

Visualizing Success: Business “How To” Book Among Top Ten

The *Visual Slide Revolution: Transforming Overloaded Text Slides Into Persuasive Presentations*, a book by **Dave Paradi** (Chem 8T7) on the effective use of computer-aided presentations, was named one of the Top 10 Business Books of 2008 by The Globe and Mail. Dave is the son of the Department’s own Professor Emeritus Joe Paradi (Chem 6T5, MSc 6T6, PhD 7T5).



Paradi’s book, which was the only self-published book selected for the list, tackles PowerPoint, an essential new media tool of which importance the corporate world often overlooks. The result? Muddled, overbearing, and often times completely useless slides. Describing Paradi’s book as “a detailed guide to improving presentations,” the Globe and Mail went on to review *The Visual Revolution* as “a very strong book in an area where most of us are very weak.”

The Visual Revolution demonstrates that even the most artistically challenged individuals can create visually stimulating slides rich with data. The book emphasizes powerful, persuasive graphics as key, rather than dozens of bullet points. “Presenters who want to be successful have to join the visual slide revolution to stand head and shoulders above the normal boring, text-filled presentations,” writes Paradi.

Paradi has also authored *Guide to PowerPoint Version 2003* (Guide to Business Communication Series) and *Ten Questions Your Sponsor Should Ask About Your Project Plan*. Paradi is a Mississauga-based management consultant who speaks and consults across North America for organizations such as 3M Canada, the Canadian Home Builders Association, and the American Association of Orthopedic Surgeons.

Copies of the book can be purchased at www.thinkoutsidetheslide.com

Kennedy Elected President of EAA

Claire Kennedy (Chem 8T9) was elected to a two-year term as President of the Engineering Alumni Association (EAA) effective July 1, 2009. Kennedy, who is also the Chair of the Chemical Engineering Board of Advisors, had been Vice President of the EAA for the past two years. The EAA is the umbrella organization for over 40,000 alumni who are graduates of the Faculty of Applied Science and Engineering. In addition to representing the interests of alumni within the Faculty, it also organizes special events, new alumni receptions and sponsors annual alumni awards.



Kennedy is a partner of the law firm Bennett Jones LLP, where she specializes in corporate tax law. In addition to serving as President of the EAA, Kennedy is Chair of its new Biz Skule™ committee, which is a forum for engineering alumni in the business and financial sectors. She is joined on the EAA board by fellow Chem Eng alumnus **Elias Kyriacou** (Chem 7T6).

BIZ SKULE™ Networking Series presents:

Hana Zalzal President and Founder CARGO Cosmetics Corp.

Biz Skule™ is proud to feature Hana Zalzal (CIVE 8T8), founder of Cargo Cosmetics. Hear how Hana began Cargo with a simple goal and how it has grown to be one of the most innovative and sought-after brands among professionals and consumers worldwide.

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