FROM ‘BLAH’ TO ‘KA-BLAM’
SUPERPOWER TIPS FOR A SUPER POWERFUL PITCH

Presentation by Craig Engstrom for
SIUC Leadership Development Program Team Weekend
January 27, 2019
Psychological Tactics

- Dr. Robert Cialdini – Persuasive “Rules of Thumb”
  - Reciprocity, Scarcity, Authority, Consistency, Liking, Consensus

Reciprocity
- Obligation to give when you receive.

Authority
- People follow credible, knowledgeable, experts

Liking
- 3 Important Factors
  1. People who are similar to us
  2. People who pay us compliments
  3. People who cooperate with us toward mutual goals

Persistence
- The willingness to keep asking, may result in increased action

Practice
Figurative Tactics
- Diacope
- Alliteration
- Metaphor/analogy/simile

Diacope
- Use of ABA construction

Alliteration
- Repetition of consonants

Antithesis (Bonus)
- The juxtaposition of contrasting ideas in balanced phrases.

Metaphor/analogy/Simile
- A metaphor is a figure of speech that uses one thing to mean another and makes a comparison between the two

Practice
Organizational Tactics
- Higher Me Demo Day
- Monroe’s Motivated Sequence

Monroe’s Motivated Sequence
1. **Attention**: “Hey! Listen to me because you (or we) have a problem!”
2. **Need**: “This is what the problem looks like.”
3. **Satisfy**: “I have a solution!”
4. **Visualization**: “If we implement my solution, this is what will happen.” (Or, “If we don’t implement my solution, this is what will happen.”)
5. **Action**: “It’s time to take action and implement my solution or to accept the consequences.”

Practice

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