

# class # 14

- hand in persuasive talk
- clip of the day
- more figures
- last thoughts on business plan content
- making numbers meaningful
- delivery

persuasive talk

(hand it in)

information interview due Day 15

# in-class midterm

- Test: Thurs.: 90 minutes-- 100 points
- use the study guide!
- skill questions: passive voice identifying & flipping, rewriting problem sentences, situation analysis, who/whom.
- concept questions: e.g., key phrase associated with 'proactive'. review coursepack and slides.
- pto questions: 'verbal abuse', comma sutra, & 'saying is believing'.
- presentation zen--especially stuff from class

clip of the day

# Hans Rosling: Making Numbers Meaningful I

figures of speech

a little review



“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” — Maya Angelou

The roman emperor forgot the most important rule of imperial rule: Either take care of the army or the army will take care of you.

word play

portmanteau words: made up words combining other words:

brangelina, billary, sodo, workaholic,  
perpetrator, Obamanation

polyptoton (po-LIP-ti-tun):

repeating a 'root' word, but in a different form.

choosy mothers choose 'jif'.

mariners close deal for a closer.

sylllepsis (suh LEP sis):

a pun, in which (usually) a verb takes two objects that cleverly gives the verb two different meanings: e.g., caught the train and a bad cold.



Mel Patton, 89, Who Shattered a Leg and Then  
Sprinting Records, Is Dead.

[NYT headline:](#)

You held your breath and the door for me.  
--Alanis Morissette

# Business Plan

(some final thoughts)

Content/Persuasiveness

Script/Delivery

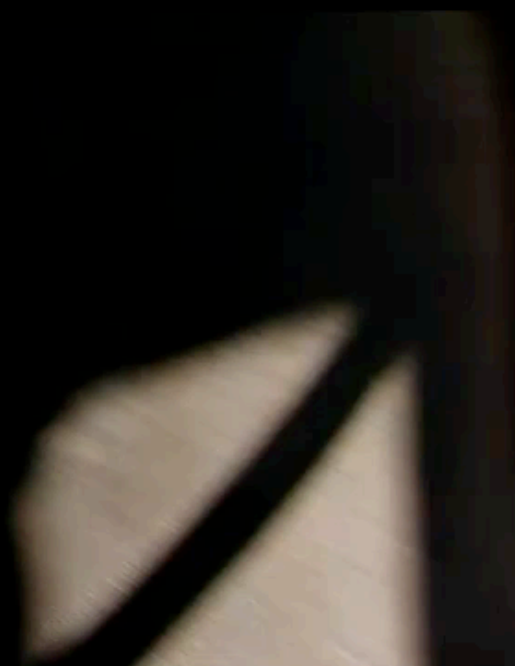
Visual Aids

thinking visually

armada karaoke

effective charts

BBC FOUR



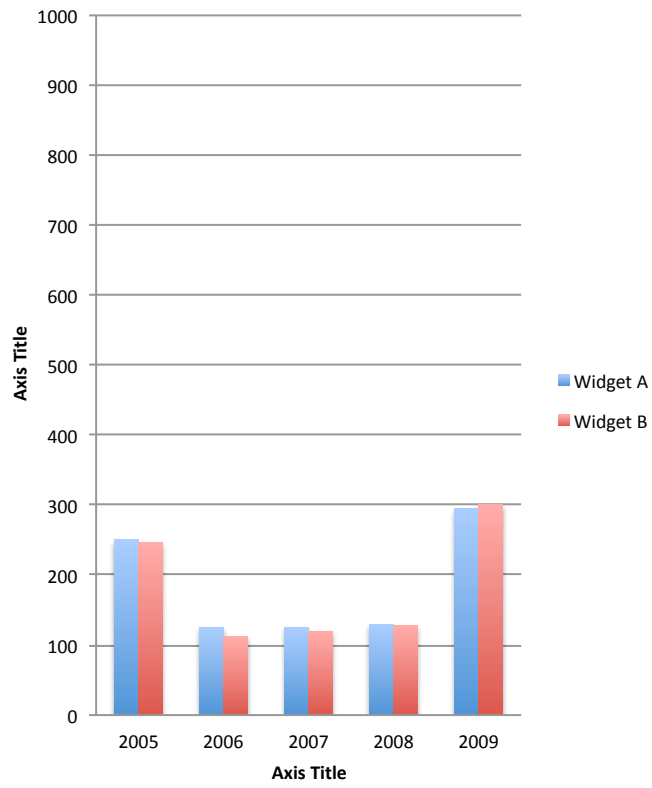


'picture superiority effect'

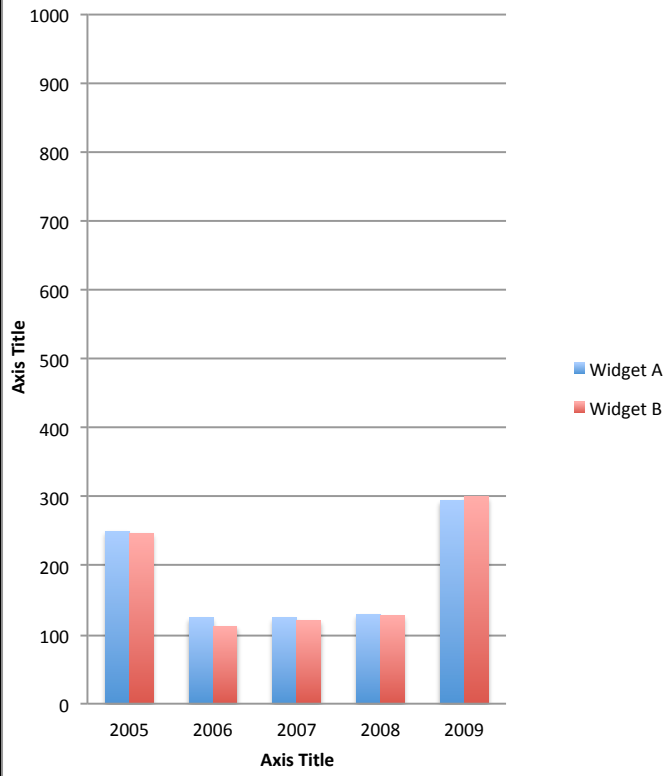
“...slides and other multimedia have more in common with cinema (images and narration) and comics (images and text) than they do with written documents.”

GR, p. 135

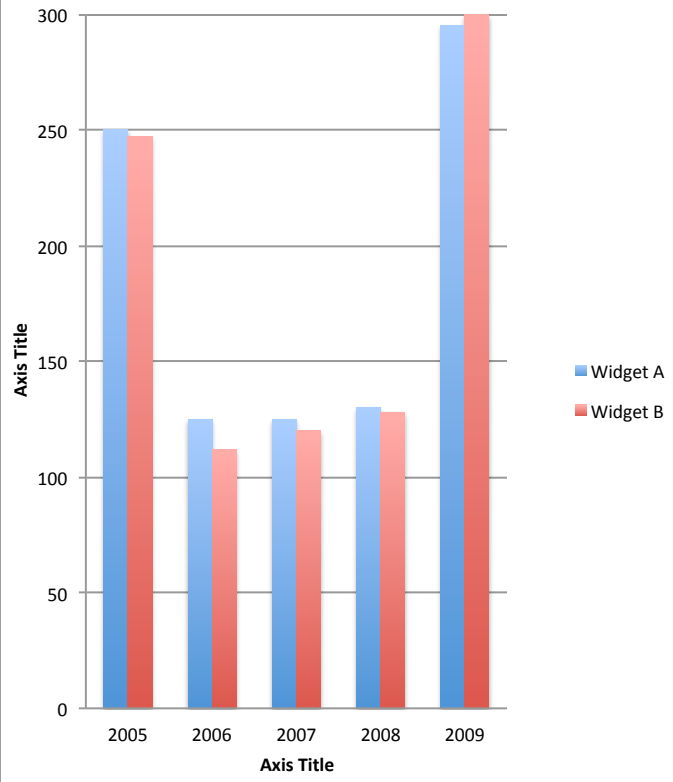
## Sales



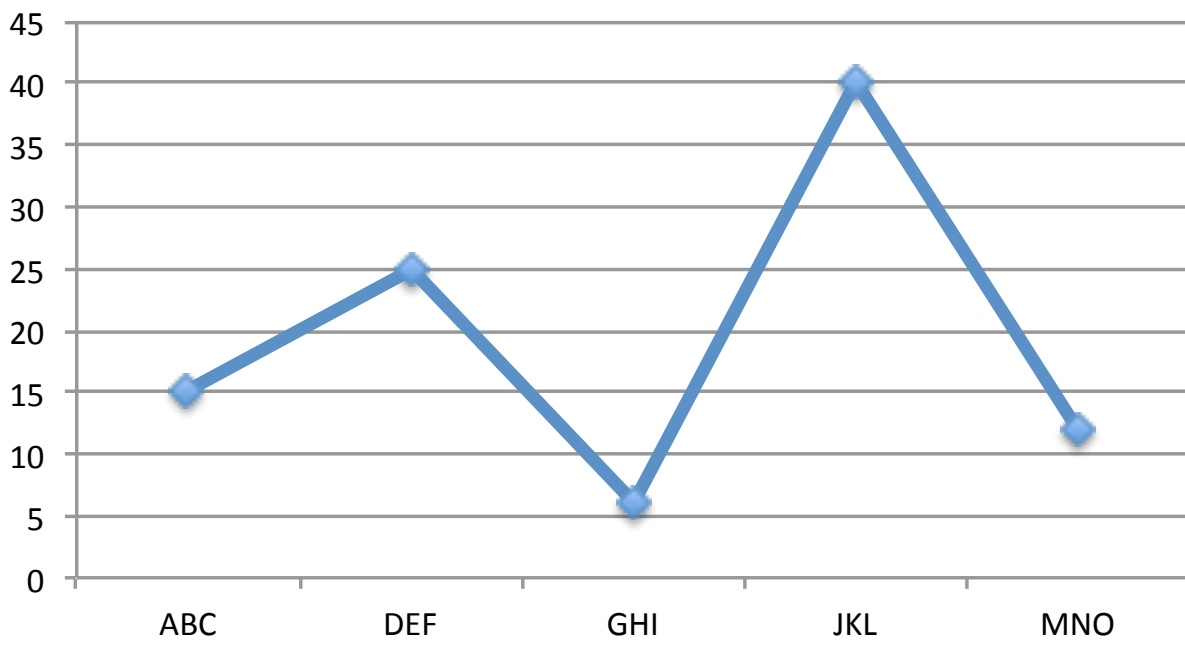
### Sales Stink



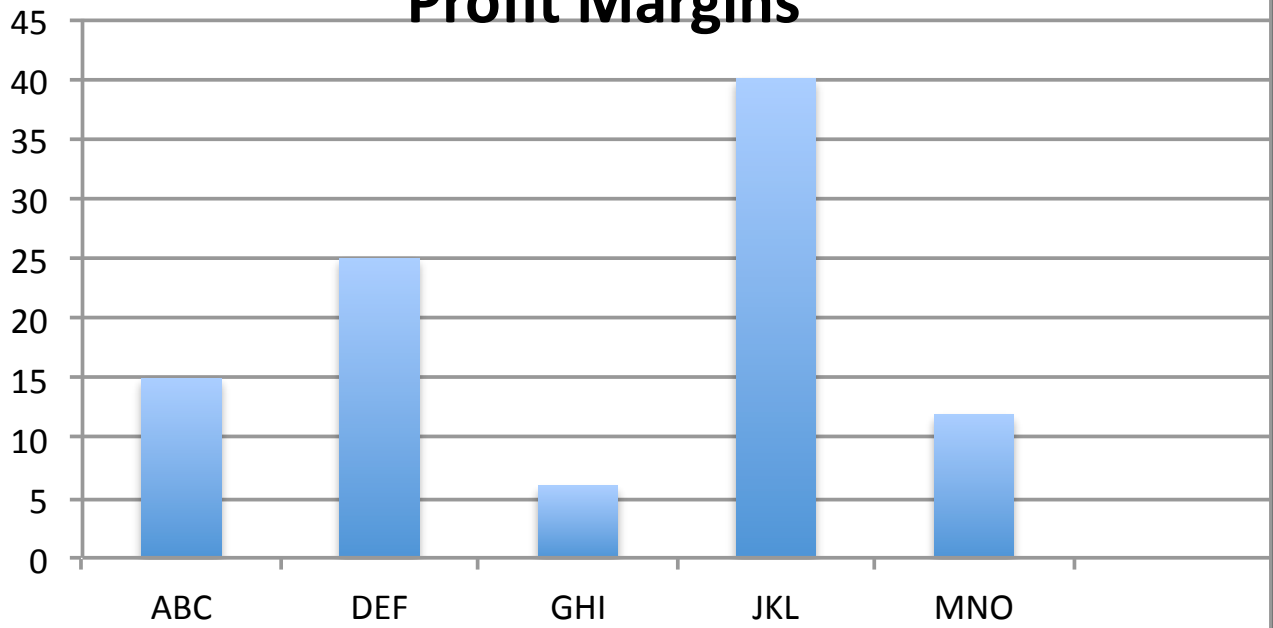
### Sales Spiking



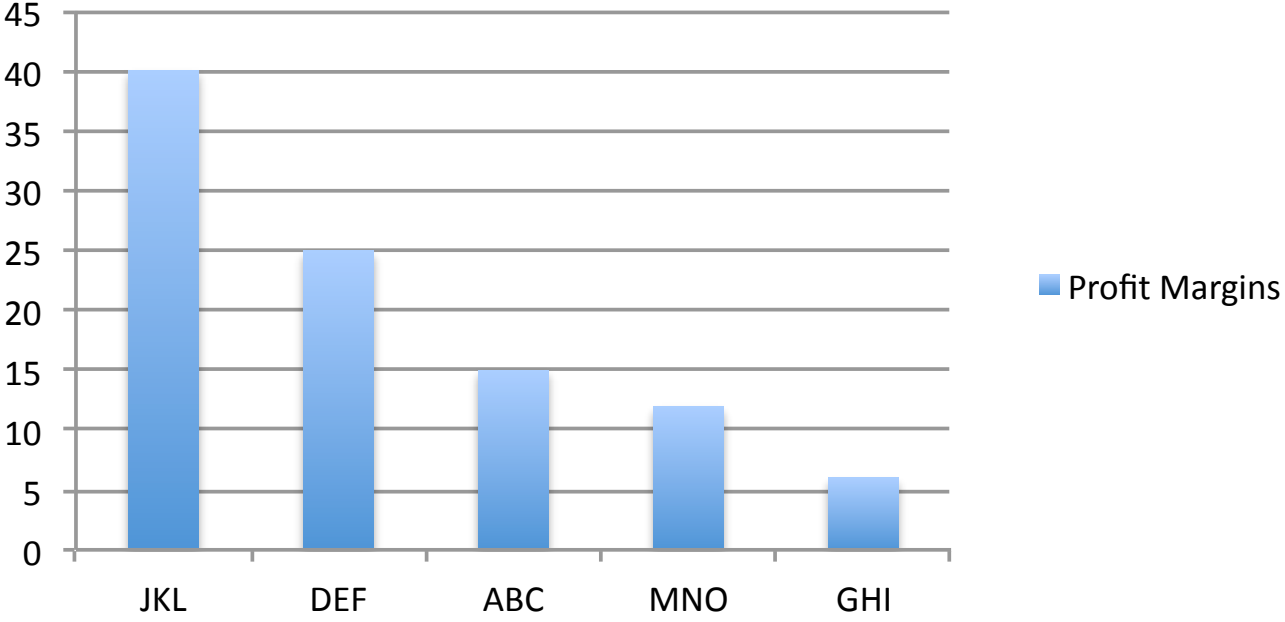
## Profit Margins



# Profit Margins

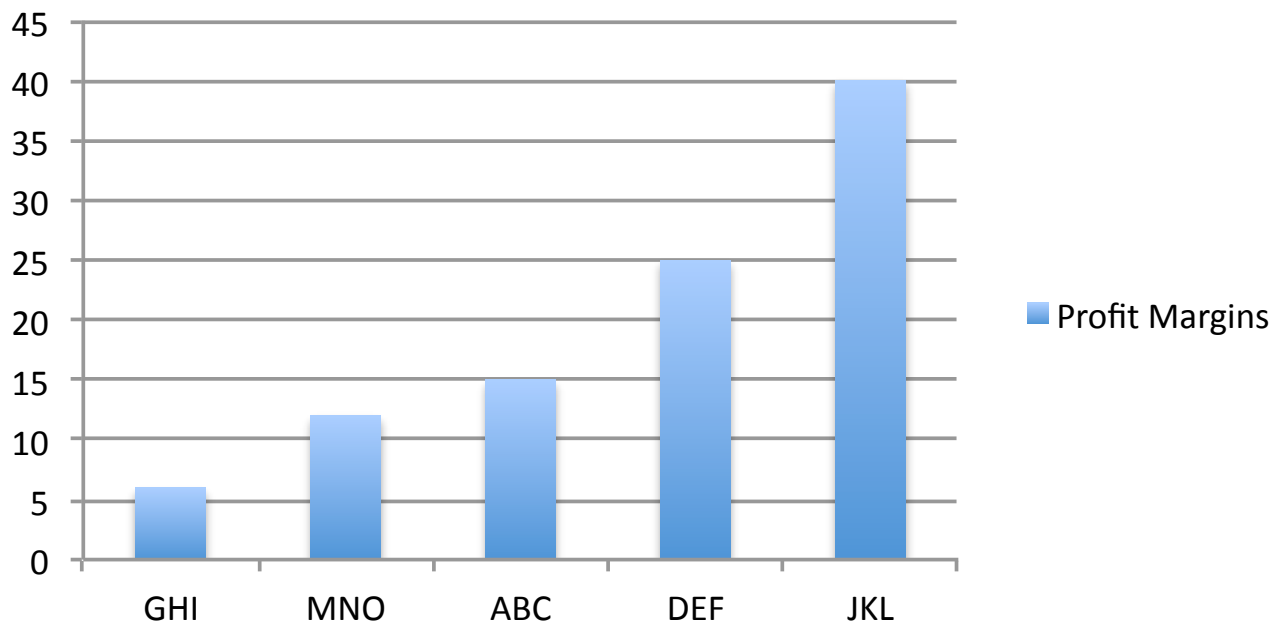


# Profit Margins

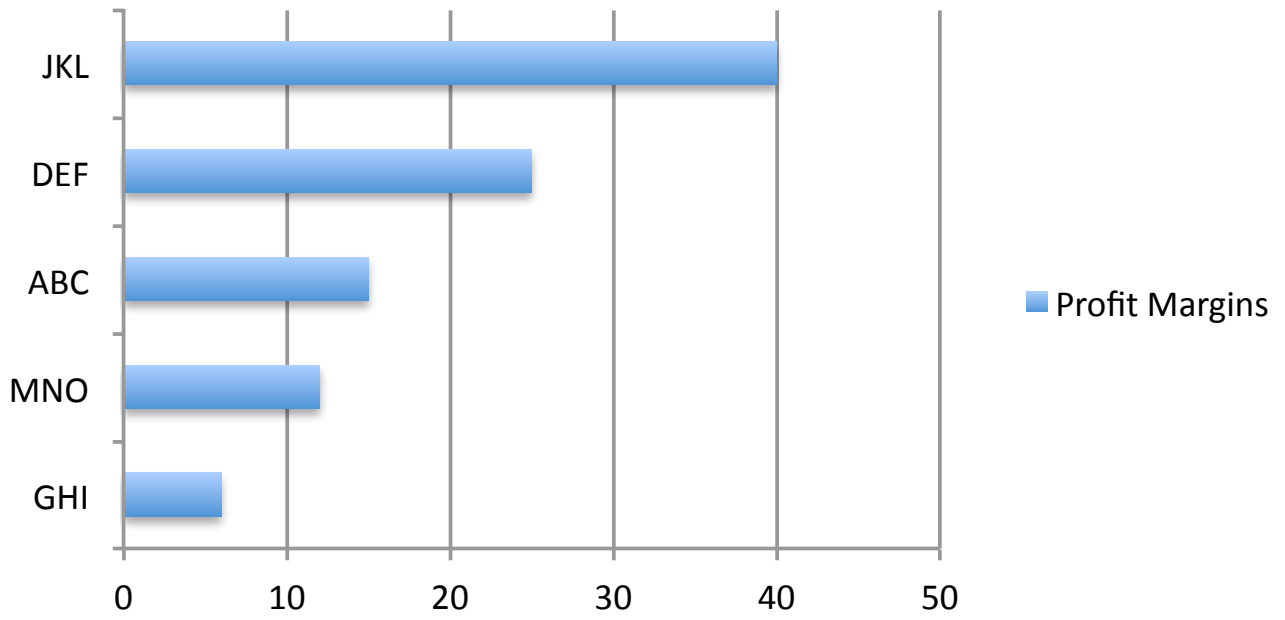




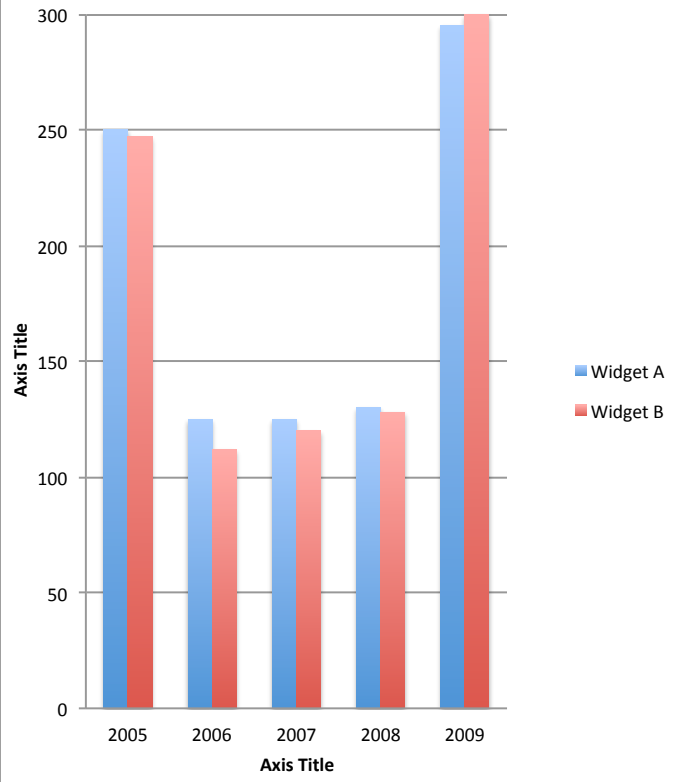
# Profit Margins



# Profit Margins



### Sales Spiking



# effective charts

- summary: expository tool--tables do this, too
- picture superiority: tells a visual story
- punchline: emphasizes a key insight
- simplicity: makes it easy for audience to grasp in an instant

cascadia rail

delivery

it's all about energy

Anyone, anyone ...?





don't leave anything to chance

(rehearse [exactly] as you will perform)

... that means get a remote and rehearse with it

rehearse, rehearse, rehearse

don't think about yourself

(focus on your mission)

what are you like when you are at your best?

aspire to relaxed intensity

smile, bring a playful mood

look like you enjoy being here

don't read

(eat the text and use a story board)

connect



project

vary pace

be expressive

be committed

manage your nerves

stretch yourself