



Stanford eCorner

Speak with Salient Points

Guy Kawasaki, *Garage Technology Ventures*

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Video URL: <http://ecorner.stanford.edu/videos/2675/Speak-with-Salient-Points>

In this clip, author and entrepreneur Guy Kawasaki shares a concise piece of advice on the use of salient points in communication. Kawasaki uses straightforward examples of how to talk in terms that connect with the needs and interests of your audience.



Transcript

The next thing is to use salient points. First column is how we like to talk about stuff if you're in the technology. But really, the second column is what really counts. Miles per gallon? Not so much. Yearly costs, much better. The grease or heating costs. What should you set your thermostat for? Or a very easy example, do you talk in terms of gigabytes or number of songs. The salient point is number of songs, not how many gigabytes. I doubt that most normal people wake up in the morning and say, "God, if I only had a 64-gigabyte iPod, I would be happy." You talk about songs, how many movies can it hold. Use salient points.