



## **The ECHO™ — Your Weekly Presentation Tip**

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### **Round Off Numbers**

Statistics are powerful proof when used appropriately. When used inappropriately, they can overwhelm an audience with detail. Here's a simple guideline for using statistics: unless the exact number is critical, round off the number.

For example, as of this writing, the population of mainland China was 1,319,665,156. By putting a number that big up there, it invites people to try to decipher the number visually (and thus not listen to you) and argue over trivial details, and to be honest, by the time they get this information, the exact number will have changed.

Isn't it easier to say "more than 1.3 billion people?" It still makes your point and doesn't distract your audience with trivialities.

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