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Welcome to the May 2004 Issue!

We scored some major interviews for this month's issue, including the godfather of visual business communications **Gene Zelazny**, a hot designer from 37signals, **Jason Fried**, and master organizational storyteller **Steve Denning**. We're also excited to offer a new learning modules this month -- the introduction to the Sociable Media template. Download it FREE [here](#)>



Download a FREE Module from the Sociable Media Template!



Many PowerPoint templates are cookie cutters that stamp out the same story, slide after slide. Unfortunately, these cookies can cause you intellectual digestion, and actually undermine your communication goals every step of the way. Sample a refreshing change with the Sociable Media template, and feed your mind with some tasty content. Download the introduction FREE [here](#)>



PowerPoint and Organizational Storytelling: Q&A with Steve Denning



As program director of knowledge management at the World Bank from 1996 to 2000, Steve Denning learned a few things about organizational knowledge sharing. Author of *The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations*, he describes how PowerPoint can stand in the way of telling a story, and how it can advance it...[more](#)>



Structure Your Story with Module 1 of the Sociable Media Template



Structure your Story with module 1 of the Sociable Media template, using headlines and story guides to build your foundation. Module 2 helps refine your story, Module 3 helps you visualize your thoughts, Module 4 grounds your slides in narrative, and Module 5 helps you produce your

experience. Buy now and receive free updates for a limited time only...[more>](#)

My Message is My Brand, Not My Logo: Q&A with Jason Fried, 37signals



When it comes to presenting information on the web, 37signals is a beacon of simplicity and clarity. What would happen if simplicity and clarity were to illuminate PowerPoint and Keynote presentations? Things would definitely look different, according to Jason Fried, 37signals principal, co-author of *Defensive Design for the Web* and creator of Basecamp...[more>](#)

Get Sociable at a Workshop or Seminar in San Diego, Los Angeles, or Houston!



Interested in experiencing some Sociable Media in person? Visit one of our in-person workshops coming up soon. The International Association of Business Communicators is hosting a workshop in May in Houston, UCLA Extension has scheduled a workshop in July over two Saturdays, and Cliff will present a keynote address at PowerPoint Live in San Diego in November... [more>](#)

Say It (Or Don't) With PowerPoint: Q&A with Gene Zelazny



As author of the classic, *Say It With Charts*, and its sequel, *Say It With Presentations*, Gene Zelazny can easily be called the godfather of visual business communications. Based on his experience as director of visual communications for a major consulting firm since 1961, Gene speaks with authority when it comes to the way organizations use PowerPoint...[more>](#)