

Present your statistics in context for more impact

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By Helen Wilkie

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"I didn't have 3000 pairs of shoes. I had only 1600 pairs."—Imelda Marcos

Everything's relative. A million dollars sounds like a lot of money to someone who makes an average salary, but it's a drop in the bucket to a Warren Buffett or a Bill Gates. Running a hundred metres in a few seconds seems like a miracle to ordinary mortals, but a track and field athlete will work hard to shave even more off that time.

Yet presenters often quote statistics without benchmarks, so the audience doesn't know how to evaluate them. Is \$10,000 a lot of money? Well it is for a bicycle. It's not much for a house, unless that house is in a small village in a third world country, where it might be exorbitant. If you quote numbers this way, you will lose the audience while they try to decide whether \$125,000 is good, bad or indifferent in this context. Your statistics lose their power.

In a presentation skills workshop for a group of lawyers, one participant was practicing his delivery of an address to the jury in an upcoming trial. He was asking for damages in the amount of \$750,000, and hoped the jury would consider it reasonable. It's quite a large sum, and most ordinary folks think of that kind of cash as a lottery win. He needed to put it in context for them.

He might, for example, ask the jury to suppose they were thirty-five years old and earning a salary of \$40,000 a year. By the time they reached the age of sixty-five, allowing for reasonable increases, they could expect to have earned a certain amount. (He would do the arithmetic and insert the actual sum.) That amount would be what is called their "expected lifetime income". However, if they were involved in an accident and suddenly unable to work any more, that amount now represents their "forfeited lifetime income". That is what happened to this claimant, and the amount he would have lost was \$750,000. So in fact, counsel was asking no more than the amount the man would have earned, had he not met with this unfortunate accident.

Don't you think the jury is more likely to agree when given this background explanation?

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Here are three ways to put figures in context for your audience.

1. Compare them to something to which they can personally relate, as in the courtroom example.
2. Compare them to a similar situation. If a new manufacturing process takes fifteen minutes, mention that the old one took two hours, so we save 1–3/4 hours. For even more effect, tell them how much time this will save in an average shift or on a certain number of product units. Go further and translate that time into money and the statistic will now be a strong argument for change.
3. Create vivid word pictures to illustrate size: That's the equivalent of five football fields. That's enough to fill ten Olympic-size swimming pools. If laid end-to-end they would stretch from New York to L.A. and back again.

Statistics can be great persuaders, but only when the audience has the means to evaluate them.

Helen Wilkie is a professional keynote speaker, workshop facilitator and author whose latest book is "The Hidden Profit Center—a tale of profits lost and found through communication." For more on presentation, visit <http://www.mhwcom.com/pages/messrecundbook.html> While you're on the site, sign up for Communi-keys and receive monthly communication techniques directly from Helen.

## **Neither Is There Healing In Any Other Name**

**By "Dr. Jay Snell"**

The entire context of Acts 3 and 4 is the healing of the lame man at the Temple Gate. This is the occasion of Peter's declaration that his level of power or holiness had nothing to do with it.

His actions, however, demonstrated that using Jesus' name for healing had everything to do with the healing of this helpless man.

One verse in these two chapters, Acts 4:12, contains a hidden key to healing by faith. This key is hidden because of the words translated by our English words salvation and saved.

You see the translators gave us this:

Acts 4:12 Neither is there SALVATION in any other: for there is none other name under heaven given among men, whereby we must be SAVED. (KJV)

They should have given us this:

Acts 4:12 Neither is there HEALING in any other: for there is none other name under heaven given among men, whereby we must be HEALED. (KJV)

Why is this? You see the Greek word for saved and salvation is also one of the Greek words for

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healed. In other words, saved and healed are translations of the same basic Greek root.

Now, this Greek root is used here in this verse. In this context, however, this Greek root has nothing to do with the salvation of the soul.

This context pertains to the healing of the lame man at the Temple Gate. Read it for yourself and see. The plan, method, necessity or even a question of salvation never occurs in this context.

Therefore, Acts 4:12 above would be more in line with the facts of the context of these two chapters if the verse had read thus: "Neither is there HEALING in any other: for there is none other name under heaven given among men, whereby we must be HEALED."

In other words, God gave no name for our healing except the name of Jesus. When our "arm of the flesh" has failed, the name of Jesus will work because that is the name God left us for our healing from the start.

Thank God for medical science. They are God's gift to us. Nevertheless, those times they can't come through for us, we still have the all powerful name of Jesus.

Mark it well. There is no other name for healing. This is God's doing. There is no other name for healing. Truly, "neither is there healing in any other: for there is none other name under heaven given among men, whereby we must be healed."

Dr. Jay Snell: Author of books concerning the healing, prosperity, family well being and salvation contained in the Abrahamic covenant for Christians. Books presented many times on TBN.

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