

# Contents

Foreword	Dan Post	xvi	What Is a Sparkline?	46
Introduction		xviii	<b>Case Study:</b> Benjamin Zander	48
<b>1 WHY RESONATE?</b>	<b>1</b>		Zander's Sparkline	50
Persuasion Is Powerful	2		Resonance Rule #2	53
Resonance Causes Change	4		<b>3 GET TO KNOW THE HERO</b>	<b>55</b>
Change Is Healthy	6		How Do You Resonate with These Folks?	56
Presentations Are Boring	8		Segment the Audience	58
The Bland Leading the Bland	10		<b>Case Study:</b> Ronald Reagan	60
People Are Interesting	12		Meet the Hero	64
Facts Alone Fall Short	14		Meet the Mentor	66
Stories Convey Meaning	16		Create Common Ground	68
You Are Not the Hero	18		Communicate from the Overlap	70
The Audience Is the Hero	20		Resonance Rule #3	73
Resonance Rule #1	23		<b>4 DEFINE THE JOURNEY</b>	<b>75</b>
<b>2 LESSONS FROM MYTHS AND MOVIES</b>	<b>25</b>		Preparing for the Audience's Journey	76
Incorporate Story	26		The Big Idea	78
Drama Is Everything	28		Plan the Audience's Journey	80
Story Templates Create Structure	30		Tools for Mapping a Journey	82
The Hero's Journey Structure	32		Acknowledge the Risk	84
Crossing the Threshold	34		Address Resistance	86
The Contour of Communication	36		Make the Reward Worth It	88
The Beginning and Call to Adventure	38		<b>Case Study:</b> General Electric	90
The Middle: Contrast	40		Resonance Rule #4	95
Call to Action	42			
The End	44			

## 5 CREATE MEANINGFUL CONTENT 97

Everything and the Kitchen Sink	98
More Than Just Facts	100
Don't Be So Cerebral	103
Contrast Creates Contour	104
Transform Ideas Into Meaning	107
Recall Stories	108
Turn Information Into Stories	110
<b>Case Study:</b> Cisco Systems	112
Move from Data to Meaning	117
Murder Your Darlings	118
From Ideas to Messages	120
Resonance Rule #5	123

## 6 STRUCTURE REVEALS INSIGHTS 125

Establish Structure	126
Make Sense	128
<b>Case Study:</b> Richard Feynman	130
Feynman's Sparkline	132
Order Messages for Impact	134
Create Emotional Contrast	136
Contrast the Delivery	138
Putting Your Story on the Silver Screen	140
Process Recap	142
Resonance Rule #6	145

## 7 DELIVER SOMETHING THEY'LL ALWAYS REMEMBER 147

Create a S.T.A.R. Moment	148
<b>Case Study:</b> Michael Pollan	151
Repeatable Sound Bites	152
Evocative Visuals	154
<b>Case Study:</b> Pastor John Ortberg	156
Ortberg's Sparkline	158
<b>Case Study:</b> Rauch Foundation	160
<b>Case Study:</b> Steve Jobs	163
Jobs's Sparkline	164
Resonance Rule #7	167

## 8 THERE'S ALWAYS ROOM TO IMPROVE 169

Amplify the Signal, Minimize the Noise	170
Give a Positive First Impression	172
Hop Down from Your Tower	174
Value Brevity	176
Wean Yourself from the Slides	178
Balance Emotion	180
Host a Screening with Honest Critics	182
<b>Case Study:</b> Markus Covert, PhD	184
<b>Case Study:</b> Leonard Bernstein	187
Resonance Rule #8	191

<b>9 CHANGE YOUR WORLD</b>	<b>193</b>
Changing the World Is Hard	194
Use Presentations to Help Change the World	196
Don't Use Presentations for Evil	199
Enron's Presentations During Implosion	200
Gain Competitive Advantage	202
<b>Case Study:</b> Martin Luther King Jr.	204
King's Sparkline	206
<b>Case Study:</b> Martha Graham	210
Be Transparent So People See Your Idea	214
You Can Transform Your World	216
 <b>INSPIRATION IS EVERYWHERE</b>	 <b>221</b>
<b>Case Study:</b> Wolfgang Amadeus Mozart	222
Sonata Sparkline	224
<b>Case Study:</b> Alfred Hitchcock	226
<b>Case Study:</b> E. E. Cummings	228
Resonance Rule #9	233
 <b>References</b>	 <b>234</b>
<b>Picture Credits</b>	<b>237</b>
<b>Index</b>	<b>239</b>
<b>Special Thanks</b>	<b>248</b>