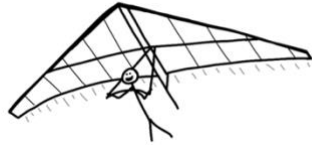## Sea of Abstraction

Considers the cost of referencing an abstraction

**Ask two questions:** Is it familiar to the audience? Is it necessary to use it?

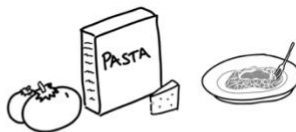Source: Anne Janzer
author of "Writing to be Understood"

## Move to a Concrete Example

Guide listeners by stepping out of the abstract and into a specific relatable instance.

RELEVANT EXAMPLE

SEARCH & RELEASE

## Boundary Spanner

Build experience (or your network) in other disciplines to improve your communication across boundaries.

DEV
Non-functional properties

OPS
Machines, ports, files (concrete)

SECURITY
Risks/Minimization

BUSINESS
Time/Money

## Architect Elevator

Connecting the penthouse to the engine room.

Important in communicating across layers and staying connected to the engine room.

STRATEGY

ENGINE ROOM

Source: Gregor Hohpe, "Architect Elevator"

## Share the Meal, not the Ingredients

Only discussing the components doesn't describe the system and its value.

PASTA

Source: Gregor Hohpe, "Architect Elevator"
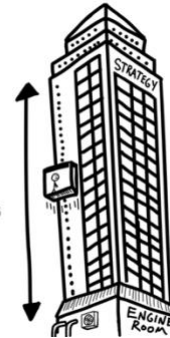
## Ask "What do they want..."

You can quickly collect insight in your audience, by having them share a single desire of your topic.

By limiting their wish to one, you empower them to share their priority of what is most important to them.

LEARNING GOALS

## Writing to Improve Verbal

Practice your verbal messaging through writing to establish your essential wording.

Works great for introductions!

## Words Matter

Revision: 1

⚡ **Carl Chesser**
@che55er | che55er.io

## Universal Metaphors

Connect on a different level with a shared experience.

FILE    FOLDER

Metaphors should teach, **not require** teaching.
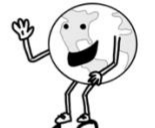
## Acronyms: Lossy Compression

k8s
kubernetes
*pronounced: kate's*

o11y
observability
*pronounced: ollie*

i18n
internationalization
*pronounced: eye-eighteen-n*

## Decode Terms

Remember to expand acronyms on their first usage based on new audience members.

ABCDEFGHIZ

Those that already know, won't be bothered by the short reminder.

## Power of Visualization

Visual persuasion can be activated through direct imagery, metaphors, or rich sensory descriptions.

a hidden defect   vs.   a **lurking** defect

ambush

## Storytelling with the User

Universal

Good to engage curiosity, and interest.

When sharing a technical topic, share the story of the end-user experience in direct comparison to the previous experience (power of contrast).

BEFORE    AFTER