

There is a second issue too – even if you're *absolutely* on top of the

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technology you'll have to have at least a small part of your brain thinking about how to make it work... even something as simple as a word processor. Because of the way our brains work, with different parts of it related to the

different 'functions' of logic and creativity, it's very difficult to do this. Once the logic part of your brain kicks in (even subconsciously - to deal with the mechanics of PowerPoint for example) it is very, very hard indeed for your creative brain to work at its best... and of course you need your creative skills at full speed to do the actual writing.

### ***The basic process for designing a presentation***

So if I want you to avoid a computer, what should you be doing?

Fortunately for all of us, the solution is relatively simple: design and (up to a point) write your presentation *away* from the computer. Use technology last. Use it only when you've decided **what** you want to say and **how** you want to say it. You wouldn't sit in your car first and only then have a conversation about where (or even when!) you wanted to go on holiday, would you? How would you know what to pack? You'd be sat there for a very long time perhaps, maybe driving around before you ended up somewhere – which might not be where you wanted to get to in any case.....

Unfortunately that's exactly what CI sufferers do – they end up stopping their car at the first place that looks like “it will do”. Worse still, they might find they feel the need to re-paint their car while they're trying to drive in it! That's like changing the style or format of a presentation before you've got the overall structure sorted out.

The result is likely to be an awful holiday for which you've not got the right equipment and the journey to which has been a high-stress nightmare. What good is your wind-surfing gear when you're half way up a mountain needing skis but you wanted to travel by train over Europe in the first place?!?

Here's the method I recommend to by-pass this problem – as well as a few others you might encounter along the way. It embodies the very simple idea of “[like a Brick wrapped in Velvet](#)” by stripping away everything that's not absolutely necessary.

1. Get a **huge** sheet of paper (flip-chart size is ideal) and put at the bottom of it the **one** thing you need your audience to go away from your presentation remembering. That's your aim for your time in the spotlight. Write it in the kind of English