Contents

The End

	Foreword Dan Post	xvi	What Is a Sparkline?
	Introduction	xviii	Case Study: Benjamin Zander
			Zander's Sparkline
1	WHY RESONATE?	1	Resonance Rule #2
	Persuasion Is Powerful	2	
	Resonance Causes Change	4	3 GET TO KNOW THE HERO
	Change Is Healthy	6	How Do You Resonate with These Folks?
	Presentations Are Boring	8	Segment the Audience
	The Bland Leading the Bland	10	Case Study: Ronald Reagan
	People Are Interesting	12	Meet the Hero
	Facts Alone Fall Short	14	Meet the Mentor
	Stories Convey Meaning	16	Create Common Ground
	You Are Not the Hero	18	Communicate from the Overlap
	The Audience Is the Hero	20	Resonance Rule #3
	Resonance Rule #1	23	
			4 DEFINE THE JOURNEY
2	LESSONS FROM MYTHS AND MOVIES	25	Preparing for the Audience's Journey
	Incorporate Story	26	The Big Idea
	Drama Is Everything	28	Plan the Audience's Journey
	Story Templates Create Structure	30	Tools for Mapping a Journey
	The Hero's Journey Structure	32	Acknowledge the Risk
	Crossing the Threshold	34	Address Resistance
	The Contour of Communication	36	Make the Reward Worth It
	The Beginning and Call to Adventure	38	Case Study: General Electric
	The Middle: Contrast	40	Resonance Rule #4
	Call to Action	42	

Contents

5	CREATE MEANINGFUL CONTENT	97
	Everything and the Kitchen Sink	98
	More Than Just Facts	100
	Don't Be So Cerebral	103
	Contrast Creates Contour	104
	Transform Ideas Into Meaning	107
	Recall Stories	108
	Turn Information Into Stories	110
	Case Study: Cisco Systems	112
	Move from Data to Meaning	117
	Murder Your Darlings	118
	From Ideas to Messages	120
	Resonance Rule #5	123
6	STRUCTURE REVEALS INSIGHTS	125
	Establish Structure	126
	Make Sense	128
	Case Study: Richard Feynman	130
	Feynman's Sparkline	132
	Order Messages for Impact	134
	Create Emotional Contrast	136
	Contrast the Delivery	138
	Putting Your Story on the Silver Screen	140
	Process Recap	142
	Resonance Rule #6	145

7	DELIVER SOMETHING THEY'LL ALWAYS REMEMBER	147
	Create a S.T.A.R. Moment	148
	Case Study: Michael Pollan	151
	Repeatable Sound Bites	152
	Evocative Visuals	154
	Case Study: Pastor John Ortberg	156
	Ortberg's Sparkline	158
	Case Study: Rauch Foundation	160
	Case Study: Steve Jobs	163
	Jobs's Sparkline	164
	Resonance Rule #7	167
8	THERE'S ALWAYS ROOM TO IMPROVE	169
8	THERE'S ALWAYS ROOM TO IMPROVE Amplify the Signal, Minimize the Noise	169 170
8		
8	Amplify the Signal, Minimize the Noise	170
8	Amplify the Signal, Minimize the Noise Give a Positive First Impression	170 172
8	Amplify the Signal, Minimize the Noise Give a Positive First Impression Hop Down from Your Tower	170 172 174
8	Amplify the Signal, Minimize the Noise Give a Positive First Impression Hop Down from Your Tower Value Brevity	170 172 174 176
8	Amplify the Signal, Minimize the Noise Give a Positive First Impression Hop Down from Your Tower Value Brevity Wean Yourself from the Slides	170 172 174 176 178
8	Amplify the Signal, Minimize the Noise Give a Positive First Impression Hop Down from Your Tower Value Brevity Wean Yourself from the Slides Balance Emotion	170 172 174 176 178 180
8	Amplify the Signal, Minimize the Noise Give a Positive First Impression Hop Down from Your Tower Value Brevity Wean Yourself from the Slides Balance Emotion Host a Screening with Honest Critics	170 172 174 176 178 180

9	CHANGE YOUR WORLD	193	
	Changing the World Is Hard	194	
	Use Presentations to Help Change the World	196	
	Don't Use Presentations for Evil	199	
	Enron's Presentations During Implosion	200	
	Gain Competitive Advantage	202	
	Case Study: Martin Luther King Jr.	204	
	King's Sparkline	206	
	Case Study: Martha Graham	210	
	Be Transparent So People See Your Idea	214	
	You Can Transform Your World	216	
	INSPIRATION IS EVERYWHERE	221	
	Case Study: Wolfgang Amadeus Mozart	222	
	Sonata Sparkline	224	
	Case Study: Alfred Hitchcock	226	
	Case Study: E. E. Cummings	228	
	Resonance Rule #9	233	
	References	234	
	Picture Credits Index	237 239	
	Special Thanks	248	