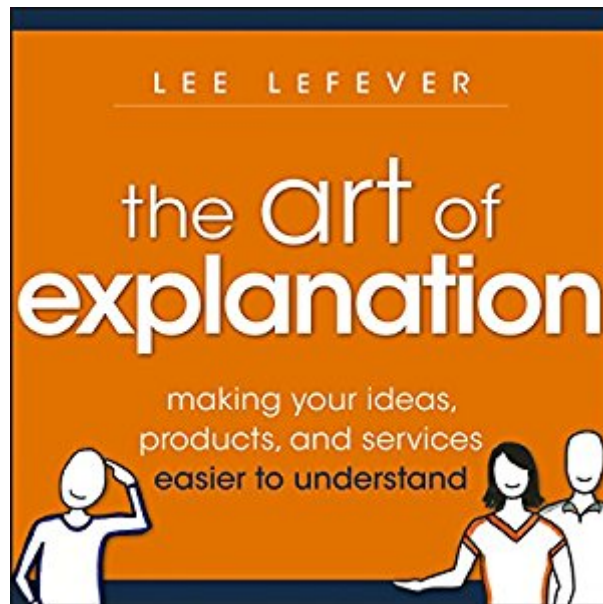


The book was found

The Art Of Explanation: Making Your Ideas, Products, And Services Easier To Understand



Synopsis

Your guide to becoming an explanation specialist. You've done the hard work. Your product or service works beautifully - but something is missing. People just don't see the big idea - and it's keeping you from being successful. Your idea has an explanation problem. The Art of Explanation is for business people, educators, and influencers who want to improve their explanation skills and start solving explanation problems. Author Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand through short animated videos. He is your guide to helping audiences fall in love with your ideas, products or services through better explanations in any medium. You will learn to:

- Plan:** Learn explanation basics, what causes them to fail and how to diagnose explanation problems.
- Package:** Using simple elements, create an explanation strategy that builds confidence and motivates your audience.
- Present:** Produce remarkable explanations with visuals and media.

The Art of Explanation is your invitation to become an explanation specialist and see why explanation is now a fundamental skill for professionals.

Book Information

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Customer Reviews

The greatest obstacle that many people face to adopting a new technology or service -- even if it's free -- is a lack of communication. Author LeFever calls this the "Explanation Problem." People don't want to waste time on something they don't fully understand. And the reason people don't adopt many new technologies or services is because of the WAY they are explained. LeFever's life changed when he created a YouTube video that explained how an RSS feed works. He used a

simple white board, with paper cutouts, markers, and shots of his hands. No faces. And he spoke directly into the camera's microphone. That was the beginning of the success of Creative Craft. There are books out there about creativity and innovation: A book like the *The Practice of Creativity* can help a company with creative problem solving. And *101 Design Methods* promotes systems-oriented innovation. But there's little about introducing and explaining a new product, service, or procedure. This book teaches what he's learned in his work of explaining. It's basically a step-by-step guide to explaining. Check out the table of contents: Plan 1. Learning to Run 2. What Is an Explanation 3. Why Explanations Fail 4. Planning Your Explanations Package 5. Packaging Ideas 6. Context 7. Story 8. Connections 9. Description 10. Simplification 11. Constraints 12. Preparing for and Writing an Explanation 13.

I explain for a living, so I was excited about this book. As far as I know nobody has properly tackled the 'art of explanation' as well as Lee Lefever did. It is easy to think that the book is nothing special, because it is very easy to read (it explains well) and is really a lot of 'common sense'. But this is exactly what makes this book so good - after reading it you may think that you knew it all along! It makes most people's tacit knowledge very explicit and clear, something that all good educators do. If you are an experienced explainer you will realise why your explanations work so well and thus enable you to draw even more benefit from your experience (and avoid the accidental explanation failure). If you have always struggled with explanations, this book will most definitely give you the basic tools with which to create better explanations. And a good explanation is all that is often needed for ideas to have an impact. What I found particularly useful was the simple continuum to think about the reach and balance of an explanation. Also useful is the identification and discussion of the 'stepping stones' from one side of the continuum to the other (the stepping stones being context/agreement, story/connection, description). The author uses many excellent examples to illustrate his ideas throughout (most of them can also be easily accessed via a smartphone using the QR codes in the book) and he brings everything together very well in a hypothetical case in chapter 13. The last part of the book (pp. 147-202) are about how ideas are presented and the various media. It also contains a nice summary of Dan Roam's ideas about the visual presentation of ideas. This is a book that is easy to underestimate.

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