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Sociable Media President Cliff Atkinson

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**September 2005: Presenting the results of the Vioxx trial, Beyond Bullet Points**

Big news came out of Texas recently when the Beyond Bullet Points approach was applied in the nationally-publicized Vioxx trial. The result? A \$253 million verdict for the plaintiff. Also in this edition, join an online workshop next week, get up to date on the certification discussion, learn about "map shock" in a Q&A with Don Dansereau, and read an interview on Microsoft.com.

**Beyond Bullet Points book contributes to winning a \$253 million verdict in Vioxx trial**



What's the value of the Beyond Bullet Points approach in a courtroom? About \$253 million, if you measure by the verdict awarded to the plaintiff in the Vioxx trial that made national news in the U.S. this summer. To find out what the *New York Times* and *Fortune* magazine said about the results of the PowerPoint approach in the trial, click through the links in my blog posting [here](#).

**Join an online workshop and develop your story and storyboarding skills**



Learn how to apply the Beyond Bullet Points approach in the first of a series of 1-hour online workshops starting next week. Using the LiveMeeting platform, you'll be able to view the materials in a browser while we discuss it by phone, and the sessions are recorded for you to view at a later date. The first workshop, *Story Template 101*, explores how to use the 3-act story template to define and refine your communications. The second workshop, *The PowerPoint Storyboard*, builds on the basics by exploring a range of visual techniques to apply to your storyboard. Workshops are \$25 per person, and are limited to the first 12 people who enroll, in order to keep interaction levels high. Learn more, or sign up through a web page [here](#).

**Who's using the Beyond Bullet Points approach?**



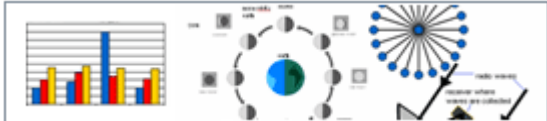
It's hard to believe that the BBP book has been out only 6 months, but already the word seems to be spreading fast. Besides working on the Vioxx case recently, I've given workshops for Nestlé Waters Group, Microsoft Consumer Market Research, the Robert Wood Johnson Foundation, the University of Pennsylvania Wharton School and the UCLA Anderson School of Management. Upcoming workshops include Purdue University, Ipsos-USA, BBDO, CalState chancellor's office, and more. Find out how to bring a workshop to your organization [here](#).

**View the recording of the Beyond Bullet Points certification discussion group**



We've kicked off a discussion of what you'd like to see in a "train the trainer" or certification program for the BBP approach. To find out the latest, you can review the posts on the discussion board [here](#), and watch the recording of our first LiveMeeting conversation through a link [here](#).

**Shocked by Complexity: Q&A with Dan Dansereau, Ph.D.**



Have you ever been so confused by the complexity of a map, chart or diagram, that you didn't know where to begin to make sense of it? If so, you may be a victim of "map shock" or "visual shock", according to Donald F. Dansereau, Ph.D., of Texas Christian University. Read more about this visually shocking phenomenon in our Q&A interview [here](#).

**"A Hollywood Approach" - an Interview with Microsoft.com Work Essentials**



What does it look like when you bring together Aristotle, Hollywood, a logic tree structure and PowerPoint? It just might look like *Beyond Bullet Points*. To find out more about the background behind the approach, visit the Microsoft Office Work Essentials interview with me [here](#).