

Writing with Impact

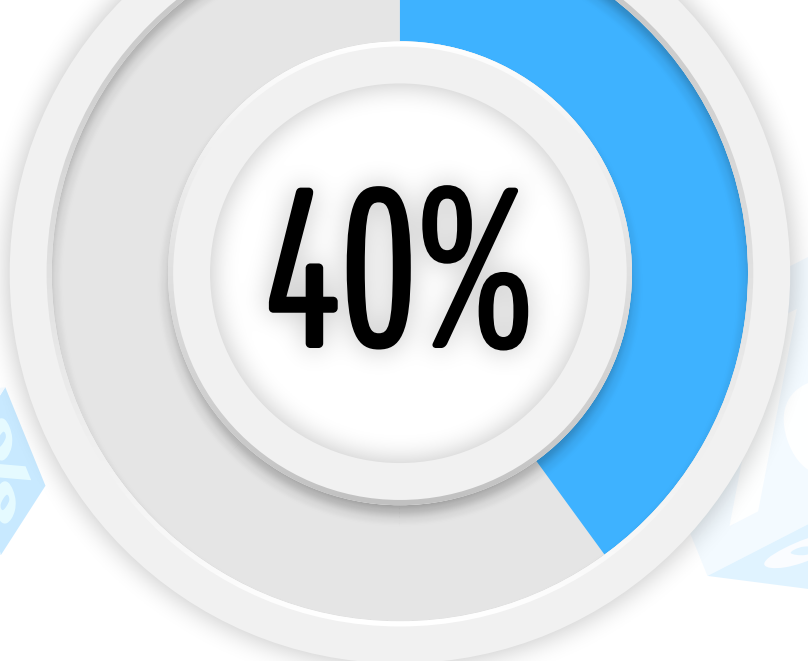
Instructional information from training course.

Key Takeaways



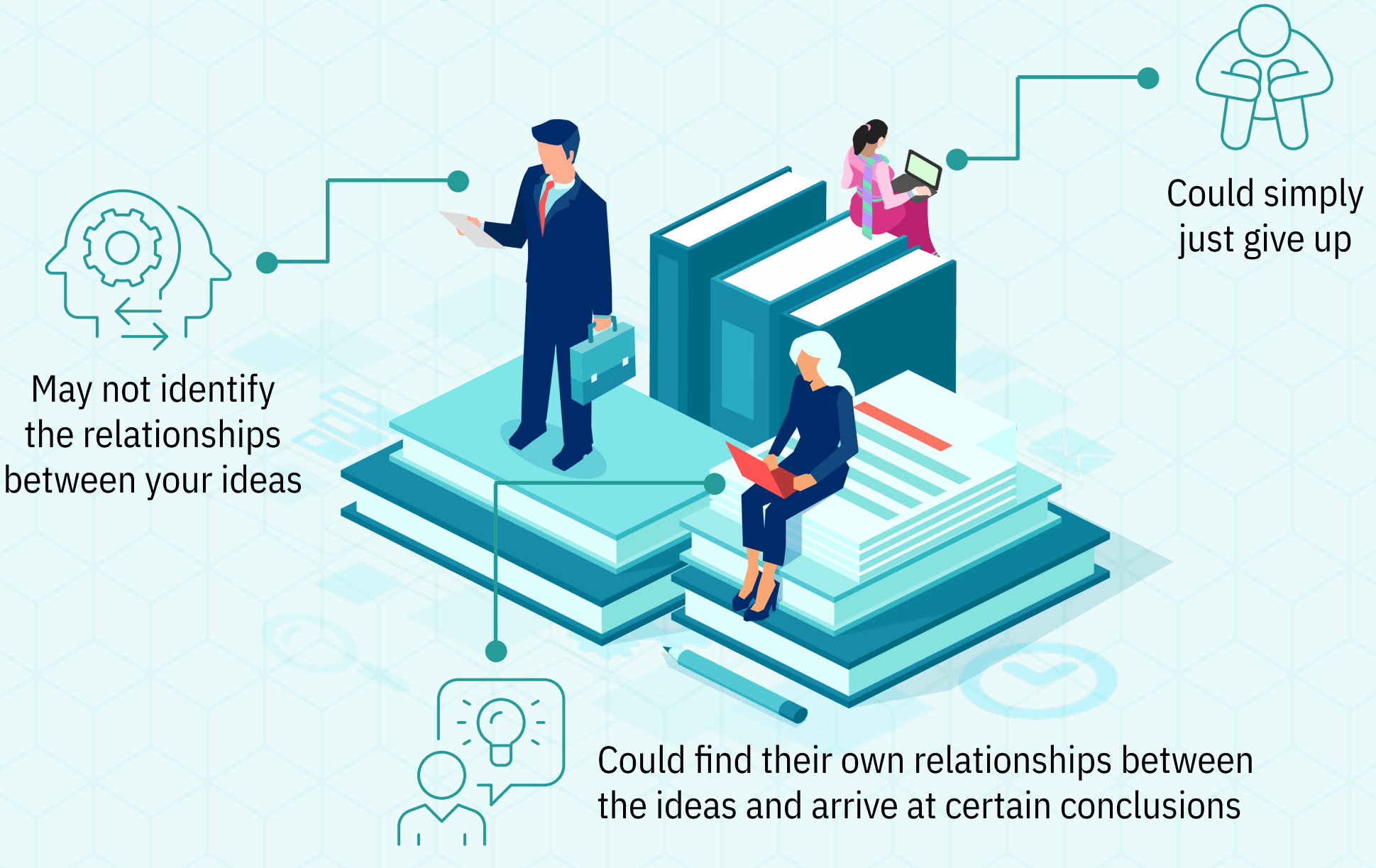
Did you know?

People usually retain structured information up to



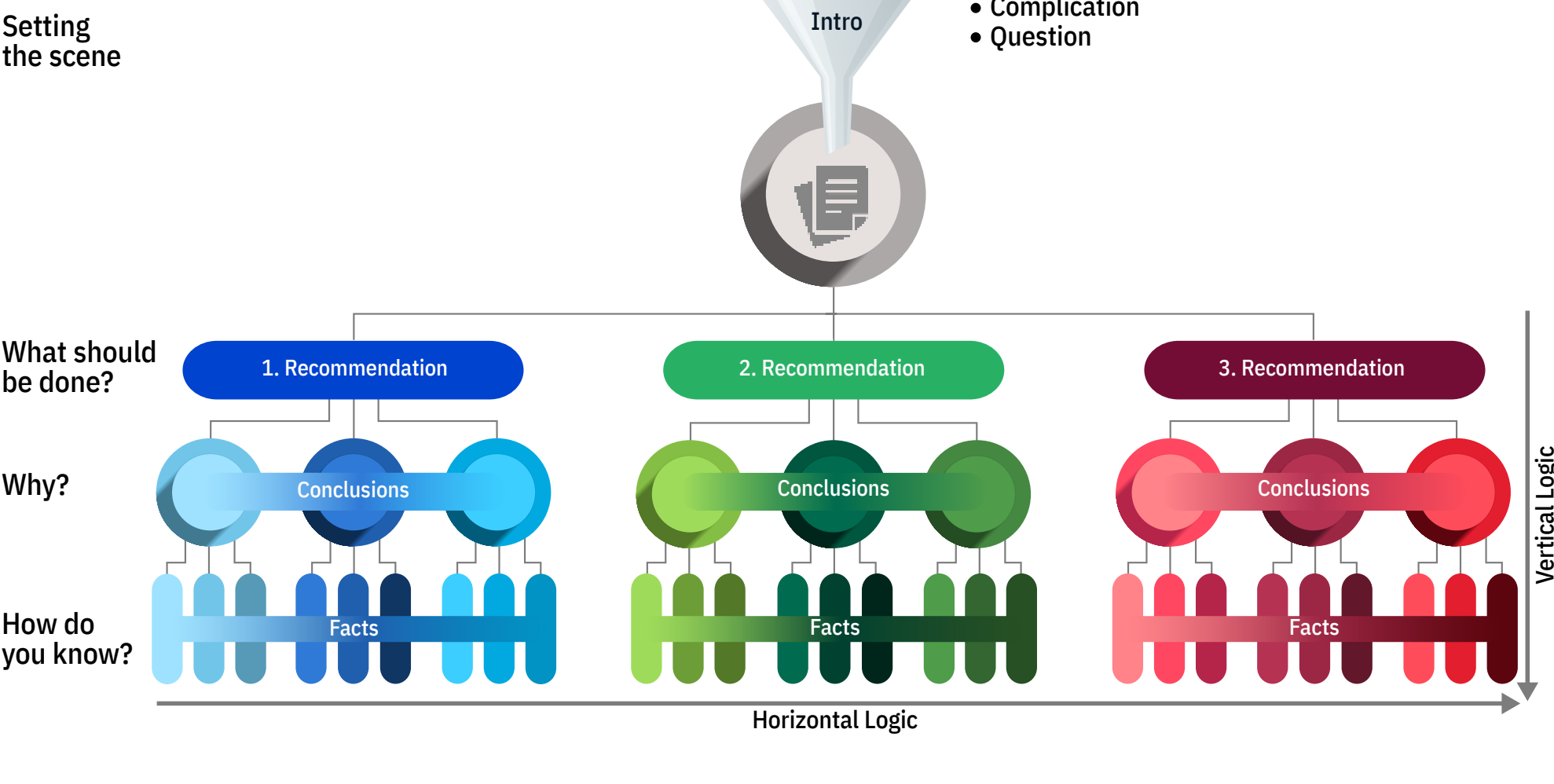
more accurately than information presented without structure.

If your message is not structured appropriately, your audience ...



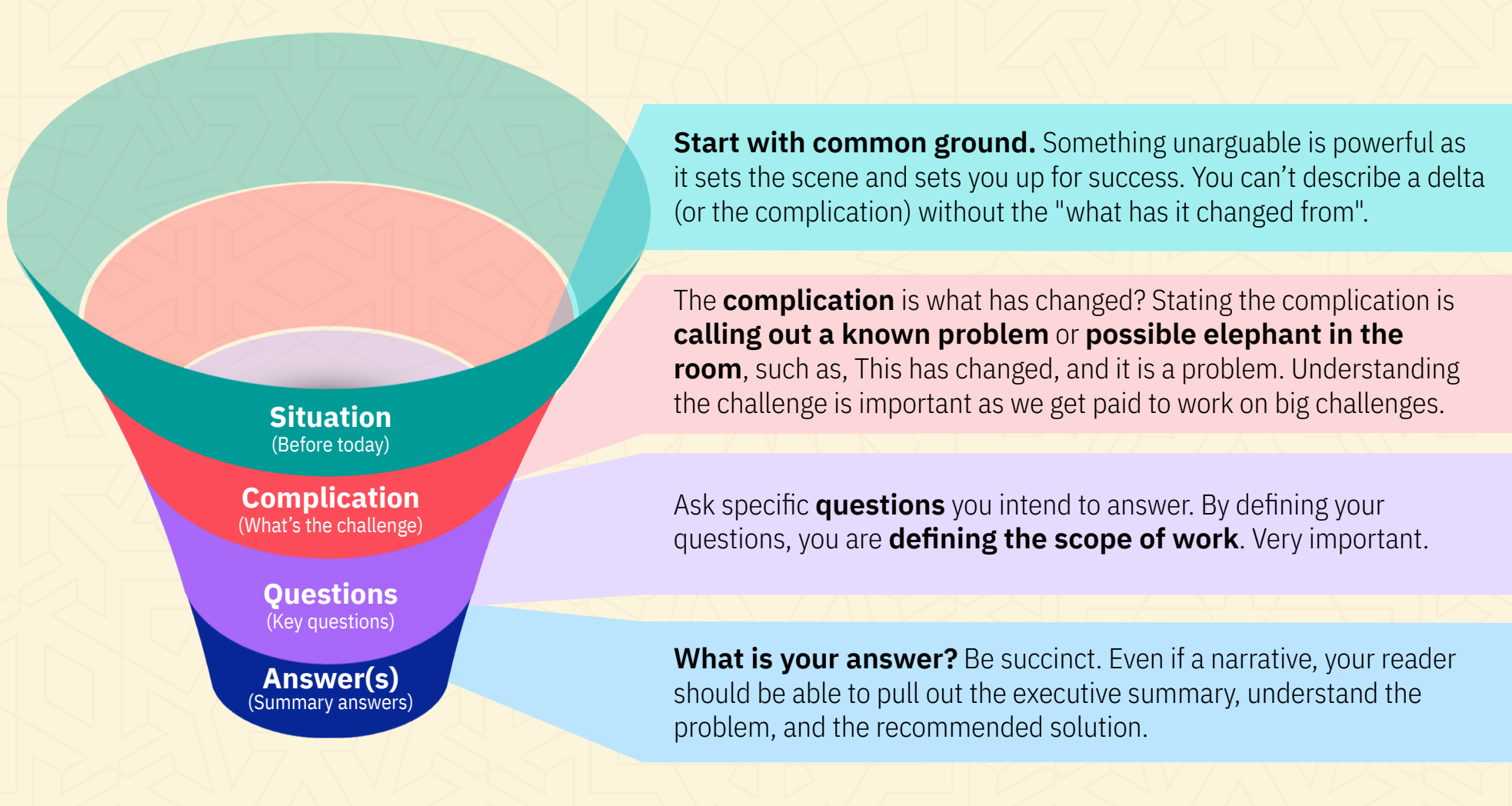
Pyramid Principle

Leverage the Pyramid Principle as a method to help identify ideas and structure a clear relationship between them.



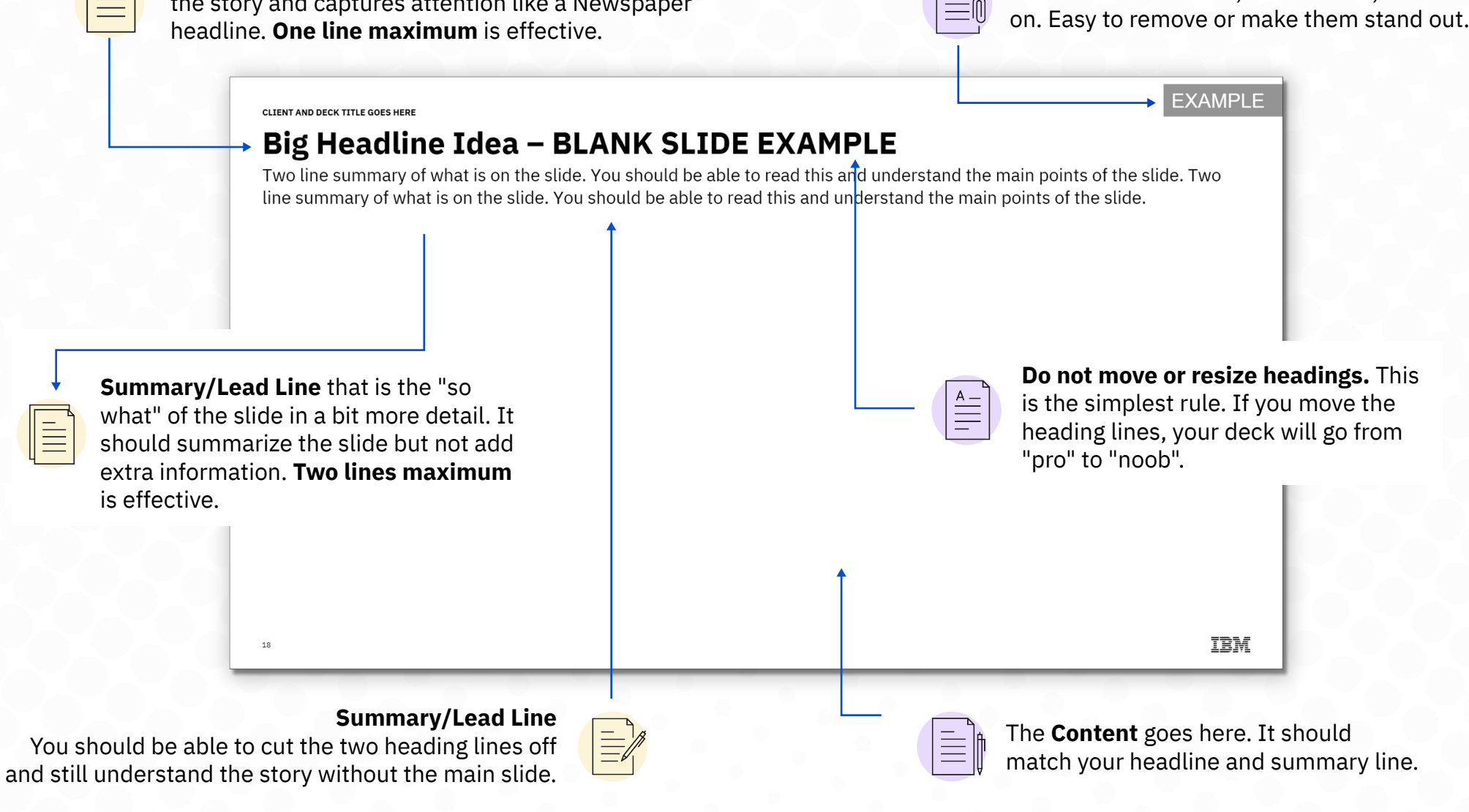
The Framework

- Use this framework to create a structure for your message.
- This is not just for slides.
- You can use this everywhere (Word doc, email).



Anatomy of an impactful headline

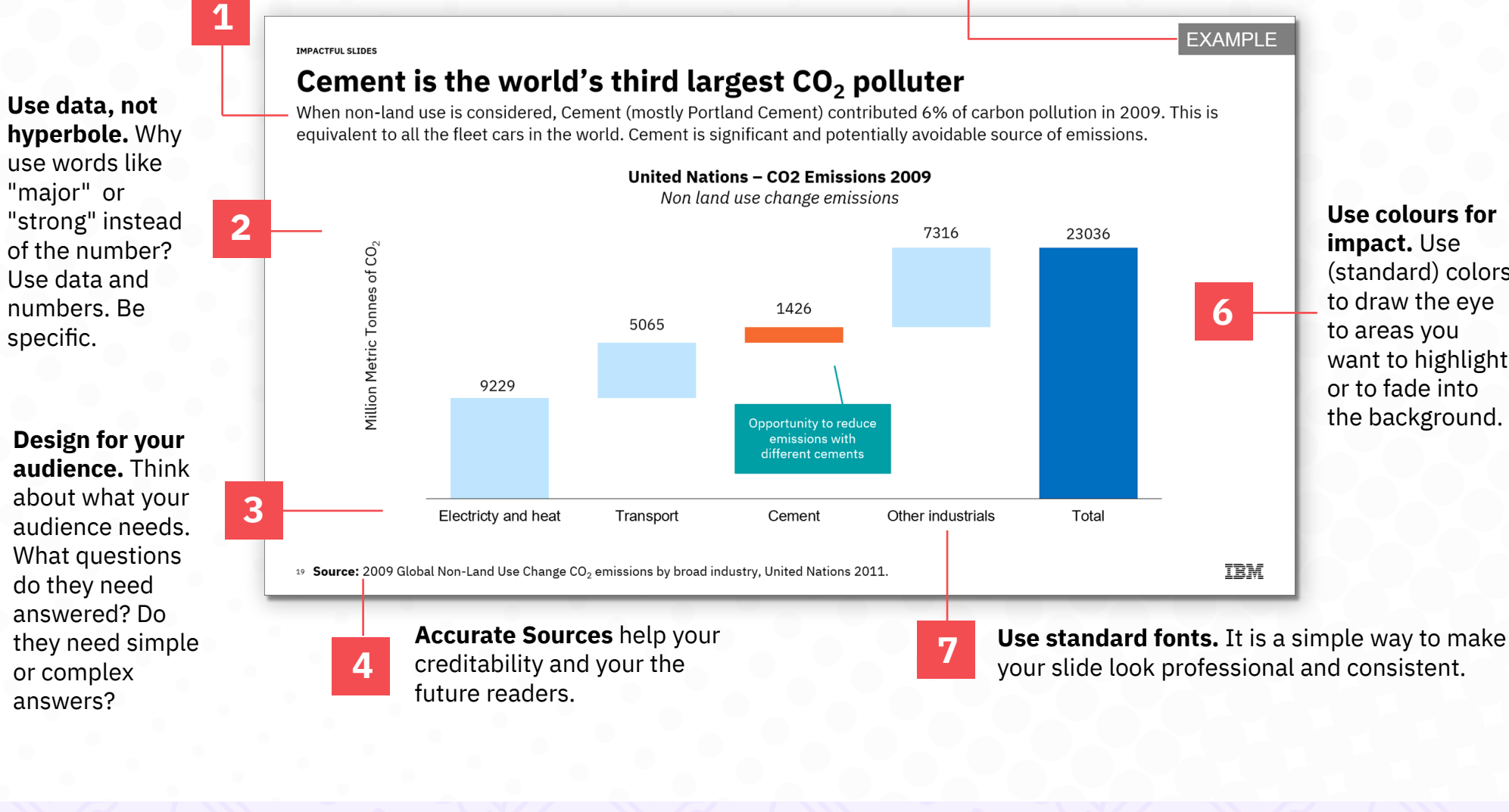
- Create headline that tells the "so what" and captures attention like a Newspaper headline.
- Keep the "so what" very prominent in the graphic.



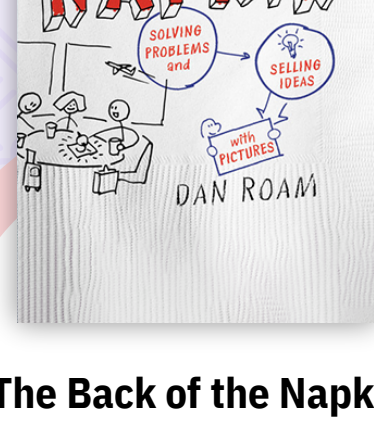
Anatomy of an impactful slide

One concept One slide

Impactful Content. Charts are preferred. Data is essential for impact. Only one concept per slide: why, how, what, where, when, who.

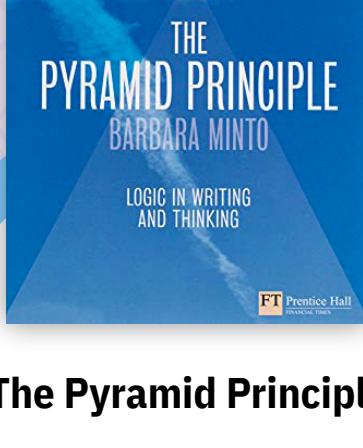


Three great resources to help you communicate better



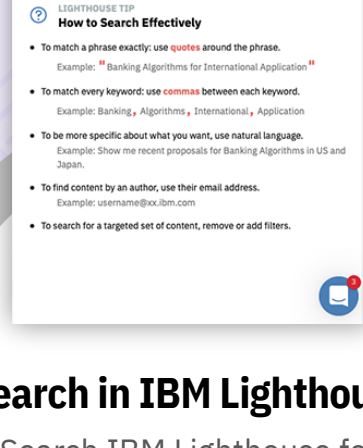
The Back of the Napkin

Fantastic book on how to draw pictures to solve problems. Very relevant to what we do.



The Pyramid Principle

A classic book. Great advice on structuring and SCQA.



Search in IBM Lighthouse

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