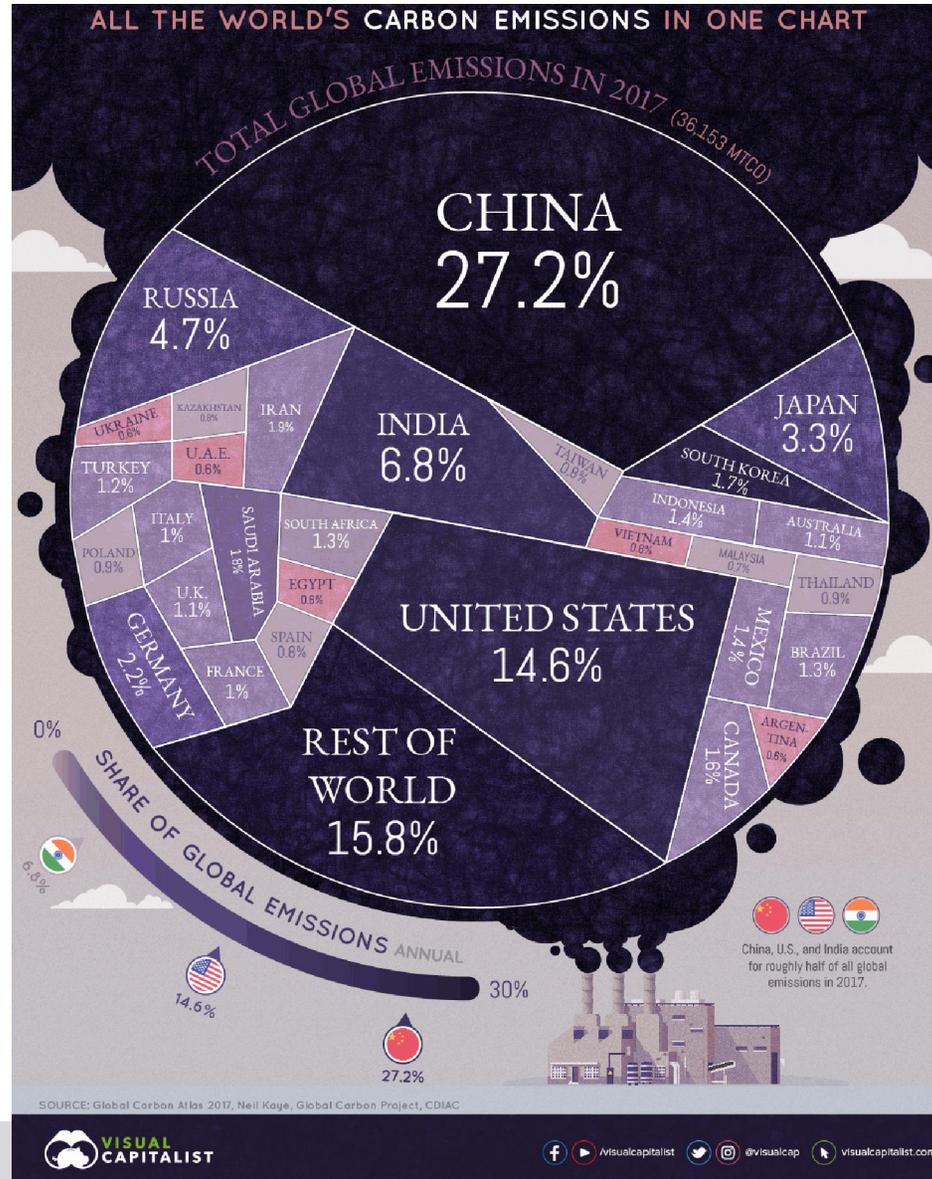
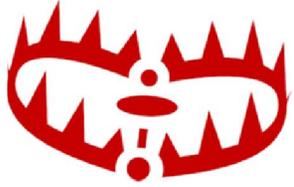
more  
accurate

human perception

less  
accurate

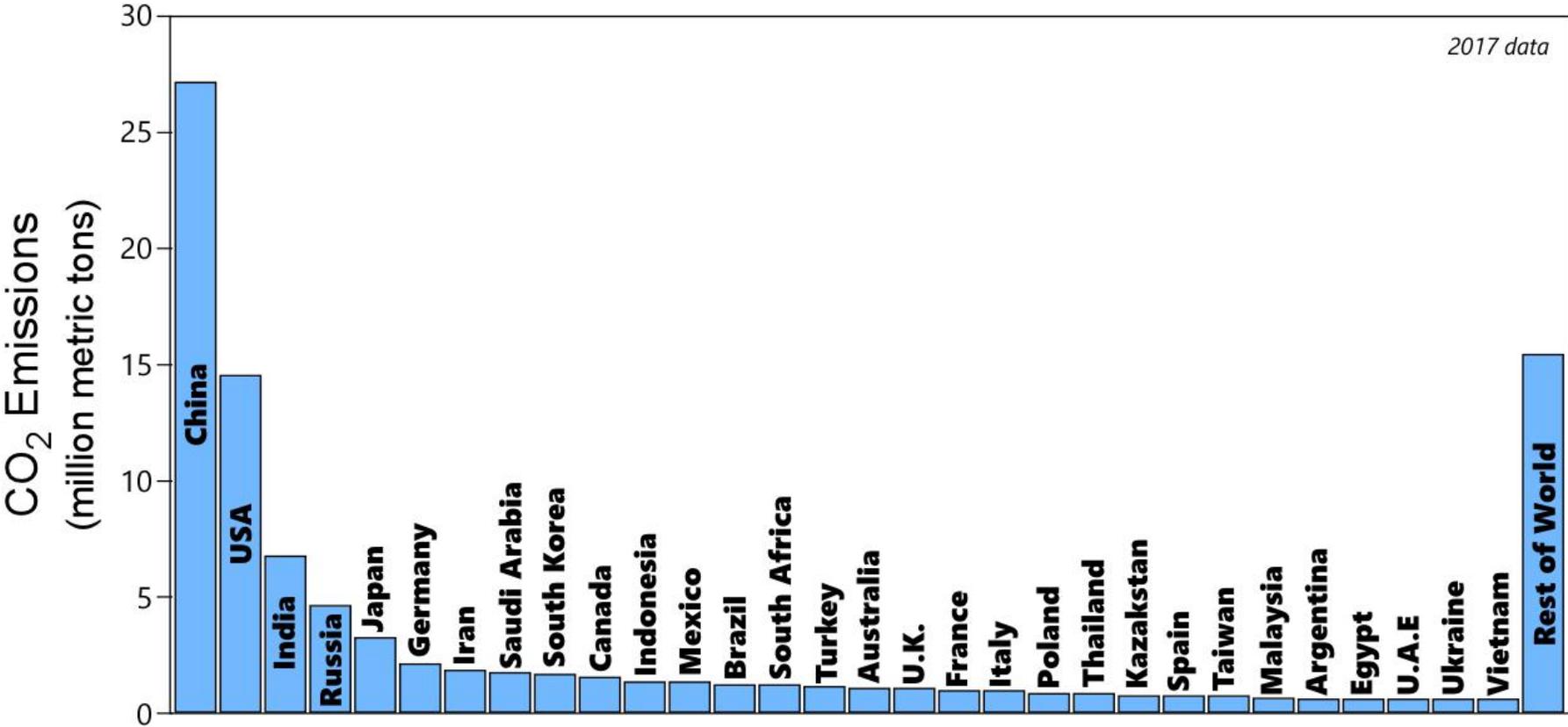
Cleveland, W.S. and McGill, R., 1984. Graphical perception: Theory, experimentation, and application to the development of graphical methods. *Journal of the American statistical association*, 79(387), pp.531-554.

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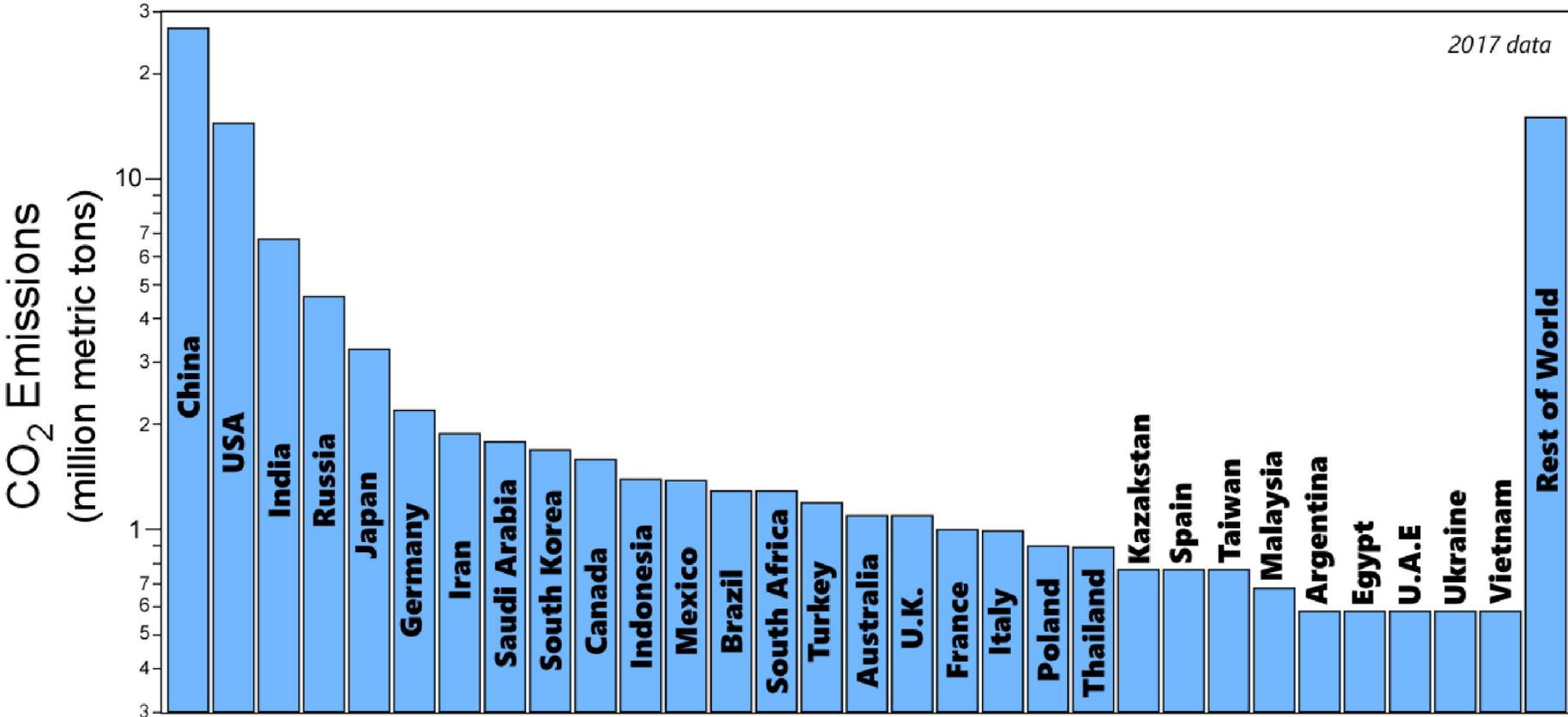


Voronoi Treemap in an irregular shaped container

# CARBON EMISSIONS



# CARBON EMISSIONS



# WHICH IS BETTER FOR THE ENVIRONMENT?

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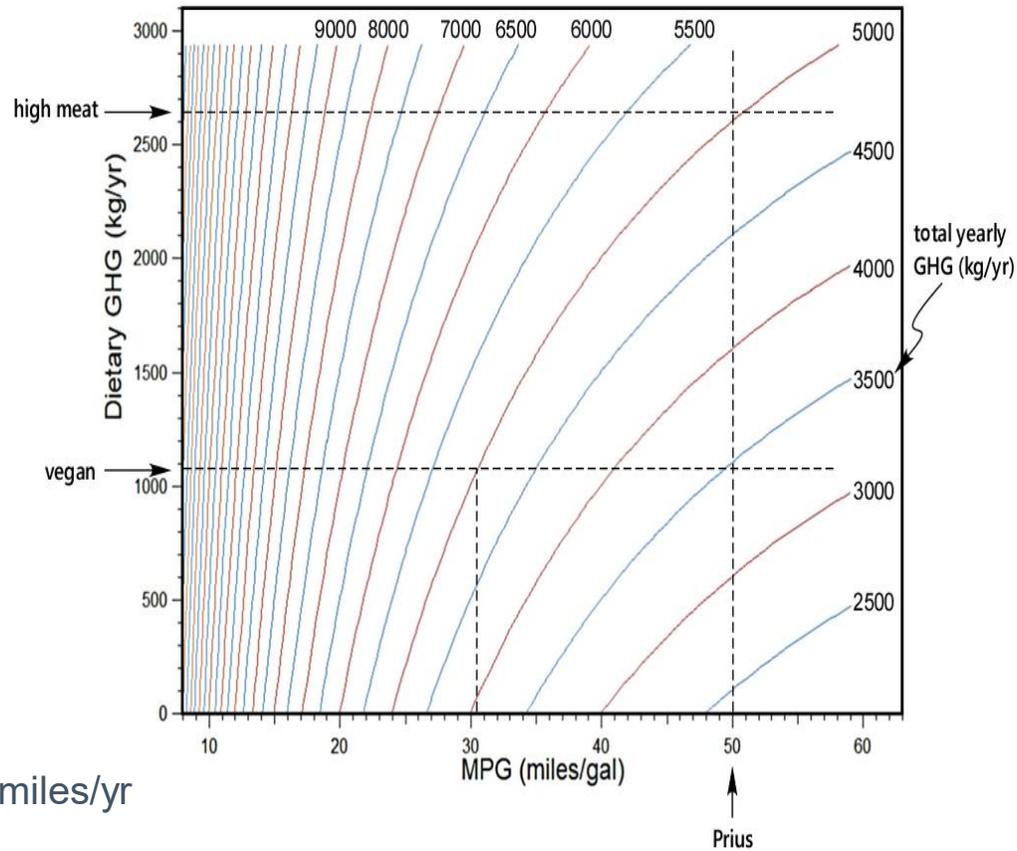
*A MEAT-EATER IN A PRIUS*



*A VEGAN IN A HUMMER*

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# VEGAN/MEAT-EATER DRIVING COMPARISON



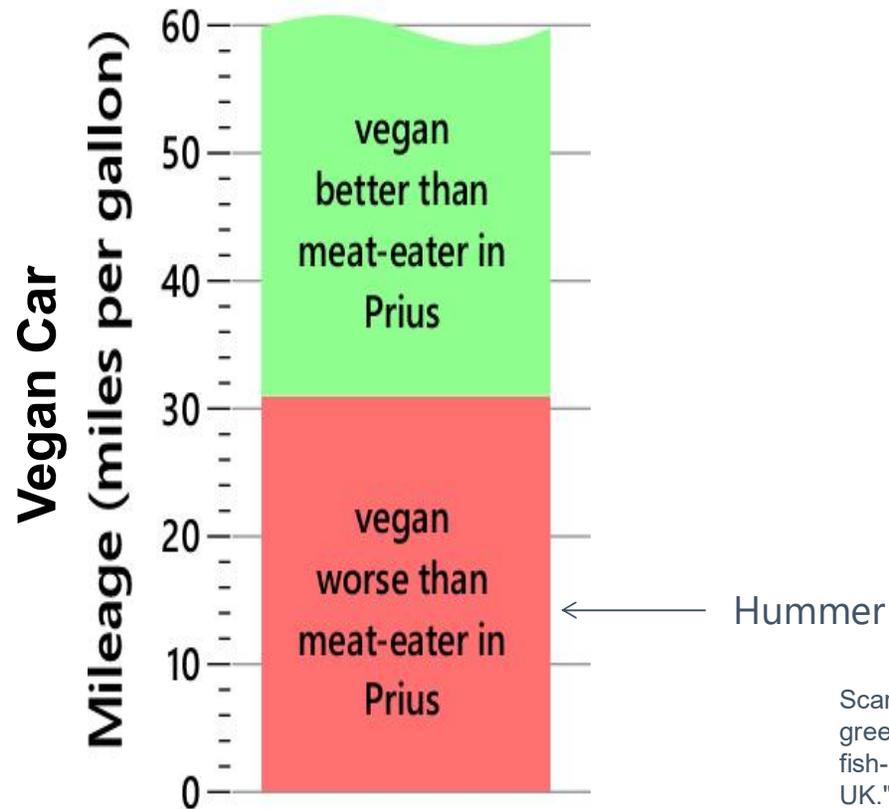
*nomograph*

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.

# 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

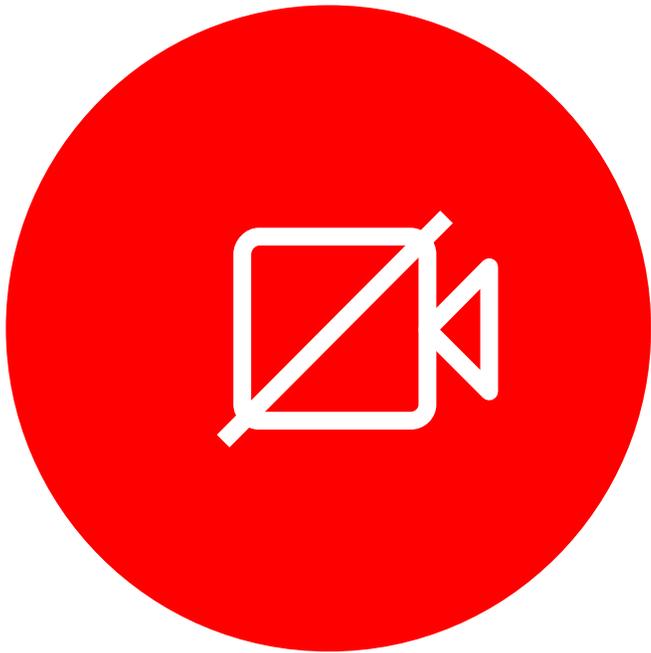
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- Mute yourself if not speaking
  - autoadjusting microphones
  - dog barks, phones, yelling kids,.....
  - even important in small groups
- Mute all users if you are the host at start of any presentation
- Mute disruptive attendees
- Avoid speakerphone

## CAMERA

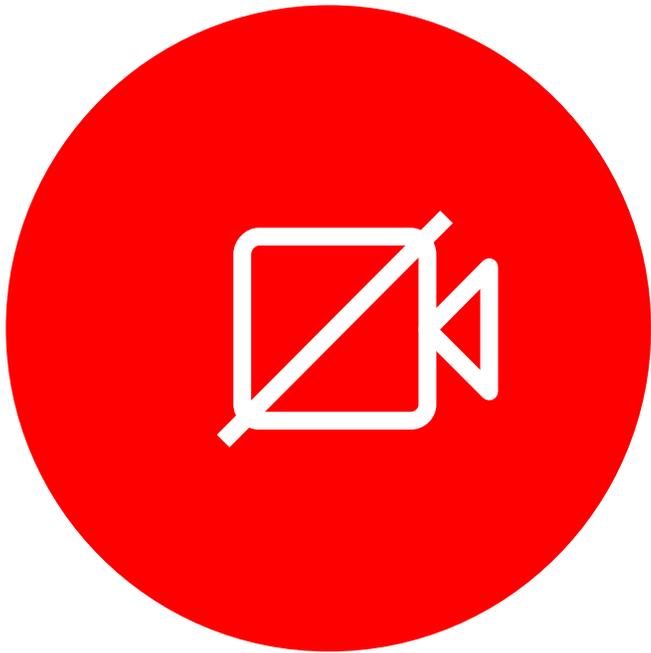
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- Turn off your video if you are just listening
  - helps bandwidth
  - prevents embarrassment
- All or none is not a bad rule when in a small meeting
- Monitoring more than 4-8 faces is difficult and distracting
- Share full screen with care
  - be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

## CAMERA

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- 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?

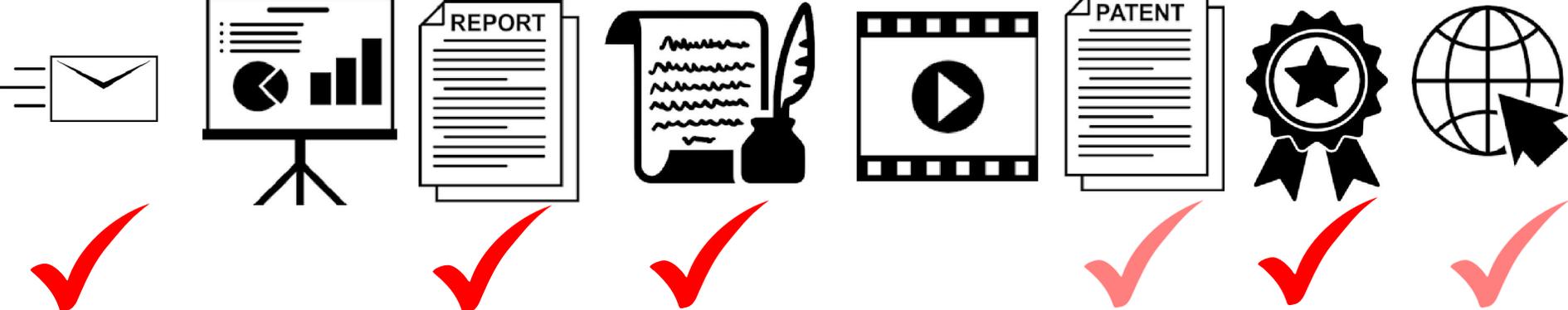
## GENERAL WEB MEETING COMMENTS

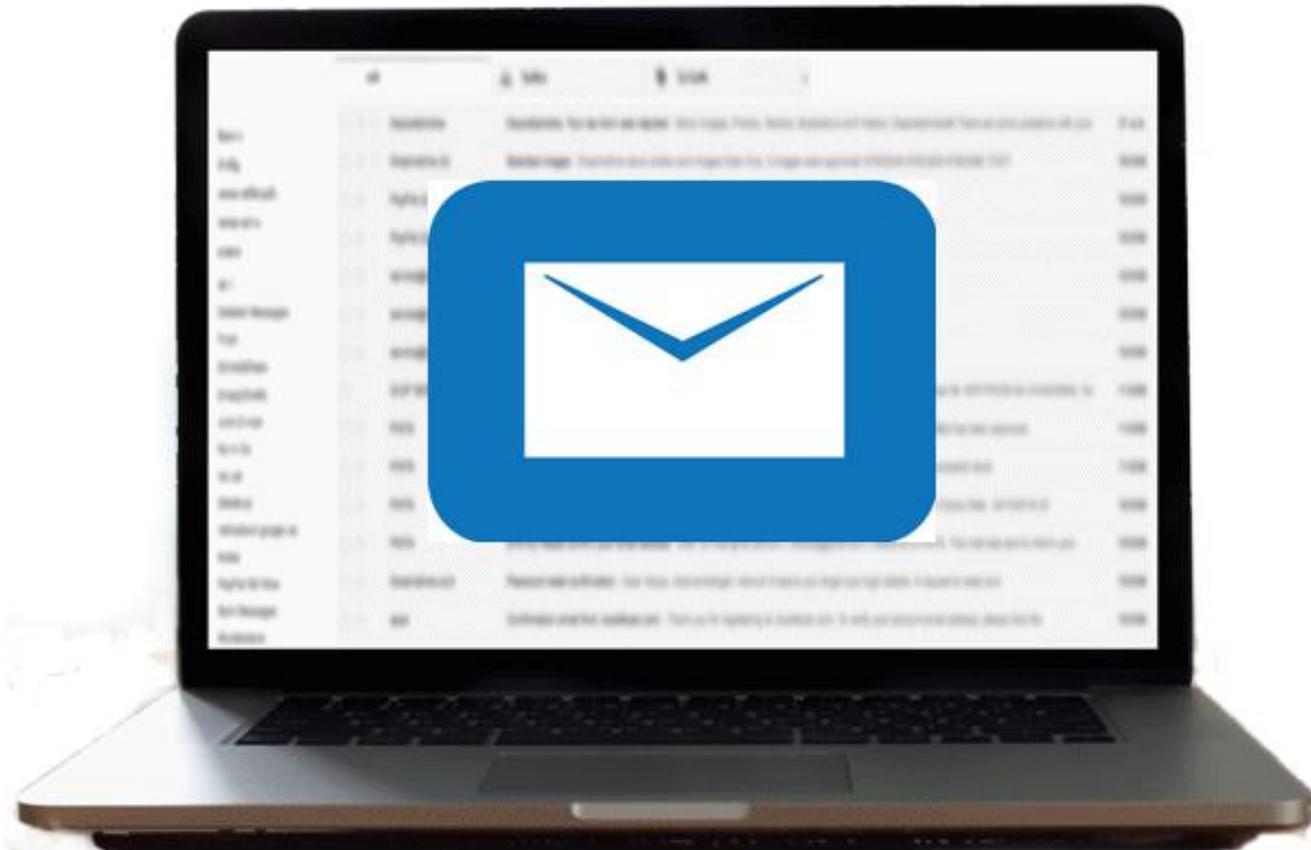
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- Hosts should control and monitor attendees
  - open meeting rooms can present problems
- Up your excitement level and involve others
- Animate at your own risk
  - even simple appear and disappear can give strange results
- Video will be choppy
  - 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

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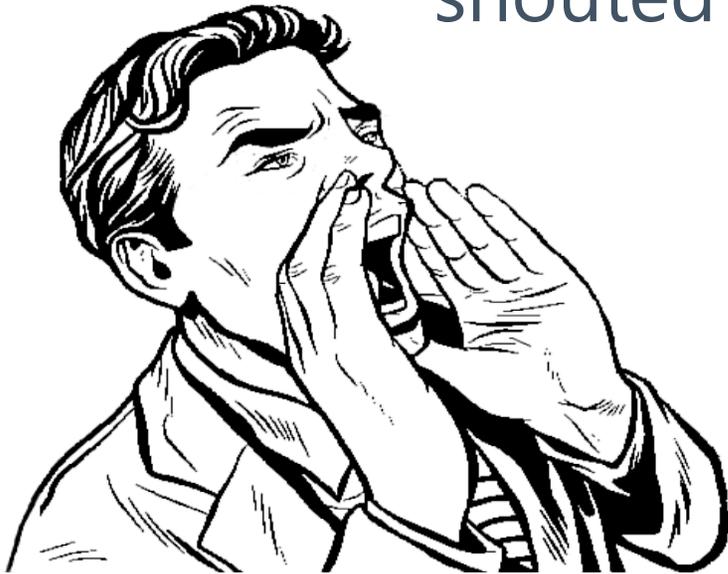
- You can't assume only the reader will see it.
- You can't assume all of any message will be read.
  - Spam filters aren't reliable.
  - Too much email!
- Over-analysis is possible, even likely.
- Autocorrect and spelling checkers.
  - Madan → Madman
  - attempt at *inconsistency* → *incontinence*

## EMAIL RULES

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



## EMAIL RULES

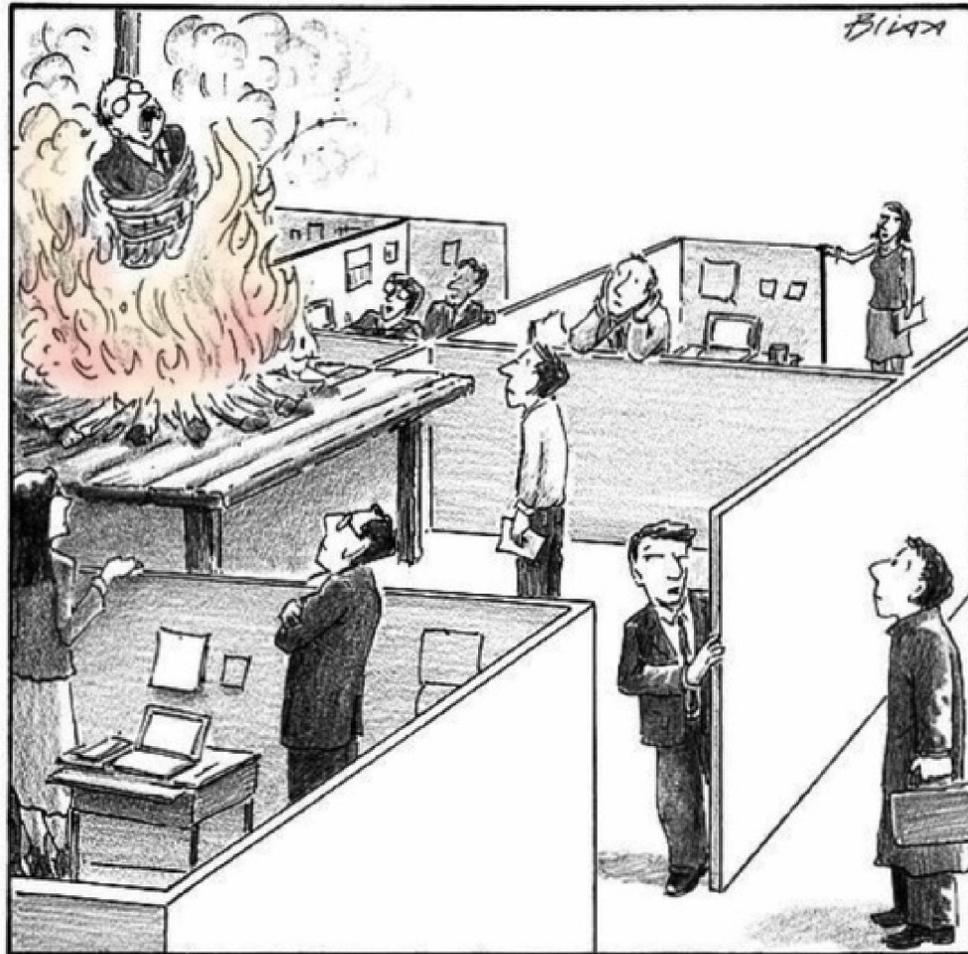
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Don't say anything about someone in email you would not be comfortable saying to them directly, because eventually *they* will read it.

Kevin Kelly in *68 Rules*





*"He Replied All."*

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

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## RECIPIENTS

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- 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

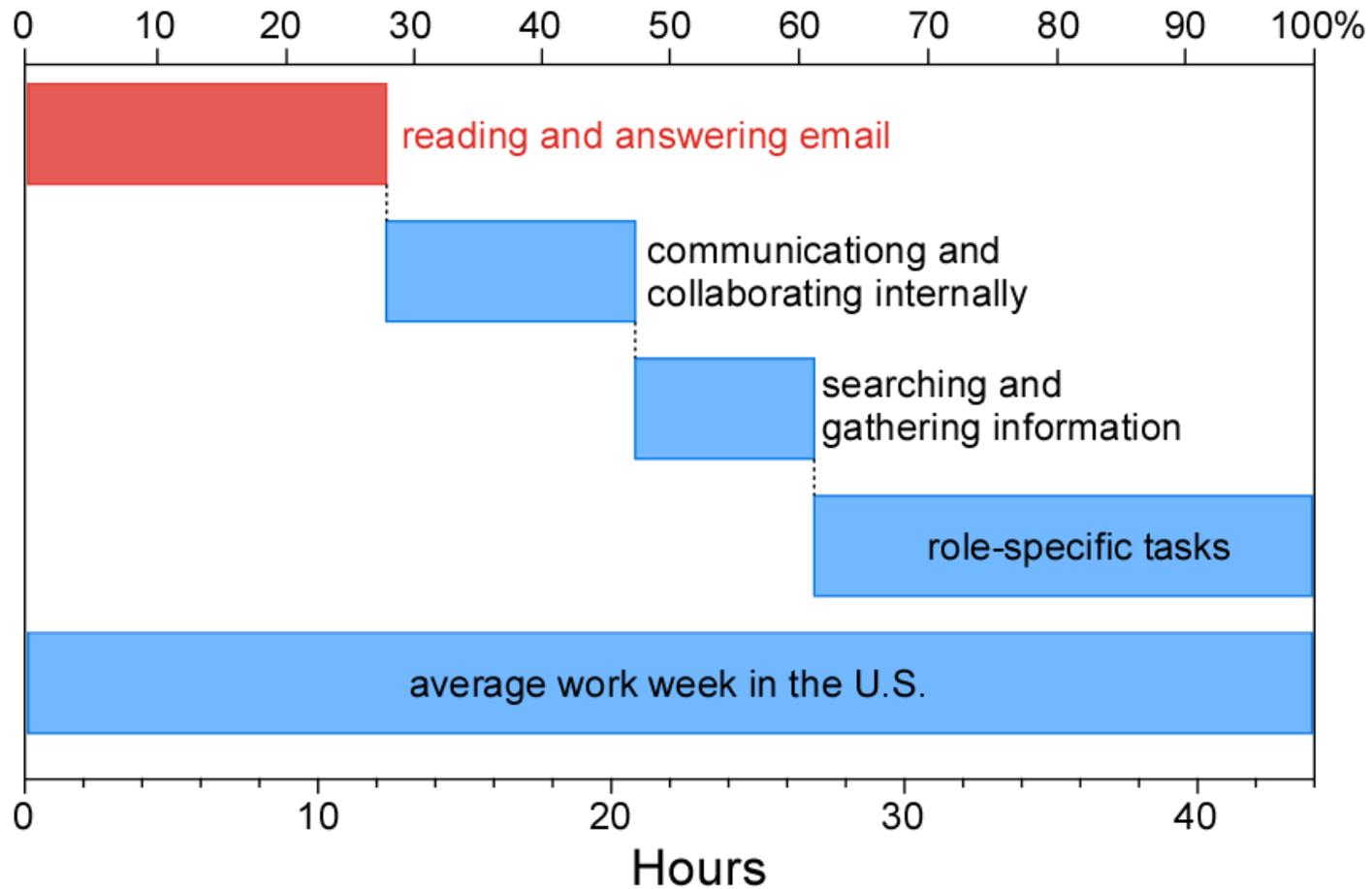
## EMAIL READING TIME

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- ~ 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

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

## EFFECTIVE EMAIL

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- 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

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

*Friedrich Nietzsche*



## BREVITY

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

*Dr. Seuss*



## BREVITY

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“ 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/](http://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

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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\*

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



## SUMMARY COMMENTS

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Everything  
~~Presentations~~

~~Writing~~ gets better with  
practice.



## COMMUNICATION HIERARCHY

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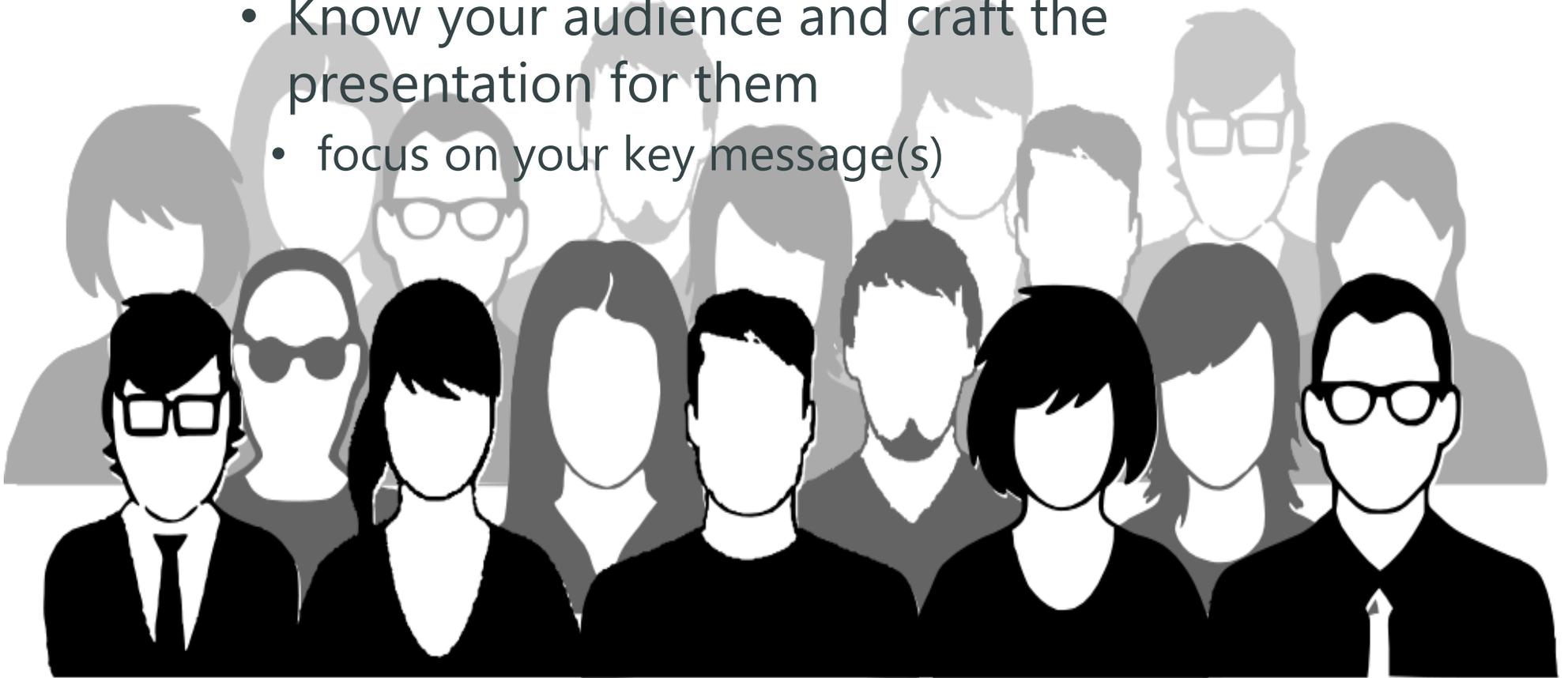
Tools  
Tactics  
Strategy  
Audience  
Goal

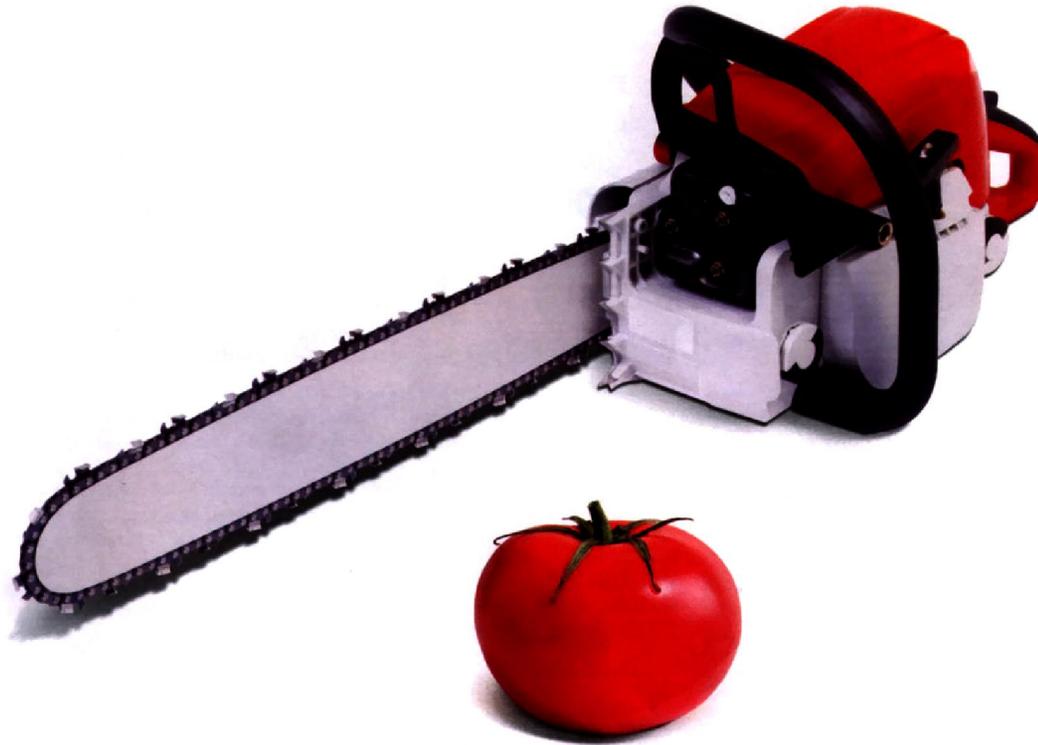
MJPhD

## FOCUS ON AUDIENCE

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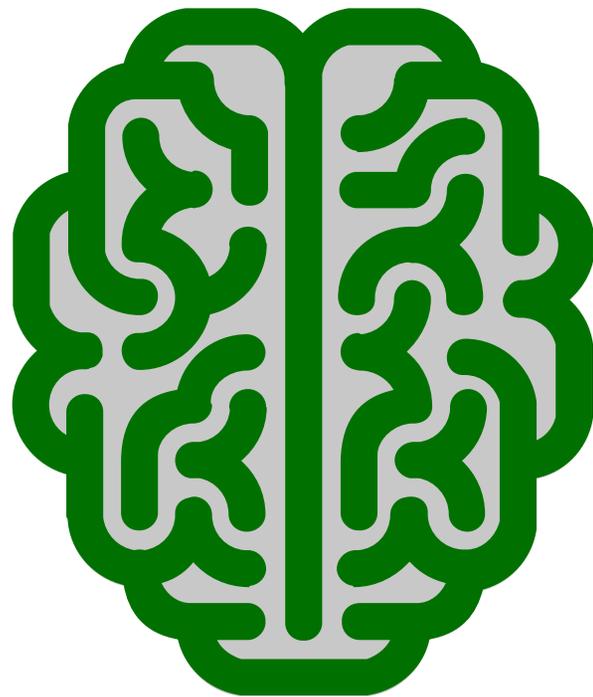
- Know your audience and craft the presentation for them
- focus on your key message(s)





- *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

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- 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

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- 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

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

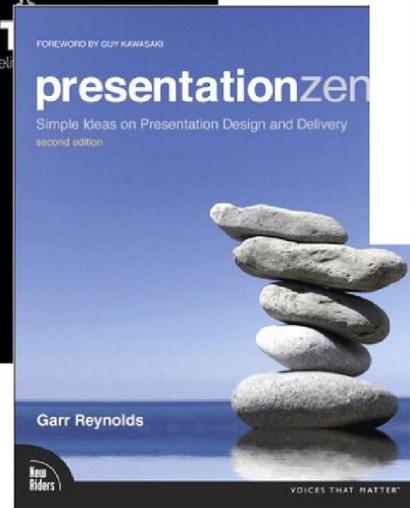
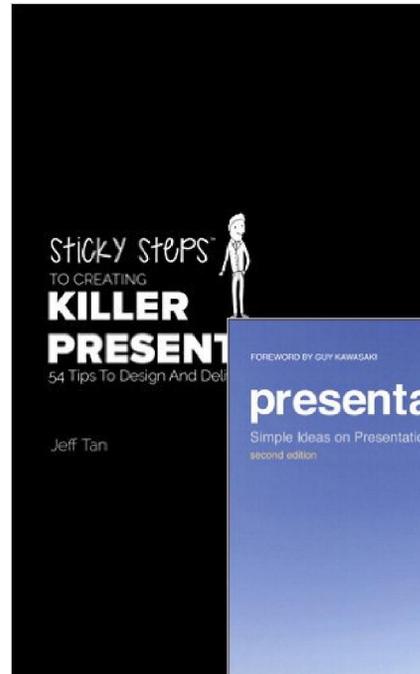
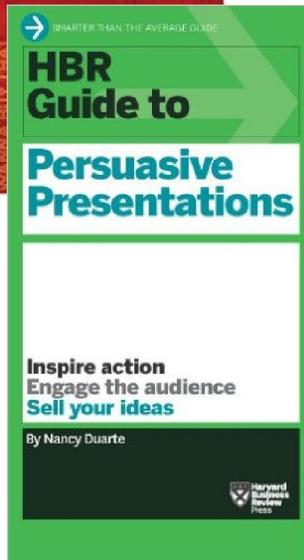
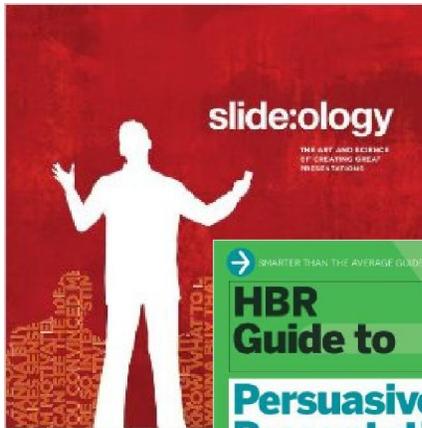
*[marthastewart.com/7998673/best-solar-christmas-lights](http://marthastewart.com/7998673/best-solar-christmas-lights)*



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# FAVORITE REFERENCES - PRESENTATIONS

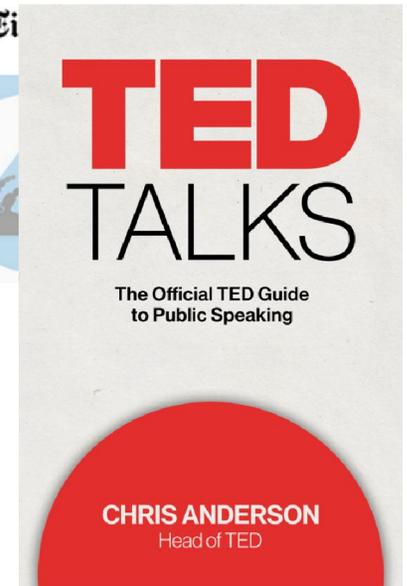
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How to Speak in Public

By ADAM BRYANT

The New York Times  
November 2018



# FAVORITE REFERENCES – DISPLAY OF INFORMATION

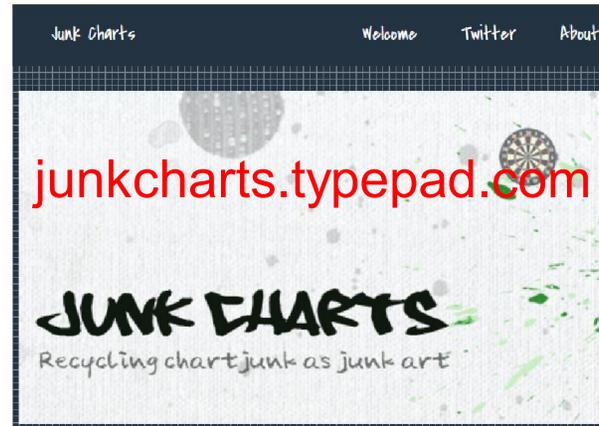
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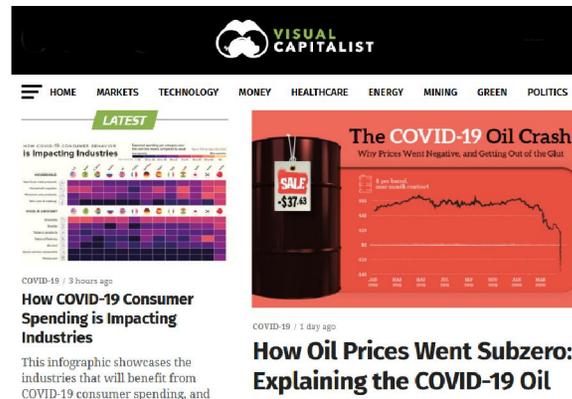
# FAVORITE DATA VISUALIZATION WEBSITES - SAMPLES



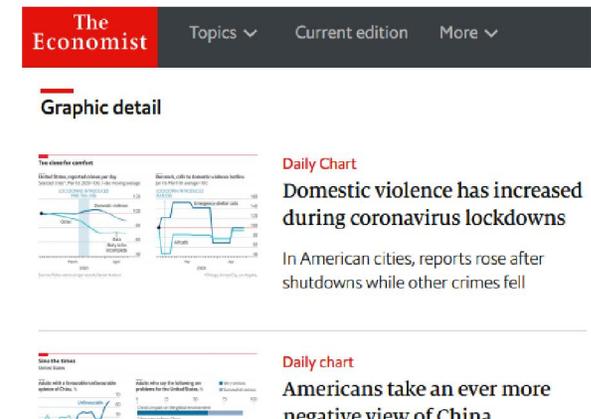
howmuch.net



junkcharts.typepad.com



visualcapitalist.com



economist.com/graphic-detail/

# FAVORITE DATA VISUALIZATION WEBSITES - TOOLS



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[flourish.studio](https://flourish.studio)

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### 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](https://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](https://sankeymatic.com)

# FAVORITE REFERENCES - WRITING

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