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So writes Dan Roam in The Back of the Napkin, the international bestseller that proves that a simple drawing on a humble napkin can be more powerful than the slickest PowerPoint presentation. Drawing on twenty years of experience and the latest discoveries in vision science, Roam teaches readers how to clarify any problem or sell any idea using a simple set of tools. He reveals that everyone ...

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The Back of the Napkin is one of these books. Basically any problem you can draw out on a small piece of paper. Roam takes you from the beginning - square one where to start - to the end - how to present your ideas in a presentation - both the pictures and words. The best part of the book is that Roam establishes a process from start to finish.

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Back of the Napkin is the "how" and "why" of communicating with your customer, team or prospect. As the title suggests it is a very visual book with many images, acronyms and approaches on how to draw and have a conversation versus death by powerpoint. By traversing through the 6 "W" questions (i.e. What, Who, When, Why, Where and How), Dan Roam provides a stock set of templates on how to ...

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