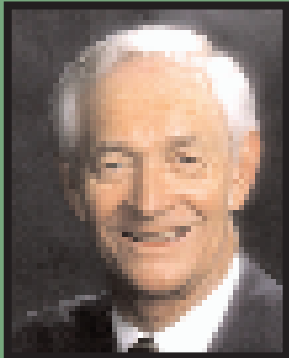


# Communication Quips & Quotes

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## Quotable Quotes

"In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create. Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman."

- David M. Ogilvy

"Here's my theory about meetings and life; the three things you can't fake are erections, competence and creativity. That's why meetings become toxic they put uncreative people in a situation in which they have to be something they can never be. And the more effort they put into concealing their inabilities, the more toxic the meeting becomes. One of the most common creativity-faking tactics is when someone puts their hands in prayer position and conceals their mouth while they nod at you and say, 'Mmmmm. Interesting.' If pressed, they'll add, 'I'll have to get back to you on that.' Then they don't say anything else."

- Douglas Coupland

<http://www.clearcommunication.com>

## I Don't Like PowerPoint!

A client company of mine has a new CEO. Before I met him I asked around to see what he is like. The first thing I heard was that he does not like PowerPoint. I discovered the real issue. He doesn't like what PowerPoint does to presenters and presentations! I agree. Used properly, PowerPoint is a marvelous tool. It is highly efficient, creative, and helpful to a presentation. If not used properly, it can be a distraction, a nuisance, or a downright disaster! Remember that PowerPoint is a tool – not good or evil in and of itself – but how it is used. I offer one **positive** and two **beware's**.

**The Positive.** Do you remember the "old" days of overhead projectors and 35mm slides? Handling overheads was something like a magician dealing cards. If you were good at it, no one ever noticed how you did it! Of course bulbs did burn out, and overheads sometime slipped off the projector. We did use slides to be more professional... but what if you needed to change a number? Did you have the time to send out for changes to be made? PowerPoint solves all those problems and more. The numbers cannot be read from the back of the room...make them bigger. The background makes them difficult to read...change it.

**Beware Number One.** Beware of PowerPoint overkill! YOU are the presentation. The PowerPoint slides (Or any other visual) are aids. They are there to help and assist you. The ease of preparation and the professional quality of PowerPoint make it tempting to overload the audience with large numbers of slides. How many are too many? The answer is like the Supreme Court Justice who was asked to define pornography. He answered that he could not define it, but he knew it when he saw it! When you are in the audience, you KNOW when there are too many slides. When you are the presenter, ask yourself, "Do I really need that slide?" Can I make the point better with my words and energy, or do I actually need a picture or graph?

In a recent training session I was preparing a group to make presentations to senior executives the next day. In the middle of a presentation with many, many slides, the PowerPoint projector quit. The presenter realized that he could not make the repair instantly. So he turned it off and "talked" his way through. When he finished, the feedback was unanimous. "When you begin the presentation tomorrow, we will sneak in and unplug the projector!" He was better without the PowerPoint!

**Beware Number Two.** Do not pay more attention to the PowerPoint than you do to the audience. I hear the following often, "The presentation was good, I think, but he was paying more attention to the laptop and the screen than to me." Your number one goal in a presentation is to connect with the audience, so you must first and foremost pay attention to them. Don't let PowerPoint (or anything else) get between you and the audience. The very best presentation you will ever make is one that you have created for the audience in that place on that day - with slides that you have created specifically for them. Make the slides few in number and simple. Create the presentation so that it flows smoothly. Practice the presentation till it becomes natural. The result? You'll be remembered for your ideas, your vision, and your energy. Be known as one who is admired as a presenter, not one who makes us think we don't like PowerPoint!

- C Mike Jousan

## PROGRAMS FOR 2006 - 2007

### **DON'T LET THEM SHOOT YOU! A COMMUNICATION WORKSHOP WITH MIKE JOUSAN**

Having a large meeting? Bringing customers or users together? A celebration or in-house meeting? Spice things up with a workshop by Mike Jousan who will tell you (From the standpoint of communication) why he misses Al Gore! He solves the Mystery of Communication with his stories and examples that will entertain, inspire, and educate you. *His high energy level and presence will enrich your meeting.*

### **COMMUNICATING WITH THE JAPANESE**

Communication in your own language with people of your own culture can often be a difficult task. When you add to this the elements of a foreign language, a completely different culture, and a whole new way of doing business - you certainly have your work cut out for you. This seminar will give you the tools to enter the land of opportunity that lies beyond the gates of cultural misunderstanding.

This seminar will cover three main areas: Culture, Communication and Business, followed by the 5 golden rules of communicating and working effectively with the Japanese.

### **INTERNATIONAL PRESENTATION SKILLS (WHEN ENGLISH IS YOUR SECOND LANGUAGE)**

English is increasingly the "Language of Business" throughout the world. No matter where you live and work, you will have need to make presentations in English. If you are an overseas executive who: Is coming to the United States, is welcoming executives from the U.S., or if you work in or consistently relate to U.S. companies...you need to communicate better in those specific situations.

This program will also address presentation Do's and Don'ts, use of humor, when to talk about religion and politics - Never!, when to talk about sports - Almost always!, and how to discover and use "intelligence" and preparation when presenting to senior executives.

Mike Jousan has coached individuals and teams in Sweden, Poland, Venezuela, Argentina, Brazil, Mexico, Singapore, and the Dominican Republic.

### **THE DEAL MAKERS WORKSHOP**

A new, hands-on and practical approach to negotiation...This highly interactive and FUN two day session covers the real world fundamentals of negotiation. Learn SKILLS that can be applied immediately to business and personal situations! Learn, practice, and internalize the language of deal making, trading, and how to cope with difficult negotiators.

- The Deal Makers Workshop is a behavioral approach for RESULTS and RELATIONSHIPS.
- The New Negotiating Edge is not what people ought to do, rationally or otherwise - it's about how people really behave and what they can do about it.
- The core of the course is a new 4-phase process -Prepare, Debate, Propose, and Bargain.

### **NEW: PROCESSED FREE LIVING -**

#### **HOLISITC APPROACH TO WEIGHTLOSS AND WELLNESS - HOW TO STAY HEALTHY AND NORMALLY WEIGHTED FOR LIFE**

Processed Free Living suggests a lifestyle that anyone can adopt. You can take control of your own health by staying away from processed foods and eating foods in their closest to natural form. It's the philosophy that Dee McCaffrey adopted to lose and maintain a 100 pound weight loss for more than 14 years.

Her personal experience of maintaining such a weight loss, along with her years of training as an organic chemist and education in holistic nutrition, has given her a unique perspective to guide others through the nutritional barriers to weight loss and tackle the "head and heart" issues that cause many Americans to return to overeating.

**This program can be a one-day overview, 2-3 day intensive, or can be condensed into a breakout session for a meeting or conference.**

Dee's DVD (filmed before a live audience) is now available for 17.95 + 5.00 shipping at:

<http://www.clearcommunication.com/deedvd.html>

<http://www.clearcommunication.com>