

visual documentation and explanation. It responds best to concrete images and incontrovertible, collectible, hard-nosed data.

Presenting a business plan, asking for more budget, introducing a new system, or needing a hard-nosed decision? Consider adding visuals for greater persuasion.

Here are some categories that can use visual support and the impact it creates:

- New data, known only to you.
- Data known to all, but never presented in this context or with this interpretation before.
- A message which needs documentation or support from objective data in order for people to believe it.
- Numbers, facts, quotes, lists, trends; information that people do not and cannot collect and remember only by hearing it.
- Chronological data that needs to be repeated and remembered from one segment to another.
- Comparisons.

When you need a factual, analytical approach, backed by data—explicit, logical, clear—visual support is most often the answer.

#### *Which Only Need Verbalizing*

In general, the material that lends itself best to just telling is material that is narrative and dramatic in nature. To spin a web, to weave a yarn, to marshal the troops, to inspire, you often can rely on the charisma and energy of the teller alone.

The creative, imaginative, fantasy-making, instinctive, emotion-driven side of the brain responds best to the imaginative, colorful messages of feelings. These messages leave room for individual interpretation, not uniform acceptance of the facts. Each listener's unique personal imagination can get engaged and respond. There is no right or wrong sum here. Just feelings. Unique. Individual. Intimate.

Being able to *talk* visually, to elicit pictures through words and excite the imagination of your listeners means relying only on language and style, on analogy and metaphor. These, if you will think about it, are all actually *visual*, too! But delivered personally . . .