

- Just enough background material to be oriented to your point of view.
- Just enough information to understand what you mean and stimulate them to think about it.
- Just enough examples and explicit visualization (graphic or oral) so they can make up their own minds.

To help you select your content, I have created a little motto:

TELL THEM WHAT *THEY* NEED TO KNOW
NOT ALL YOU KNOW!

Give them the kinds of basics to bring them into your orbit and, at each step, give them enough to be able to move on to the next. To paraphrase an old Fats Waller song: "Find out what they need to know and how they need to know it, And give it to them just that way!"

What to Make Visual

Chapter 5 describes when you should make your material visual and the best ways to do that.

SHOULD YOU WRITE IT?

Written vs. Oral Speeches

Now I enter stormy waters. Most people's tendency is to "write it all out so I get it straight" (or "right" or "well said") because they're afraid to try for the words at the actual moment, in case they get stuck.

But, *reading* a speech is not the optimum technique for *oral* communication to an audience. I know that some speeches *must* be read for legal or policy reasons, but barring that, the method of delivery should be extemporaneous, from notes.

Oral communication at its best should feel like a live dialogue between the teller and the audience.

It's personal. You talk, and they feel that you're talking just for them, to them, about them.

It's immediate. Of the moment. Live. Unique. Unduplicatable.