



# The Art of Business Communication: How to use pictures, charts and graphs to make your business message stick

By Graham Shaw



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Whether it's in emails, documents, presentations, meetings or tweets, we're all being bombarded by millions of words every day. So, how do you make your message stand out and stick amongst all this chatter?

**The answer is simple – just get visual!**

**With a straightforward doodle or a quick illustration you'll revolutionise how your message impacts your audience. And *The Art of Business Communication* will show you how to do it.**

**Can't draw? No Picasso? No problem! You'll be amazed at how easy it is to add a simple yet powerful visual dimension to any message or business communication so that all your ideas, presentations, documents and meetings are brought to life and make a meaningful and memorable impact.**

**Everything becomes easier to say, problems are explained and solved in a flash and the complex quickly becomes clear.**

**So, to make your point and make it matter – make it visual.**





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### **Editorial Review**

Review

‘Wow. A winning formula for making your business communication fun and engaging.’

***Bob Allen, Training Manager at the BMW Group Academy UK***

'Packed full with easy to use techniques to help you paint a picture worth a thousand words.'

***David Haskell, Leadership and Sales Development Manager, Abellio Greater Anglia***

"A must read for anyone wanting to better communicate messages and ideas"

***Denise Tillson, Group Learning and Development Consultant, Holiday Extras***

From the Back Cover

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**Shortlisted for the ‘Practical Manager’ category at the Chartered Management Institute Management Book of the Year Awards. Judges' comments:**

*"A delightful book, especially if like me, you think you cannot draw... it generates confidence from the first page."*

**Quentin Kopp - Practical Manager Category Judge**

*"There are few other opportunities to improve the power of one's communication with such modest effort and no cost whilst being a lot of fun."*

**Ray Davis - Practical Manager Category Judge**

About the Author

**Graham Shaw** founded Vision Learning in 1995, specialising in helping people to develop a range of practical skills around the art of communication. Working with some of the biggest names in business like BBC, BP, BA, Glaxo Smithkline, PWC, Proctor and Gamble, Siemens and Orange, he is an international conference presenter and trainer and has helped thousands of people to develop the professional skills required to make convincing presentations.

## **Users Review**

**From reader reviews:**

**Derek McCaleb:**

Do you among people who can't read pleasant if the sentence chained inside the straightway, hold on guys that aren't like that. This The Art of Business Communication: How to use pictures, charts and graphs to make your business message stick book is readable by you who hate the straight word style. You will find the info here are arrange for enjoyable reading through experience without leaving possibly decrease the knowledge that want to supply to you. The writer associated with The Art of Business Communication: How to use pictures, charts and graphs to make your business message stick content conveys the thought easily to understand by most people. The printed and e-book are not different in the information but it just different such as it. So , do you continue to thinking The Art of Business Communication: How to use pictures, charts and graphs to make your business message stick is not loveable to be your top checklist reading book?

**Naomi Taylor:**

Information is provisions for individuals to get better life, information nowadays can get by anyone on everywhere. The information can be a information or any news even restricted. What people must be consider if those information which is from the former life are challenging be find than now's taking seriously which one works to believe or which one the resource are convinced. If you get the unstable

resource then you buy it as your main information there will be huge disadvantage for you. All those possibilities will not happen throughout you if you take The Art of Business Communication: How to use pictures, charts and graphs to make your business message stick as your daily resource information.

**Jacqueline Carter:**

Playing with family in the park, coming to see the marine world or hanging out with friends is thing that usually you might have done when you have spare time, then why you don't try issue that really opposite from that. One particular activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love The Art of Business Communication: How to use pictures, charts and graphs to make your business message stick, you may enjoy both. It is great combination right, you still would like to miss it? What kind of hang type is it? Oh can occur its mind hangout guys. What? Still don't buy it, oh come on its known as reading friends.

**Wendy Fuller:**

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