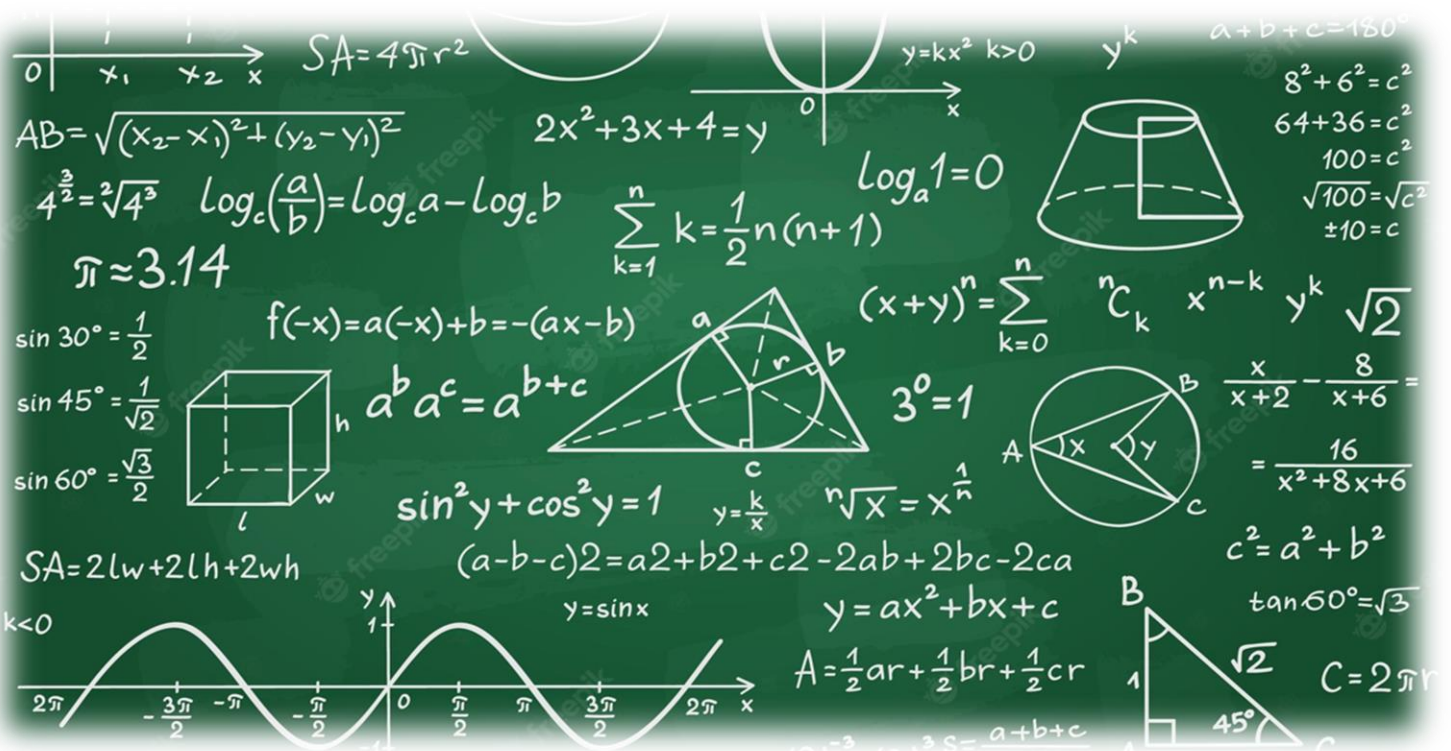




CONFIDENCE
BY DESIGN

Presents



Your Guide to:

Complex to Simple

Core Principle

Think like Your Audience.

Explain your complex topics in a way your specific audience will appreciate and understand.



1. Less is More

Cut back your points, words, and slides to make your key idea clear.



2. Language

Keep your words conversational and avoid jargon as much as possible.



3. Check in

Now and then ask your audience if 'that makes sense?' especially when covering the complex.



4. The Impact

Clearly explain how your complex topic has a real-world impact.



5. Analogy

Connect the unknown to the known through a powerful analogy.



6. Tell a Story

Create a powerful image in your audience's mind via a story/example.



7. Just do it

Often people learn best by doing. Find a way to get your audience to 'do' your complex topic

If you have any questions email
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