

class #13

- quiz 4
- return dr. reed
- clip of the day
- figures: opposites
- persuasive talk tips
- more on content: investors, openings
- thinking visually

Midterm review Wed, 5/16, 400-500

Room TBA

Gecko on Greed

class #13

- quiz 4
- return dr. reed
- clip of the day
- defining figures
- persuasive talk tips
- business plan: thinking visually
- Group meeting

Day 16: Tuesday/Wed before TG

Office Hours During Class Time: Make a group or individual appointment—

email me

dr. reed

clip of the day

opening: about creating receptive space

problem: dramatize need

solution: primary benefit punchline--
secondary benefits??

no letterhead on second page

due to the fact that = because

Joining the network will give you access to many benefits.

If you join the network, you will have access . . .

Over time, the reason these doctors failed became clear. It was because they charged standard medical fees.

I soon learned that these doctors failed because they charged standard fees.

The only requirement he made was that we perform some expensive procedures for free.

He only required that we perform some procedures for free.

figures of speech

defining/redefining

A defining periodos:

The point is, ladies and gentleman, that greed, for lack of a better word, is good. Greed is right; greed works. Greed clarifies, cuts through, and captures the essence of the evolutionary spirit. Greed, in all of its forms: greed for life, for money, for love, for knowledge, has marked the upward surge of mankind.

if being a nerd means knowing what i'm talking about, then i'm a nerd.

Antithesis

it's not about x; it's about y.

I am not a destroyer of companies; I am a liberator of them.

it's not about making money; it's about making connections.

love is an ideal thing; marriage is a real thing.

chiasmus (key AZ mus):

a reversal in the order of words in two otherwise parallel phrases--AB BA

We're prepared to place our trust in the people to reshape government. Our liberal friends place their trust in the government to reshape people. --Newt Gingrich

We believe that the efforts of a few can enrich the lives of many. Our friends on the right believe that the efforts of the many should enrich the few.--liberal retort

metaphor, simile, analogy

x = y in a surprising way that generates an insight

Metaphor

computer is a bicycle for the mind

Simile

Human speech is like a cracked kettle on which we tap crude rhythms for bears to dance to, while we long to make music that will melt the stars. --Flaubert

Metaphor/Analogy

The result is one of those deals where one wrong decision early on blossoms into a lush nightmare of unintended consequences. (metaphor)

We thought we were just letting a friend crash at the house for a few days; we ended up with a family of hillbillies who moved in forever; sleeping nine to a bed and building a meth lab on the front lawn. --Matt Taibbi in *Rolling Stone* on the Wall Street Bailouts (analogy)

SUCCESS

- Simplicity
- Unexpectedness
- Concreteness
- Credibility
- Emotion
- Story

(GR 78-81)

persuasive talk

now it's all about pulling things together

The Four Motivators:

1. Physical health & safety: security
2. Love & belonging: identity
3. Desire & self Interest: autonomy, freedom
4. Hope in a better future: meaning

make sure you label parts and that you are clear about what you want to accomplish in each one.

resistance frames and counter frames

business plan

Crux of different sections?

Thinking Visually

I'm on a mission to crash an ethos frame . . .
the "slideument" frame:

whatever you may think of my mission,
remember this . . .

people cannot read and listen at the same time

they just can't

Board Executive Summary

- **The lack of consistency between the budgets presented to the board and public and the budgets filed with OSPI masks excessive growth in Central Administration**
 - The Superintendent's Proposed Operating budgets are inconsistent with the F-195 budget reports filed with OSPI
 - The total amounts of the budgets are the same; categories within the budgets are substantively different. The 2008-09 budget presented to SPS board lists "Core Administration" as composing 2.8% of the total operating budget, \$15.3M, while the budget filed with OSPI reveals Central Administration as composing 8.1% of the total operating budget, \$45.1M
 - Many administrative costs (Supervision of Instruction, Supervision of Nutrition, Supervision of Transportation and Supervision of Buildings) have been assigned to other categories without explanation. All other districts examined report these costs as Central Administration
- **SPS' Central Administration costs have increased steadily for a decade, despite declining enrollment**
 - Central administration FTEs have increased 48% since 1998. Enrollment in the same period has declined 7.5%
 - Central Administration cost growth is 96% in the last decade, well out of line with growth in the overall operating budget and other budget sectors
 - Growth trend has not abated since State Auditor called attention to top-heavy administrative structure
- **Seattle's administrative burden compares unfavorably to other large districts in the state which are growing more efficient not less**
 - Other large districts now face similar demographic complexity & faster rates of change, but have curtailed administrative growth more effectively than SPS
 - Seattle's Central Administration is large when compared with similarly-sized districts nationally as well

Central administration staff has continued to grow through enrollment declines and the state auditor's report calling attention to overstaffing

Central Staffing Growth

| | 2000-01 | 2008-09 | % Change |
|-----------------------------|---------|---------|----------|
| Central Administration FTEs | 308 | 395 | 17.4% |
| Enrollment | 44,731 | 42,551 | -5.1% |
| Classroom Teachers | 2,841 | 2,675 | -4.3% |

- **The 2008 state auditor's report highlighted administrative overstaffing as early as 2003-04**
 - "SPS has 32% more executives, managers and supervisors per student than the average." — State Auditor's Report, 2008
 - The report estimated that if unchecked, Central Administration overstaffing would cost SPS \$10.5M over five years

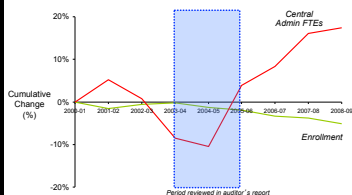
- **SPS' response was that it faces unique challenges that justify higher levels of administrative staffing**
 - "[SPS] is unlike any other district reviewed... in terms of scale and complexity." — SPS' response to the State Auditor's report
 - SPS' response to the State Auditor also indicated that the Strategic Plan includes "the periodic evaluation of administrative staffing levels that is appropriate."
 - SPS stated that the Strategic Plan "includes strategies to strengthen our leadership and systems, with the expectation of future efficiency gains."

- **Central Administration staffing has increased since the State Auditor's report**
 - Nearly 50 additional administrative staff have been added since the period reviewed in the report

- **Understanding how SPS compares to other districts may help inform what level of administrative staffing premium is justified**

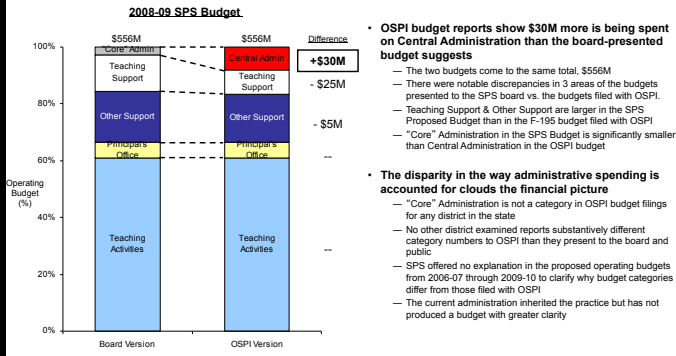
Enrollment Growth v. Administrative Staff

— 2000-01 to 2008-09 —



Categories in SPS proposed budgets are inconsistent with what has been filed with OSPI

Classification of Administrative Spending



- **OSPI budget reports show \$30M more is being spent on Central Administration than the board-presented budget suggests**
 - The two budgets come to the same total, \$556M
 - There were notable discrepancies in 3 areas of the budgets presented to the SPS board vs. the budgets filed with OSPI.
 - Teaching Support & Other Support are larger in the SPS Proposed Budget than in the F-195 budget filed with OSPI
 - "Core" Administration in the SPS Budget is significantly smaller than Central Administration in the OSPI budget
- **The disparity in the way administrative spending is accounted for clouds the financial picture**
 - "Core" Administration is not a category in OSPI budget filings for any district in the state
 - No other district examined reports substantively different category numbers to OSPI than they present to the board and public
 - SPS offered no explanation in the proposed operating budgets from 2006-07 through 2009-10 to clarify why budget categories differ from those filed with OSPI
 - The current administration inherited the practice but has not produced a budget with greater clarity

Source: OSPI F-195 Budget reports, Superintendent's Proposed Operating Budgets for 2006-2007 through 2008-09

whatever you may think of my mission,
remember this . . .

people cannot read and listen at the same
time

they just can't

Nancy Duarte on preparing slides:

planning

first, figure out what you want to say

lay out the key points of your text to the right, and figure out how you want the slide to help “deliver the insight” visually

(see GR p. 87)

first, determine conceptually what you want to achieve with the slide

(what image or chart or text would work best here? sketch it out)

then, figure out a way to do it

rule of thumb

one slide, one insight

Obesity among OECD nations

Percentage of population aged 15 and above with a BMI greater than 30 (2004)



| | |
|-----------------|------|
| Japan | 3.2 |
| Korea | 3.2 |
| Switzerland | 7.7 |
| Norway | 8.3 |
| Italy | 9 |
| Austria | 9.1 |
| Denmark | 9.5 |
| France | 9.6 |
| Sweden | 9.8 |
| Netherlands | 10.9 |
| Turkey | 12 |
| Iceland | 12.4 |
| Poland | 12.5 |
| Belgium | 12.7 |
| Portugal | 12.8 |
| Germany | 12.9 |
| Ireland | 13 |
| Spain | 13.1 |
| Finland | 14 |
| Czech Republic | 14.8 |
| Slovak Republic | 15.4 |
| Luxembourg | 18.2 |
| Hungary | 18.8 |
| New Zealand | 20.9 |
| Australia | 21.7 |
| Greece | 21.9 |
| Canada | 22.4 |
| United Kingdom | 23 |
| Mexico | 24.2 |
| United States | 32.2 |



OECD Factbook 2007

Obesity among OECD nations

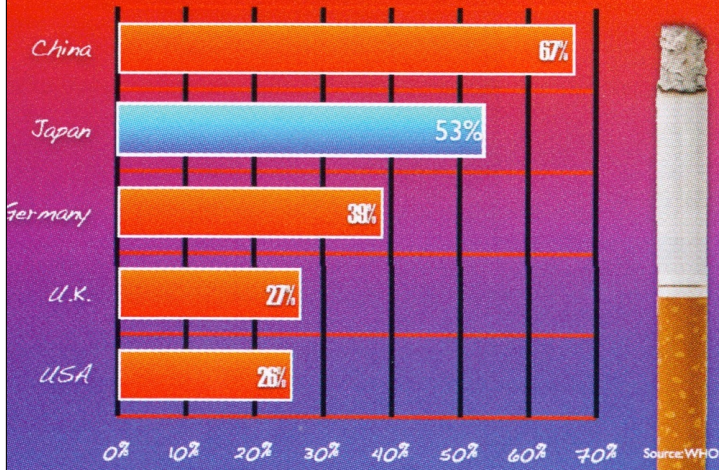
Percentage of population aged 15 and above with a BMI greater than 30 (2004)

| | |
|----------------------|-------------|
| Japan | 3.2 |
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| Belgium | 12.7 |
| New Zealand | 20.9 |
| Australia | 21.7 |
| Greece | 21.9 |
| Canada | 22.4 |
| United Kingdom | 23 |
| Mexico | 24.2 |
| United States | 32.2 |

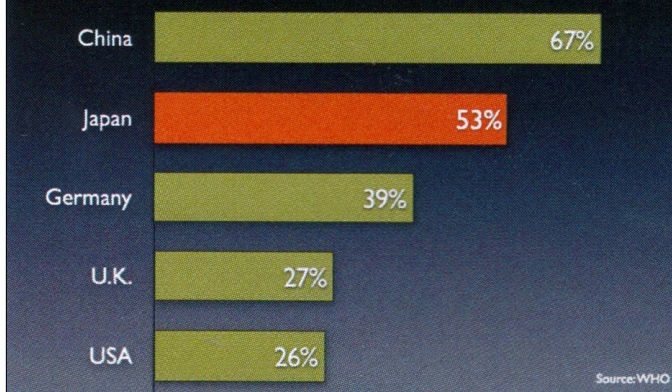
10x

OECD Factbook 2007

Smoking rates for 2002 (Men)



Smoking rates for 2002 (Men)



According to the the Ministry of Labor, 72% of the part-time workers in Japan are women.

Part-time workers by gender

| Gender | Percentage |
|--------|------------|
| Women | 72% |
| Men | 28% |

72% of part-time workers in Japan are women.

72%

using text effectively

A typical teenage boy in the USA gets about 10% of his daily calories from soda.

Source: Fast Food Nation



Exercise boosts brain function

Aerobic exercise is best. Research shows aerobic increases one's ability to solve problems, plan, and pay attention. Weight training (toning) showed less improvement, but a combination is thought to be best.

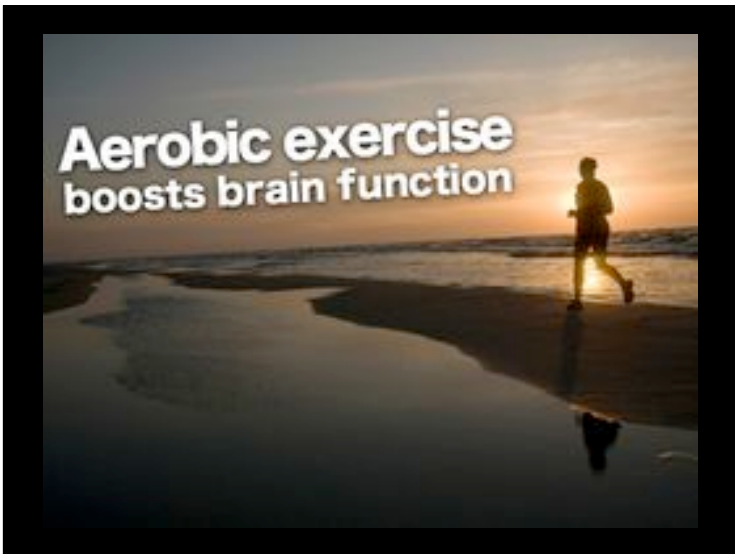
Two reasons:

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- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Ut enim ad minim veniam 60%

SOURCE: sint occaecat cupidatat non proident.
July 3, 2010 page 2 Namika Conference

The slide contains two small images. The top one shows a sunset over a body of water. The bottom one shows a person running on a beach at sunset.









rule of thirds

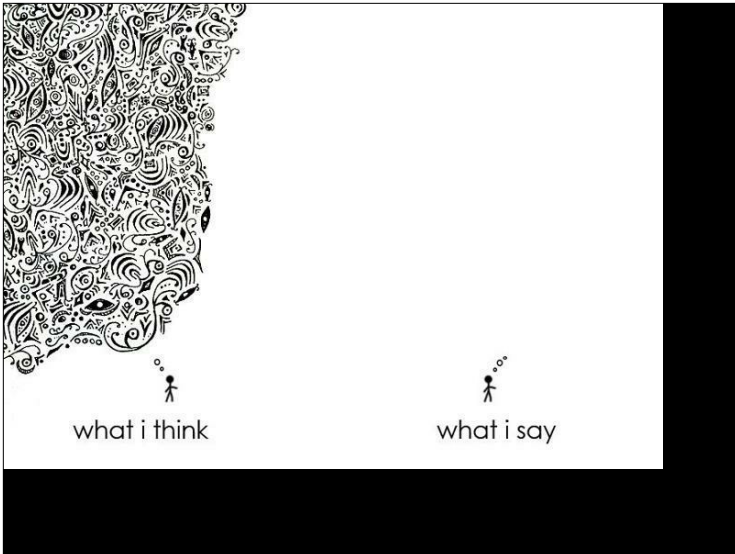










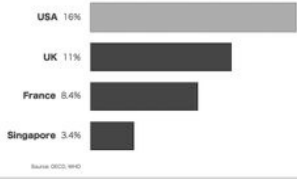






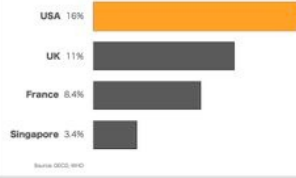
Expenditure on healthcare

As percentage of GDP

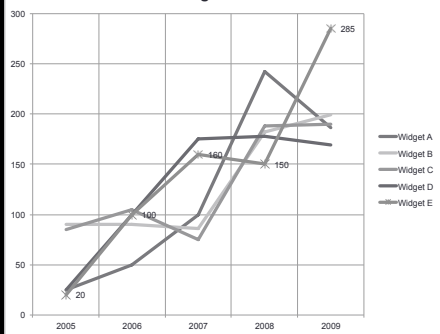


Expenditure on healthcare

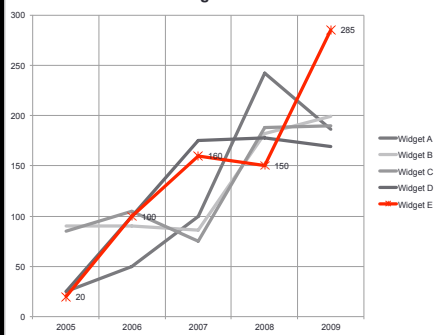
As percentage of GDP



Widget Trends



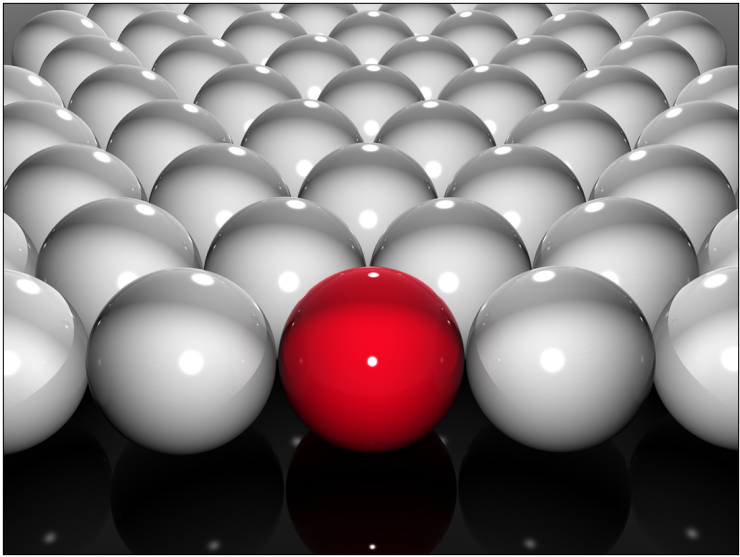
Widget Trends



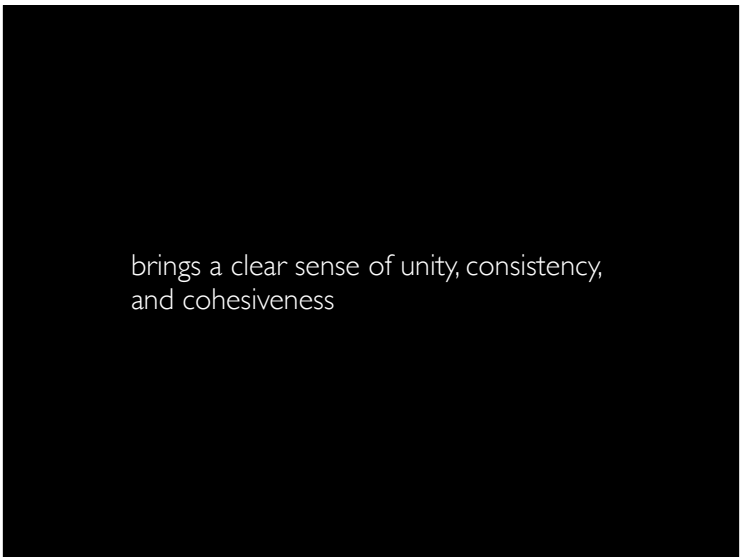
repetition











armada karaoke
