

- Start slowly with the whole idea.
- Tell them something of what the new idea is about.
- Tell them why they need it.
- Remind them how the old system works and what its failings were.
- Begin to tell about the major differences between the old and the new. (Here's the place to add your visuals.)
- Add just enough to clarify the process further. (Show some more.)
- You might like to open for a few questions here and let the questions become the catalysts for your bringing in more details. This gives people a chance to absorb at their own pace and let you know when they're ready for more.

#### *Visualize and Demonstrate*

The best clarification in the world is some form of visual reinforcement. Why, how, when, and which ones to use is described in Chapter 5.

#### *Give Examples of Facts*

If you need to describe exact measurements like square feet, yards, inches, or pounds, you should know that everyone has a very inexact vision of them. Most of us don't have an accurate picture of distance and size. To make such references instantly clear and precise to all, measure such distances in advance in the place where you will speak. Then it's quite simple to say, "That means it's twice as high as this room," or, "It's from here to the back wall." You can also bring objects along to show relative size: "It was only six inches long, like this pencil."

#### *Topics and Transitions*

Have you noticed the layout of this book? Each chapter and idea is completely broken down into outline form. From major headings to topic and subheadings to lists, it's designed to show the content's order, to help you *see* where it fits. You've been able to compartmentalize the material and to figure out where you are.

Imagine how hard it would be to visualize this breakdown and organization if you only *heard* it. Your audience can't see your notes! That's why you need to outline for them orally and explicitly so they can "see" your logic and order.