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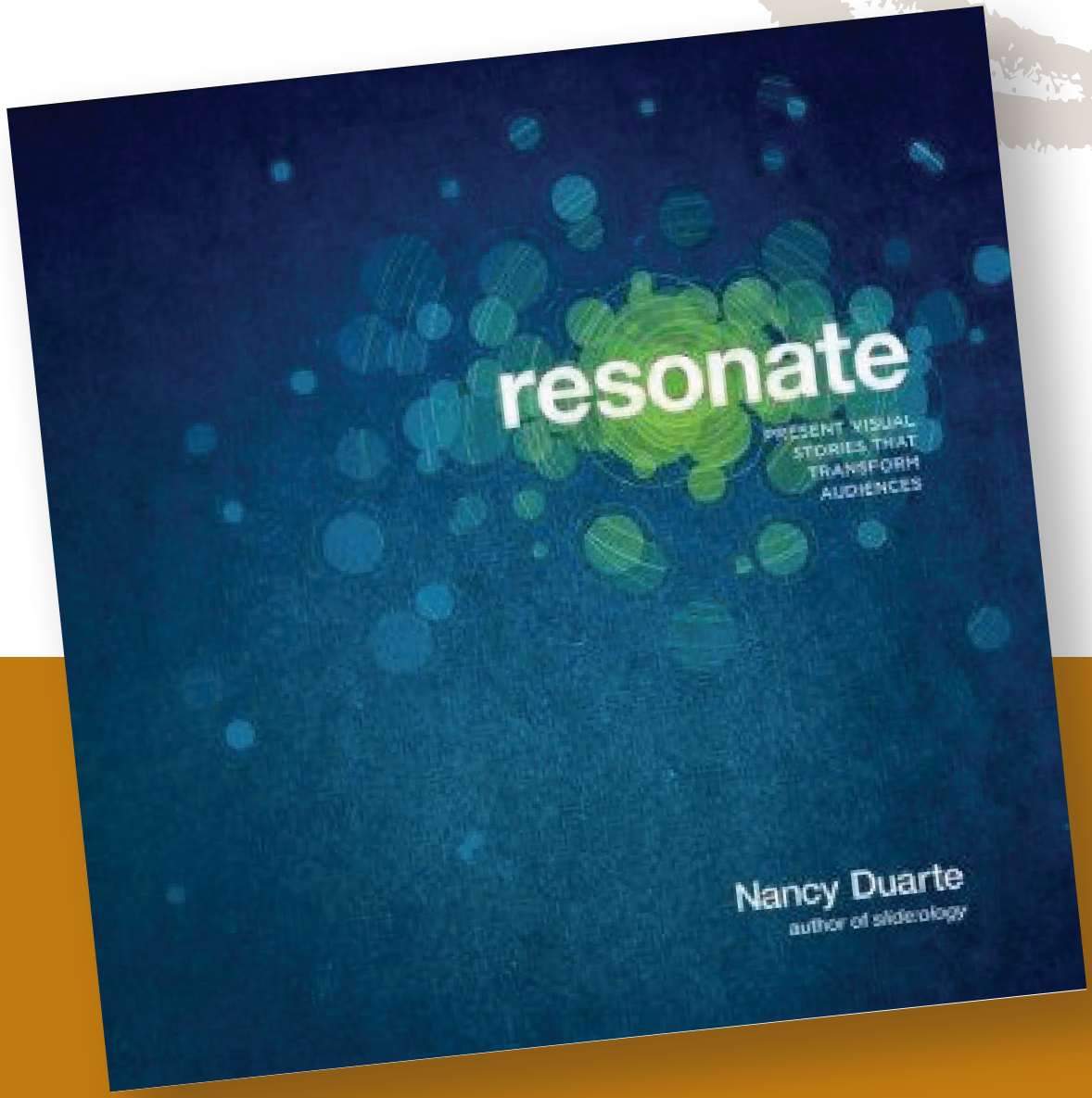

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Resonate | *Nancy Duarte*

Resonate: Present Visual Stories That Transform Audiences by Nancy Duarte

Resonate cracks the code on how to orchestrate the invisible attributes that shape transformative audience experiences.

It all starts with becoming a better storyteller. Possessing the power to influence the beliefs of others and create acceptance of new ideas is timeless. The value of story-telling transcends language and culture. As we move rapidly toward a future of improved connections between people, cross-pollinated creativity, and digital effects, stories still represent the most compelling platform we have for managing our imaginations – and our infinite data. More than any other form of communication, the art of telling stories is an integral part of the human experience. Those who master it are often afforded great influence and enduring legacy.

After a successful presentation, you might hear people say, "Wow, what she said really resonated with me."

If great presentations were easy to build and deliver, they wouldn't be such an extraordinary form of communication. *Resonate* is intended for people with ambition, purpose, and an uncommon work ethic.

Presentations are most commonly delivered to persuade an audience to change their minds or behavior. Presenting ideas can either evoke puzzled stares or frenzied enthusiasm, which is determined by how well the message is delivered and how well it resonates with the audience.

But what does it truly mean to resonate with someone?

Let's look at a simple phenomenon in physics. If you know an object's natural rate of vibration, you can make it vibrate without touching it. Resonance occurs when an object's natural vibration frequency responds to an external stimulus of the same frequency.

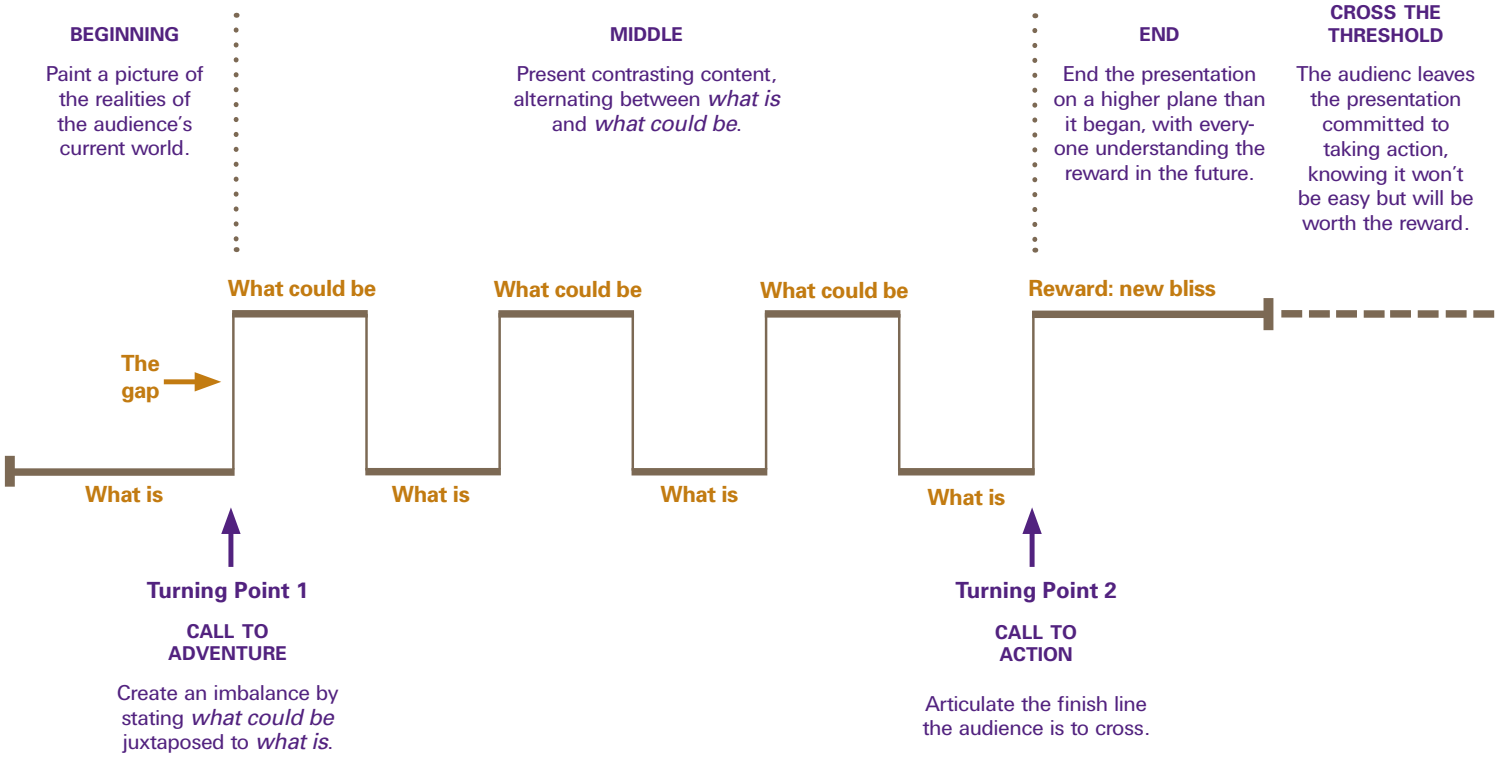
If you adjust to the frequency of your audience so that the message resonates deeply they will display self-organizing behavior. Your listeners will see the place where they are to move to create something collectively beautiful.

The audience does not need to tune themselves to you – you need to tune your message to them. Skilled presenting requires you to understand their hearts and minds and create a message to resonate with what's already there.

Your audience will be significantly moved if you send a message that is tuned to their needs and desires.

Resonate | *Nancy Duarte (cont'd)*

***Resonate** uses story frameworks to create presentations that will engage, transform, and activate audiences.*



Presentations should have a clear beginning, middle, and end. Two turning points in a presentation's structure guide the audience through the content and distinctively separate the beginning from the middle, and the middle from the end. The first is the *call to adventure* – this should show the audience a gap between *what is* and *what could be* – jolting the audience from complacency. When effectively constructed, an imbalance is created and the audience will want your presentation to resolve this imbalance.

The second turning point is the *call to action*, which identifies what the audience needs to do or how they need to change. This second turning point signifies that you're coming to the presentation's conclusion.

Notice how the middle moves up and down as if something new is happening continually. This back and forth structural motion pushes the audience to feel as if events are constantly unfolding.

An audience will stay engaged as you unwrap ideas and perspectives frequently.

Resonate | *Nancy Duarte (cont'd)*

Each presentation concludes with a vivid description of the new bliss that's created when your audience adopts your proposed idea. But notice that the presentation form doesn't stop at the end of the presentation. Presentations are mean to persuade, so there is also a subsequent action (or crossing the threshold) the audience is to do once they leave the presentation.

Just ask yourself: How badly do you want your story to resonate?

	Resonance Rules:
1.	Resonance causes change.
2.	Incorporating story into presentations has an exponential effect on outcomes.
3.	If a presenter knows the audience's resonant frequency and tunes to that, the audience will move.
4.	Every audience will persist in a state of rest unless compelled to change.
5.	Use the big idea to filter out all frequencies other than the resonant frequency.
6.	Structure is greater than the sum of its parts.
7.	Memorable moments are repeated and retransmitted so they cover longer distances.
8.	Audience interest is directly proportionate to the presenter's preparation.
9.	Your imagination can create a reality.

Passion for your idea should drive you to invest in its communication.

Nowadays, more than any other time, people are eager for inspired ideas that stand out and are worth believing in. There's so much disingenuous noise in our culture that when an idea is presented with sincerity and passion, it stands out and resonates.

We were born to create ideas; getting people to feel like they have a stake in what we believe is the hard part.

It doesn't seem fair that an idea's worth is judged by how well it's presented, but it happens every day. **So, if you can communicate an idea well, you have, within you, the power to change the world.**

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Resonate | *Nancy Duarte (cont'd)*

Recommended Resources

1. What story can only be told by you? What story would people love to hear? Click here to read a post by Clarity Evangelist Will Mancini about the importance of telling the **why** behind what you do.
2. When the branding work to develop your tagline is done well, it can be an important part of the church's vision, messaging and marketing. When it is done poorly it degrades into something flimsy and ineffective. Begin a 3-part series by Will Mancini here on the importance of positioning your message within the construct of a meaningful story.
3. Listen here as noted communicator Nancy Duarte reveals the hidden structure that the greatest communicators and persuaders have used over thousands of years. Insights from literature and cinema helped reveal why the greatest communicators are riveting.

Go Ahead Actions for Vision Clarity

by Mike Gammill

Vision Clarity Connection

You are passionate about your vision and you want your congregation to share in your passion, but that transference is easier said than done.

Whether you are a veteran leader seeking to better integrate your vision, or a new leader starting with a fresh vision from God, the power of story can help you to paint a vivid picture of God's intended future for the church. The principles of *Resonate* can powerfully deliver and advance your vision every time you communicate. When your congregation is as passionate about your vision as you are, you can change the world.

How to Go Ahead

Here are three steps to take away immediately from *Resonate*:

1. **Speak to your congregation as the hero.**

   Duarte emphasizes that the presenter should speak to the audience as the hero. Presenters who take a *humble position* as a *mentor* and are *attuned to the individual struggles and challenges* within *the audience* resonate best. Evaluate your last sermon with the two following questions. How well would your words have resonated in a face-to-face conversation with a mentee? In what ways did your sermon empower individuals to overcome their obstacles to join in God's great adventure?

2. **Use Duarte's Sparkline tool with your next sermon.**

   The Sparkline is the story framework illustrated in the SUM that visualizes the movement between *what is, what could be,* and *the call to action* in a presentation. Seeing this movement can help a presenter design the contours of his presentation for full impact. Use the Sparkline tool to evaluate how you are already managing this movement and identify times you can create energy and engagement with this contrast in your next sermon. Duarte creates a Sparkline for several presentations in *Resonate*. Check out an annotated Sparkline for a John Ortberg sermon on pages 158-159.

3. **Resonate.**

   Evaluate how well your communication is resonating with your congregation. Choose an important regular communication piece that has a feedback loop (such as click counts on email blasts, tweets that have been re-tweeted, or response cards from a worship service). Research historic baseline response rates and take note of the outliers. Hold a twenty-minute brainstorming session in your next staff meeting to see what these outliers teach you about how and when you resonate best with your congregation. Apply these lessons and track the impact.

More About Mike Gammill

As Lead Navigator for Auxano, Mike Gammill is passionate about using Vision Clarity to help the local church find its unique place in the Kingdom of God. Mike has fifteen years of experience serving the local church in multiple capacities and has a demonstrated ability to walk alongside pastors and leaders to uncover innovative ways to strategically implement vision through Christ-like leadership.

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Auxano is the only vision clarity consulting group that will guide your team through a God-ward and collaborative process called the Vision Pathway. To learn more, visit auxano.com

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