Hi, my name is Al Getler. Welcome back to another episode of Leader be Led. We have a great string of guest on our show, you have learn from some of the leaders in the market place, some of the leaders in various industries, some of the leaders in social media and technology. Leaders of companies, CEO's and founders. We have with us today another founder that I think you're going to like. This one is really, really unique though.

I call this a coup for having this guest on our show. Because she really is a world renown expert in the art of presentation. Our guest today is Nancy Duarte. She has a company called the Duarte Group. She's a profound author of books that really help people out, who are interested in the Science, and the art of presenting. Her latest book is Resonate. It's just a fabulous book, it's getting ready to come out in a digital format which will be a very exciting format that was great audio/video.

I'm a huge fan of what she does, in fact let me give you an idea of what Resonate is about, what our guest Nancy Duarte is about by showing you this video titled Spark.

An idea is the single most powerful device known to man. Everything you see around you started as an idea in someone's mind. If you don't communicate your ideas in a way that compels others to take action. Your idea could die. How can you ensure that your great ideas live? The best way to communicate an idea is through story. Human Physically react to story. Our hearts raise, eyes dilate, and you may even feel a chill down your spine all from a story. Stories captivate us, make us laugh, make us cry and connect us to each other.

Humans love a good story, we root for the hero to overcome their road blocks and emerge victorious at the end. That's the transformational
power of the story. Presentation should be transformative too, but it's rare to see a presentation that captivates like a great story until now.

**John F Kennedy:** "And so, my fellow Americans: ask not what your country can do for you, ask what you can do for your country"

**Female:** The skills that you're going to learn today are founded in cinema, literature, and the work of great communicators. The greatest communicators have unknowingly used story patterns to persuade. That's what makes them so effective.

**Winston C:** "We're going to win. [inaudible 00:03:00] fight, fight, fight, fight, fight, fight"

**Mahatma Gandhi:** "Long years ago we made a tryst with destiny"

**Female:** Learning how to resonate the story will transform your audience and transforming your audience is what will change the world.

**Martin Luther K:** "my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today"

**Al Getler:** Nancy Duarte that is just an awesome video. Welcome to the show.

**Nancy Duarte:** Thanks for having me, I'm excited to be here.

**Al Getler:** Yeah, you have a video that includes just some of my favorite speakers of all time. Starting with JFK. Was was about JFK just to start things off, that just made him such a great communicator.

**Nancy Duarte:** It gives us a visionary too. It wasn't even just even about how he communicated his visionary. Challenging us to get to the moon in 10 years, that's kind of a long shot goal. The administration obviously is bogged down, he had a platform where you had to communicate some very meaningful things in a very tumultuous time in our history. He just rose to the challenge, he was the right guy to have in the spot at the time.

Very elegant, very eloquent, very clear. He had a very good speech writer.
Al Getler: He certainly did, yet one of the best. When you said the administration was very bugged down during the presidency. One of my favorite things to watch, and we'll get off the subject he could have point a passion with that. It's this press conferences when he was in front of the media. He was one of the first presidents to have to face the television camera. He did it like, he had been 'doing it in his whole life.

Nancy Duarte: That's why he won the election, because Nixon looked really fidgety and kind of angry and he seemed comfortable poise, and calm. They do say that the actual recording of him, and his communication style helped him win the election when you can trust it with Nixon.

Al Getler: Incredible. Nancy, tell us how long you've been doing what you do, give us a little insight how do you even came to do this and maybe because I'm leading the witness here a little bit. Who got you started moving you in this direction?

Nancy Duarte: My husband actually started the firm in 1988, and I wind up joining him in 1990. I was very, very pregnant with my son at the time and I was just "You go get a real job, this is a stupid idea. What are you doing?" It was terrible, I was just terrible I worked very hard to abort what became my most amazing dream. We've been doing this now for 25 years, this was our 25 year anniversary though I've worked here for 23 years.

We write and produce and put the words in the mouths of some of the greatest ideas really on the planet right now. We love doing that, we'll write, produce, visualize and create cinematic stories or designed conversations. Whatever is this little persuasive communication medium you need. I think it's interesting to be in agency that focuses solely on the spoken word. There's a lot of agency that track, clicks and track eyeballs, and all this things that's like that.

When you get them in the room and you want to make an amazing difference and connect in a very human way. We're the ones that get to write a lot of those words, it's very fun, very cool.

Al Getler: I have watched over the years as I follow you, you really do quickly adopt to. We're at the point now where speaker community room, and he or she could be follow by a video camera, an iPhone, a quick click on a cellphone. You have captured a lot of that in the way you staged your speakers. One of the things that I picked up on recently is you did a workshop on webinar, and how to do a webinar which I tripped on by accident and I thought "this is so sorely needed because everybody is doing a webinar these days."
Nancy Duarte: It's interesting the webinar is another delivery vehicle that sometimes people don't know how to participate in. I spent a lot of time trying to figure out, how do I look at that little tiny camera right there and feel like I'm talking to another human being, that's in a webinar. Everything is quiet, everything is silent. You can't hear a thing, at least you and I are having a two way conversation and it is interesting how when you put technology between me and an audience or you and an audience.

Many times that just communication just dies, it's just dead it doesn't come across this very alive, or conversational or so. We coach people on how to build, and then communicate even remote presentation because 85% at least that's just the statistic I have from a survey we did about 85% of presentations are done remote including this one which is interesting.

Al Getler: Yeah, we actually strive to make this more of a two way conversation as should be now. I do know that it has become challenging for me even when I get on a conference call, or some type of webcall. There are time delays and there are technology glitches, and you really do ... Everything you do is very well brought up. Let's go back to that beginning point again, I really love this part of the story.

I was the guy who was in charge of getting those 35mm slides for presentation, as a marketing director. We just lost half of our audience with this reference. You guys used to make 35mm slides and charge $300 for them?

Nancy Duarte: We did, we had a little apartment, we worked out of our apartment. Our hourly rate was only $15/hr. The piece of equipment that we had in our dining room cost us $20,000. We actually made more on the actual 35mm slides. We have the white cotton gloves, and we would take our presentation files, put it on this camera base thing and it would developed the film. We have to run over to Stanford mall because they were the only ones with the 24 hour 25mm slide.

We picked them up, and sometimes we drive to the airport just in time to meet the executives put it in his carousel and he takes off on the airplane for the flight. Those were days were different. Presenters had to plan ahead, half of couple of days to output it and you couldn't make changes at the last minute. It was kind of nice.

Al Getler: In a couple of days Nancy, it seems to me that things just changed in two or three days. I went from those 35mm slides, to my first projector being the size of a Volkswagen bug. There was no turning back at that point, it
changed so quickly and the powerpoint and the key, the keynote and the presentation slide has become such a huge piece of our lives. Tell us how your group is taking that whole art and let's not call it an art, because that's set through some quarterly presentations with spreadsheets that big on slides. How have you taken that and turn it into an art.

Nancy Duarte: It's interesting in a way what we've done is we've gone back to the future in the sense that back when we did 35mm slides. Artist did it, it was a trade it was something you can get schooled in and there was a lot of learnings around the display of information. Today people go to school, they get their MBA and they become this great brilliant business thinker but people don't teach them the visual display of information yet the total we use second only to e-mail is powerpoint which is a visual information tool.

What's interesting is you can find old slides from the 70's and they are just so beautiful, they're cinematic, they're simple, they're clear and what we've done is we've turned powerpoint into our teleprompting tool which is fine, but we project our teleprompter we turn our back to the audience and we read, reread our slides. I've been digging around I found some speeches from JE. They have his script in there, right beside it. They have the little tiny image of the 35mm slide.

It's beautiful how they did their slides was beautiful, his spoken word was so crafted, and we don't do that anymore today. It was so amazing what happen is we just I have to speak, I'm going to throw a bunch of slides together. I'll just walk on stage and whatever comes out of my mouth, comes out of my mouth. People kind of undervalue the opportunity you have to really enrapture and capture the hearts and mind of the audience at that moment in time.

It's been an interesting journey, we're kind of back to the future actually.

Al Getler: I think some of the best presenters not that they ignore the slide behind them. The slide is as you say are background to the whole presentation, the whole ...

Nancy Duarte: I have a book you'd love, because I know you're a JFK fan. He had a slide lady, he had a overhead lady. Her name was spear, her last name is spear. She has a book, she wrote the slideology equivalent from the late 60's and from the early 60's actually. It's all about simplicity, and clarity, and how you do the layout, why you do it this way, and it was really telling how we kind of devolve and now we're trying to go back to best practices again.
Al Getler: Now your evolution of Nancy Duarte what you've become really known for. I mean you were literally the person who is sitting there, pushing up the 35mm slides. Highly hardware base so to speak in those days. Maybe software, if you're stuck it in the carousel that was the hardware, and you were software. Let's not argue that point, the point is that you and from putting the products together, the literal product together. To a much more expensive you, or what presentation has become.

How did you make that leap and how did you known for that expertise?

Nancy Duarte: What's interesting we've kind of fell into it. When I join my husband, I was "dude if I can sell it, you can keep it. If I can't sell this, you're going out and get a real job". I made some calls, and one of the calls I made was the Apple. Apple was the first company to do a conference wide scale offering where they hook the computer up to a projector. We happen to ... That was the same time the price of the desktop projectors were coming down and it was kind of everything going to the masses.

The other thing that happened, that I think was we really blessed by was that Adobe systems was here. This is 1990 ... I remember 1993, Adobe brought us in and fortunately we figured out that we needed to know how to typeset. We knew a lot of the basics of typesetting and we basically ... They were such purist that Adobe was about type and typesetting and because I've done enough work with Adobe. When Apple saw my stuff they were like you guys know how to do actual typesetting.

Which was really kind of unheard of back then. The combination of those things, and then one of the things that Adobe required of me, before they would let me be their presentation company. We were the only presentation company out there they made me go to an Edward Tufte conference. I don't know if you're familiar with Ed Tufte or not. He written a book, the quantitative display of information. Very picky about how their data was displayed how the annotations happened.

If it wasn't that combination, they're making me a 10 Tufte. Then being font freaks, that's what gave me the ground work to be able to win this large scale projects for Apple. It's so funny how the journey prepares us for a positive resolution.

Al Getler: I mean where you've ended up really is it a point where anybody who needs to do your presentation needs to tap in to some of the stuff you put together. I mention Resonate in the beginning, slideology is I think is a book up unto this point you really know and a lot for. It's a great book for anybody, even I tell people even if you don't sit down and read the
The whole thing at once but you get part of it in, before you do a major presentation is something to understand.

The other book that I think is really, really helpful is the Harvard Pressbook. That is the ... How to create your persuasive presentation which is so many people act. Even if you do have to present those quarterly numbers there's an engaging storytelling way to do that. Which bring us to Resonate. I knew this was going to happen with you Nancy. We're about at our limited time, yet we haven't dug deep into Resonate and you have rules in Resonate that I think are just so fantastic.

I'm going to hit one or two of them now. If you would be so kind, I'm going to invite you back to the show and spend a few more minutes talking about some of the rules. The first thing you say is that Resonance causes change and I think we just spent about 14 minutes talking about that. Give us an idea of what that first rule means.

Nancy Duarte: What happen is in the actual physics phenomenon of Resonance. You can sen an audio signal through something, and if you hit it's resonance frequency it will vibrate, it will move in some way. The same thing happens with communication, if you send a signal through and I say something to you that hits your resonant frequency you'll change, you'll vibrate for lack of better words. When someone says "what you said really resonates with me". What they're saying is you said something that hit something already inside of me.

As a communicator our job is to really get to know our audiences, really get to know it and find those things already inside of our audience and connect with them there. Often as communicators or just like ... We're just saying whatever hoping somebody step, and we're shooting it all out there hoping something sticks instead of saying I need to know you, I need to communicate with you and I'm going to know you so well, I'm going to hit something that's inside of you and you'll be changed, you'll be moved.

That's the power that great communicators used, to create change to create a movement or whatever it is your objective is.

Al Getler: I had an education in college by having the worst professor in the face of the earth. Who literally read out of a notebook for two and a half hours everyday. He had his notes written out, and every 15, 20 minutes or so he'd look up and say any comments any questions, and then going back to the notes again. What that teaches you, I'll never do that. What you
say with Resonance causes change. I mean that is really what this is all about.

Nancy we are out of time, and we've had you on here already and we haven't even gotten into diving deep into your book Resonate and talk about it. I'm going to invite you to come back to the show, will you do that?

Nancy Duarte: I will, I have to.

Al Getler: Good. Well this next episode we're going to dive deeply into that, we're going to give our audience a homework assignment and first of all where do they go to find you on the web?

Nancy Duarte: You can go to www.duarte.com, I'm also at Nancyduarte on Twitter, and we have @Duarte on Twitter.

Al Getler: Okay, great and on your website I know it's more than just "Hey this is the company. There are resources, there are videos to watch, lots of stuff to play with and lots of ways to dig a little deeper into your company." Tell us ... Everybody books I know is available major booksellers, your online or few of the brick and what is that are left. One thing I always fish on the show if you can order this book from your local bookseller, your neighborhood store that's a great thing to do as well.

Your books are beautiful, and give me 30 seconds on why you had put such an effort into make these book so beautiful, why not just put on a book and get on over.

Nancy Duarte: What that interesting is communication is not just verbal, it's visual. I think as my organizations grown, that's what we do we create cinematic visuals that create meaning. I don't think there's any picture or anything that's visual that doesn't add to the meaning, or add to the value. I just ... I can't just think in pros, for some reason my brain just won't let me. I'm working on the next book and of course it's got models and visuals and infographics and it's just been lovely.

For the audience too, Resonate is being released for free as a multimedia book. You can go to resonate.duarte.com and it's beautiful and you can also go into iTunes and iBookstore and pretty soon the price for that book is going to be set to free. People can get the free book to two ways because I love, love writing this book. I love writing it and we also wanted
to see what happens if we turn those static pictures into this multimedia immersive experiences.

We did it, we took it as a personal challenge and we just kind of wanted to share it with the world. I'm excited to see what fruit comes from more people, understanding this concept.

Al Getler: That is an amazing move you're making and you mention the term cinematic too. When we get together the next time I want to talk about that. You point out in a couple of things that I heard and read. Let say that visual is one thing and then sound becomes something completely different as well too. We'll tap on that next time. Nancy I'm sorry I have to say goodbye to you for now, I'm bringing you back sometime.

Nancy Duarte: Thank you.

Al Getler: All right thanks for being here. Well folks with that, that wraps up another episode of Leader be Led. I hope you've enjoyed Nancy Duarte, and I hope especially that you'll share it with your friends, Twit about it, put it on Facebook comment, and certainly get out there and check out some of her materials it's just amazing stuff. Also I want to encourage you to come back and see the second half of my interview with Nancy.

Because I know there's going to be tons of information there for you especially if you ever had to stand up in front of the room and give her presentation. With that my name is Al Getler and thanks for joining us on Leader be Led.

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