

communication touch

a better way to 'sell' your project / idea

Al Viller

Internal Communications
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30 million PowerPoint
presentations happen every
day

source: Microsoft

Parker, I. 2001. Absolute PowerPoint: Can a software package edit our thoughts?
The New Yorker. pp. 76–87.

about a million* PowerPoint
presentations are going on right
now



25%* of them will be

boring

* - conservative estimate. credible Internet sources vary



25%*

of them will be almost

unbearable

* - conservative estimate. credible Internet sources vary

there is a better way



a better way to sell / market your project:
requires preparation, uses a proven mythology, and
considers a few key elements

1

preparation

know the **key questions** to ask before you begin

2

methodology

become a **story teller** (use a simple methodology)

3

key elements

create a powerful message, using highly-visual slides

apply the **Orange tone of voice**

reinforce our **brand** (use the correct template)

to prepare, you need to answer the key questions

- **why** communicate?
- **who** are you talking to?
- **what** do you need to tell them?
- what's **the story** line?
- what are your **key messages**?

A man with a grey beard, wearing a dark suit jacket over a light pink shirt, is shown from the chest up. He is gesturing with both hands, palms facing up, as if explaining something. He is wearing a ring on his left ring finger. The background is a bright, out-of-focus indoor space.

become a storyteller

A man with a grey beard, wearing a black suit jacket over a light pink shirt, is smiling and pointing his right index finger towards the text on the right. His left hand is also visible, with fingers slightly curled.

you can easily build a storyboard
using a simple methodology

1 using **questions**

– who? what? when?
where? why & how?

2 using the **slide titles**

let's look at a case study using questions

Orange Passion



case study using questions

asking what, who, how, when...

summary

- what is it?
- what are the key principles of the program?
- who is it for?
- how to support projects?
- when will it be launched?



case study using questions

present the question in the title...

provide the answer on the slide

what is it?

a Group sponsored program designed for helping Orange Business Services employees live their sports, musical or cinematographic passions



- **supporting projects**
individual sports challenge project, production of a short film...



- **organization of events**
organization of a sports competition, a concert or a film festival...



- **participation in existing events**
participation of a team in a marathon, a yacht race or in a music festival...

case study using questions

using questions in the title...

your story is organized and
easy-to-understand

what are the key principles of the program?

1

2

3

who is it for?

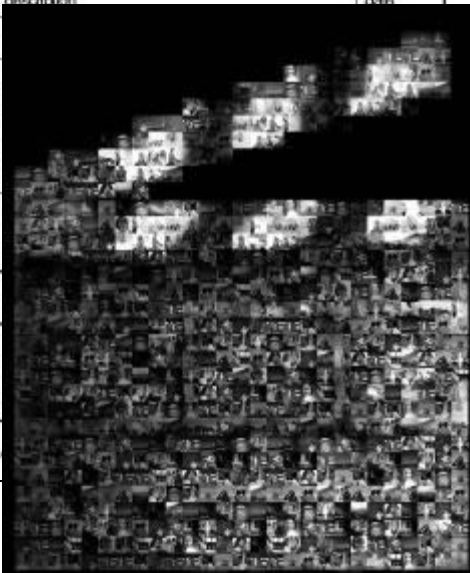
- current compa
- employ
- not train individu the Pro
- an emp
 - individ
 - as pe on beh 70% of (parent

how to support projects?

- 2 proje
- one do
- global
- budget
- the sub per pro

when will it be launched?

phase	description	date
pre-launch of the program		
launch of the program	call for projects :	
submission period		
projects selection		
communication		



thank you
live out
your
passion!

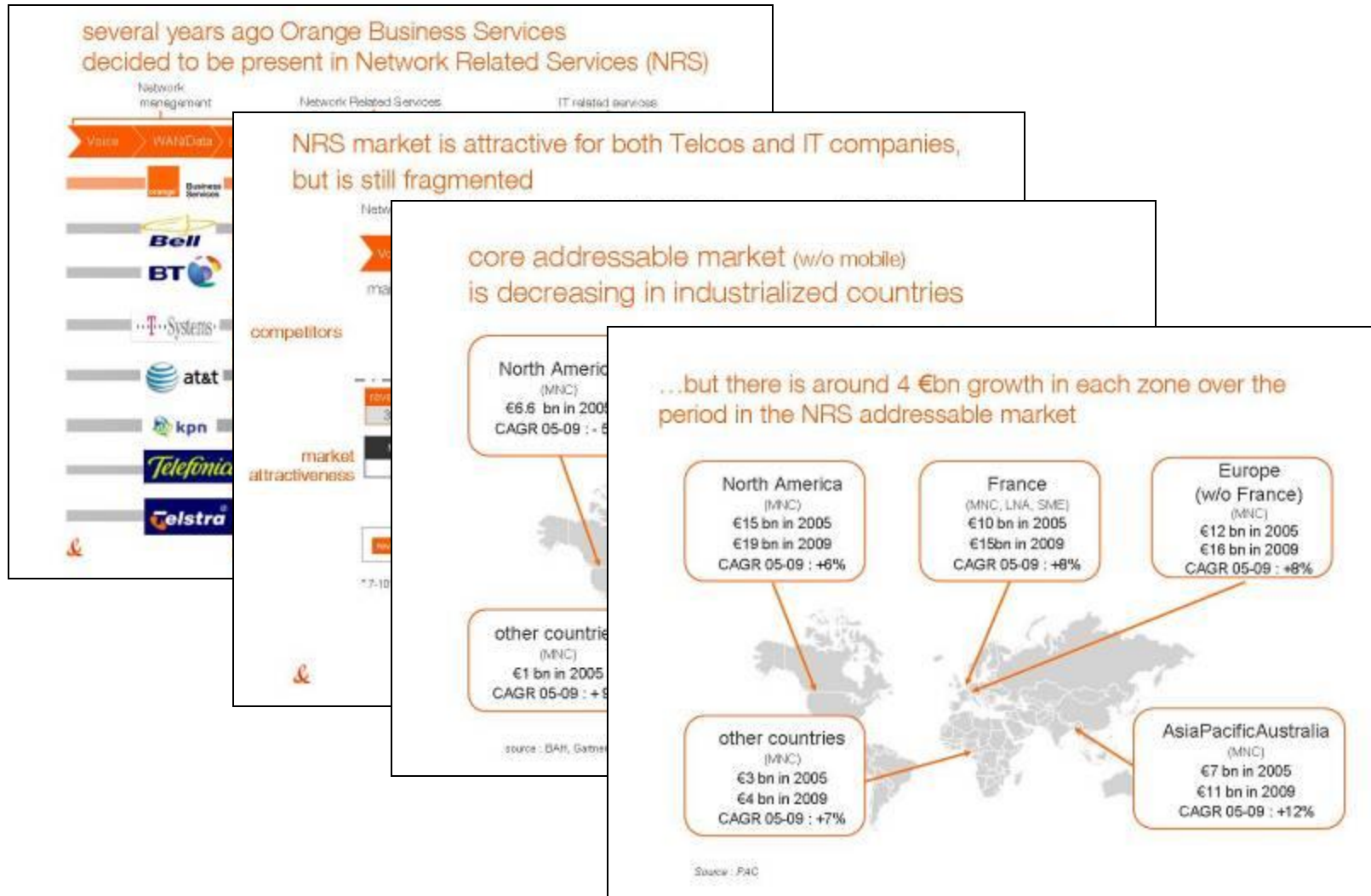
let's look at a case study using titles

Orange Business Services journey



case study using titles

Orange Business Services journey

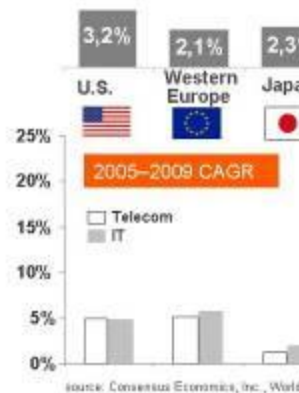


case study using titles

Orange Business Services journey

the worldwide geographical shift is impacting IT & Telecom needs

2006 GDP growth (%)



we have to take benefit of the fundamental changes that impact the telecom enterprise market...



technology substitution
development of ubiquitous cheap access and lower cost (/free) technology substitution



commoditized connectivity
traditional commoditized

shift of customers' relationship towards better management of integration and customer focus

...as new technologies arise in every part of our business

> telephony

- from Switched Voice to VoIP
- from PBX to iPBX

> core network

- from Frame Relay to VPN
- from MPLS to IPSEC

> access

- from Leased Line to xDSL
- from Giga Ethernet to optic fiber

Average Revenue Per Access (€/month - 2008)

ARPA LL 2 Mbit/s	529
ARPA DSL	202
ARPA DSL Mass Market	~30
ARPA GigaEthernet	8.000 > 45

create a
powerful
message

**using highly visual
memorable slides**



The Microsoft "Live" Platform



2-3X

faster than iMac G5



by keeping your message simple

you avoid slides with too much clutter

this



not this



by delivering the key messages

you avoid killing them with too many bullets

this

answer the key questions

- **who** are you talking to?
- **what** do you need to tell them?
- what's **the story** line?
- what are your **key messages**?

not this

the key questions you must ask before you begin

- **who** are you talking to?
 - define your audience
 - are they technical or non technical?
 - are they experts or unfamiliar with the subject?
 - will they be eager to hear what you have to say or passive / hostile?
- **what** do you need to tell them?
 - explain the business context
 - tell them who is involved
 - explain the benefits
 - state the risks
 - what is the timing... the budget?
 - highlight their role (i.e., let them know how they can help)
- **blah... blah... blah...**

by making numbers meaningful

you increase understanding

this

12 GB

holds enough music
to listen to your favorite
songs all the way to the
moon and back

not this

- **12 GB** of Random Access Memory (RAM)
- blah... blah

by applying the power of 3
you make things easier to remember

- 1 tell them what you plan to tell them
- 2 tell them what you have to say
- 3 tell them what you told them



delivery

bring the story
alive



apply the Orange tone of voice

friendly

straightforward

honest

refreshing

dynamic

human

not too formal

friendly



straightforward



simple

A close-up photograph of a person's foot submerged in shallow, clear water. The foot is positioned in the upper right quadrant of the frame. The water is shallow, revealing a bed of dark, smooth, rounded river stones. Sunlight filters through the water, creating a shimmering, wavy pattern of light and shadow across the foot and the stones. The overall mood is serene and natural.

honest

transparent

positive & optimistic



refreshing

A photograph of a family of five playing outdoors on a grassy bank next to a lake. An older man with white hair is lifting a young boy into the air, holding him upside down by his arms. The boy is wearing a blue shirt and has a joyful expression. Another young boy in a green shirt stands to the left, watching. To the right, a woman in a light green tank top and pants is bending over, holding a dark hat. A third young boy in a blue shirt stands behind her, looking on. The background features a calm lake, green hills, and mountains under a clear sky.

dynamic

playful & surprising



local flavor

internal use



external use



**Business
Services**

Helvetica neue 35 thin

Helvetica neue 45 light

Helvetica neue 55 roman

Helvetica neue 65 medium

Helvetica neue 75 bold



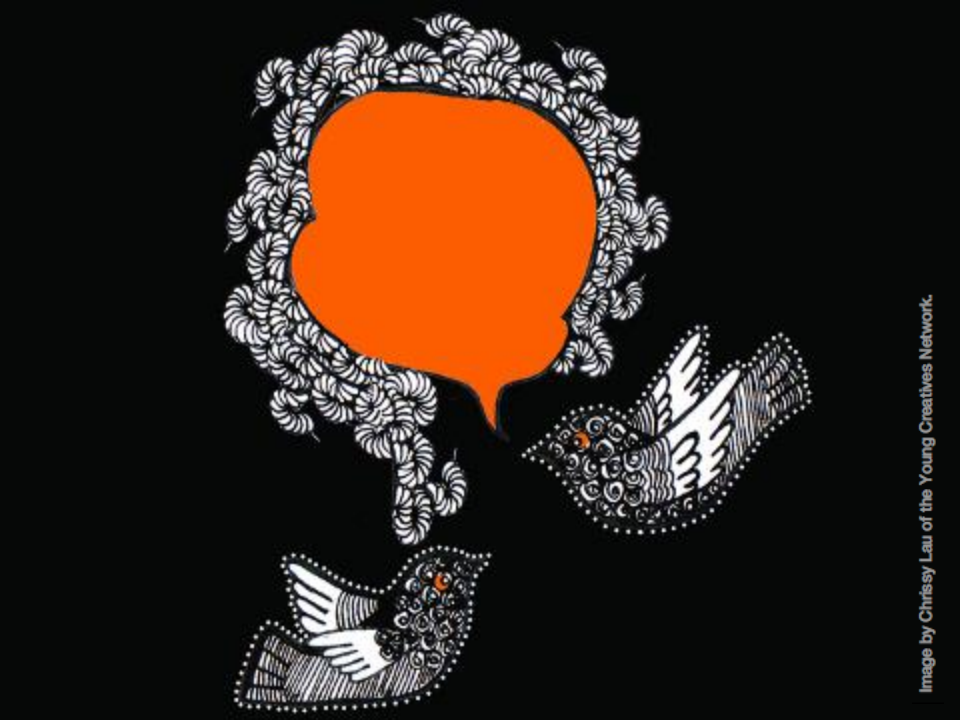


Image by Chrissy Lau of the Young Creatives Network.



Image by Steven Topley of the Young Creatives Network.

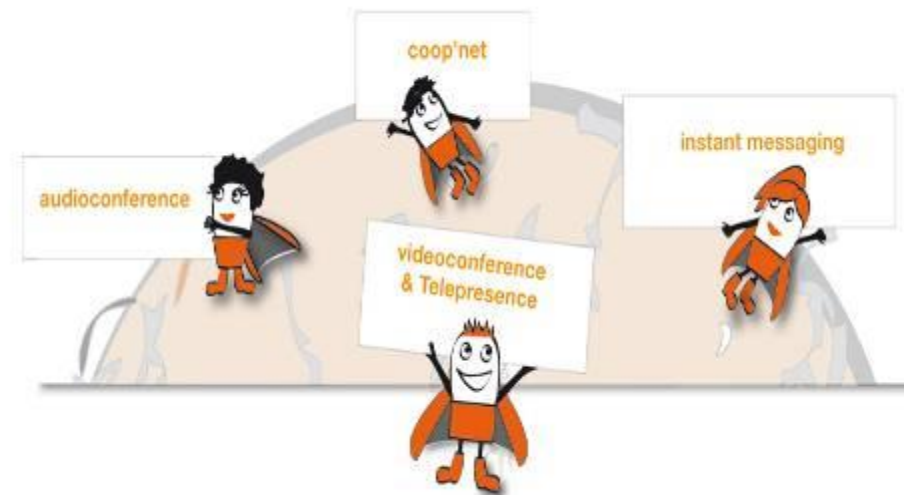




abc

for remote presentations, use collaborative tools

- **make it like you are there**
use our **collaborative tools**, like **audio conferencing, video conferencing & Telepresence**
- **get everyone on the same page**
use **coop'net** to control what your audience sees
- **don't read – talk !**
- **keep your energy level up**
- **ask engaging questions**



helpful resources

- **the Orange brand site**
(www.brand.orange.com)
 - download and install the **Wizkit**
 - library of photos & illustrations
 - brand guidelines
- **the Group's intranet site**
 - choose "i want to..." **create a presentation**
- **the Orange library ***
(www.orangelibrairie.com/)
 - * - French only
- **Orange Business Services Management School soft skill courses**
 - Powerful Presentations (POWER-0708-ILT)
 - Effective Communication (EFFCOM-0907-ILT)



remember...

- **answer the key questions... before you begin**
- **tell stories, using a simple methodology**
- **create a powerful message, using memorable slides**
- **sound like a real person talking, using the Orange tone of voice**
- **reinforce our Brand, make your presentation look good**



where.....

who.....

what...

questions?

what...

where.....

when...

who.....

how.....



thank you

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