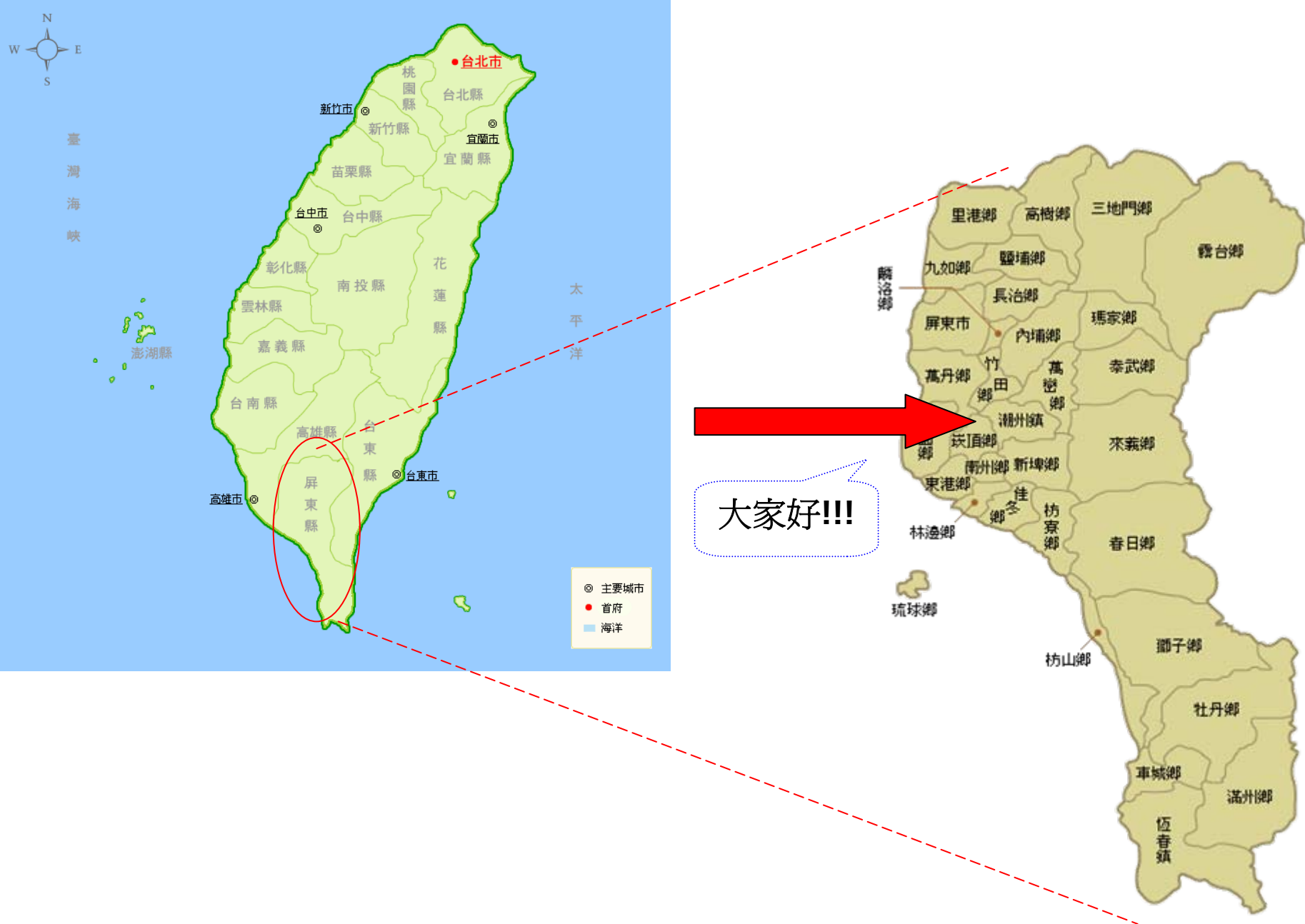


魅力表達





大綱

一. 簡報的觀念與心態

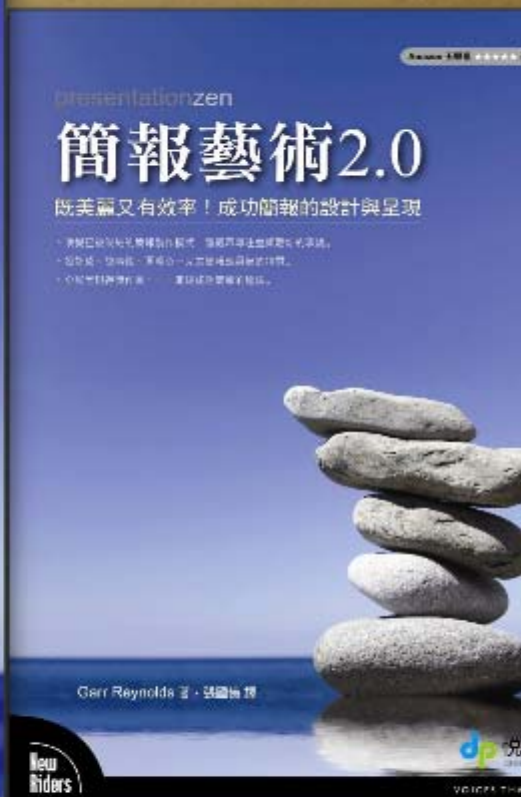
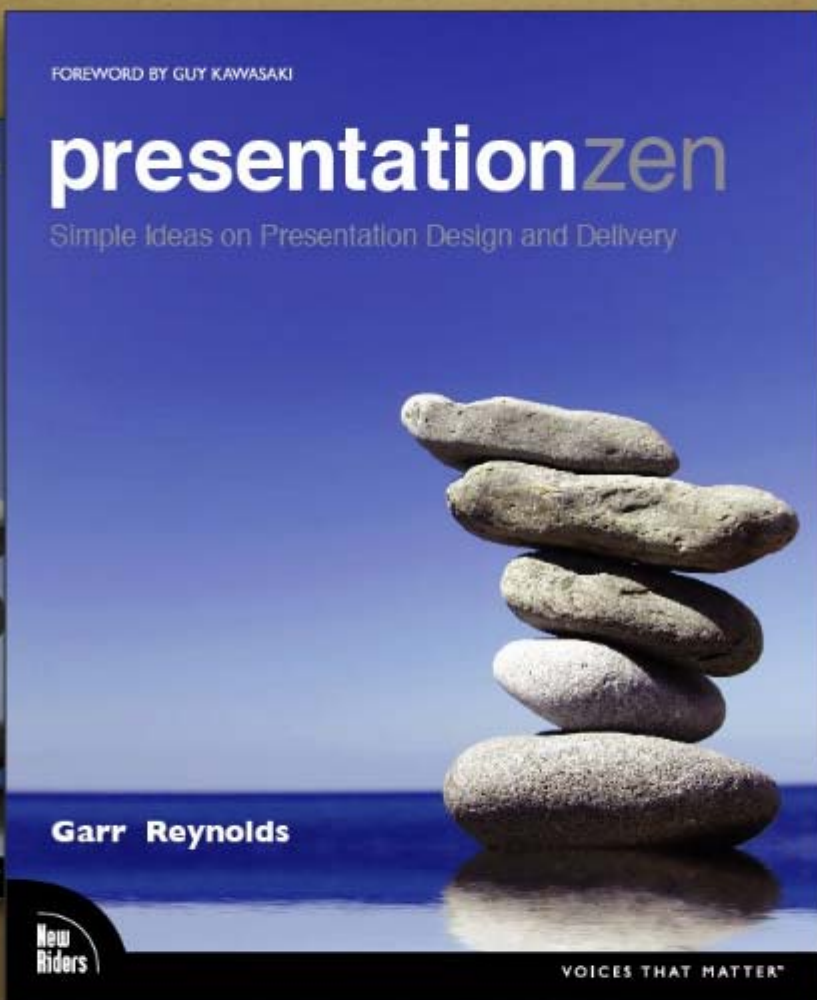
二. 簡報媚力創造

簡報前的準備

簡報過程更完美

提升個人魅力





大連文化

5分鐘打動人的 視覺簡報

用圖像說出精采故事

如果你只有五分鐘說大老闆、重要客戶會聽懂，你想學學嗎？

世界上有誰需要不必上台報告，光憑圖表就能說服上級的人？

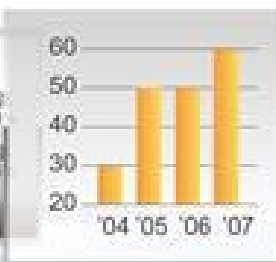
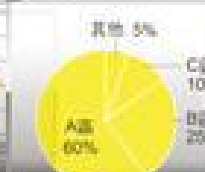
讓英文高手，《華爾街日報》視覺傳達總監黃慧敏告訴你：

如何製作圖表，讓人馬上就記住你；

如何懂得數據，一眼看出對方的工作能力；

如何利用圖解，成為萬能管理的主管。

這三張圖表
你看得懂嗎？



THE WALL STREET JOURNAL
Guide to Information Graphics

《華爾街日報》視覺傳達總監
黃慧敏 Dana M. Hong 著 | 韓天 譯

Pecha Kucha

ペチャクチャ

20 × 20 6:40



29 / 85



元大金控

Yuanta Financial Holdings

吳依儒



20 × 20
images seconds

吳育玫 vs 趙邵綸

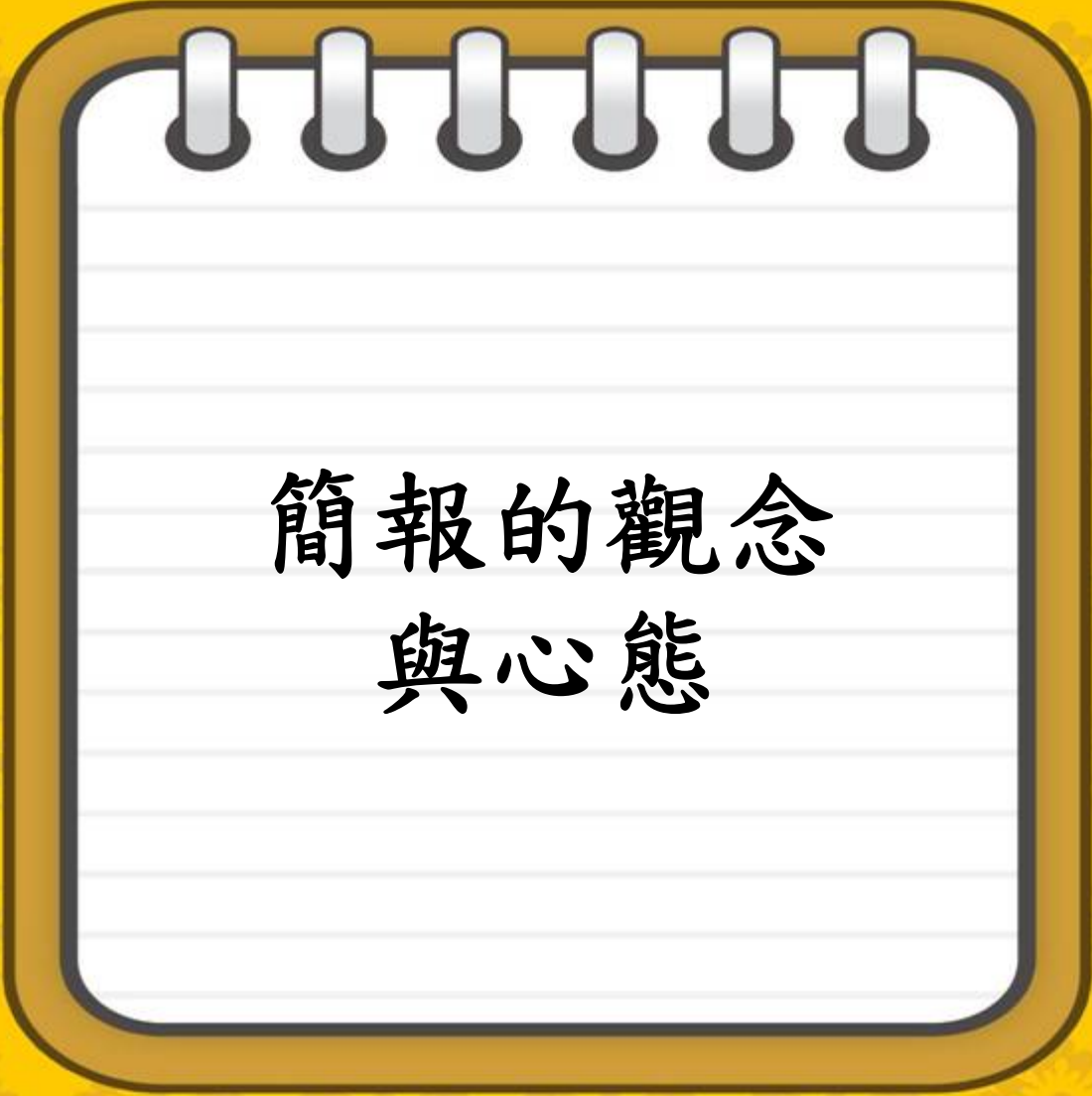


20 × 20
images seconds

黃涵宜



20 × 20
images seconds



簡報的觀念 與心態

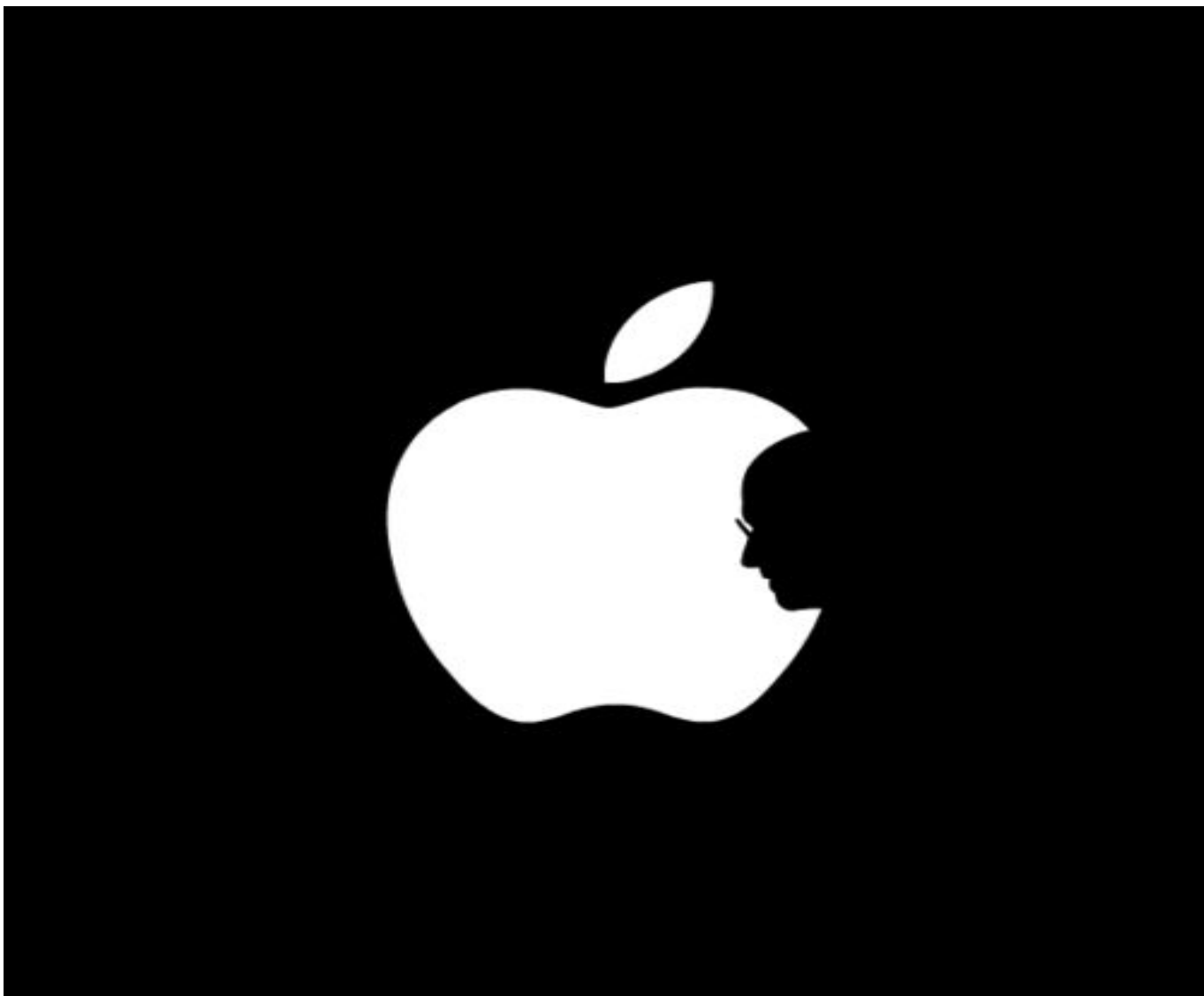




BRIEFING

- 一場沒有文字的簡報
- 一個充滿圖片的簡報
- 一份內容精簡但充實之簡報
- 一個真正主角的簡報

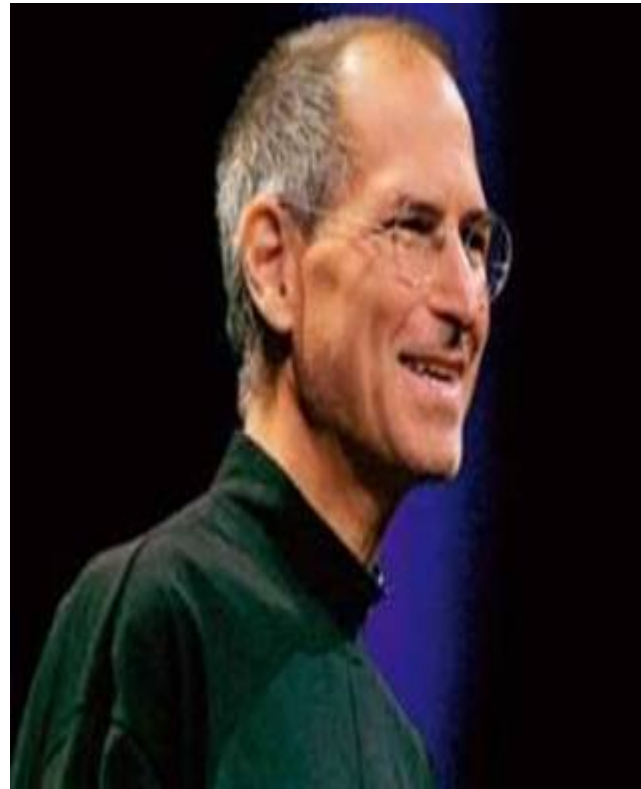
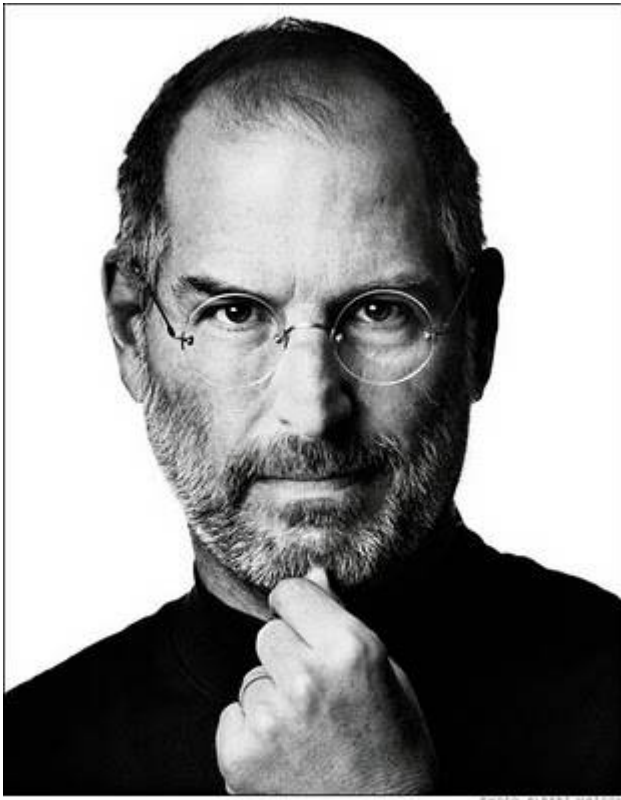




Steve Jobs ipad2

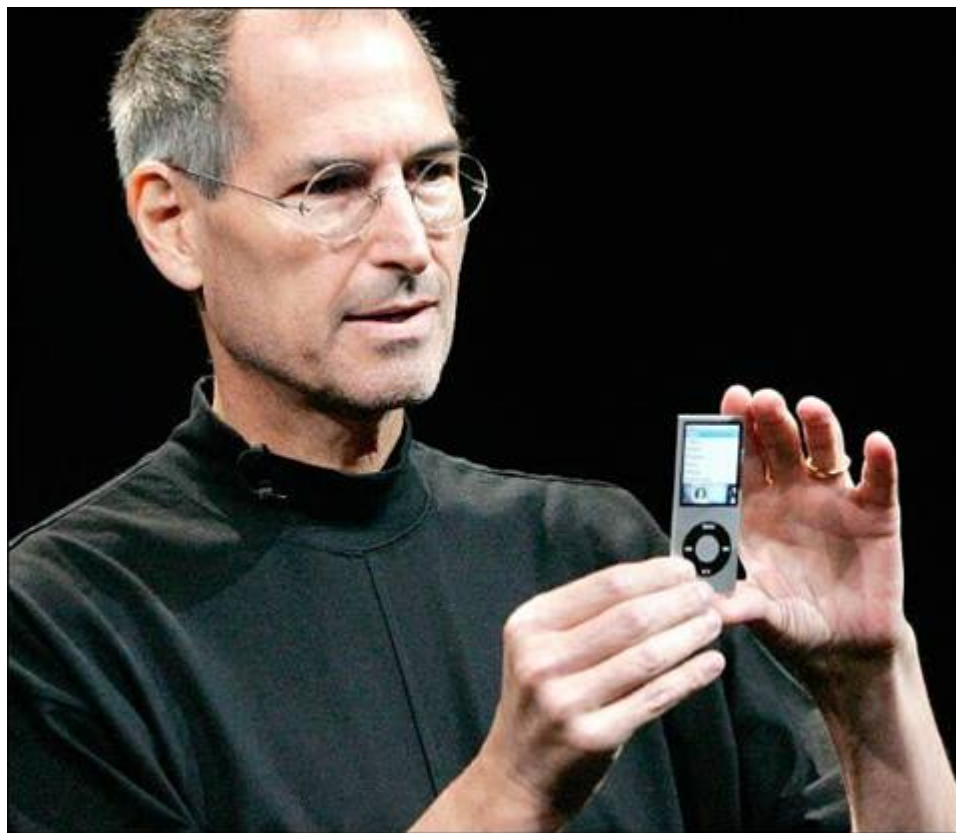
- <http://online.wsj.com/video/steve-jobs-introducing-ipad-2/1D679F30-FE18-4833-BE69-7AD59FA35E95.html>

Steve Jobs



首部曲

發想故事



二部曲

傳達感覺經驗



三部曲

精益求精





App Store

售價

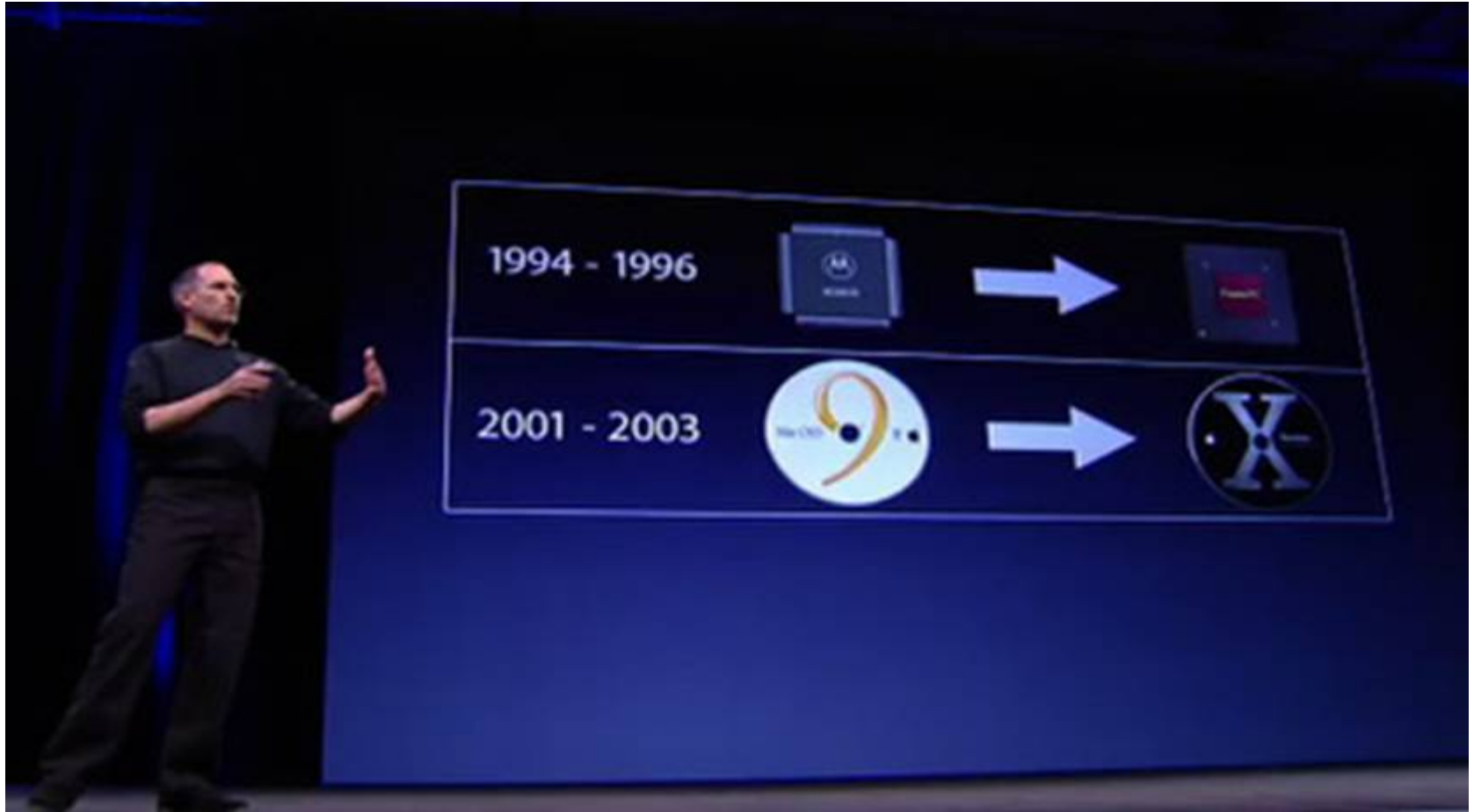


新舊比較

3G版iPhone預期將在
70多個國家推出。

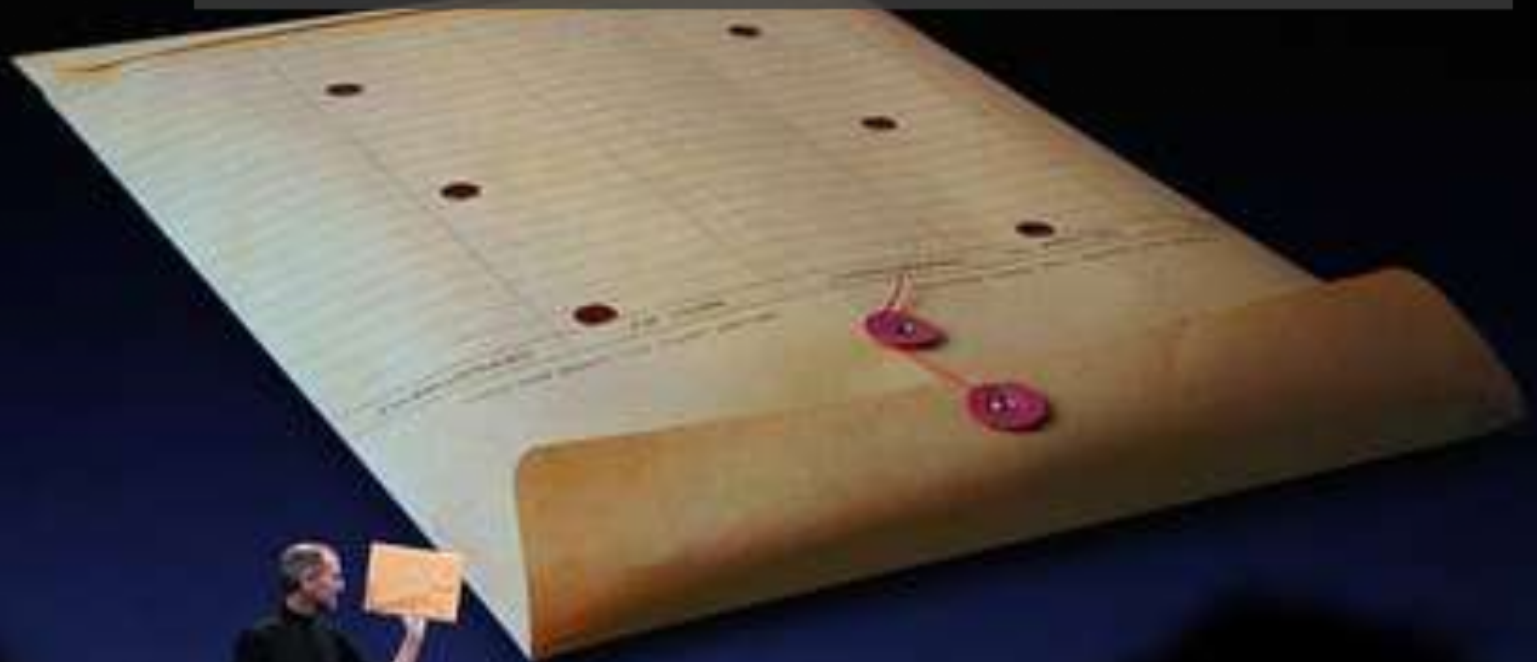


Steve Jobs



約束、簡單、並且具體運用留白的強大力量

Why use words when you're simply trying to show that the computer is so thin, it fits in an office envelope? Challenge yourself to use fewer words and more visuals. It does take more thought, but you'll never deliver an Apple worthy presentation if don't.



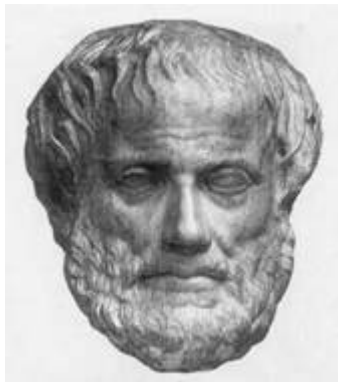
38 / 77



簡報解析

- 他透徹了解自己所要說的內容，而且知道自己想要好好地說出來
- 站在舞台正中央，用的是親切易懂的語言，像是普通的對話，卻又充滿了熱情
- 從頭到尾，他都沒有失去觀眾與他的連結
- 故事的真實性





亞里士多德理論

1. 呈現引起觀眾興趣的故事或論述。
2. 提出必須解決或有待解決的問題。
3. 為問題提供解決方案。
4. 描述依據解決方案採取行動的好處。
5. 鼓勵觀眾採取行動。賈伯斯的作法很簡單：「現在就去買！」

Steve Jobs V.S. Bill Gates



Bill Gates



Windows Live™

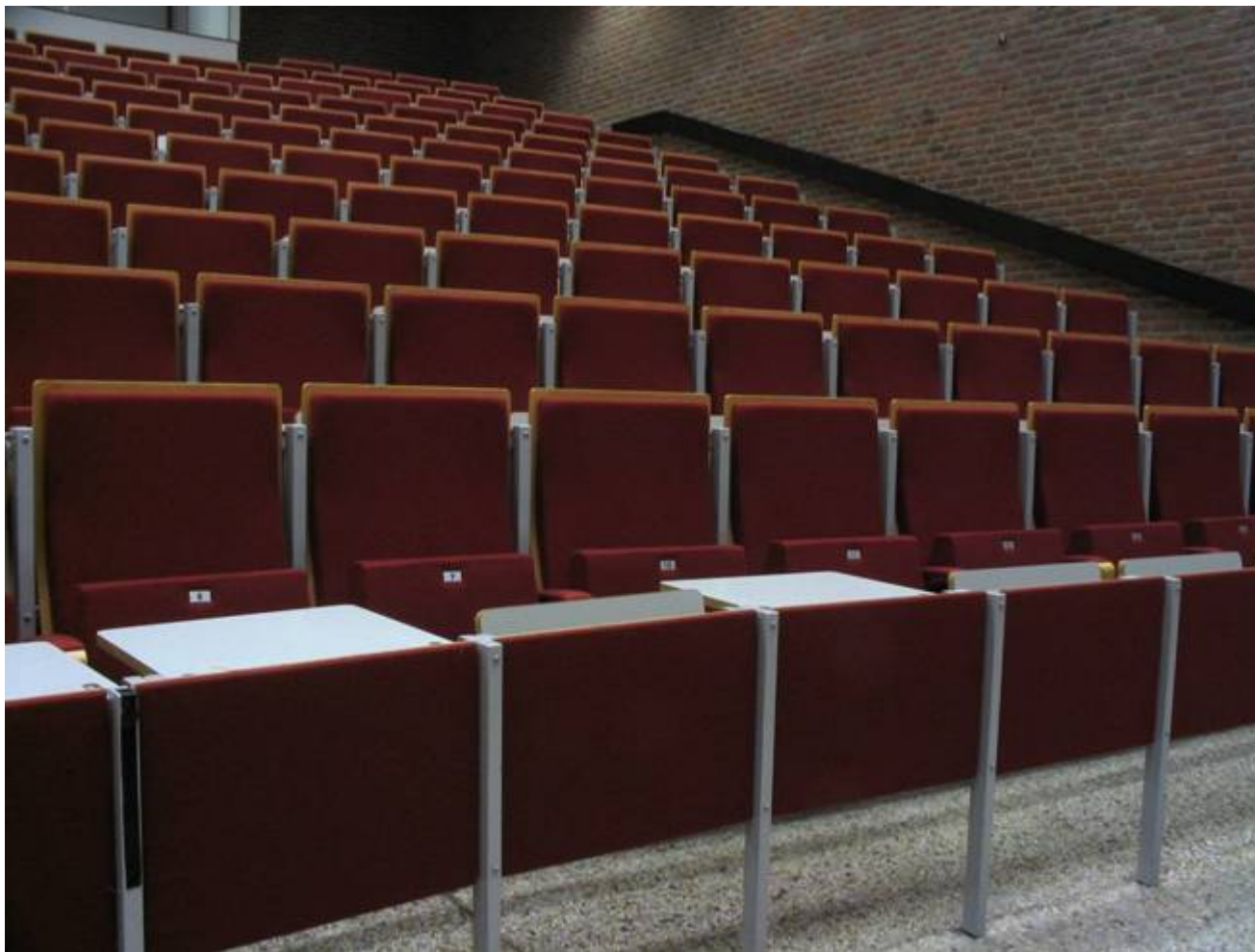
- Internet-based personal services to bring together your digital world
- Centered on the individual
- Communications, information, protection
- Separate from Windows
- MSN.com continues as programmed content
- Primarily supported



如果觀眾只能夠
記得一件事，
你希望他們
記住甚麼？



表達藝術 與 觀眾連結



問題及思考



心態

成功或失敗並不總是那麼重要，**重要的是奉獻**以及全然地展開。

因為祇要是**奉獻**，就沒有誰比誰好的問題。



簡報設計概念

簡單、自然、優雅：

- 見隱：將事物隱藏在視線之外。
- 優雅展現了從容的簡單，並明確表達出練達，是種低調的精緻。
- 少就是多
- 透過簡化來強化
- 『一角』設計



簡單，真的那麼
重要嗎？

自然

(沒有任何造作或牽強之物)



對稱(balance)

Work-life balance is crucial for long-term success in today's busy world



A presentation by Jason Small

work-life
balance

jason small





優雅



留白的空間(或負面空間)

『低迴不去』的構想六個關鍵原則

SUCCESS

A glowing orange key is positioned horizontally, with its head on the left and its teeth pointing downwards. The word 'SUCCESS' is written in a bold, orange, sans-serif font across the head of the key. The 'S' is slightly larger and more prominent. The background is dark, with a bright light source from the left creating a strong glow and lens flare effects around the key.

知識的詛咒!!!

簡潔(**S**implicity)

Purple





出人意料之外
(**U**nexpectedness)



具體(Concreteness)

90%

可信度高(**C**redibility)

富有感情的(Emotions)



и немоути сказати гласи ихъ :
много гласи и до небеси восходити
и не бѣаху птицы : но ни ѿ единой
табеныи птицы : но ни ѿ единой
немоути сказати по образъ , какова
бѣ . И писемъ и зрѣгда на вышнихъ
небеси горѣ , и сндоша множество
много воинъ , а гласи ихъ слава ,
нензреченно славою разанно оу
крашени , и мѣри страшныи онъ
градъ днѣи , и понце , нензрече
нико , и слава бѣтрукъ единого бга .
и портабнша радъ на востоцѣ , и
посредѣ егѡ едемскѣи раи , башн
же градъ онъ беликъ славо и пр
чюднѣи и нзрече .

учника в натава
вышнѣи іеранмъ , егѡже хитрицъ
и зинбатель естъ бгъ . и окрестъ
егѡ славы небесныи , едн же егѡ
гласъ , бгѡга же егѡ санстау дѣла
сакѡ снцѣ . И востабнша аглан зрѣ
тубамн , и начатъ вса чварь сла
внѣи бга , беликѡ горѣ . и славы
и беликѡ ннзѣ на зема . и ринмъ ѿ
шлукъ гласъ глнцѣ оу ринмъ ѿ
шлукѡ егѡ : со окамнѣи , и бѣза
коннѣи , нзани , и жетотера и нтлѣнѣи ,
и лѣннѣи , и не бѣонѣи и бѣи про
клатѣи , вндѣте , колнхъ блгъ
аншнѣи : и познанѣи , колнко
наслабѣнѣи : и нѣи , колнко
шогѡ , и пондѣ

具故事性的(Stories)

A person wearing a bright yellow long-sleeved shirt stands with their back to the camera, arms outstretched, looking out over a serene landscape. In the foreground, a calm lake reflects the surrounding scenery. A dense forest of tall, thin evergreen trees lines the shore of the lake. In the background, a massive, rugged mountain with jagged peaks and patches of snow rises steeply. The sky is a clear, vibrant blue. The overall scene is peaceful and majestic, capturing a moment of connection with nature.

**What will
this place
look like in
1000 years
time?**

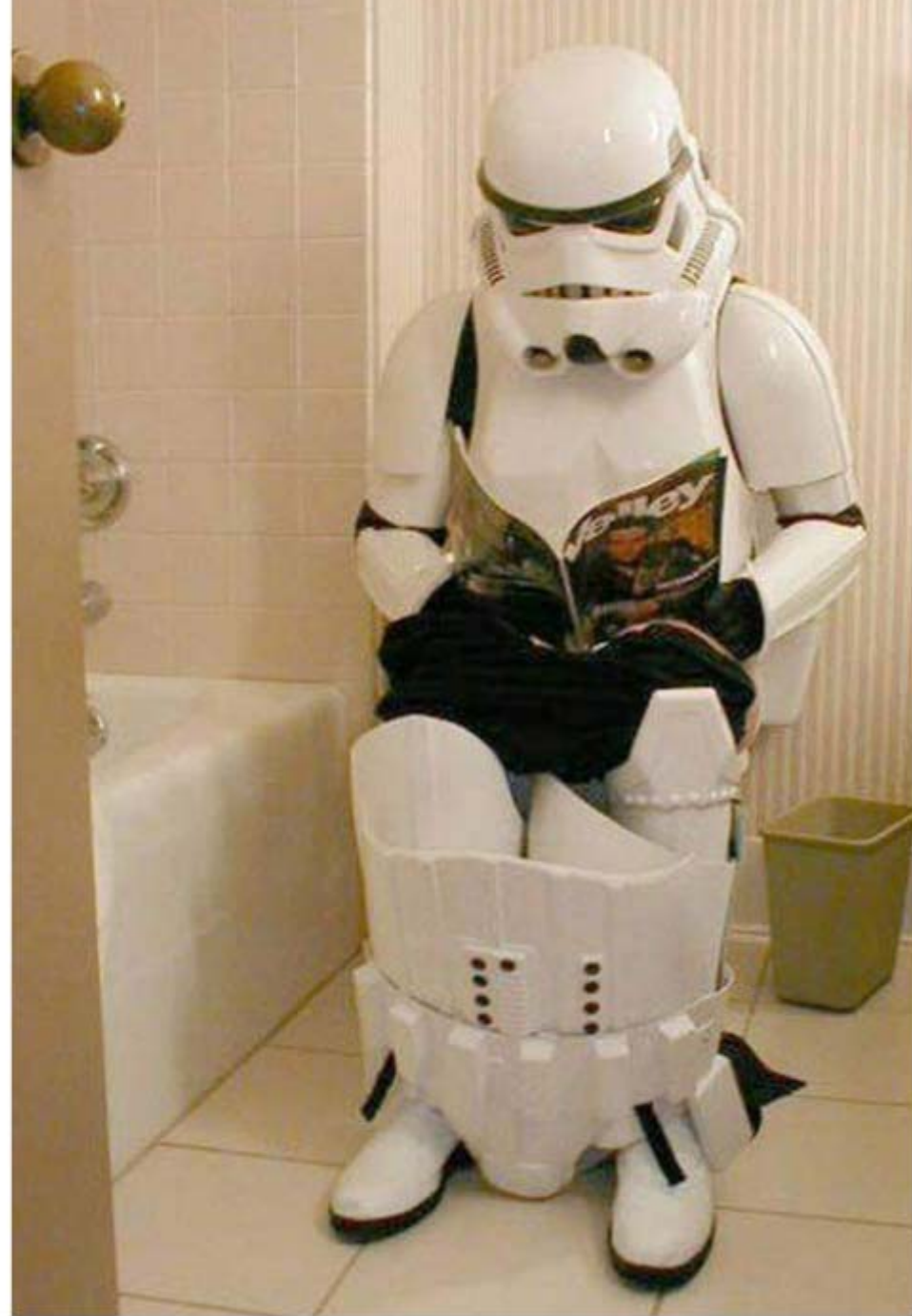
A person wearing a bright yellow long-sleeved shirt stands with their back to the camera, arms outstretched, looking out over a calm lake. The lake perfectly reflects the surrounding landscape: a dense forest of green trees on the far shore and a massive, rugged mountain with patches of snow and exposed rock faces in the background. The sky is a clear, vibrant blue.

**What will
this place
look like in
1000 years
time?**

**How would he
describe this
place in a phone
call to you,
right now?**

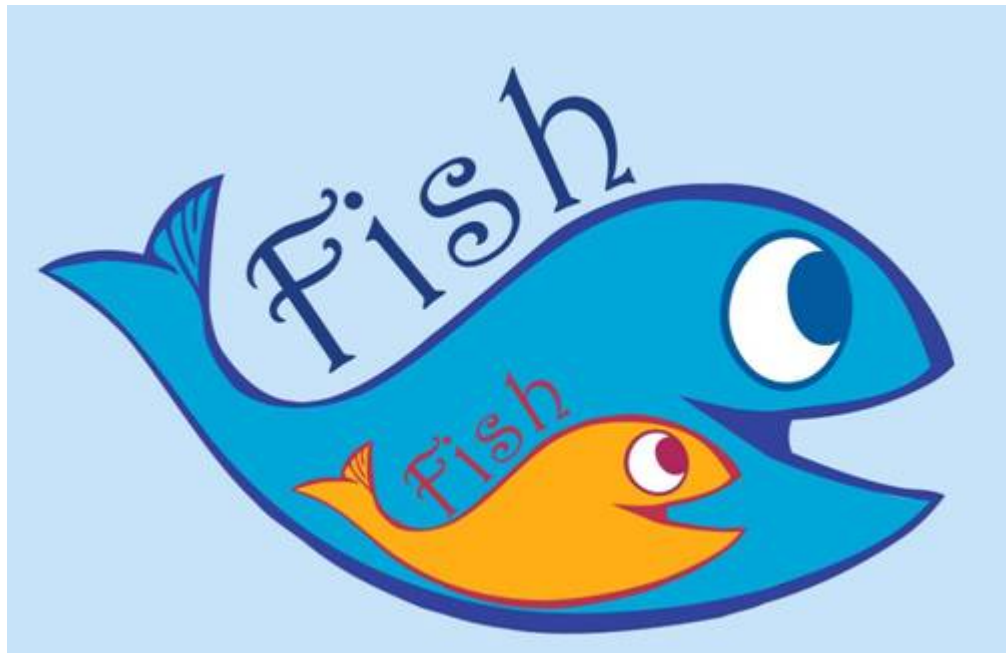
YES!

**you can use
humour to
get the
message
across to your
audience!**



魚的故事

我們店裏有鮮魚販售



The image features a central view of a bright blue sky with scattered white clouds. This view is framed by two thick, textured red curtains that hang from the top, creating a stage-like or cinematic effect. The curtains have deep folds and a rich, velvety appearance.

建構故事



好的簡報一定包含了故事

A red curtain is partially drawn on the left side of the slide, revealing a dark background. The curtain has a rich red color and visible folds.

有趣且吸引人的開場

- ✓ 破冰
- ✓ 增加故事可信度
- ✓ 進入下一主題之跳板
- ✓ 編織支持論點之話語
- ✓ 引言要簡短有力
- ✓ 配合能激起它人情感之影片或圖片



中間有能夠刺激人心，
引人入勝的內容



清楚的結論

最後是故事的組成：
資訊加上情感和影像，包裝
在令人難忘的軼事趣聞中。
觀眾想聽的是有關你手上資
訊的『故事』



Goal and Objective

- State the desired goal
- State the desired objective
- Use multiple points if necessary
- Any relevant historical information
- Original assumptions that are no longer valid
- Any relevant historical information
- Original assumptions that are no longer valid
- Summarize the results if things go as proposed
- What to do next
- Identify action items
- State the vision and long term direction

Gender Equality in Japan

• According to the latest reports from the Japanese Ministry of Labor, 72% of part-time workers in Japan are women. This is the highest rate reported yet. The number of part-time workers has been increasing for years. For many women, full-time employment is not available, or their family obligations makes it impossible for them to keep fulltime hours. Below are some comments from some prominent Japanese politicians:

• "Japanese work office environment is not yet conducive for promoting gender equality."

Shoji Nishimoto
UNDP

• "The conservatives... want to keep Japanese society traditional."

Kotaka Higuchi
Tokyo Kasai University



72% of part-time workers
in Japan are women



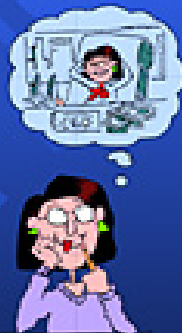
72%



Developing BrandYou

Ask yourself these questions

- Who am I?
- What do I believe in?
- What are my values?
- What's my passion?
- What am I great at?
- Where do I want to go?
- What's my essence



Developing BrandYou

Ask yourself these questions

- Who am I?
- What do I believe in?
- What are my values?
- What's my passion?



Ken Sakamoto
CEO, Presocom



Presocom, Inc.

- › Focused strategy
- › Balanced growth
- › A trusted partner
- › Strong core values

Ken Sakamoto, CEO



八分飽(腹八分)



你能通過『電梯測試』嗎？



How to Succeed in Business



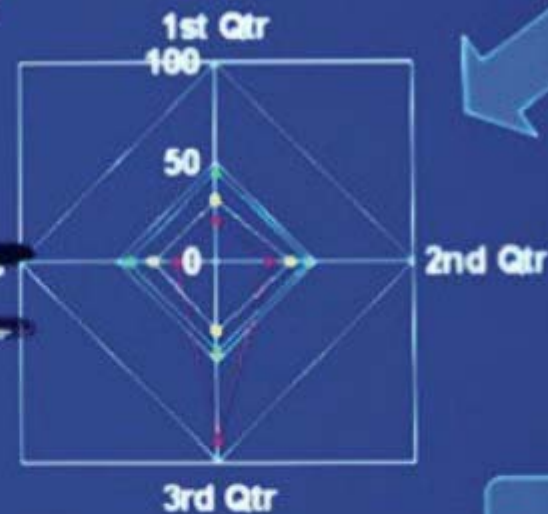
The job you want

The job you might get someday

The job you might get someday

Four steps above the job you have

Four steps above the job you have



You

When creating slides, it's important that you get as many words on a slide as possible. This creates the illusion that you know more than you do, and you will be more successful. The degree of success you achieve is directly proportional to the number of words you use. At the end of the day, the only way to succeed is to have a shared vision for the job you want, unless the job is already yours. If you have one yet, get it.

Researchers have discovered that ideas are much more likely to be remembered if they are presented as pictures instead of words or pictures paired with words.

BIRD



twitter

If information is presented orally, people remember about 10% of the content 72 hours later. That figure goes up to 65% if you add a picture.

BIRD



10%



65%

範例

- <http://www.slideshare.net/garr/sample-slides-by-garr-reynolds>

影片欣賞

- http://www.youtube.com/watch?v=qQG0XfU-bFs&feature=youtube_gdata_player
- http://www.ted.com/talks/hans_rosling_reveals_new_insights_on_poverty.html
- <http://www.garrreynolds.com/Presentation/index.html>
- http://www.youtube.com/watch?v=whTwjG4ZIJg&feature=youtube_gdata_player

Pre-test in global health

Which country has highest child mortality?

Sri Lanka or  Turkey

Poland or South Korea

Malaysia or Russia

Pakistan or Vietnam

Thailand or South-Africa

土耳其，波蘭，俄羅斯，巴基斯坦和南非



01:17 | 19:53

Share

Rate

Pre-test in global health

Which country has highest child mortality?

- Sri Lanka or ☒ Turkey
☒ Poland or South Korea
Malaysia or ☒ Russia
☒ Pakistan or Vietnam
Thailand or ☒ South-Africa

Swedish students	mean+CI	1.8 ± 0.4
Chimpanzees	mean	2.5
Swedish professors	mean+CI	2.4 ± 0.4

我還把這個測試拿去給卡羅林斯卡學院的教授們做



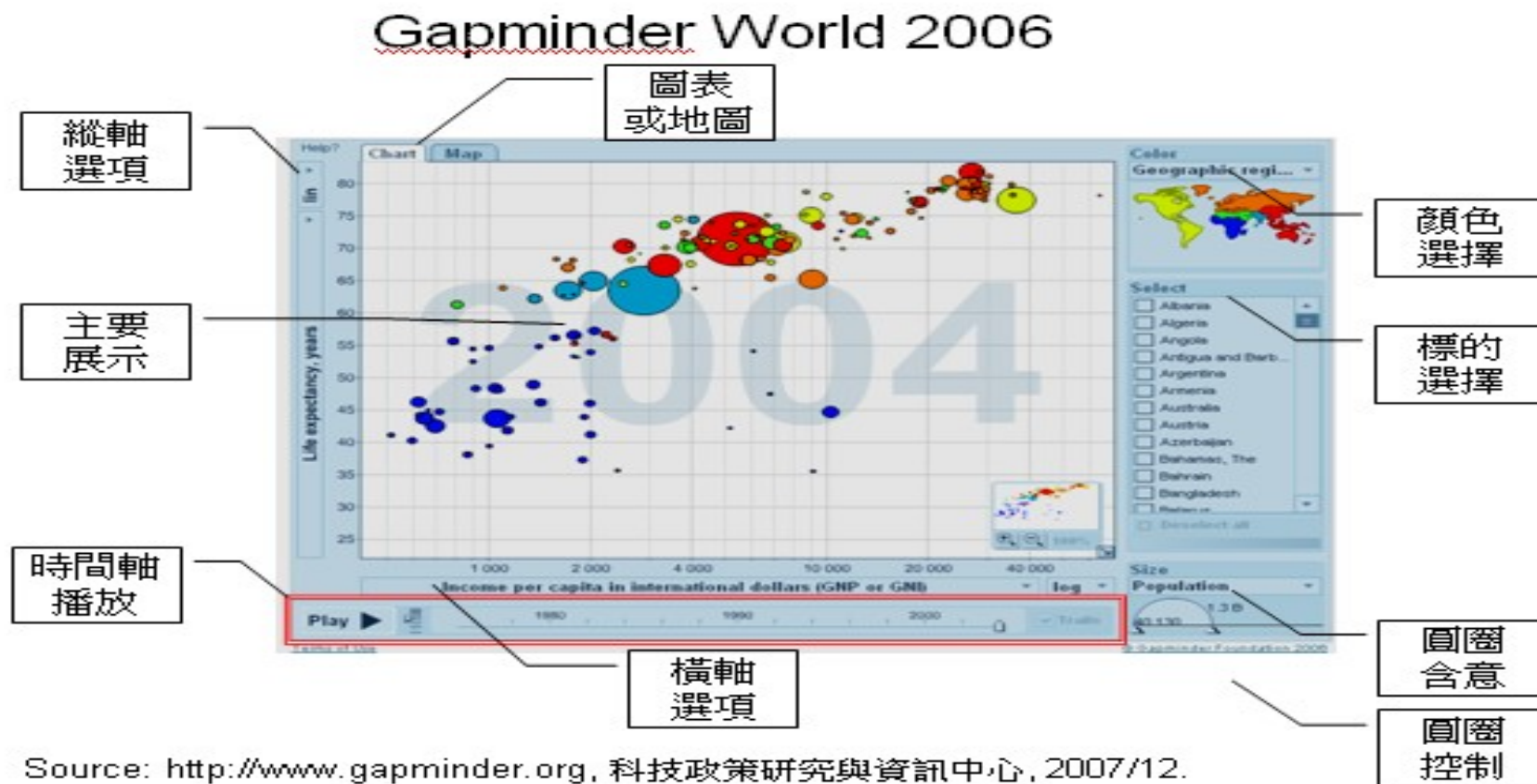
02:11 | 19:53

Share

Rate

Trendalyzer

- <http://www.footprintnetwork.org/en/index.php/GFN/page/trendalyzer/>





與觀眾連結



表演是雙向的碰觸

掌握聽眾情緒





建立起真正的連結，
會有更好的溝通。

個人品牌的建立



Sources

Flickr

Dreamstime

Morguefile

iStock Photo



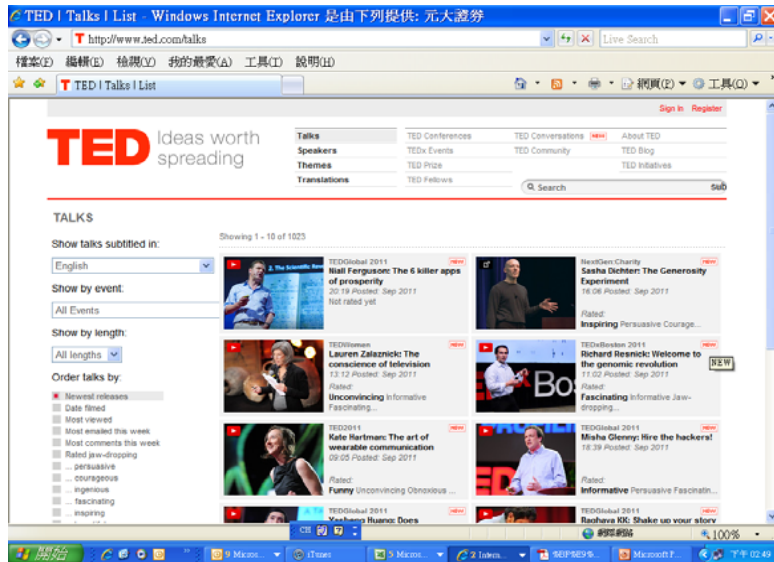
Monday, 30 August 2010



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網站



簡報完畢
感謝聆聽!!!

