

A Facilitator's Guide to Photo Jolting: *slide:ology*

70 Ways to Increase Clarity, Creativity, and Conversation
by Glenn Hughes and Sivasailam 'Thiagi' Thiagarajan

Written by Nancy Duarte, President and CEO of Duarte Design – the firm that created the presentation for Al Gore's Oscar-winning film, *An Inconvenient Truth* – *slide:ology* is full of practical approaches to visual story development that can be applied by anyone. The book combines conceptual thinking and inspirational design, with insightful case studies from the world's leading brands.

[Photo Jolts](#), created by SMARTasHell.com founder Glenn Hughes and interactive learning guru Thiagi, are a great way to stimulate learners and workshop participants. The use of images makes abstract concepts more concrete; helps generate ideas; and initiates dialogue. Below, we've identified 70 ways that you can use *Photo Jolts!* with *The Leadership Challenge*. Learn more about *Photo Jolts!* activities in [Photo Jolts! Image-based Activities that Inspire Clarity, Creativity, and Conversation](#).

Note: We're not suggesting that you use all 70 in one workshop! We would recommend that you use one or two Photo Jolts! in areas where your participants require more clarity, creativity, or conversation. In the following activities, 'Share' = one-way conversation, while 'Discuss' = a pair or group conversation.

A New Slide Ideology

1. Choose an image that serves as a metaphor for *PowerPoint*. Share.
2. Choose an image that serves as a metaphor for *presenting*. Share.
3. Choose an image that serves as a metaphor for *watching a presentation*. Share.
4. Play *Photo Jolt 1: Photo Jolted* from [Photo Jolts!](#) *Ask why images have so much impact?* Discuss.
5. Choose an image that represents the *Apple* brand. The *McDonalds* brand. The *IRS* brand. Share.
6. Play *Photo Jolt 26: Book by its Cover...* from [Photo Jolts!](#) *How do images convey meaning?* Discuss.
7. Choose an image that represents *noise* for you. Share.
8. Choose an image that represents *signal* for you. Share.

9. *Signal-to-Noise Ratio*: Form pairs or triads. For the statement 'Life is Good', sort all 52 cards into 'signal' or 'noise' piles. Discuss.
10. Choose an image that represents *your audience*. Share.
11. Choose an image that represents *why they are here*. Share.
12. Choose an image that represents *what keeps them up at night*. Share.
13. Choose an image that represents *how you can solve their problem*. Share.
14. Choose an image that represents *what you want them to do*. Share.
15. Choose an image that represents *how they might resist*. Share.
16. Choose an image that represents *how you can best reach them*. Share.
17. Choose an image that represents *who you are*. Share.
18. Choose an image that represents *how you can relate to your audience*. Share.
19. Choose an image that represents *your desired result*. Share.
20. Play *Photo Jolt 6: Perspectives* from [Photo Jolts!](#) *Why do people experience images differently?* Discuss.

Presentation Map

21. *Narrative vs. Frankendek*: Form pairs. One member is given 5 random photos and must create a story. The other member is given this five-sentence story - It was a dark and dangerous night. We needed shelter. We searched far and wide. Eventually, we found protection. In the morning, all was well. – and must select corresponding images. Which approach is easier: making a story for visuals or finding visuals for a story? Which approach do we most often use?
22. Choose an image that is a metaphor of *MLK's Move From* state. What was the environment like? Share.
23. Choose an image that is a metaphor of *MLK's Move To* state. What did MLK want the environment to look like? Share.
24. Choose an image that represents *your Move From*. What is the current state? Share.
25. Choose an image that represents *your Move To*. What is the desired state? Share.
26. What *action* do you want your audience to take? Choose an image that represents your desired action.
27. *Story Variations*: Split the participants into 12 groups. Assign each group to one of Boettinger's 12 Story Variations. Have each group choose an image that represents their variation. Share.
28. What story are you telling? Choose an image that represents *your story variation*.
29. Choose an image that represents *your Big Idea*. Share.

30. Play *Photo Jolt 9: Emotional Rescue* from [Photo Jolts!](#) *What is the emotional impact of images?* Discuss.
31. *Analytical vs. Emotional*: Split into triads. Provide each triad with a random image. Two players will describe the image to the third. Do not let the third player see the image. Player one will describe the image using analytical techniques – features, benefits, logic – without using emotional techniques. Player two will describe the image using emotional techniques – story, humor, shock – without using analytical techniques. Which is more difficult? Which is more effective?
32. *Resolution*: How does your narrative end: Comedy? Tragedy? Irony? Or is it inconclusive? Choose an image that represents the ending of your narrative.

Five Rules for Data Slides:

33. Choose an image that serves as a metaphor for *Tell the Truth*. Discuss.
34. Choose an image that serves as a metaphor for *Get to the Point*. Discuss.
35. Choose an image that serves as a metaphor for *Pick the Right Tool for the Job*. Discuss.
36. Choose an image that serves as a metaphor for *Highlight What's Important*. Discuss.
37. Choose an image that serves as a metaphor for *Keep it Simple*. Discuss.

Creating Ideas

38. *The Glance Test*: Choose a random image from the Photo Jolts deck. Show it to your partner for three seconds. Ask your partner to describe it to you. Were they successful? Could they do the same with many of your slide? Why or why not?
39. Choose an image that serves as a metaphor for *partnership*. Discuss.
40. Choose a random image and explain how it is a metaphor for *partnership*. Discuss.
41. *Best metaphor*: Form teams of five. Select a theme word (like stability). Each participant chooses an image that is metaphorical of the theme word and shares it. At the count of three, point at the best image. Discuss.
42. *Mind map*: Continue to further brainstorm metaphors from the images you selected in exercise 41.
43. Choose an image that serves as a metaphor for *your theme*. Discuss.
44. Choose a random image and sketch it in 30 seconds. Ask your partner to identify the image. Could they? Discuss.

Creating Diagrams

45. Select five random images. Arrange them so they create a *flow*. Share.

46. Select five random images. Arrange them so they create a *structure*. Share.
47. Select five random images. Arrange them so they create a *cluster*. Share.
48. Select five random images. Arrange them so they create a *radiate diagram*. Share.

Arranging Elements

49. Choose an image that demonstrates the use of *contrast*. Discuss.
50. Choose a random image. Identify any use of contrast. Does it use *size, shape, shade, color, or proximity* to create contrast?
51. Play *Photo Jolt 3: Another Thousand Words* from [Photo Jolts!](#) *Why is contrast so effective?* Discuss.
52. Choose an image that demonstrates the use of *flow*. Discuss.
53. Choose a random image. With your finger, *trace the flow* you see in the image. Share with a partner.
54. Choose an image that demonstrates the use of *hierarchy*. Discuss.
55. Choose an image that demonstrates the use of *unity*. Discuss.
56. Choose an image that demonstrates the use of *proximity*. Discuss.
57. Choose a random image. Identify *meaning from proximity* in the image. Share.
58. Choose an image that demonstrates the use of *whitespace*. Discuss.
59. Choose an image where the color conveys *fun*. Share.
60. Choose an image where the color conveys *danger*. Share.
61. Choose an image where the color conveys *seriousness*. Share.
62. Choose an image where the color conveys *death*. Share.
63. Choose an image that is *simple*. Share. When would *simplicity* be useful?
64. Choose an image that is *complex*. Share. When would *complexity* be useful?

Using Visual Elements: Images

65. Choose an image that effectively leverages *the rule of thirds*. Share.
66. Play *Photo Jolt 14: Lotus Blossom* from [Photo Jolts!](#) *Can images be used thematically? How?* Discuss.
67. Play *Photo Jolt 24: Sunny Monkey* from [Photo Jolts!](#) *How can photos reinforce or generate metaphors?* Discuss.
68. Play *Photo Jolt 39: Sequencing* from [Photo Jolts!](#) *How can a sequence of images tell a story? What is the best sequence?* Discuss.
69. **10-minute review:** Give each participant one of these 20 core concepts (1: PowerPoint, 2: Presenting, 3: Signal, 4: Noise, 5: Audience, 6: Move From, 7: Move To, 8: Big Idea, 9: Flow, 10: Cluster, 11: Structure, 12: Radiate, 13: Contrast, 14: Flow, 15: Hierarchy, 16: Unity, 17: Proximity, 18: Whitespace, 19: Simplicity, 20: Complexity). Ask each participant to select an image that

serves as a metaphor for his or her concept. Recap the learning by sharing these concepts in order.

70. *Instant image*: Without leaving the room, use a cell phone to take a picture that represents the theme of your presentation. Use anything – or anyone – in the room.

Learn more:

- About *slide:ology* at Duarte.com
- Buy *slide:ology* from Amazon.com
- Attend *the slide:ology workshop* at Duarte Academy
- See [Nancy Duarte use Photo Jolts!](#)
- About *Photo Jolts!* at www.PhotoJolts.com
- Or www.youtube.com/smartashellvideo
- Buy *Photo Jolts! Image-based Activities that Inspire Clarity, Creativity, and Conversation* from Amazon.com
- Did you create a new *Photo Jolt*? Share it with us at info@smartashell.com
- About Glenn Hughes at www.SMARTasHell.com
- About Thiagi at www.Thiagi.com

Glenn Hughes is an award-winning photographer and facilitator, Director of Global Learning at KLA-Tencor, and founder of SMARTasHell.com. His instructional design credits include Nancy Duarte's *slide:ology* workshop, Ed Muzio's *Make Work Great* workshop, and Rick Gilbert's *Speaking Up* workshop. In 2013, Glenn received two 2013 Facilitation Impact Awards from the International Association of Facilitators, recognizing the world-class results that he and his clients have achieved. He is a frequent speaker at international conferences, including ASTD, ISPI, IAF, and TRAINING.

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