communication touch

a better way to ‘sell’ your project / idea

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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 NewYorker. pp. 76–87.

about a million* PowerPoint presentations are going on right now

source: Death by PowerPoint by Alexei Kapterev

25%*
of them will be
boring
* - conservative estimate. credible Internet sources vary

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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**?

become a storyteller

you can easily build a storyboard
using a simple methodology

1 using **questions**

- who? what? when?
  where? why & how?

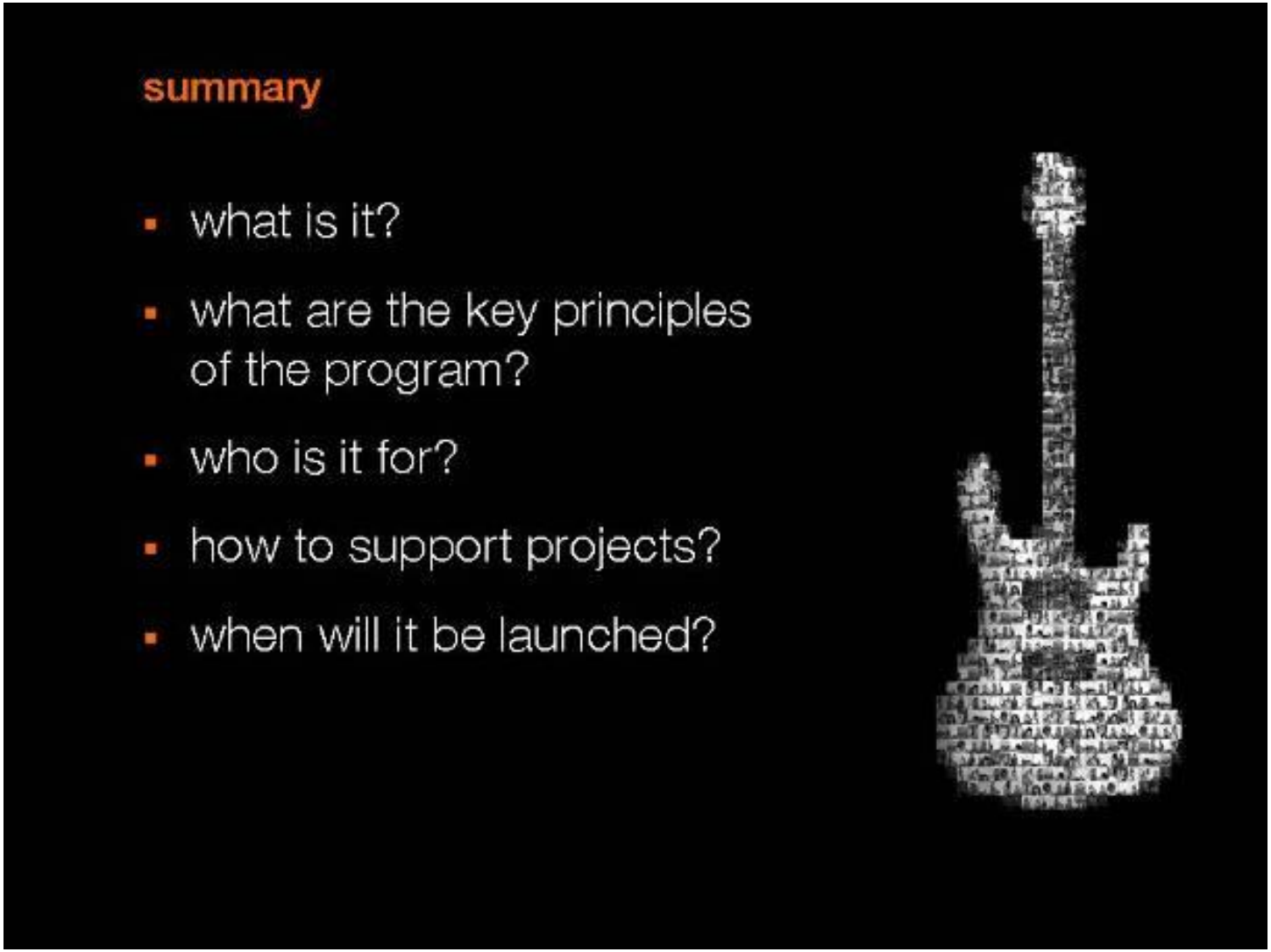
2 using the **slide titles**

let’s look at a case study using questions

Orange Passion

case study using questions

asking what, who, how, when…



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…

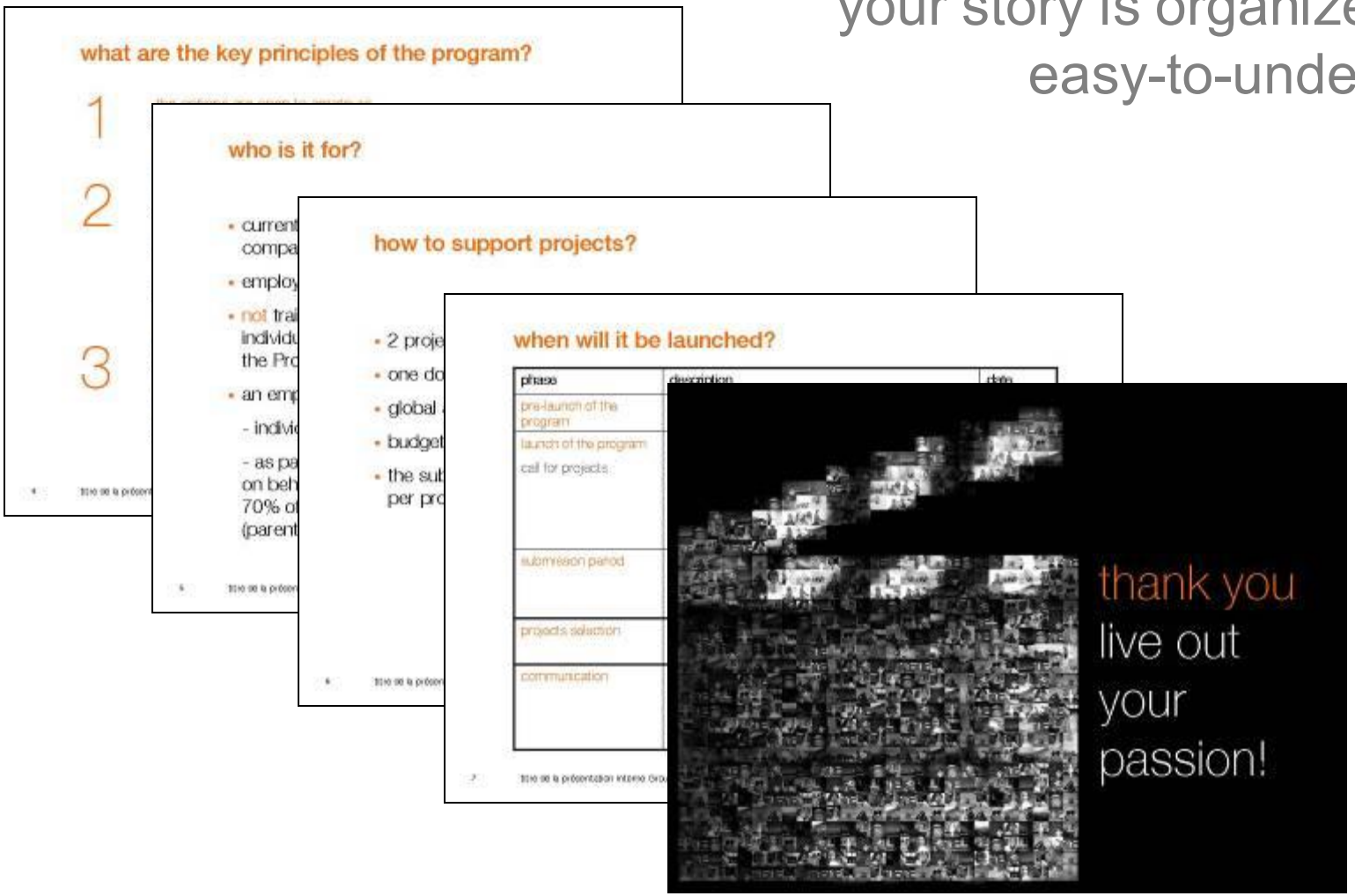
- organization of events
  organization of a sports competition, a concert or a film festival…

- 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

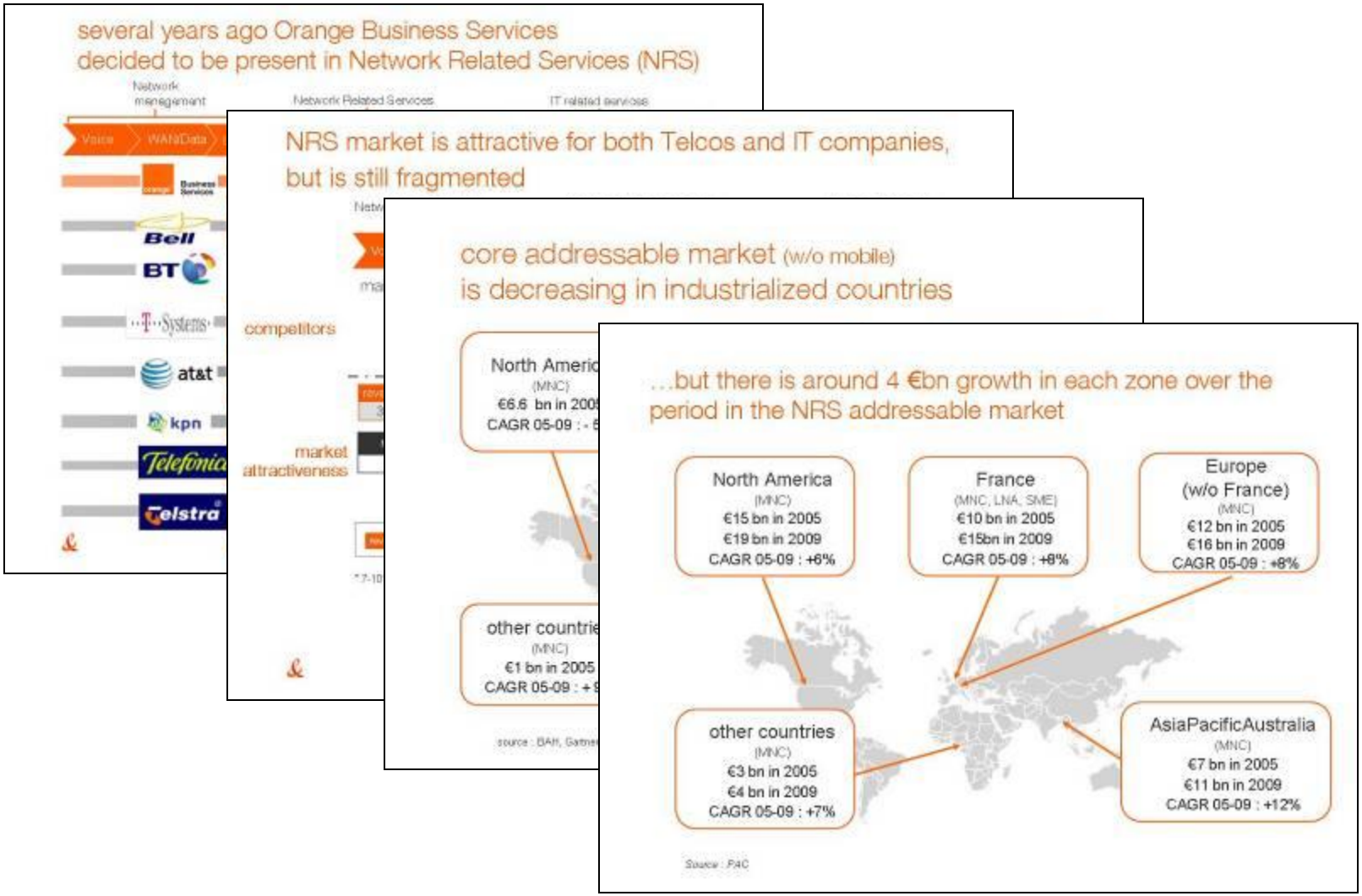


let’s look at a case study using titles

Orange Business Services journey

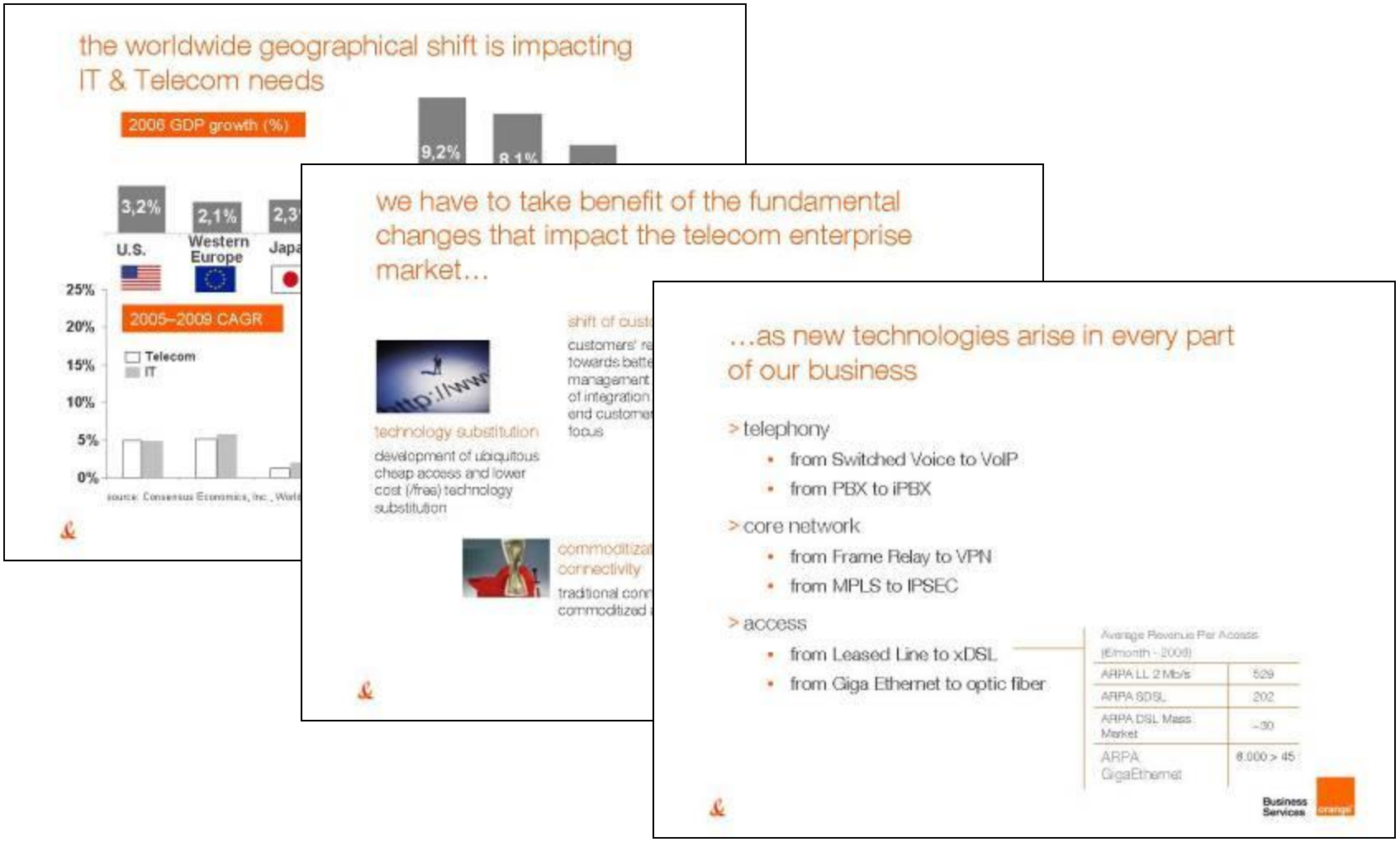
case study using titles

Orange Business Services journey



case study using titles

Orange Business Services journey



create a
powerful
message

using highly visual memorable slides

The Microsoft "Live" Platform
People Network
Search Network
Ad Network
Windows Live
Office Live
LIVE
Other Experiences from Microsoft & Others
Windows
Office
XBOX
Other Software
Microsoft-based Devices
Other Devices

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

friendly
straightforward
honest
refreshing
dynamic

human
not too formal
friendly

straightforward
simple

honest
transparent

positive & optimistic

refreshing

dynamic
playful & surprising

local flavor

internal use

---

external use

Helvetica neue 35 thin

Helvetica neue 45 light

Helvetica neue 55 roman

Helvetica neue 65 medium

Helvetica neue 75 bold

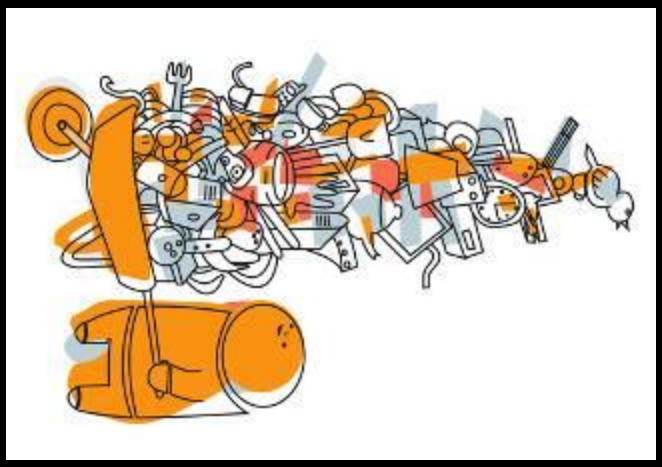


Image by Steven Topley of the Young Creatives Network.

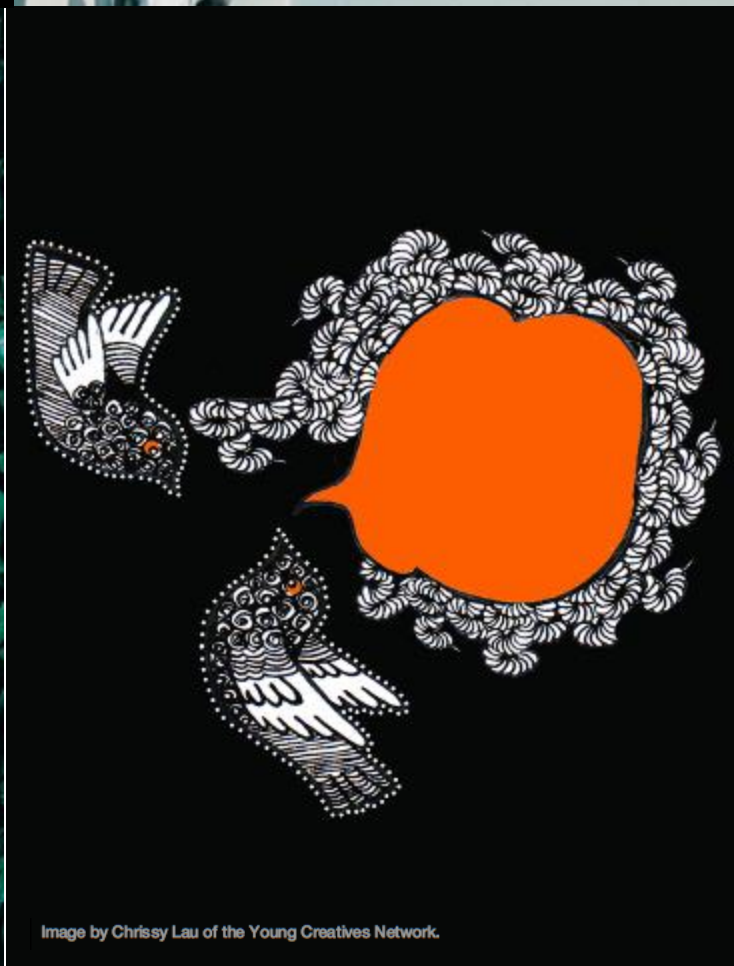


Image by Chrissy Lau of the Young Creatives Network.

orange™

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……

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thank you

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