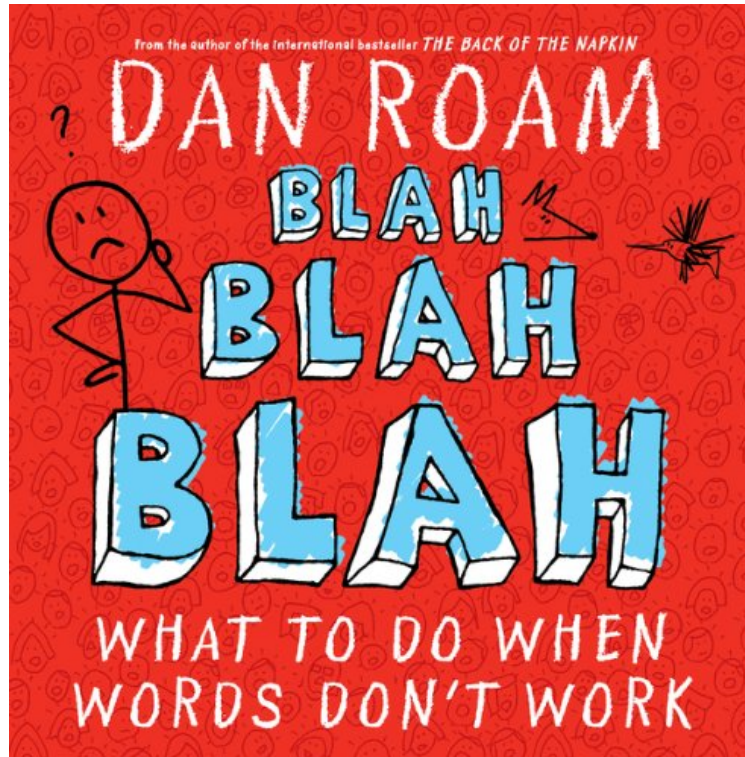


Blah Blah Blah: What To Do When Words Don't Work

Dan Roam

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Dan Roam : Blah Blah Blah: What To Do When Words Don't Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blah Blah Blah: What To Do When Words Don't Work:

11 of 11 people found the following review helpful. It changed the way I did my presentationsBy CustomerI have to do presentations to an NGO for many years. The book has certainly changed the way I am doing presentations now. Because I have been a university teacher for many years, my presentations at that NGO tended to be very academic, full of points and arguments as well, when the target audience were totally different. At the NGO meetings, the audience were successful businessmen and professionals with an average age of 50+. Like most audience of that nature, they tended to think of all presentations as so much "blah blah blah" and the minds of virtually half of them would drift off within 5 minutes, a few might even be in slumberland. This book changed my way of presentations. The first time I tried it, with my own drawings, and they were pretty ugly drawings at that, my presentation captured their attention. For the first time, I felt they were totally engaged in my talk. The concept as "preached" by the book, that one must be able to draw the ideas one is presenting is absolutely correct. By trying to draw a picture of every idea that one is trying to present, it focusses one's mind and leaves no room for fuzziness in one's mind. I think the effect of that must have been felt by the audience as well - there is no fuzziness or ambiguity that is being conveyed to the audience. I cannot fail to recommend this book to anyone who has to make presentations regularly. Read it. Follow its advice. You cannot go wrong. Incidentally, for those of you who own smart phones, an excellent way of practicing your skill at putting down concepts as drawings is to play the game "DrawSome" (Disclaimer: I do not know the developer of that App, and I have no financial interest in that App.) The App is free and it really sharpens your skill at

drawing concepts, making you even more ready to follow the instructions of the book "Blah Blah Blah". This book is really for anyone who has to make presentations. 7 of 7 people found the following review helpful. A good follow-up to Back of the Napkin book...By D. Dalall started reading this book right after I finished reading Roam's Back of the Napkin book on using graphics to express your thoughts and ideas. It's basically in mind, a part II of the other book and it was so-so in terms of content and any new ideas or materials, just expressed differently...If you are trying to choose between this book and Roam's first book, "Back of the Napkin", go for the first book, as it's more original, detailed and readable. If you want more clarification and examples from Roam's first book, then you may want to look at this book. Overall, a good read, but not highly recommended. Get the first book instead! 2 of 2 people found the following review helpful. I think this book might be designed for someone with ...By beparticular I think this book might be designed for someone with absolutely no visual design experience. I have some experience with communicating visually and thought this book might improve those skills. It didn't help much at all. There is a cheatsheet type list in the back that covered everything I needed and the rest of the book was a whole lot of what the book talks about not doing in communication.

Ever been to so many meetings that you couldn't get your work done? Ever fallen asleep during a bulletpoint presentation? Ever watched the news and ended up knowing less? Welcome to the land of Blah Blah Blah. The Problem: We talk so much that we don't think very well. Powerful as words are, we fool ourselves when we think our words alone can detect, describe, and defuse the multifaceted problems of today. They can't-and that's bad, because words have become our default thinking tool. The Solution: This book offers a way out of blah-blah-blah. It's called "Vivid Thinking." In Dan Roam's first acclaimed book, The Back of the Napkin, he taught readers how to solve problems and sell ideas by drawing simple pictures. Now he proves that Vivid Thinking is even more powerful. This technique combines our verbal and visual minds so that we can think and learn more quickly, teach and inspire our colleagues, and enjoy and share ideas in a whole new way. The Destination: No more blah-blah-blah. Through Vivid Thinking, we can make the most complicated subjects suddenly crystal clear. Whether trying to understand a Harvard Business School class, or what went down in the Conan versus Leno battle for late-night TV, or what Einstein thought about relativity, Vivid Thinking provides a way to clarify anything. Through dozens of guided examples, Roam proves that anyone can apply this systematic approach, from left-brain types who hate to draw to right-brainers who hate to write. This isn't just a book about improving communications, presentations, and ideation; it's about removing the blah-blah-blah from your life for good.

About the Author Dan Roam is the author of The Back of the Napkin, which was Fast Company's Best Business Book of the Year and BusinessWeek's Innovation and Design Book of the Year. His consulting clients have included Microsoft, Google, Wal-Mart, Boeing, Lucasfilm, The Gap, the U.S. Navy, and the White House Office of Communications. His health-care analysis was named BusinessWeek's Best Presentation of 2009. He lives in San Francisco. Visit www.danroam.com