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The standard was set 32,000 years ago.

With simple, powerful communication.

We were storytellers.

We need to learn how to be storytellers again ...



Cave paintings from Chauvet cave in France.

"These were not merely decorations. They may have been a way of communicating with others."

- Wikipedia



= LOGIC FLOW

If you are going to drive your audience from point “A” to point “B”, *you had better have a [map](#).*

That is what Logic Flow is ... your map to keep you on track, on point, and always focused on your Crystal Clear Objective, from start to finish.

In too many cases, slides are isolated islands, with no logical connection from one to the next -- not exactly a straight line between point “A” and point “B”.

Your slides headlines should form a straight line ... right up to your destination. From vine, to vine, to vine ... just like Tarzan. If the flow is broken by a slide that comes out of nowhere, you, and your presentation, plummet to the jungle floor (along with your audience)!

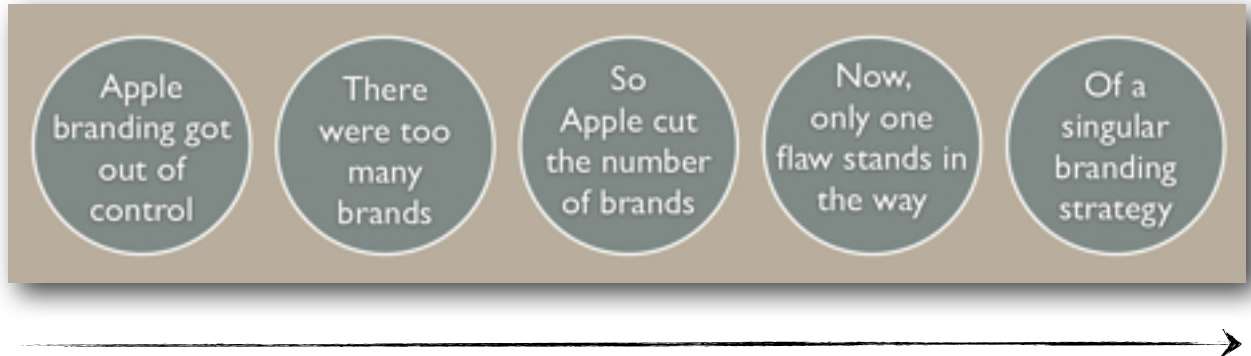


Your presentation should flow from slide to slide ... just like Tarzan.

This flow allows you to take your audience by the hand, and walk them through an argument for supporting an issue vs. resisting it, for example, going from one point to the next ... all the way to your destination.

So what does a Logic Flow look like?

Moving from *left to right*, each of the headings below would be the main point for individual slides. From slide, to slide, to slide ... just like Tarzan.

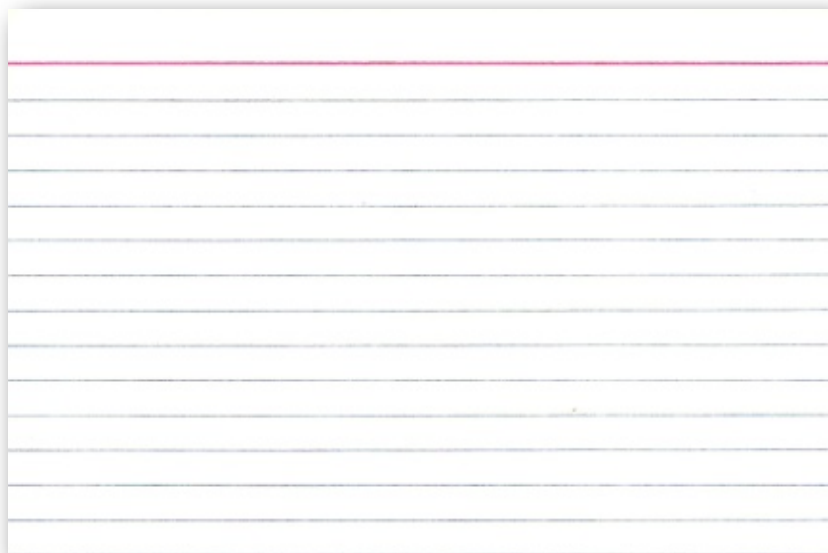


In real life, you won't be using vines to create your logic flow! You will be using one of the most spectacular (unsung) technologies ever invented: the [INDEX CARD](#). Index cards are the starting point, and building blocks, of a presentation.

Until you have your presentation assembled in a neat stack of index cards, you should not go anywhere near a computer. *Resist the temptation!*

First ...

1. Create ONE index card for each of your key points
2. When your stack is complete, and it flows like Tarzan, then you can proceed to the nearest PowerPoint station ... *not one minute sooner.*



*Index cards are time-savers and life-savers.
They are what PowerPoint was modeled after, after all.*

So let's take a look at a sample of (a) an actual Crystal Clear Objective, and (b) the first few slides in a Logic Flow.

My brother-in-law is a forensic psychologist, and this was his Crystal Clear Objective, having to do with "Malingering" (definition: *to exaggerate or fake illness in order to escape duty or work*). In this case, he is referring to alleged criminals, trying to avoid conviction and prison:

(a) CRYSTAL CLEAR OBJECTIVE...

To convince prosecutors that their role in exposing malingering is indispensable.

(b) Logic Flow

What is malingering?

It is a big problem for the courts...

But too often, prosecutors don't pursue an examination...

Psychologists can help...

But prosecutors play a critical role...

My brother-in-law's slides flow, they are connected. And, if he is successful, they will transport his audience (prosecutors) to the desired destination: AGREEMENT; the prosecutors will agree that they must assume some responsibility for identifying and exposing malingerers.

Now ... what does it look like when slides aren't connected?
Does it feel like the car is moving in a straight line?

Take a look at the three (actual) slides below on the topic of Healthcare Costs in the U.S. They are islands, they don't flow, *they could be in any order*.



This author jumped the gun ... he started making PowerPoint slides before he had the logic flow nailed down. That's why these are "island" slides.

If we transcribe these original headings *back to the index cards* (where editing is easier and faster), we can see how the original headings (a) have no connection, no flow.

But the revised headings (b) flow like Tarzan, from point to point:



These slides have no flow ...

These slides flow like Tarzan and tell a story

Logic flow means that the ideas -- the main points of your slides -- flow logically, left to right.

Just like a mathematical formula, there is a flow, an order, a reason why one main point comes and then gives way to the next. It is how great arguments or equations work:

$$F = G \frac{m_1 m_2}{r^2}$$

Isaac Newton's equation for Gravity. It is, and must be, exactly as it is written here, going left to right.

$$G = F \frac{m_1 r^2}{m_2}$$

If we rearrange the components it becomes meaningless. Likewise, when your slides follow a logic flow, they cannot be randomly rearranged, or they lose their collective meaning.

SAMPLE PRESENTATION: LOGIC FLOW

CRYSTAL CLEAR OBJECTIVE

To convince prosecutors
that their role
in exposing malingering
is indispensable.

1. What is malingering?

2. It is a big problem for the courts...

3. But too often, prosecutors don't pursue an examination ...

4. Psychologists can help...

5. But prosecutors play a critical role...

6. By collaborating to expose malingerers

7. Three ways prosecutors can help.



Grab a stack of blank, ruled index cards, and start to create your presentation.

One index card for your Crystal Clear Objective.

One index card for each of your main points.

Let's try the first five index cards, following your Crystal Clear Objective card.

