



Robert A. Lane

Principal Aspire Communications

Robert earned a Bachelor of Science in Physics and French language at the University of Arizona in 1987, followed by a Master of Science in Educational Technology at the University of Arizona in 2008. He now divides time between research, book writing, Web-based video workshop and courseware development, training, speaking activities, and consulting. His company oversees a team of visually interactive presentation experts located in the US, Canada, Europe, and Australia.

In the late 1990s, Robert began applying his lifelong fascination with science to the study of visually interactive digital communication, focusing specifically on rich media-based PowerPoint presentation. A methodology known as *Relational Presentation* soon emerged, where presenters dynamically and interactively tap into large reservoirs of graphical content while speaking. Robert's twenty-plus years of graphic design experience now lends a unique perspective to the further advancement and testing of these methods. He and colleagues explore how the human brain processes, understands, and recalls visually dynamic information, with the hope that such understandings will help improve learning, enhance the effectiveness of persuasion, and allow speakers to better differentiate their messages. Robert has trained speakers and presentation professionals within organizations around the world, large and small. A few are listed here:

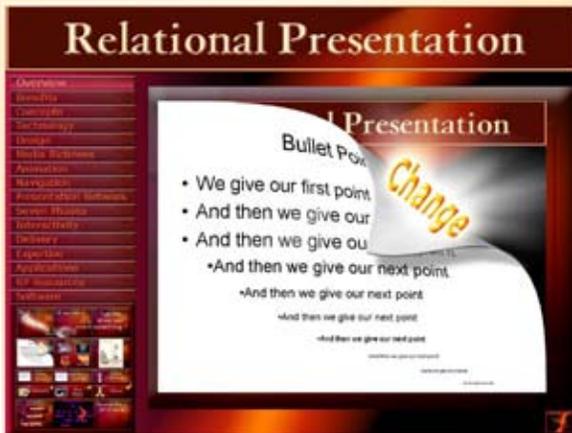
Achievement Solutions, LLC
 Advanced Neuromodulation
 Systems (St. Jude)
 AmSafe
 Arizona Department of
 Public Safety
 Arizona State University
 AT&T
 Ball State University
 Blessing Hospital
 CHABOS
 City of Milwaukee
 Custom Building Products
 Dyslexic.com
 Ealing Hospital NHS Trust
 Ferguson

Florida Atlantic University
 Hummelstein Iron & Metal
 International Board Certified
 Lactation Consultants
 IBM
 International Advantage
 Kingsway Management
 Services Limited
 Link Management
 Marine Insurance
 Mayo Clinic
 Microsoft
 Morgan Capital
 National Gypsum Company
 Netsupport.com
 New Directions

Opendoor
 Phoenix CPC Foundation
 Pima Community Colleges
 Planned Giving
 Philanthropy International
 PowerTan
 Procter and Gamble
 Raytheon Missile Systems
 Rowland Companies
 Rubycube
 Sales Psychology Australia
 Sandia National Laboratories
 Seity, Inc.
 Sheffield City Council
 Sitewire
 Social Security Administration

Stress Subsea, Inc.
 Telecare Aware
 Tippecanoe Community
 Health Clinic
 Touro University
 Trinity Community Church
 Yellow Transportation
 University of Alaska
 University of Alberta
 University of Arizona
 University of New
 Hampshire
 University of North Carolina
 University of North Texas
 US Army
 US Navy

Aspire's Mission

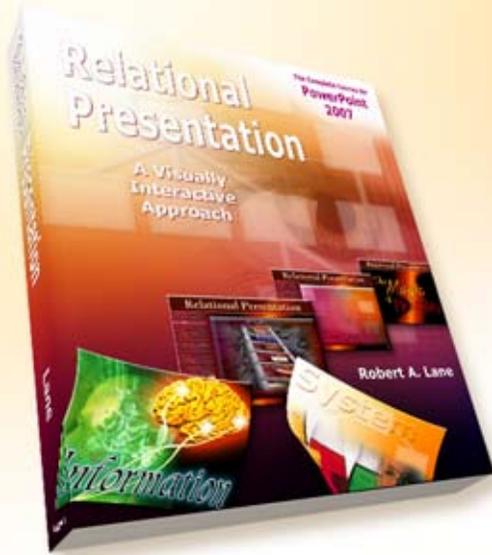


Robert's company, Aspire Communications, advances visually interactive presentation methods in three key ways: 1) by further developing and refining Relational Presentation methods; 2) by supporting speakers and designers who are learning the methods; and 3) by helping organizations implement enterprise-level visually dynamic communication strategies. A growing collection of learning tools and aids is available to simplify these three goals, as outlined on upcoming pages.

Relational Presentation strategies challenge beliefs about what it means to 'give a presentation'. Relational presenters strive to express concepts in visual ways, rather than relying solely on text-based bullet point slides. They also dynamically customize delivery to viewers during performances, using well-designed and organized collections of slides. The goal is having flexible access to a full array of rich, visual media while interacting with audiences, allowing spontaneous responses to questions, timing adjustment, display of hidden details where appropriate, and other adjustments of visual flow. Video demonstrations of the Relational Presentation process in action are available on the Aspire Web site's home page at www.aspire-communications.com.

Relational Presentation methods utilize standard PowerPoint presentation software. No other software or special equipment is required. Presenters move between modules of content via hyperlinks (similar to Web navigation) and utilize optical illusions that push PowerPoint beyond its normal boundaries. They don't just deliver a *single presentation* during a performance. Visually interactive dialogue typically involves accessing numerous small slide shows within a permanent network of high-quality, reusable material. Relational presenters approach digital communication as a media-enhanced conversation, frequently using phrases such as, "Let me show you an example of what I mean by that." Performances are well planned and structured, yet allow for continual adjustment and nimble control.

Aspire's team of Relational Presentation experts is committed to helping individuals and organizations transition into visually dynamic expression by exploring the use of pictures, graphics, animations, audio, video, and other forms of visual display. The learning opportunities, professional development services, and products described next can help. They are scalable to individual or organizational uses and can be implemented within either Web-based or onsite learning environments.



Books That Teach Visually Interactive Presentation Methods and Skills

Relational Presentation: A Visually Interactive Approach

Aspire currently offers four self-study book options that teach Relational Presentation techniques. Readers have a choice between versions designed for PowerPoint 2003 or PowerPoint 2007. Each book thoroughly explores a complete range of strategies necessary for succeeding with visually interactive presentation.

For both PowerPoint versions, the books exist in two forms: a full-scale textbook containing hundreds of illustrations in color, or a condensed, economy-priced, black and white rendition that showcases only the most essential concepts. The full textbook holds approximately twice the content of the condensed version and is ideal for serious designers and presenters, and for organizations planning to implement relational platforms across multiple individuals or departments. The condensed version is perfect for individuals wanting a low-cost introduction to Relational Presentation techniques, for experimental purposes or mass distribution.

All four books teach prerequisite and advanced PowerPoint skills, explore the most common navigation devices used in Relational Presentation, explain important visual design techniques, and discuss delivery methods and psychological implications unique to visually interactive communication. The full textbooks are purchasable in paper form only, whereas the condensed books are available in both paper and e-book formats. Aspire trainers use the full textbooks as lesson plans for most Aspire workshop offerings. See book details on the Aspire Web site here: <http://www.aspirecommunications.com/Books.html>.

In the near future, Aspire will announce several additional books, most of which will be downloadable as a series of small e-books. Some of these works will focus on helping presenter and designers improve visual communication design skills. They will explore the question, "How can I *say* something with visual media in PowerPoint instead of typing out that information as bullet points?" Another work will showcase media creation skills for presenters, summarizing essential aspects of graphic design, audio production, video production, and the use of meaningful animations.



Relational Presentation Workshop Offerings

Although the textbooks serve as a complete guide for learning Relational Presentation methods, many individuals and organizations take the instructional experience a step further by attending hands-on workshop sessions. In doing so, they master the procedures more quickly and begin implementing results right away. Furthermore, the workshops showcase hundreds of additional slide design examples not seen in the

textbooks. All visuals used in the workshop lessons are PowerPoint slides, meaning attendees not only absorb content being taught but also see cognitive design principles modeled on the spot. Such design strategies integrate easily into anyone's presentation materials. Aspire workshop sessions currently exist in three formats: 1) self-study Web video; 2) live, Web-based broadcasts; and 3) live onsite training. A brief description of each format follows:

Self-study Web Video: Web-based video sessions are the most convenient and economical option. These lessons are viewable 24/7 as progressive-download Flash video that can be paused and replayed as many times as desired. Access to sessions does not expire. High speed Internet access is recommended but not required.

Live Web-based Broadcasts: Live Web sessions cover the same content featured in the video sessions, but are presented by a live instructor via screensharing technology. Participants are able to fully interact with the instructor, both verbally and visually, regardless of their physical location in the world. Live sessions also can include assessment components, leading to presenter certification and trainer certification.

Live Onsite Training: When Relational Presentation training occurs as a private event within your facilities, or as part of a local public offering, the lessons are arranged in a compact package that normally spans two or three full days.

The video workshop format contains up to three levels of Relational Presentation mastery, 11 sessions total. The other two workshop formats can feature a fourth level as well, for a total of 17 sessions. Visit the following link for more detail about content covered in each workshop level: <http://www.aspirecommunications.com/WorkshopsLevel1.html>

Projects



When an organization's visual platform development needs go beyond simple training, we call the resulting work a *Project*. Projects normally include core Relational Presentation training components, but also may include help with network construction, content development, and additional training—such as presenter coaching or trainer-the-trainer development.



Projects may occur entirely onsite, but often are a combination of onsite and Web-based interactions. Alternatively, projects make fabulous retreats, combining productive work with fun leisure activities. A western-themed retreat in Tucson, for example, is normally held at a historic dude ranch in the desert, complete with horseback riding, hiking, and listening to coyote howls at sunset, perhaps while nursing one of the ranch's unique *Prickly Pear Cactus* margaritas!



Forming a large presentation network platform that is accessible to multiple presenters is similar in many ways to building a professional Web site. Such an endeavor requires planning, coordination of talent, oversight, and careful development. In other words, it is a multimedia project that deserves a project manager and thoughtful attention to detail. A large project may require several weeks, or even months, to complete and adequately test.

Because organizations often do not have a full slate of media developers on staff, turning over some or all project management and development components to Aspire can save a great deal of time and frustration, as well as minimize resource expenditures. Aspire Relational Presentation experts can provide support at all desired levels, including full-solution implementation and maintenance.



Speaking Topics And Seminars

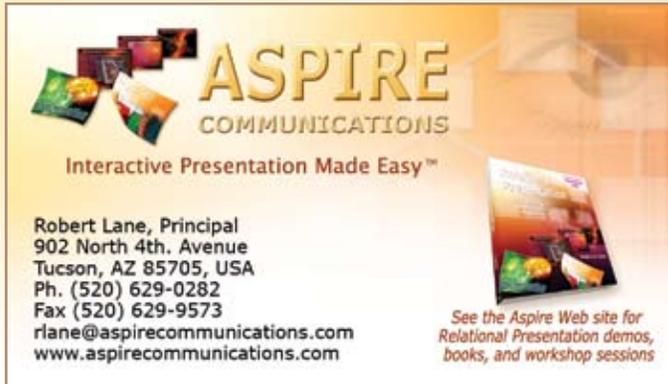
Seeing Relational Presentation techniques in action is one of the best ways to gauge their potential effectiveness within an organization. Robert and the other Aspire team members thoroughly enjoy demonstrating this style of communication during live events. In some cases, demonstrations are customized to individual groups, using samples of their own presentation materials. Or, Aspire

offers an array of predesigned seminar topics that teach valuable skills, while emphasizing creative potential. Below is a list of commonly delivered speaking topics:

- Overview and demonstration of visually interactive presentation techniques
- Transforming bullet points into alternative forms of visual expression
- Integrating and using various forms of navigation in slide shows
- Eliminating the fear of public speaking through on-demand control of content
- Dynamic delivery that builds relationships and increases sales
- Applying Relational Presentation to educational and training environments (the cognitive psychology of visual learning)
- Using Relational Presentation as a content management system
- Dynamic delivery coaching for executives (normally offered as a post training component)

Event lengths can vary to fill a typical conference session slot, or offer up to a full day's worth of material. Events also can include a combination of topics or subjects that are tailored to a particular industry or context.

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