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# FROM 'BLAH' TO 'KA-BLAM'

SUPERPOWER TIPS FOR A SUPER POWERFUL PITCH

**Presentation by Craig Engstrom for  
SIUC Leadership Development Program Team Weekend  
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## 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

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## 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

Attention	
Need	
Satisfy	
Visualization	
Action	