

## What is the difference between a simile, metaphor and analogy?

The dictionary defines a "metaphor" as a figure of speech that uses one thing to mean another and makes a comparison between the two. Metaphors can be very simple, and they can function as most any part of speech.

A simile, also called an open comparison, is a form of metaphor that compares two different things to create a new meaning. But a simile always uses "like" or "as" within the phrase and is more explicit than a metaphor.

An analogy is a bit more complicated. At the most basic level, an analogy shows similarity between things that might seem different -- much like an extended metaphor or simile. But analogy isn't just a form of speech. It can be a logical argument: if two things are alike in some ways, they are alike in some other ways as well. Analogy is often used to help provide insight by comparing an unknown subject to one that is more familiar. It can also show a relationship between pairs of things.



## “Bringing fresh air to your communications” - Persuade your audience through analogy and metaphor

Like many, you have probably sat through presentations listening to a speaker grind through a PowerPoint full of data and technical jargon. And after a few minutes your eyes and mind start to wander and finally when it's all over, you can't barely remember a word that was said let alone the core of the message. By using tools from storytelling in a presentation, the speaker can enhance the connection with the audience and give them an easy way to remember the key messages.

Business settings need good stories, as they can be a highly effective tool for bringing business concepts, strategies, teachings and abstract ideas to life. Good stories are tied to what you want the audience to know, do and feel. And in business take action on.

The presenter can start off with a strong statement, such as a comparison or analogy. An analogy is a figure of speech, which calls out the similarity between two unlike things. The comparison is made to clarify a point or create an image. For example a speaker from a biotech company once rolled up his sleeve and

showed a pain-relieving plaster on his right arm and stated that when patients use this specific medical patch, they will feel relief faster than a Porsche goes from zero to 90. This indelible message is attention grabbing, because it answers the 'compared to what' cue. Comparisons enable the audience to see familiar things in new ways. It makes the experience of the speech more understandable and gives a sense of security.

Another effective term used in persuasive or memorable stories are metaphors. A metaphor is a figure of speech in which a term or phrase is applied to something to which it is not literally applicable in order to suggest a resemblance. For example: "Her home was a prison," or "As the fight for the White House nears its final round...". Its usefulness in business communication is in expressing the unfamiliar in terms of the familiar.

Metaphors and analogies are useful for explaining difficult to understand or new topics.

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If your audience is diverse – in terms of their knowledge and their understanding of your topic – using analogies is a good way to bridge knowledge gaps and keep everyone attention.

“GOOD COMMUNICATION IS LIKE THE OXYGEN YOUR ORGANIZATION BREATHES “  
- affecting areas such as customer satisfaction, service delivery, product quality, employee satisfaction, and is directly related to the bottom line.

## Business Tips

Make a list of what worked and didn't work in 2011. Those who do not study history are doomed to repeat it, right?

So take a step back and look at where you've been. For those initiatives that didn't work, consider why. Was it the right timing, the right offer, the right target market? Could you have done more marketing? Better marketing?

## Ask the Editor

Do you have a question you would like us to answer or a topic you would like us to discuss, please send an email to [newsletter@nota-bene.com](mailto:newsletter@nota-bene.com)

## Remembering names

It's a classic situation - you meet a new business associate, and then moments later you've forgotten their name. The techniques used for remembering names are rather simple. There are three easy things to look for:

Facial features -

Discreetly examine the person's face, when you are introduced and find an unusual feature, such as ears, hairline, forehead, eyebrows, eyes, nose, mouth, chin, complexion, etc.

Association -

Try to make an association between a specific facial feature and the name in your mind. Maybe you can link the person with someone else you know with the same name.

Repetition -

Ask the person to repeat their name. If it is unusual, ask them about the spelling of it or where the name originates. The more often you hear and see the name, the more likely it will stick in your mind.

Enjoy networking!

NotaBene Newsletter Issue 08 February 2012



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