

簡報與溝通 簡報製作

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2023/02/24

不好意思

我是 [REDACTED] 高中的學生

我要完成一個報告

是要介紹一個科系

能不能請你介紹能讓我採訪的人

Communication

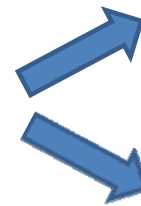
Convince

大綱

- 簡報準備第一至第四課

內容之準備

簡報溝通對象分類



第一課

- 辨識場合，說故事給誰聽
- 核心概念，三分鐘說故事
- 聽眾關心什麼事

辨識場合，說故事給誰聽

- 希望聽眾知道什麼，採取什麼行動？

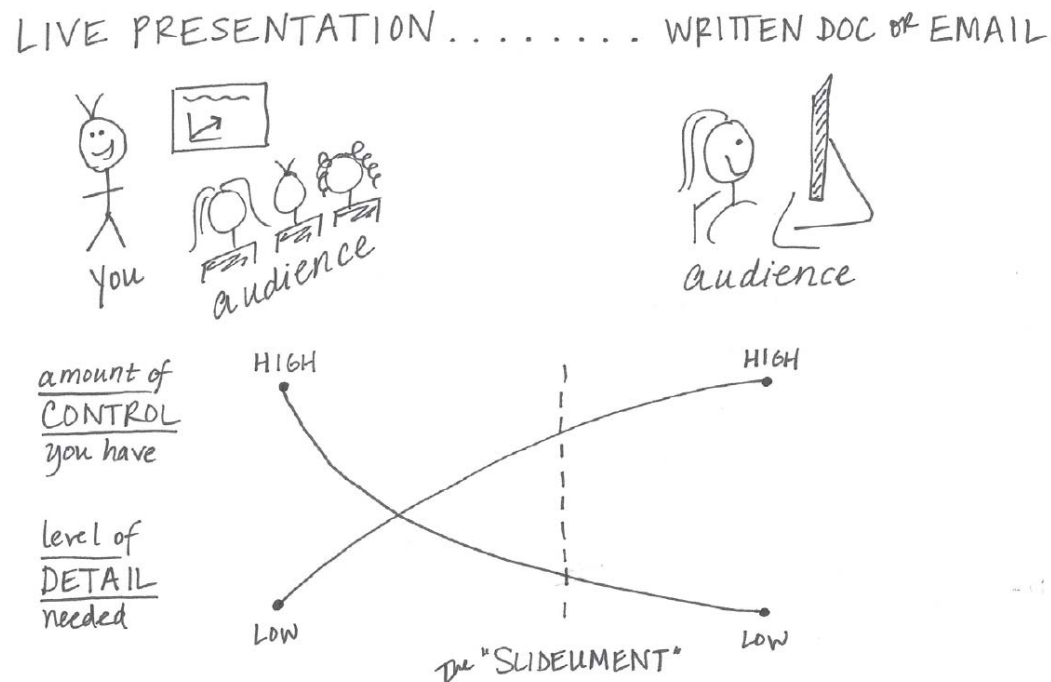
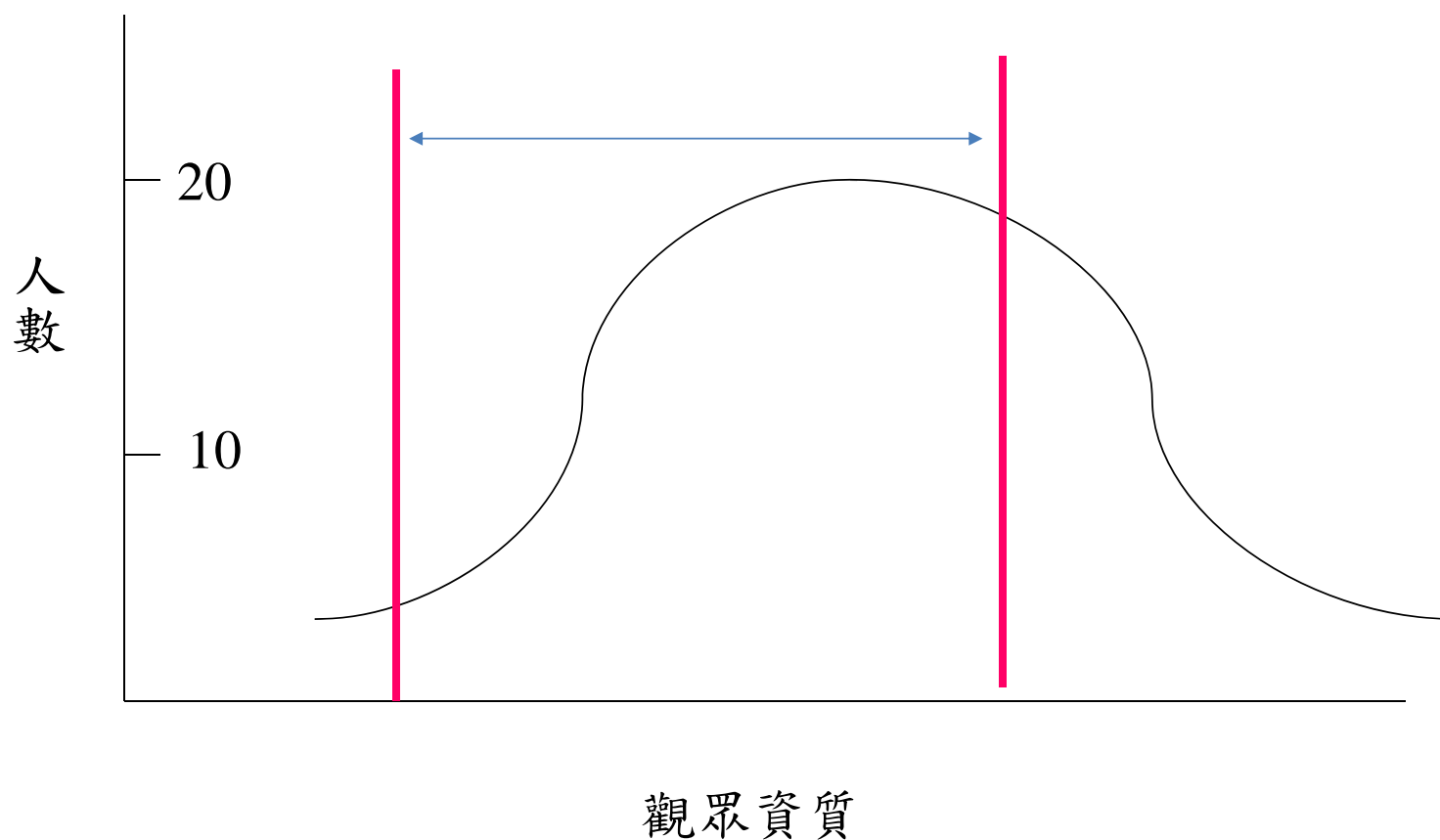


FIGURE 1.1 Communication mechanism continuum

一個原則或判斷極少能應用於所有人或事物：選擇特定群體



核心理念：三分鐘說故事

- 淬練成簡單的信念
- 核心理念：一句完整的句子。

用三分鐘(無投影片或視覺輔助)陳述

(1) 針對之問題

(2) 支持理念的推理或證據

(3) 核心理念

Take home message (no more than 3)

- 成功(Success)的元素有3P
- Purpose
- Passion
- Perseverance
- 學習(learning) 一定要有3P
- Play-based learning
- Problem-based learning
- Project-based learning

聽眾關心什麼事

- 在引言，由聽眾關心的事聯結到核心理念。

第二課

- 圖形及文字
- 投影片不是提詞機，而是[故事書]
- 推論及故事

圖形及文字

- 圖形及文字
- 圖形能抓住注意力 也有助記憶。
- 文字能作快速傳遞，並較易形成長期記憶。
- 將兩者聯結，幫助我們找到文字記憶



Apprivoiser/ Tame ↓ 馴服



人與人之間從陌生到建立熟悉的關係，
借由狐狸表達其過程，需要[儀式/Rites]，
需要對你馴服過的人[負責/Responsibility]，
馴服不是征服。

投影片不是提詞機

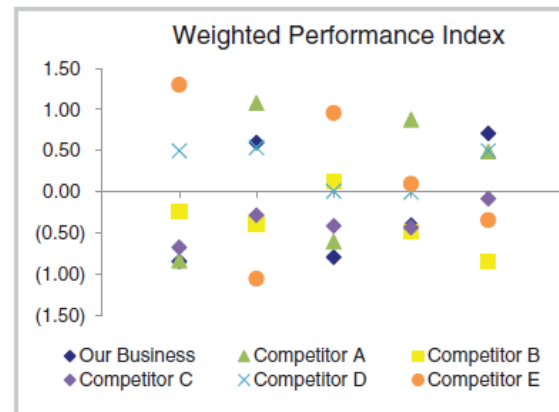
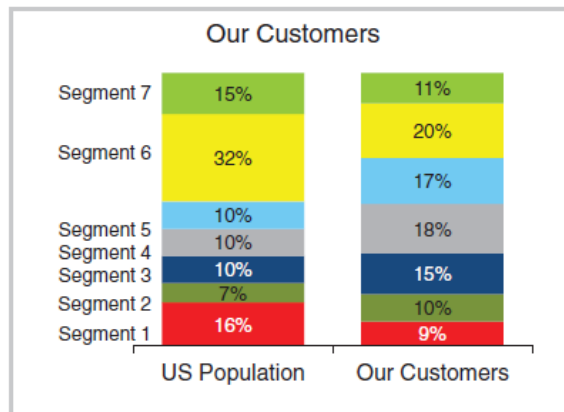
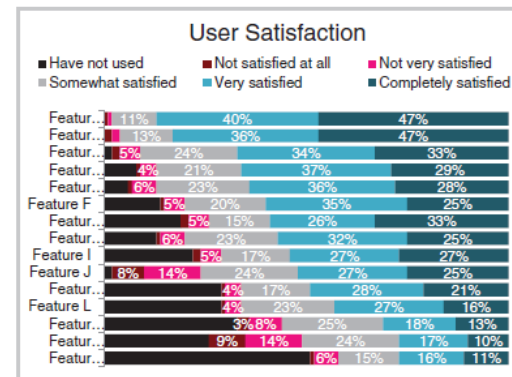
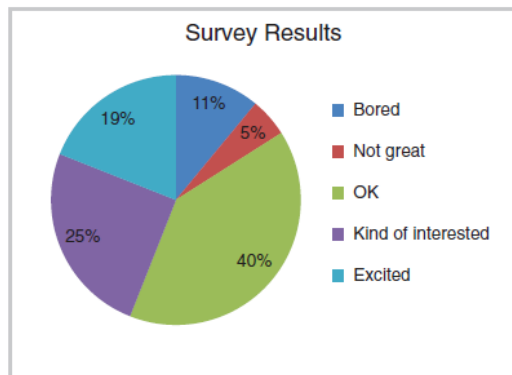
- 寫下自己的重點
- 模擬演講

第三課

- 製作有傳播力的圖，善用折線圖及柱狀圖
- 去除不必要文字或影像資訊降低觀眾負擔 (**Busy slides are enemy for comprehension**)
- 利用視覺原則設計簡報
- 利用對齊及空白
- 利用顏色表示感覺
- 加上設計師思維

效率低落的圖

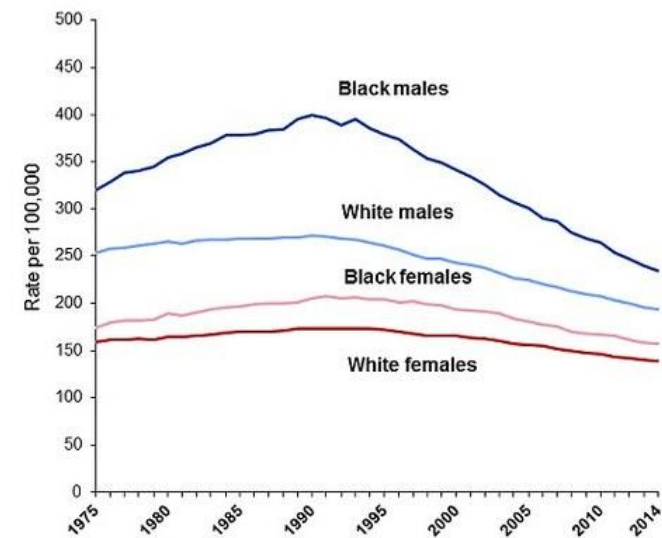
- 儘量不用圓餅圖(Pie Chart)，立體圖，或多層柱狀圖。



有效視覺因素

- 折線圖是最適合表現趨勢

Trends in Cancer Death Rates* by Sex and Race, US, 1975-2014

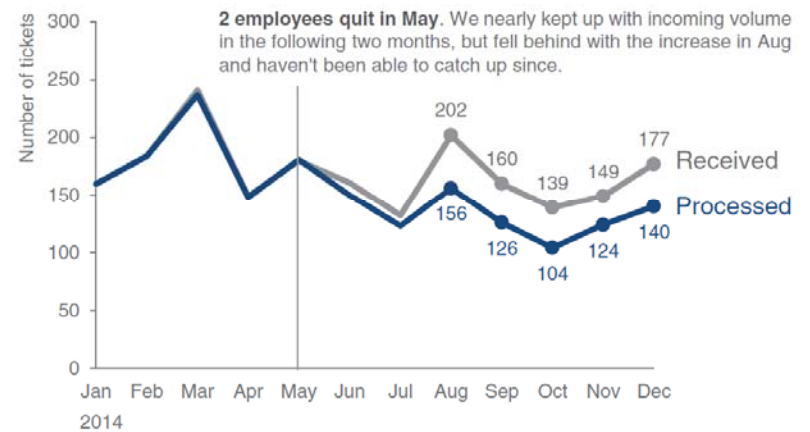


修正例

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per person and time to resolve issues was undertaken to inform this request and can be provided if needed.

FIGURE 0.3 Example 1 (after): storytelling with data

Ticket Trend

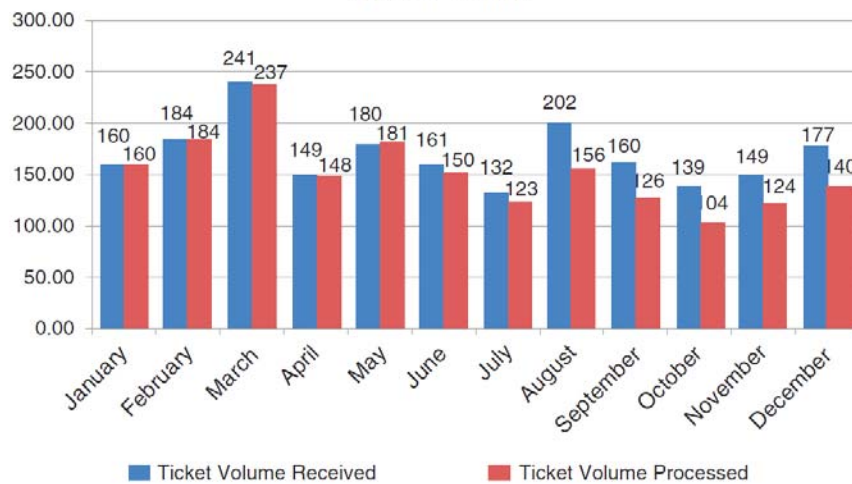


FIGURE 0.2 Example 1 (before): showing data

- 點型散布圖容易表示兩者之間的關係

Cost per mile by miles driven

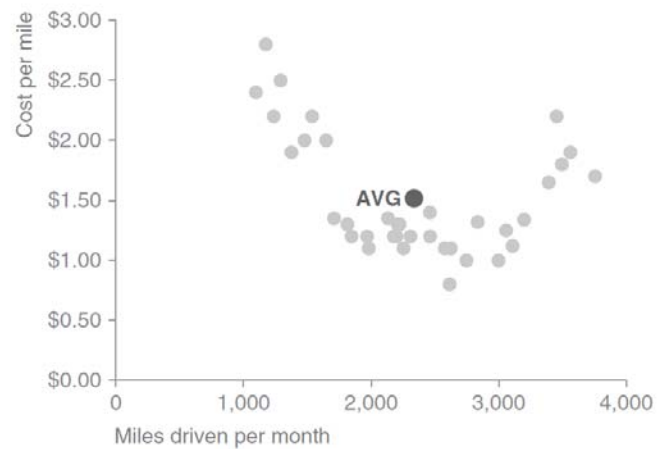
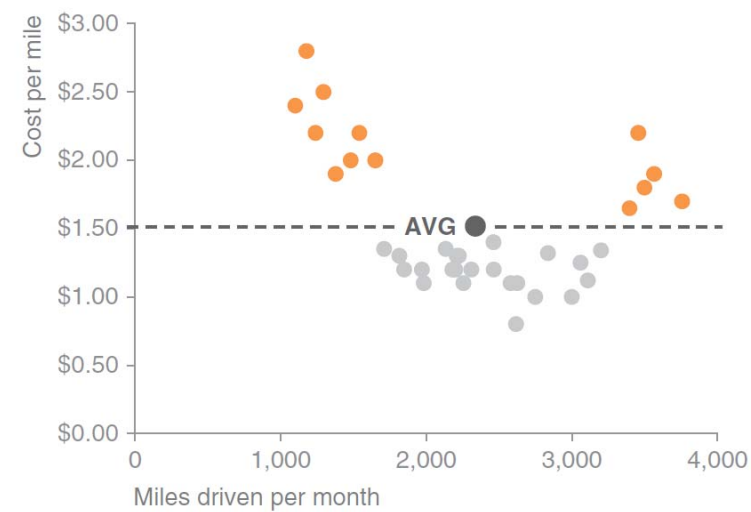


FIGURE 2.6 Scatterplot



Cost per mile by miles driven



柱狀圖或簡約文字

Alternatively

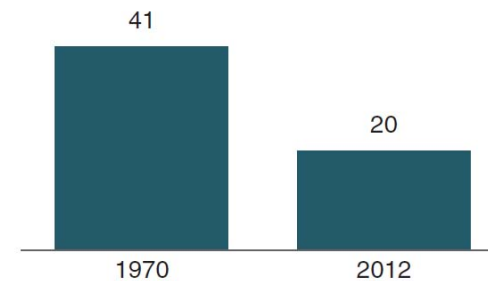
20%

of children had a
traditional stay-at-home mom
in 2012, compared to 41% in 1970

FIGURE 2.3 Stay-at-home moms simple text makeover

Children with a "Traditional" Stay-at-Home Mother

*% of children with a married
stay-at-home mother with a
working husband*



Note: Based on children younger than 18. Their mothers are categorized based on employment status in 1970 and 2012.

Source: Pew Research Center analysis of March Current Population Surveys Integrated Public Use Microdata Series (IPUMS-CPS), 1971 and 2013

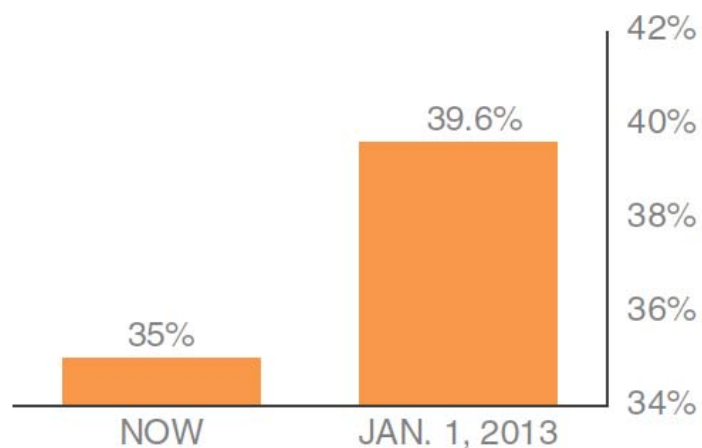
Adapted from PEW RESEARCH CENTER

FIGURE 2.2 Stay-at-home moms original graph

柱狀圖比大小(請注意道德原則，原點須為0)

Non-zero baseline: as originally graphed

IF BUSH TAX CUTS EXPIRE
TOP TAX RATE



Zero baseline: as it should be graphed

IF BUSH TAX CUTS EXPIRE
TOP TAX RATE

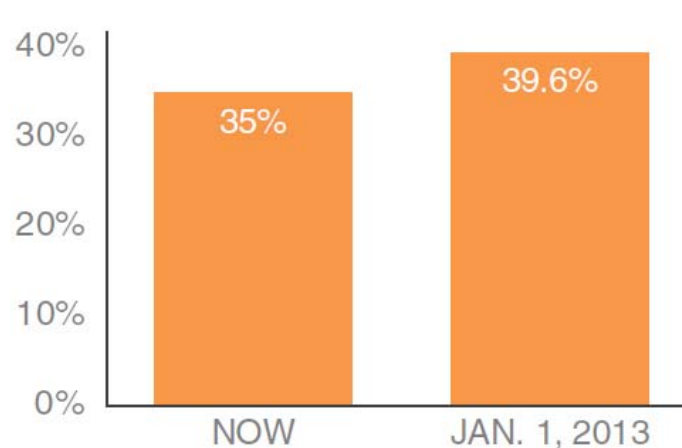


FIGURE 2.13 Bar charts must have a zero baseline

認知負擔越大，越懶得看。減少負擔，善用視覺原則

- 相近



- 封閉



- 相似



- 連續

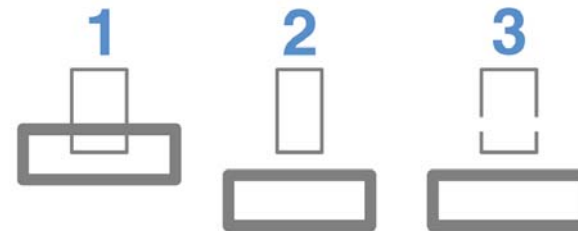


FIGURE 3.9 Gestalt principle of continuity

Demonstrating effectiveness is most important consideration when selecting a provider

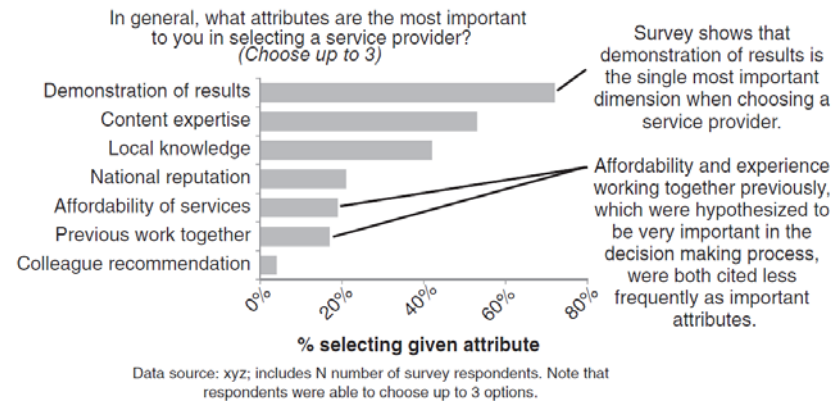


FIGURE 3.13 Summary of survey feedback



Demonstrating effectiveness is most important consideration when selecting a provider

In general, **what attributes are the most important** to you in selecting a service provider?

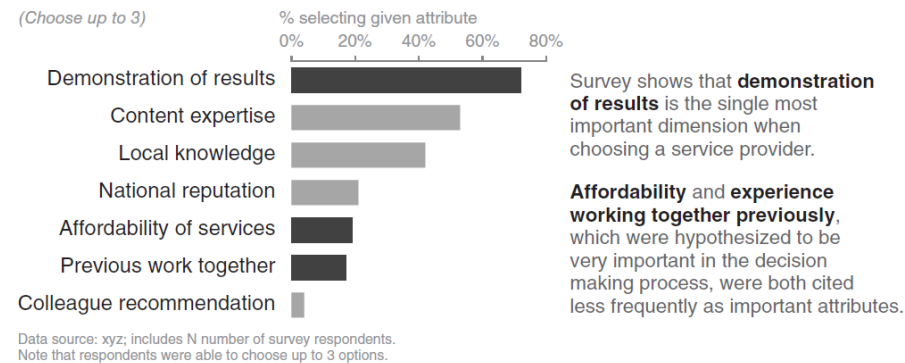


FIGURE 3.14 Revamped summary of survey feedback

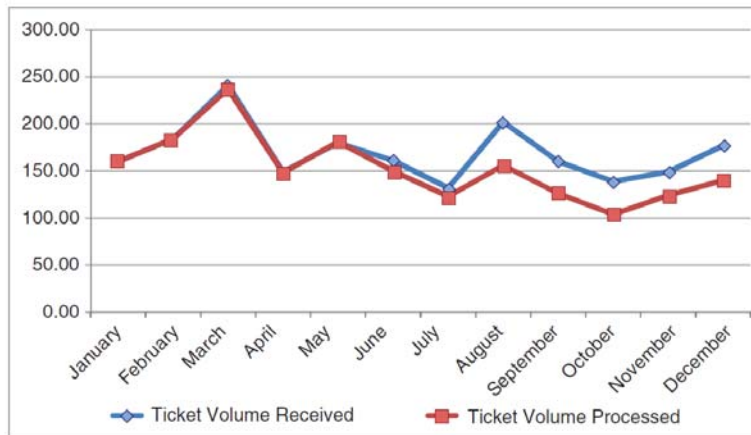


FIGURE 3.17 Original graph

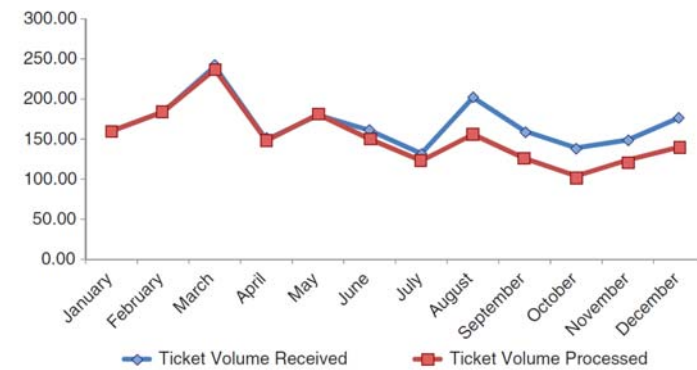


FIGURE 3.19 Remove gridlines



FIGURE 3.21 Clean up axis labels

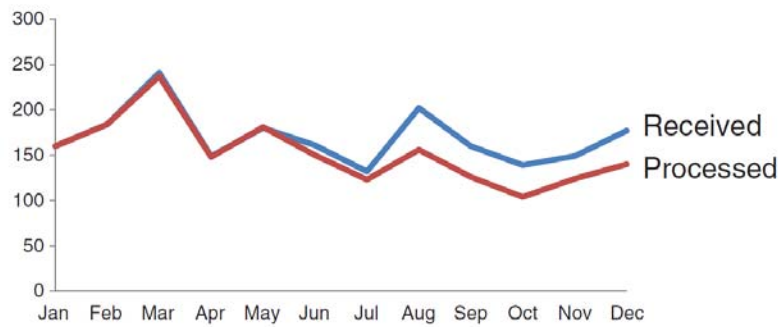


FIGURE 3.22 Label data directly

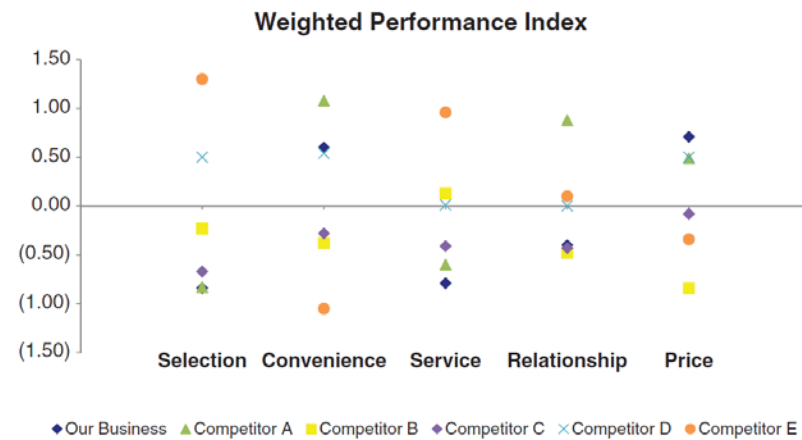


FIGURE 3.15 Original graph



Performance overview



FIGURE 3.16 Revamped graph, using contrast strategically

善用顏色或灰階

Country Level Sales Rank Top 5 Drugs

Rainbow distribution in color indicates sales rank in given country from #1 (red) to #10 or higher (dark purple)

Country	A	B	C	D	E
AUS	1	2	3	6	7
BRA	1	3	4	5	6
CAN	2	3	6	12	8
CHI	1	2	8	4	7
FRA	3	2	4	8	10
GER	3	1	6	5	4
IND	4	1	8	10	5
ITA	2	4	10	9	8
MEX	1	5	4	6	3
RUS	4	3	7	9	12
SPA	2	3	4	5	11
TUR	7	2	3	4	8
UK	1	2	3	6	7
US	1	2	4	3	5

Top 5 drugs: country-level sales rank

RANK	1	2	3	4	5+
COUNTRY DRUG	A	B	C	D	E
Australia	1	2	3	6	7
Brazil	1	3	4	5	6
Canada	2	3	6	12	8
China	1	2	8	4	7
France	3	2	4	8	10
Germany	3	1	6	5	4
India	4	1	8	10	5
Italy	2	4	10	9	8
Mexico	1	5	4	6	3
Russia	4	3	7	9	12
Spain	2	3	4	5	11
Turkey	7	2	3	4	8
United Kingdom	1	2	3	6	7
United States	1	2	4	3	5

FIGURE 4.15 Use color sparingly

客戶品牌顏色是綠色
三種處理方式

突顯設計要素

Leverage **brand color**

Category 1	7
Category 2	5
Category 3	4
Category 4	4
Category 5	3
ClientLogo	

Draw attention with **black**

Category 1	7
Category 2	5
Category 3	4
Category 4	4
Category 5	3
ClientLogo	

Use **complementary color**

Category 1	7
Category 2	5
Category 3	4
Category 4	4
Category 5	3
ClientLogo	

FIGURE 4.16 Color options with brand color

善用文字

Peak Break-up Times According to Facebook status updates

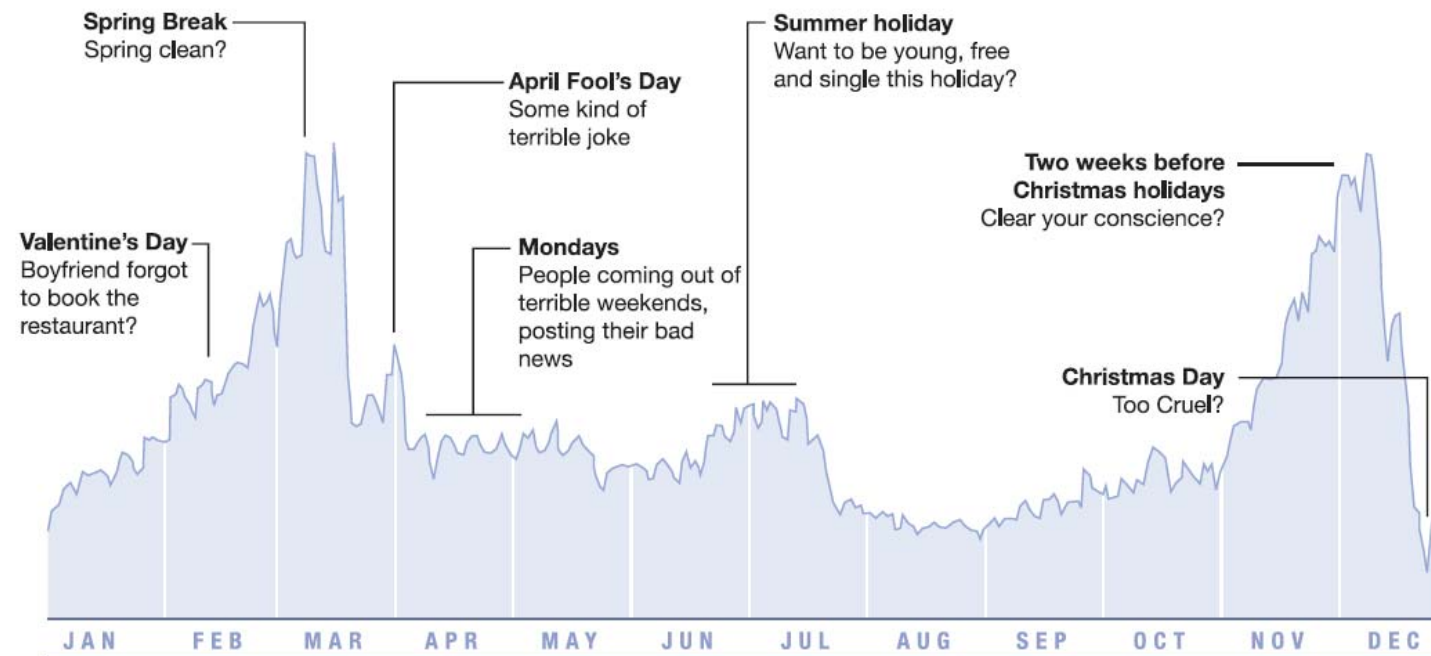


FIGURE 5.7 Words used wisely

第四課學習說故事

- 學文學家和劇作家的技巧
- 故事是說給人聽，不是自嗨，得從聽眾角度出發
- 運用水平及垂直邏輯

說故事

- 布局(set up)
- 衝突/問題 (Conflict/Problem)
- 解決 (Resolution/Solution)

故事書推論及故事

- https://m.facebook.com/story.php?story_fbid=2252397271452407&id=148395741852581
- 美國脫口秀天后歐普拉（Oprah Winfrey）在2018年金球獎上，榮獲終身成就獎演講。

水平及垂直邏輯

單看每一張投影片標題
就可了解故事

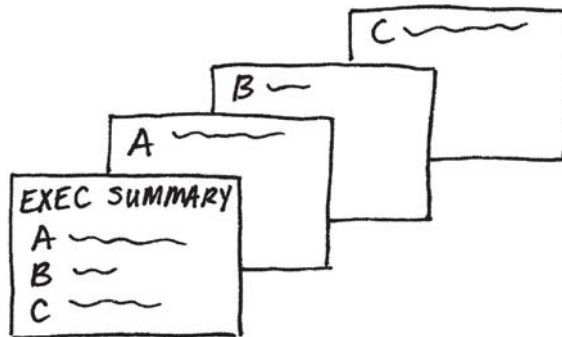


FIGURE 7.2 Horizontal logic

每一張投影片內容
會自成一系統

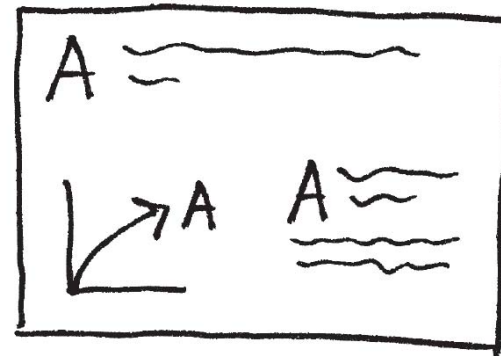


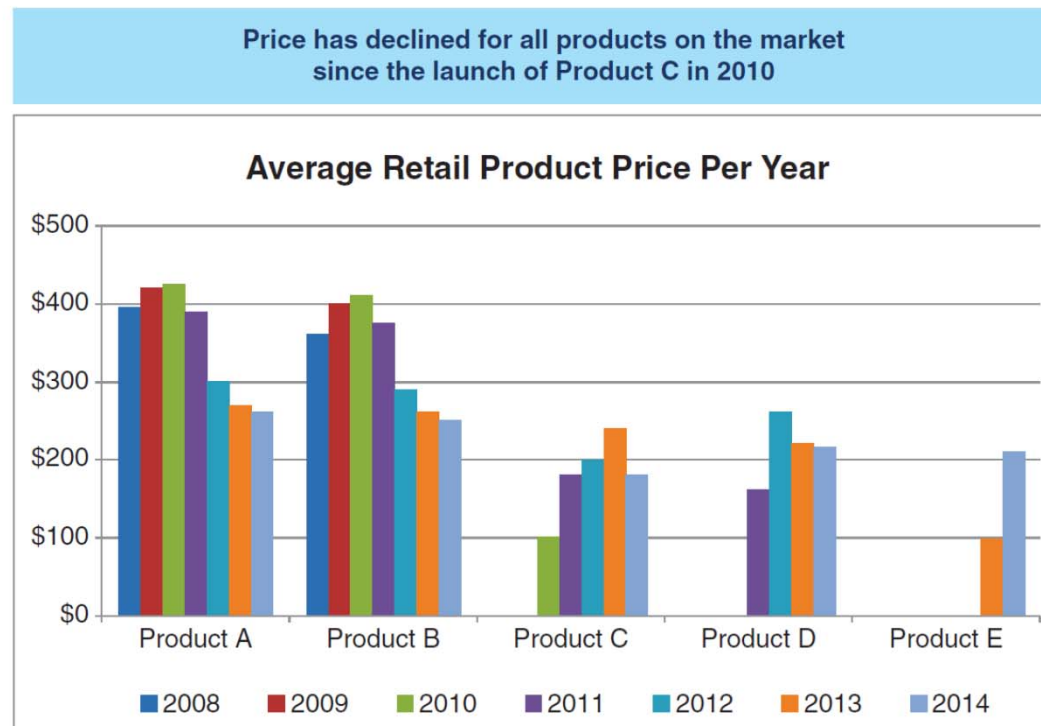
FIGURE 7.3 Vertical logic

實例說明

對象(Who)：產品部副總

內容(What)：推出一個新產品，提出可能售價區間

方法(How)：由五個相關產品，近5年售價，推論最佳售價



原圖

FIGURE 8.1 Original visual

Step1: 顏色並不重要

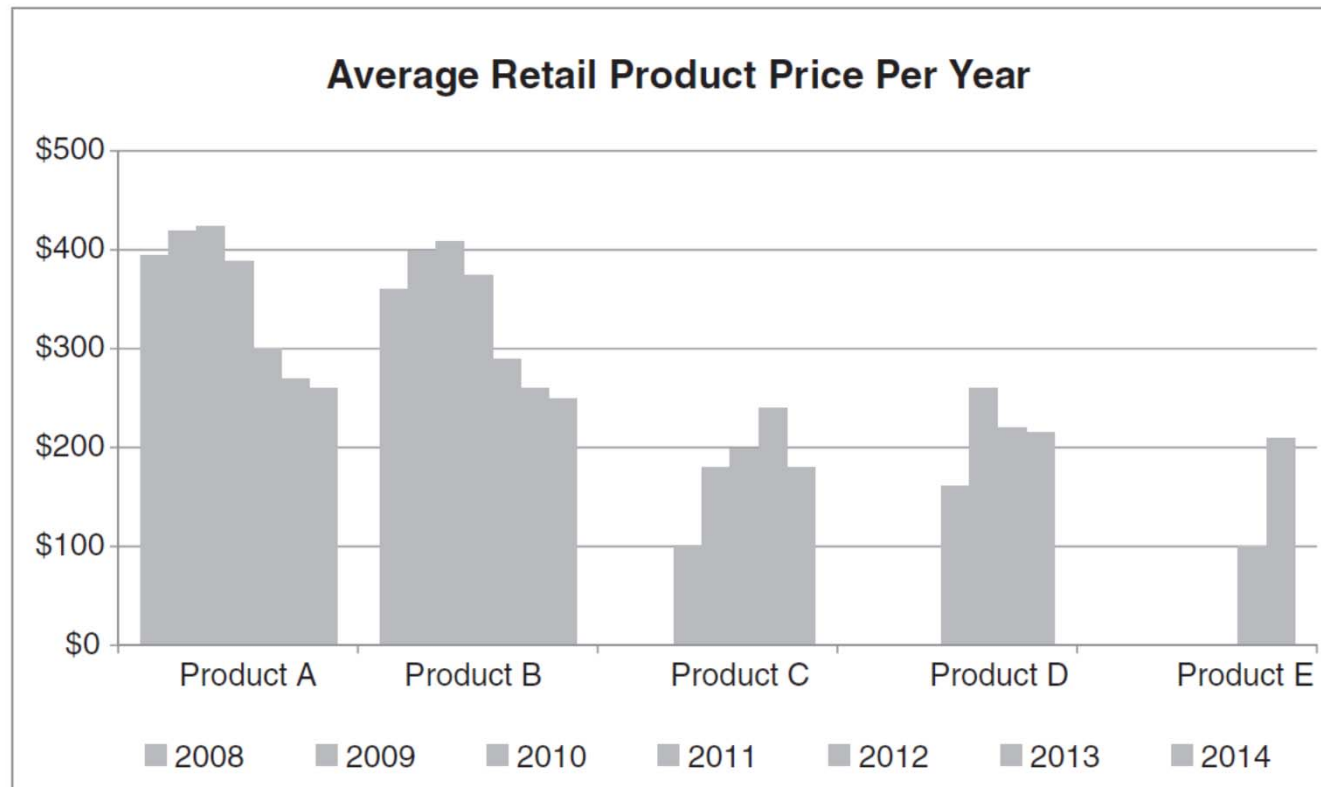


FIGURE 8.2 Remove the variance in color

並無明顯共同昇降趨勢

改用折線圖表示時間變化

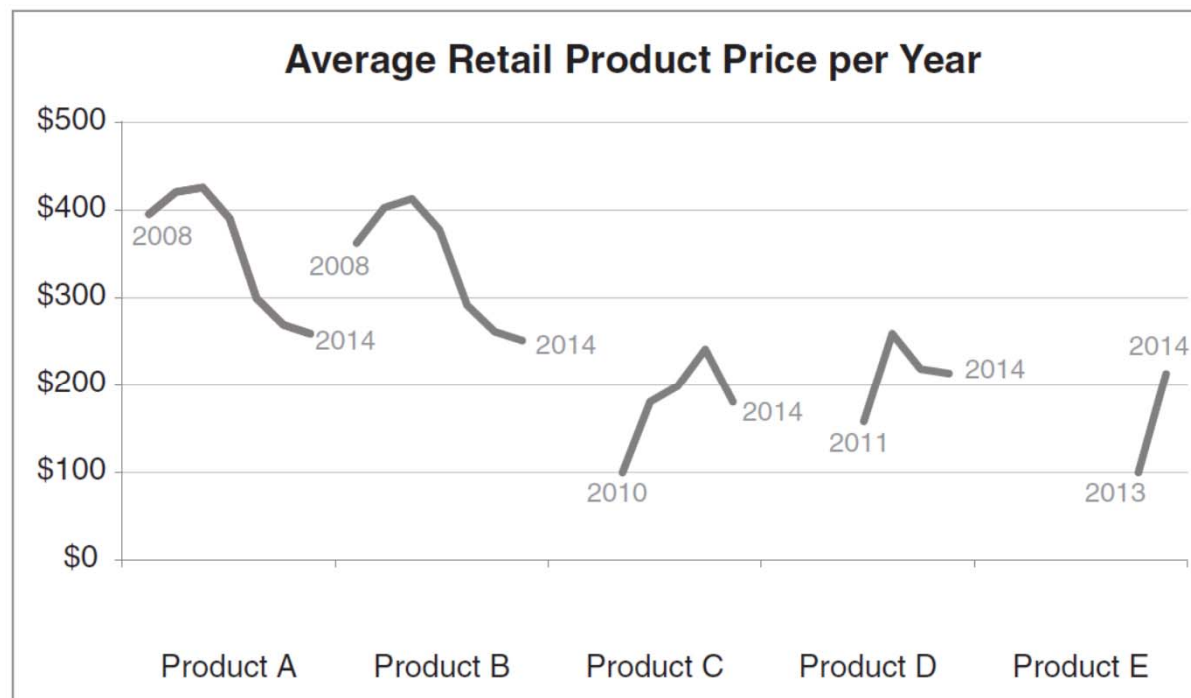


FIGURE 8.4 Change to line graph

合併圖

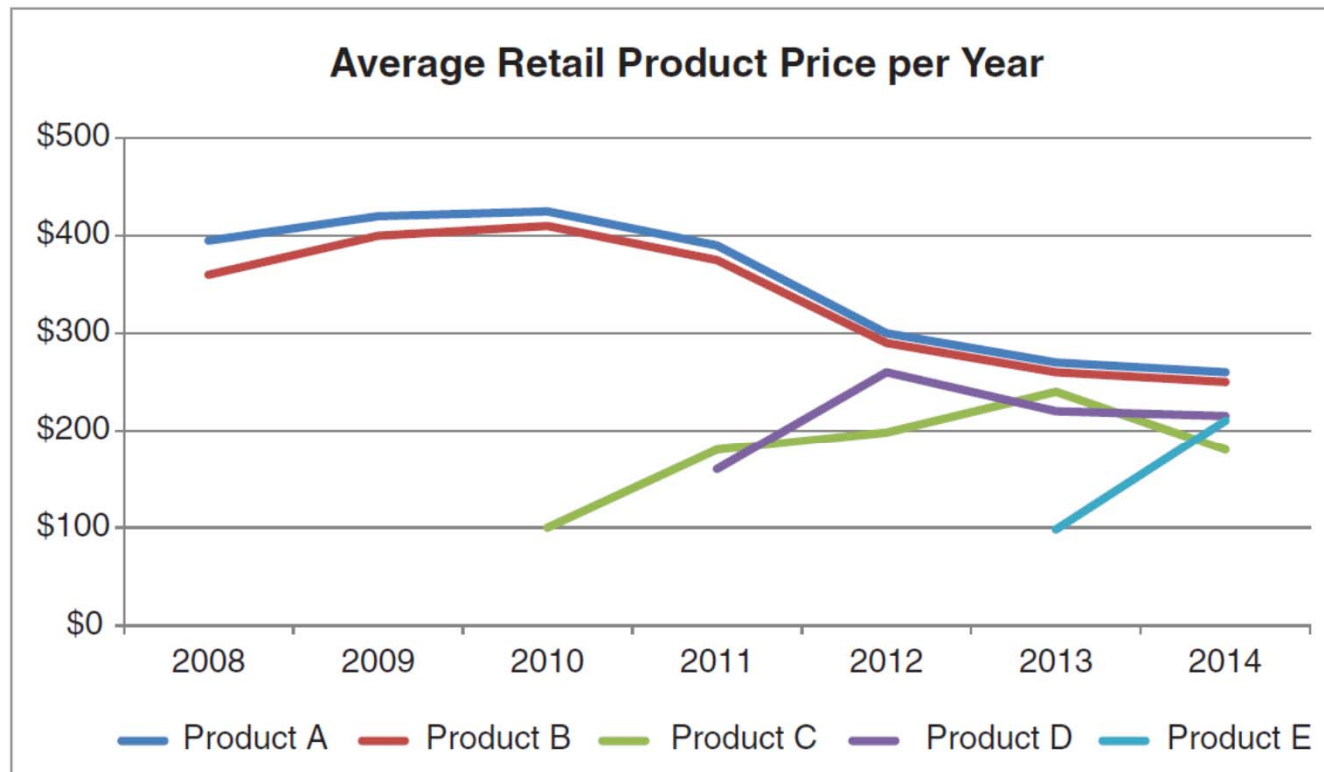


FIGURE 8.5 Single line graph for all products

去除不相關雜訊

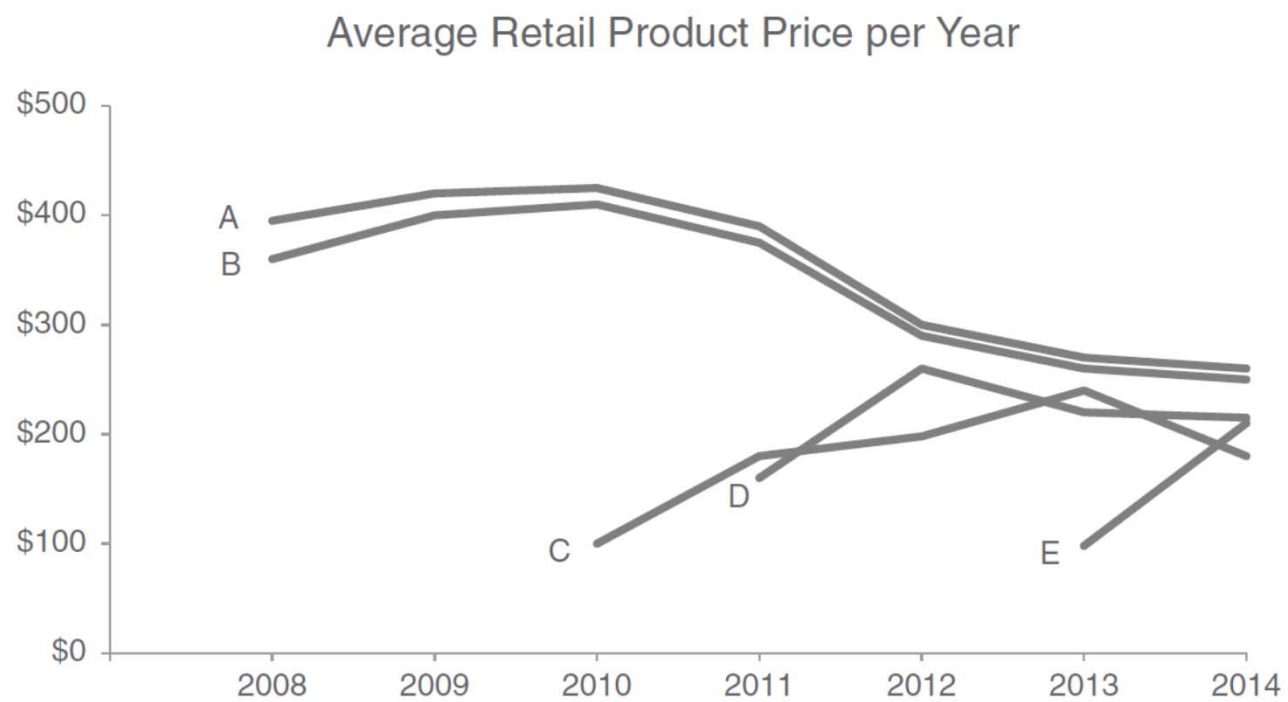


FIGURE 8.6 Eliminate clutter

經由不同點抓聽眾注意力

2010年後產品價格下降

在此領域價格皆先上升再下降

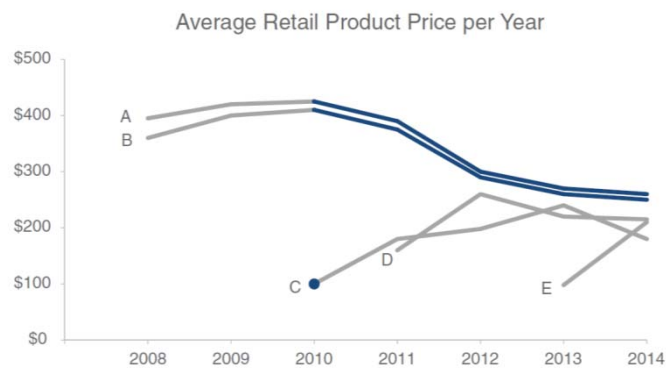


FIGURE 8.7 Focus the audience's attention

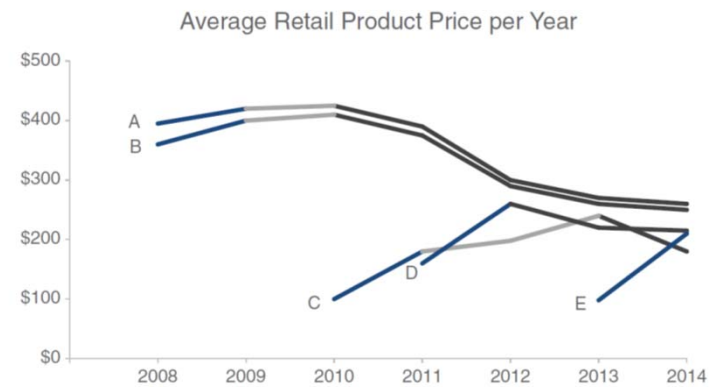


FIGURE 8.8 Refocus the audience's attention

另一方面，也看出在2014價格趨一致，價格在180-260元

說故事

Story goes from

1. 理解競爭市場上的價格變化
2. 決定產品價格

Products A and B were launched in 2008 at price points of **\$360+**

Retail price over time

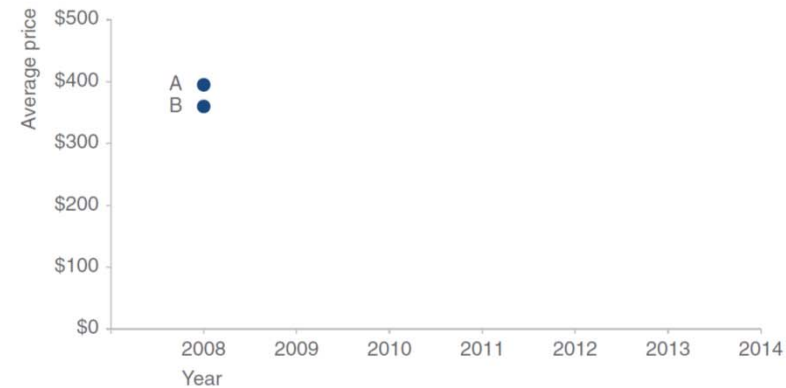


FIGURE 8.12

They have been priced similarly over time, with B consistently slightly lower than A

Retail price over time

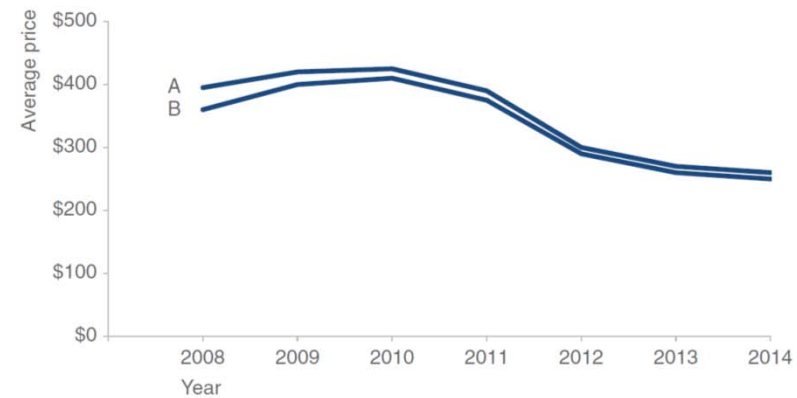


FIGURE 8.13

Products C, D, and E were each introduced later
at **much lower price points...**

Retail price over time

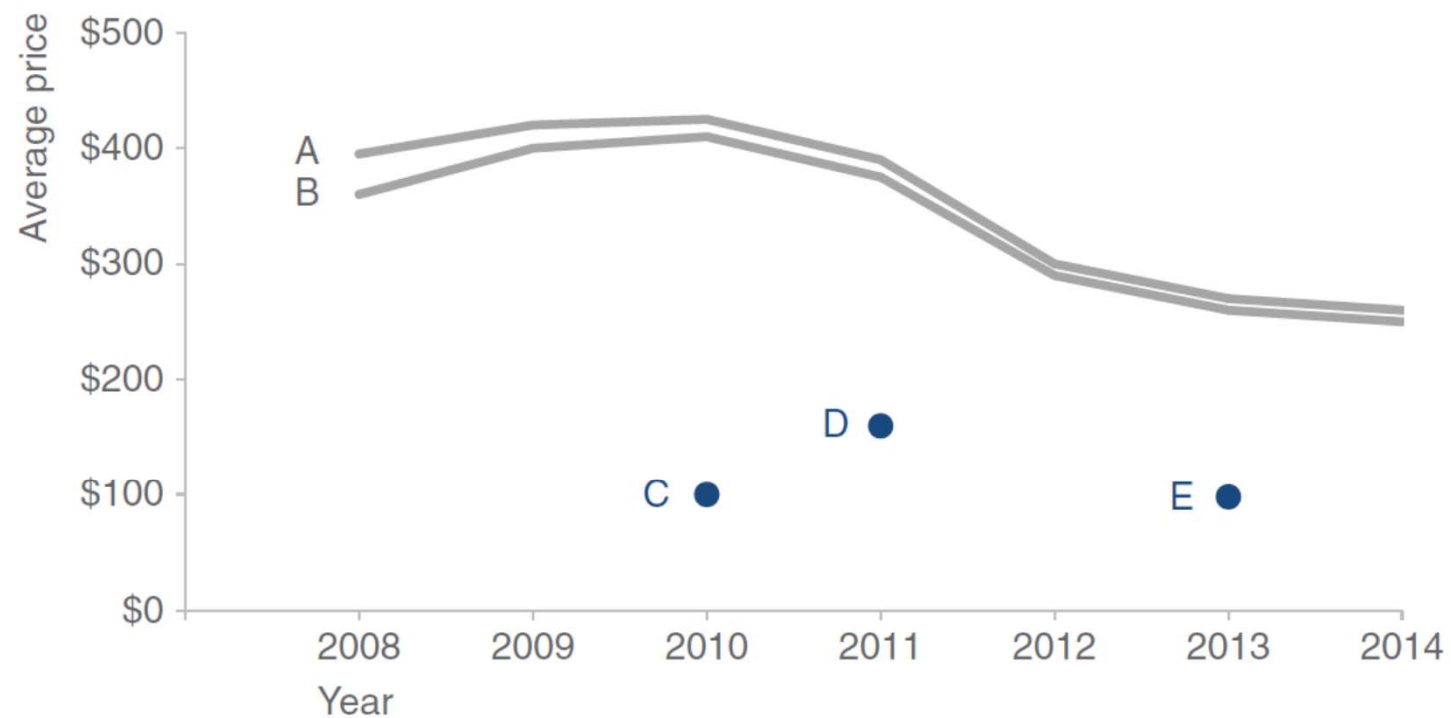


FIGURE 8.15

...but all have **increased in price** since their respective launches

Retail price over time

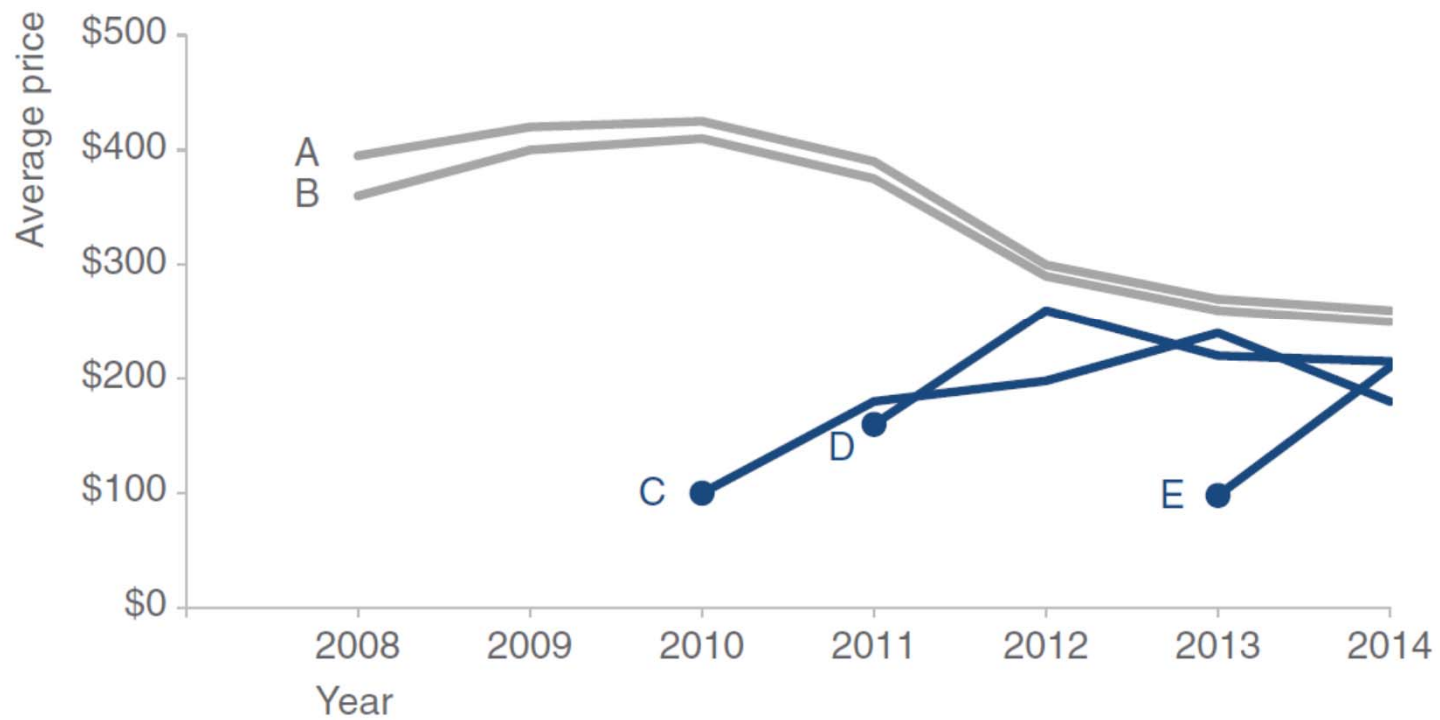


FIGURE 8.16

In fact, with the launch of a new product in this space, we tend to see an **initial price increase**, followed by a **decrease** over time

Retail price over time

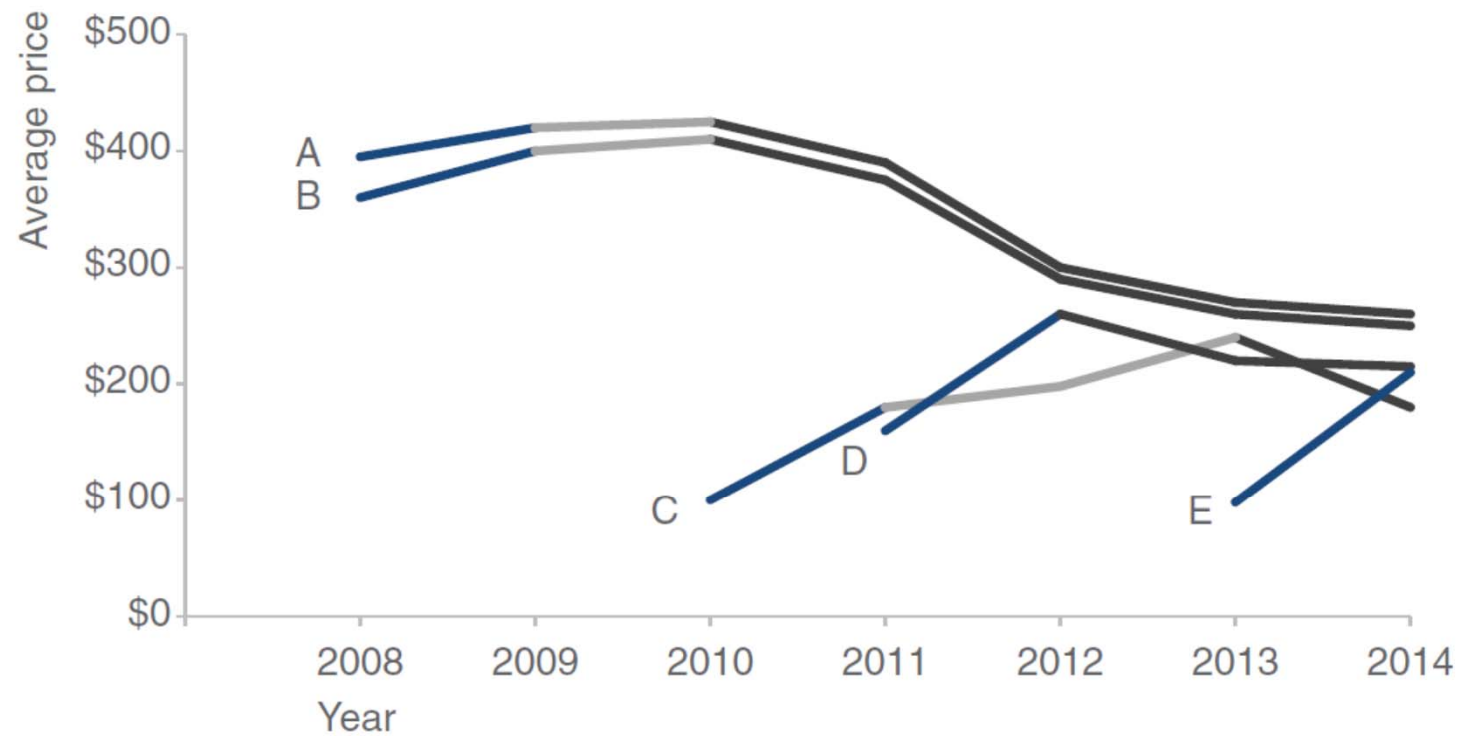


FIGURE 8.17

As of 2014, retail prices have converged, with an **average retail price of \$223**, ranging from a low of \$180 (C) to a high of \$260 (A)

Retail price over time

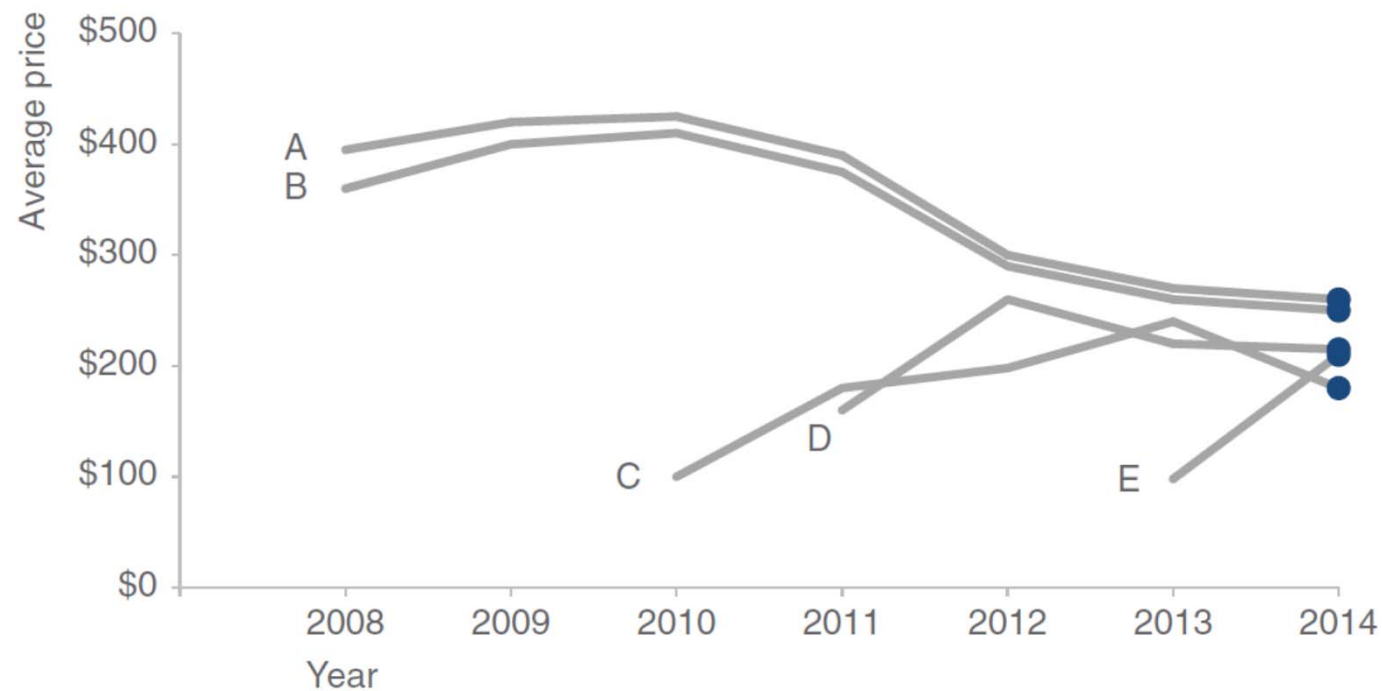


FIGURE 8.18

To be competitive, we recommend introducing our product *below the \$223 average price point* in the **\$150–\$200 range**

Retail price over time

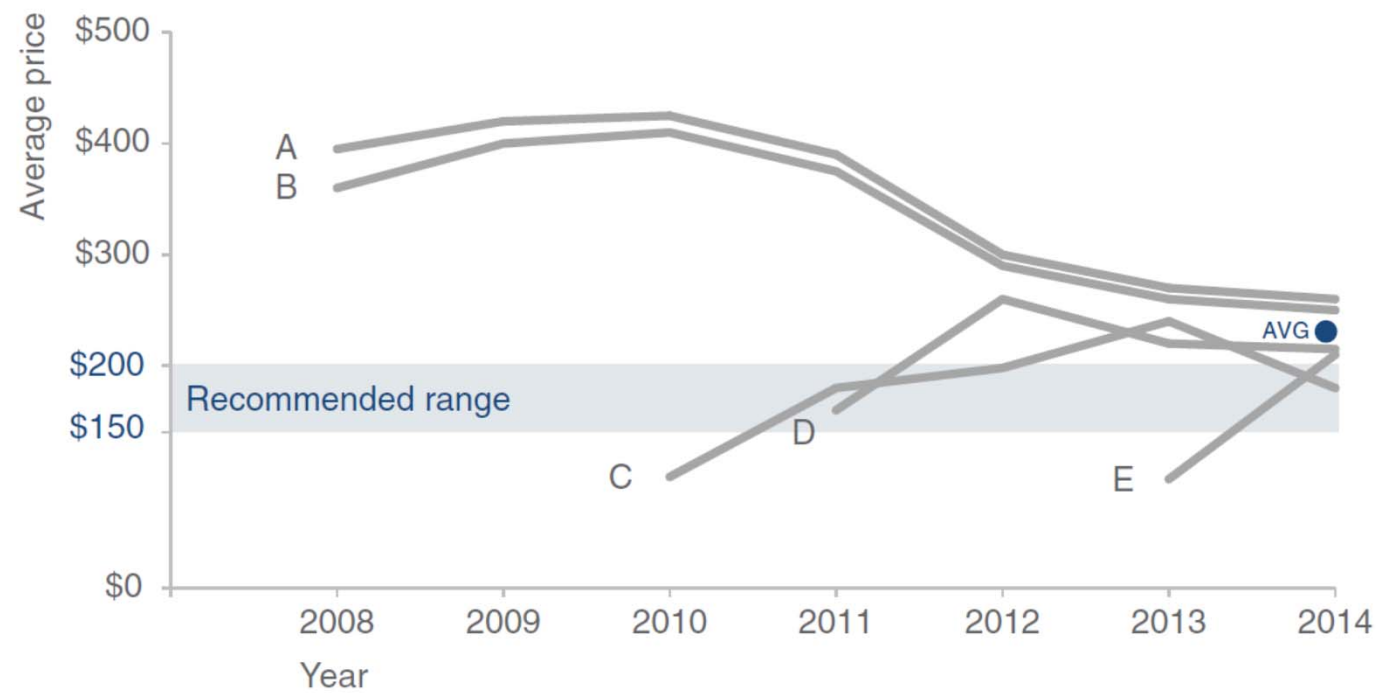


FIGURE 8.19

Reference

- Google必修的圖表簡報術原文作者： Cole Nussbaumer Knaflitz 譯者： 徐昊 出版社：商業周刊 出版日期：2016/03/26 ISBN：9789869283533

- https://www.youtube.com/watch?v=JQiNUORgT_U
- 如何製作一個讓老闆跪著看的沉浸式簡報？

- <https://youtu.be/ZwO77huYLzA>
- 如何贏得友誼和影響他人