

Clarity.

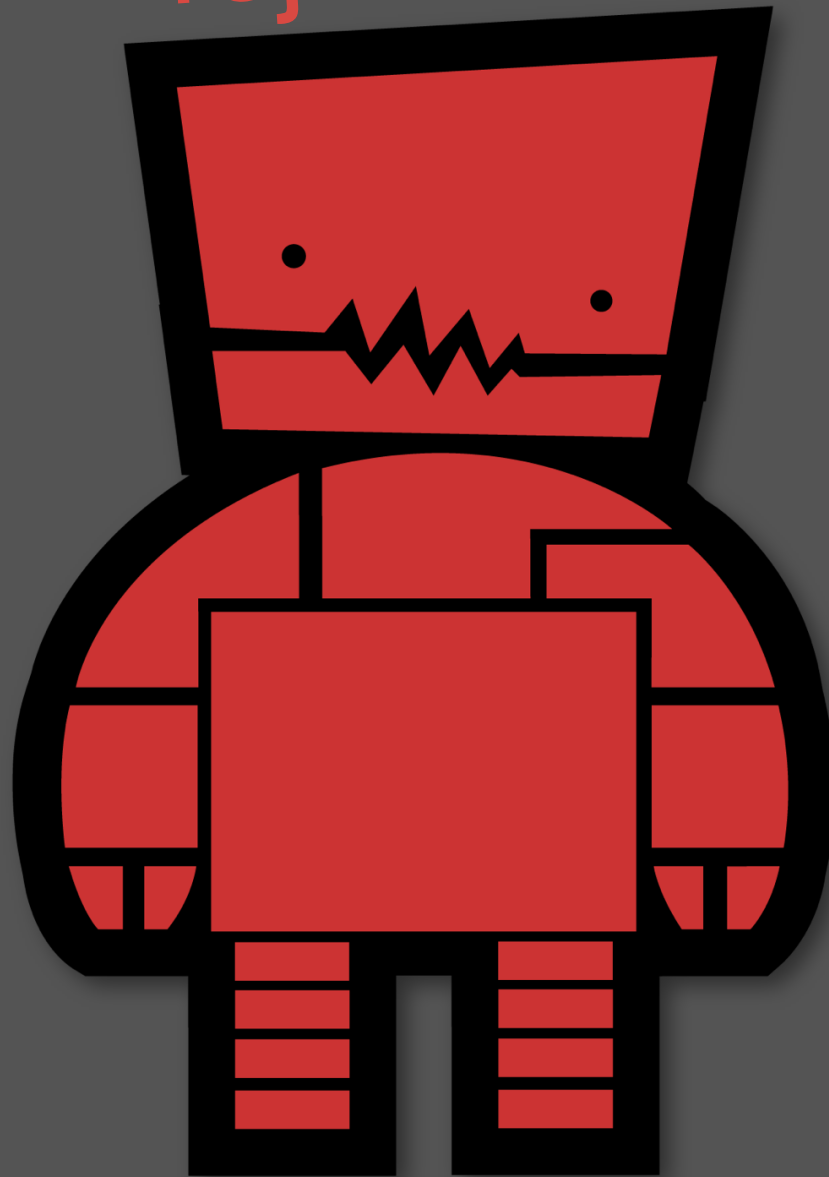
(successfully communicate to clients and staff)

# Introduction

My name is Nathan Toups.

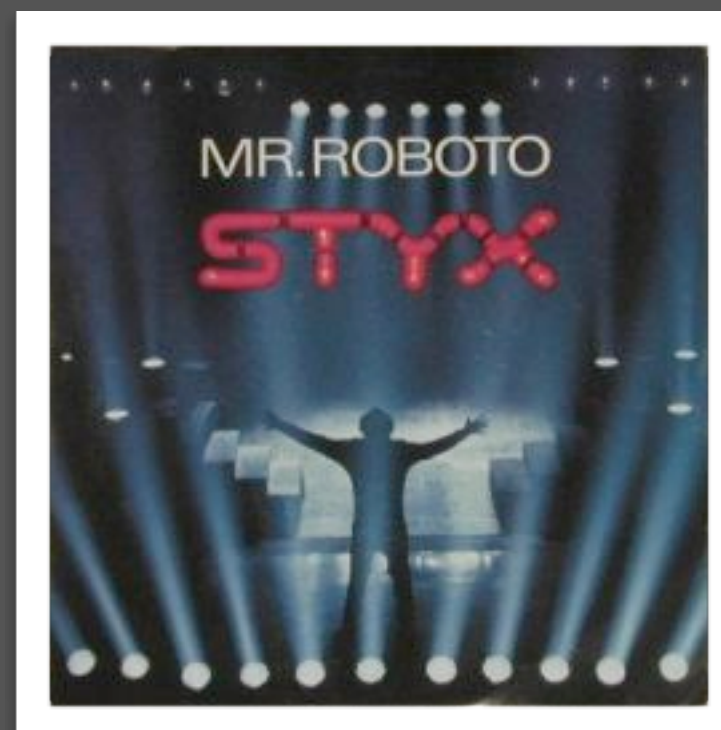
Apple Certified System Administrator 10.5  
Apple Certified Technical Coordinator 10.6

rojo roboto





+



Background

# BA in Theatre

(Focus in Sound Design)

(Built computer & speaker systems for experimental theatre)

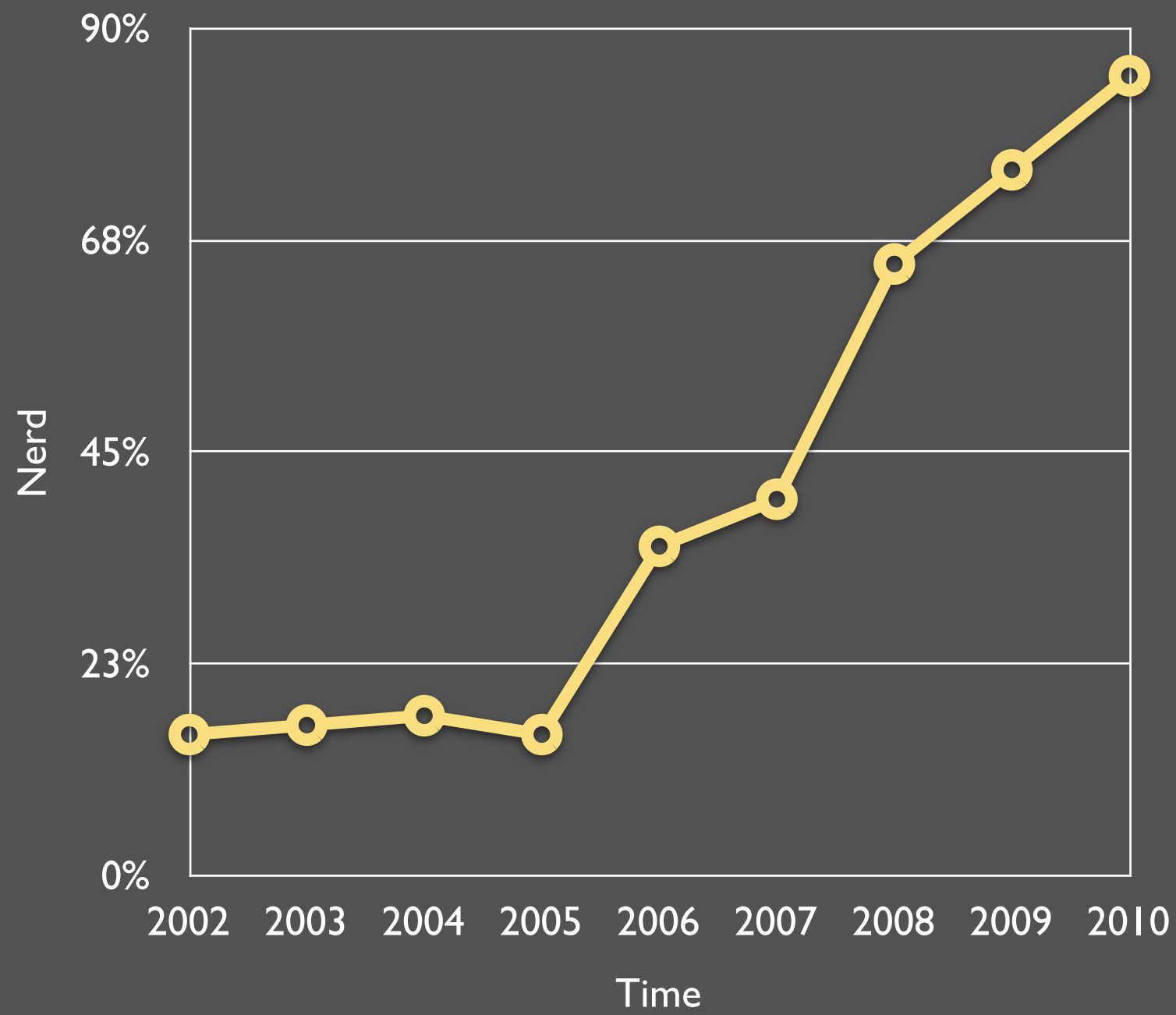


# Film Post Production

(3 movie credits on Awesomely-bad films)



Improv Comedy Actor  
Improv Theatre Teacher  
Bass player in college rock band  
Bookstore Employee  
Theatre Sound Designer  
Copier Salesman  
AV Technician  
Audio Editor for Film Post production  
PC/Scanner/Printer Technician  
Apple Certified Macintosh Technician  
IT Consultant



Knowledge pays dividends.  
(and)

Clarity pays dividends.  
(but)

We are cursed.  
(with knowledge)

*“Lots of research in economics and psychology shows that when we know something, it becomes hard for us to imagine not knowing it. As a result, we become lousy communicators. Think of a lawyer who can’t give you a straight, comprehensible answer to a legal question. His vast knowledge and experience renders him unable to fathom how little you know. So when he talks to you, he talks in abstractions that you can’t follow. [And] we’re all like the layer in our own domain of expertise.”*

-Chip and Dan Heath in an interview with Guy Kawasaki



Several reasons for failed communication.  
(due to our knowledge bias)

We are not relatable.  
We are too abstract.

Our answers are too complicated.  
We are sloppy in our delivery.

```
sudo clarify -v EmailToClient.txt
```

(i wish)

Two basic elements to clear communication.

Good grammar.  
Skilled rhetoric.

*most important*



Good grammar.

Skilled rhetoric.

(we aren't covering grammar)

Creating a system for clarity.  
(between experts and non-experts)



Studying Rhetorical Principals  
Practicing Beginner's Mind (Shoshin)  
Drafting communication that “sticks”  
Cultivating an collaborative delivery system.

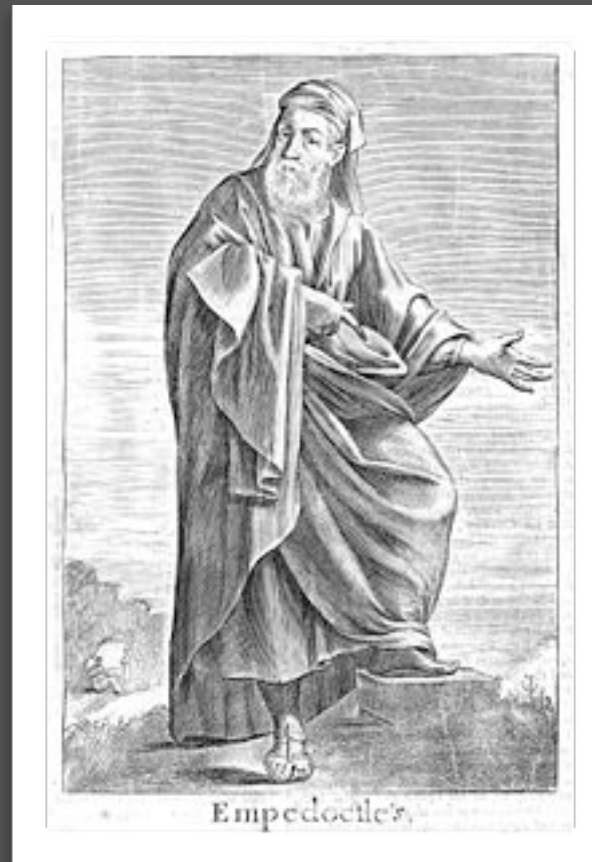
Again, Here is the Problem...

*“Becoming an expert in something means that we become more and more fascinated by nuance and complexity. That’s when the Curse of Knowledge kicks in, and we start to forget what it’s like not to know what we know.”*

**- Chip and Dan Heath, Made to Stick**

# Rhetoric.

(hyper-abridged)



Started by this guy.  
(Empedocles, 490–430 BC)



Logos.....Logic  
Ethos .....Ethics/Character  
Pathos.....Feeling

Invention  
Arrangement  
Style  
Memory  
Delivery



# Syllogism

(think if/then statements)

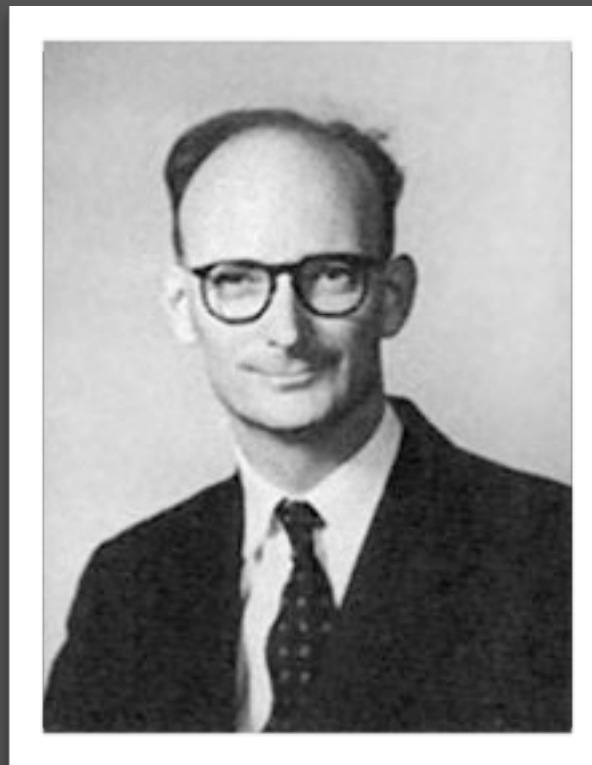
**logical appeal** is a kind of [logical argument](#) in which one [proposition](#) (the conclusion) is [inferred](#) from two others (the [premises](#)) of a certain form.

# Enthymeme

(think dependancies)

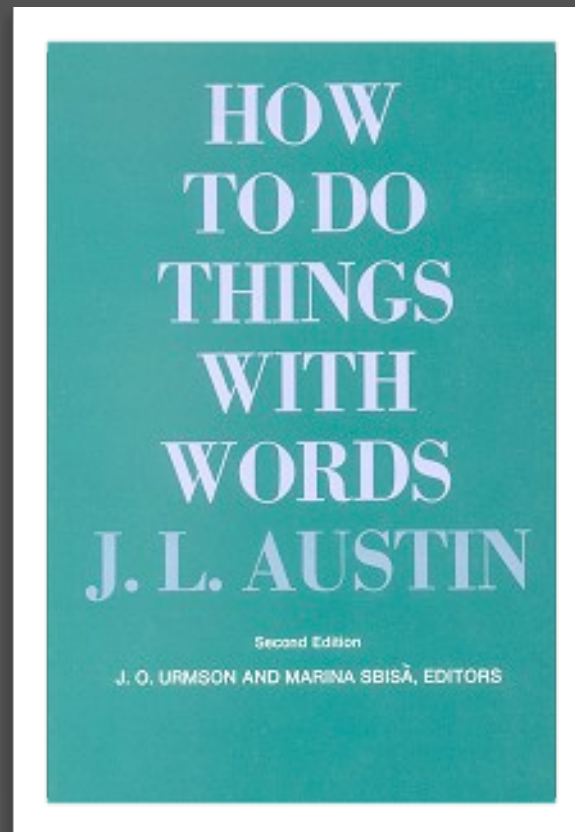
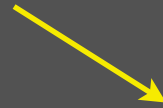
is an informally stated [syllogism](#) (a three-part deductive [argument](#)) with an unstated assumption that must be true for the premises to lead to the conclusion.

# Speech Act Theory



Started by this guy.  
(J.L. Austin, 1911-1960)

*wrote this book*



Locution.....Literal meaning  
Illocution.....What we mean  
Perlocution.....What is interpreted

Here is where we run into our first problem  
(our enthymemes are out of whack...causing unwanted perlocutionary response)

Double Edged Sword



Shoshin

*In the beginner's mind there are many possibilities,  
in the expert's mind there are few.*

What is it?

Give yourself permission to be a non-expert  
(honestly, it is pretty fun to just play)

# Examples

Fresh install of OS X  
Go to the Apple website with the goal of browsing like new user

Making communication “sticky”.

*It is still not enough for language to have clarity and content ... it must also have a goal and an imperative. Otherwise from language we descend to chatter, from chatter to babble and from babble to confusion.*

-René Daumal

Why Some Ideas Survive  
and Others Die

# MADE to STICK

Chip Heath & Dan Heath

Read by Charles Kahlenberg  
AN UNABRIDGED PRODUCTION



What is a “sticky idea”?  
(using the SUCCEsS Model)

Simple  
Unexpected  
Concrete  
Credibility  
Emotion  
Stories

- Simple — find the core of any idea
- Unexpected — grab people's attention by surprising them

# Simple

- Simple — find the core of any idea

# Unexpected

- **Unexpected** — grab people's attention by surprising them

# Credibility

- Credibility — give an idea believability

# Emotion

- **Emotion** — help people see the importance of an idea

# Stories

- Stories — empower people to use an idea through narrative

Delivery



Collaborate

# Collaborate

(wiki)

(project management system)

(ticketing system)

(invoicing)

Questions?

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