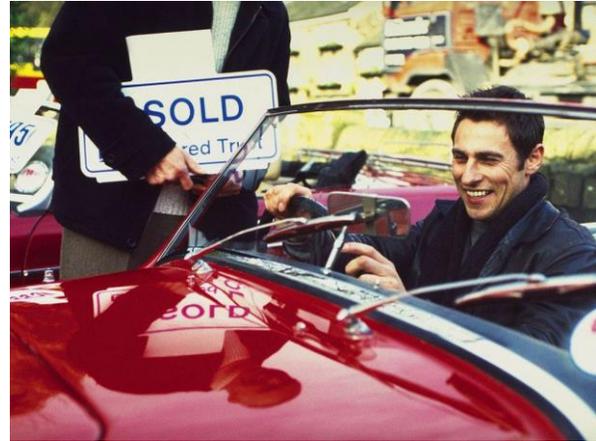


# Persuasion and Communication with Decks

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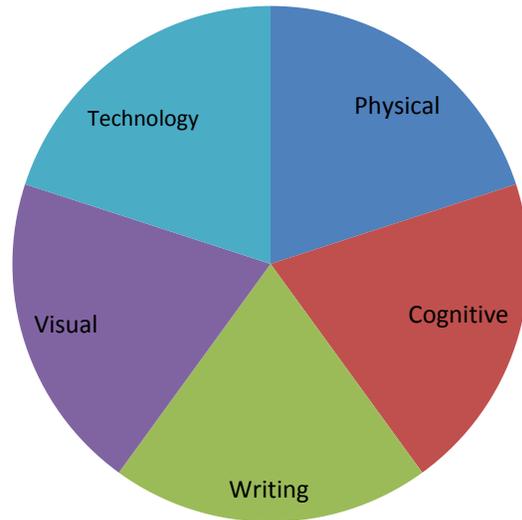


## INVENTORY

<b>PHYSICAL</b>		
Volume and Projection	Loud vs. Soft	Gravitas   Authority
Tone	Melodious vs. grating	Clear vs. mumblor
Movement	Rigid	Frenetic
Eye contact	Easy	Forced
Appearance	Attractive	Acceptable
Expressiveness	Character	Limited
Attitude	Friendly   Boomer   Co-conspirator   Know it all	
<b>COGNITIVE</b>		
Respond to questions	Instant	Need to think it through
React to change	Quick on the feet	No last minute changes
Memory and stickiness	Can follow a script	Need mnemonics
<b>WRITING</b>		
Style	Wordy vs. Succinct	Active vs. Passive
Vocabulary	Small words	Big words
Speed to good draft	Slow	Fast
<b>VISUAL</b>		
Color sense	Good	Challenged
Visualization	Can see patterns	Can see details
Drawing skills	Poor	Good
Layout	Good	Poor
<b>TECHNOLOGY</b>		
PowerPoint	Good	Acceptable
Information Literacy	Good	Acceptable
Graphic tools	Good	Poor

## TEN STEP CHECK LIST TO SUCCESS

1. “Throw it all in the kitchen sink”
2. Purpose (audience, goal, time, Q&A)
3. Story (linear, spiral, soap, punch)
4. Layout (cut and edit)
5. Simplify (move extra stuff to extra section)
6. Visualize (smart art)
7. Graphics (clip art, Google)
8. Edit (passive to active)
9. Setting and environment (resolution, FTF vs. online, one to one vs. one to many)
10. Review and time (1-2 minutes per slide)



## FIVE KEY TRICKS AND CONSIDERATIONS

1. Humor
2. Themes (colors, typefaces, look and feel)
3. Templates
4. Video
5. Internet (links, speed)