



Build Your Business

An eNewsletter for
CEOs looking to
grow their companies.

High-value, "how-to" articles on customer-attraction, sales development, leadership, and best-practices in HR, IT, product development, communication, financial operations, engineering and M&A/value creation.

Can you do it in 6:40?

Are you speaking for too long?

Written by:

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DASH Consulting, Inc.
Strategic Media and Presentation Training

Can you do it in 6:40?

Chances are your presentations are too long. Why? Because everyone's presentations are too long. So how do you fix that? Here's one option, a radical option. Are you feeling brave? ...

Okay, it's time for something radical, something almost crazy, something that goes completely against the grain of corporate presentations: Pecha Kucha

It's a Japanese term that means "chit chat." But what it could mean for your organization is a much more efficient use of your time. Let me explain.

In February 2003, Astrid Klein and Mark Dytham, two architects based in Tokyo, got the idea for short, sweet presentations - and what they dreamed up contained true genius; a technique that forces speakers to present in quick efficient bursts of just six minutes and 40 seconds.

The genius is helped by a feature in Microsoft's PowerPoint software that allows each slide to automatically advance, in Pecha Kucha's case after 20 seconds. So each speaker at Pecha Kucha events gets 20 slides, and each slide advances after 20 seconds on screen. So the total presentation time for a speaker is 6:40. And you're done.

Genius.

Now think about that approach for a minute. Think about all those seemingly endless corporate presentations you've endured over the years. Think about the wasted time and the bad slides. Typically, if you had 12 executives present it would take all day; a veritable marathon of speakers and slides that often adds up to a lot of bloat.

What if you took the Pecha Kucha approach in your organization? Using that approach, those 12 executives would all be done speaking in less than two hours.

The audiences would love it. The speakers might hate it (they'd feel like they needed more time; they'd feel "naked" without 87 slides; they'd be intimidated).

Do it anyway.

Pecha Kucha has been described as "the love child of PowerPoint and Twitter," and it takes aim at the overall bloat, the intellectual laziness, the awful slides and the lack of preparation that are all so rampant in corporate America.

It's radical, almost crazy and completely against the status quo of typical corporate presentations.

And it could just be the best thing to ever happen to your organization's meeting and speaking culture.

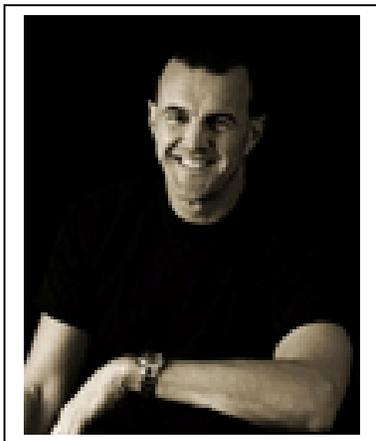
For more tips building a 6:40 presentation: <http://www.pecha-kucha.org>

If you're feeling particularly brave, record yourself for 6:40 and watch the footage back. It's amazing how much you can say in just six and a half minutes.

If you're the bravest imaginable CEO, record yourself and then e-mail me at dave@dashconsultinginc.com I'll provide a way to transfer the footage, then I'll watch all 6:40 and e-mail you some feedback. For free.

Feeling brave?

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Author's Biography

Dave Yewman is a communications expert who coaches senior executives on how to present more effectively. Over the past decade he's advised executives at numerous companies including, Adidas, CBS, Clif Bar, HP, Microsoft and T-Mobile on how to master non verbal communications when speaking. He is the author of "On Getting to the Point" and a former senior public relations agency executive. Yewman was the general manager of Weber Shandwick's Portland office as it grew from three to 25 people.



DASH Consulting, Inc.
Strategic Media and Presentation Training

What does your company do? And why would anyone care?

Those are two simple questions to which companies often have long, complicated, jargon-filled, boring answers. And that's a shame because every company has a good story that can be used to attract different audiences such as investors, prospects, customers, partners, reporters and even employees.

In a nutshell, DASH Consulting uses video to help companies get to the point by coaching executives on how to develop a clear, concise, compelling narrative about what their company does. It's simple. But often neglected. As one client put it, "Videotape is ugly. But it works."

Does it ever. Here's how we do it:

Media Training

We've worked with companies and their PR firms to deliver positive media training sessions for more than a decade. Our sessions include follow-up refresher courses and a private, individual, digital CD-ROM of you on camera. The CD is sent to you twenty-four hours after the session and also includes personalized coaching tips and examples.

Presentation Training

There are a few simple steps that can help you become a good public speaker by fixing any verbal, vocal or visual tics that negatively impact your presentation style.

Elevator Speech

We help companies develop clear, concise explanations that meet the "So What? Who Cares?" test. We interview company executives and in many cases use videotape to capture the right language—language that's the most critical component in effectively selling your product, service or company.



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March's eNewsletter summaries are provided below. If you would like to receive the three trial issues, please go to:
www.synergy-usa.com/eNews.html.

How a \$3 million/yr Company was Acquired for nearly \$20 million: in 6 Months **Mark Paul**

Are you looking for ways to increase the value of your company? As one CEO found out: Attracting significantly more "A" customers, while decreasing expenses is the surest way.

How to Improve Your Company's Cash Flow **Patrick Wheeler**

Do you need extra cash? Are you searching for new sources of capital to help you survive & thrive? This article is for nonfinancial CEOs and discusses the different "levers" you can pull to improve your cash flow.

Using HR to Boost Company Performance **Iris Sasaki**

If you are interested in dramatically increasing your employees' and managers' performance, there is a little-known secret that will leverage your strengths - and those around you - to accomplish far more.

Simplifying the Sales and Channel Strategy **Bill Etheredge**

Is your sales and channel strategy defined? Have you assessed the effectiveness of existing strategies? Are changes in market conditions causing chaos in your strategy? This article defines what to do to boost effectiveness.

How to Really Get Things Done **Alexander Stein**

Are you always short on time? Does your To-Do list only get longer? Are you at the end of your rope with trying to get ahead? In this article, learn how to get you and your business ticking.

How to maximize the value of IT in your business - IT Outsourcing **Manoj Garg**

You know that you spend a lot of money on IT and that you need to maximize the value of your investments in IT. Do you know if you have made the right decisions on make vs. buy on IT functions and services?

Are You Jumping on the Lean Bandwagon? **Rick Pay**

Are you trying to reduce operations cost - and considering Lean Manufacturing? Companies are climbing on the Lean bandwagon in droves, but how do you know if Lean is the right approach for your organization?

Got Heart? **Dan Duggan**

Is morale an issue at your company? Do employees act listless? Is absenteeism beginning to be a problem? Learn how to recognize and transform "lost heart" into "loving your work".

Ten Reasons to go International **Richard Biggs**

If you are pondering whether to go global, recognize the fact that you are already "global", in that you very likely have global competitors. You are in a competitive global marketplace.

Engineering Resources: Captive or Consultant? **Mike Miles**

Too many projects and too little staff? Can't afford to hire anyone full-time? This article outlines how CEOs can clarify what is important in choosing to hire technical staff or to retain an outside consultant.

Can you do it in 6:40? **Dave Yewman**

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How to Find & Attract Capital to Grow Your Company **Brent Freeman**

If you have ever had to find capital to grow your company, this article will show you how prepare critical documents required to find capital from non-traditional sources.

This is the third edition of a three-month trial of the Build Your Business eNewsletter. We are interested in your thoughts via a survey. To receive past months' articles and to take the survey, please 'subscribe' at www.synergy-usa.com/eNews.html. Thank you.