



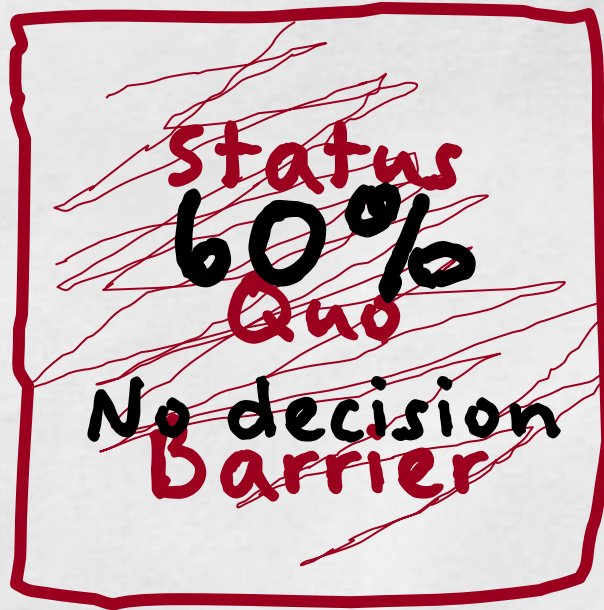
CORPORATE VISIONS

Be Different. Where it Counts. Your Message.

Messaging Matters

The story you tell is more powerful
than the thing you sell

You

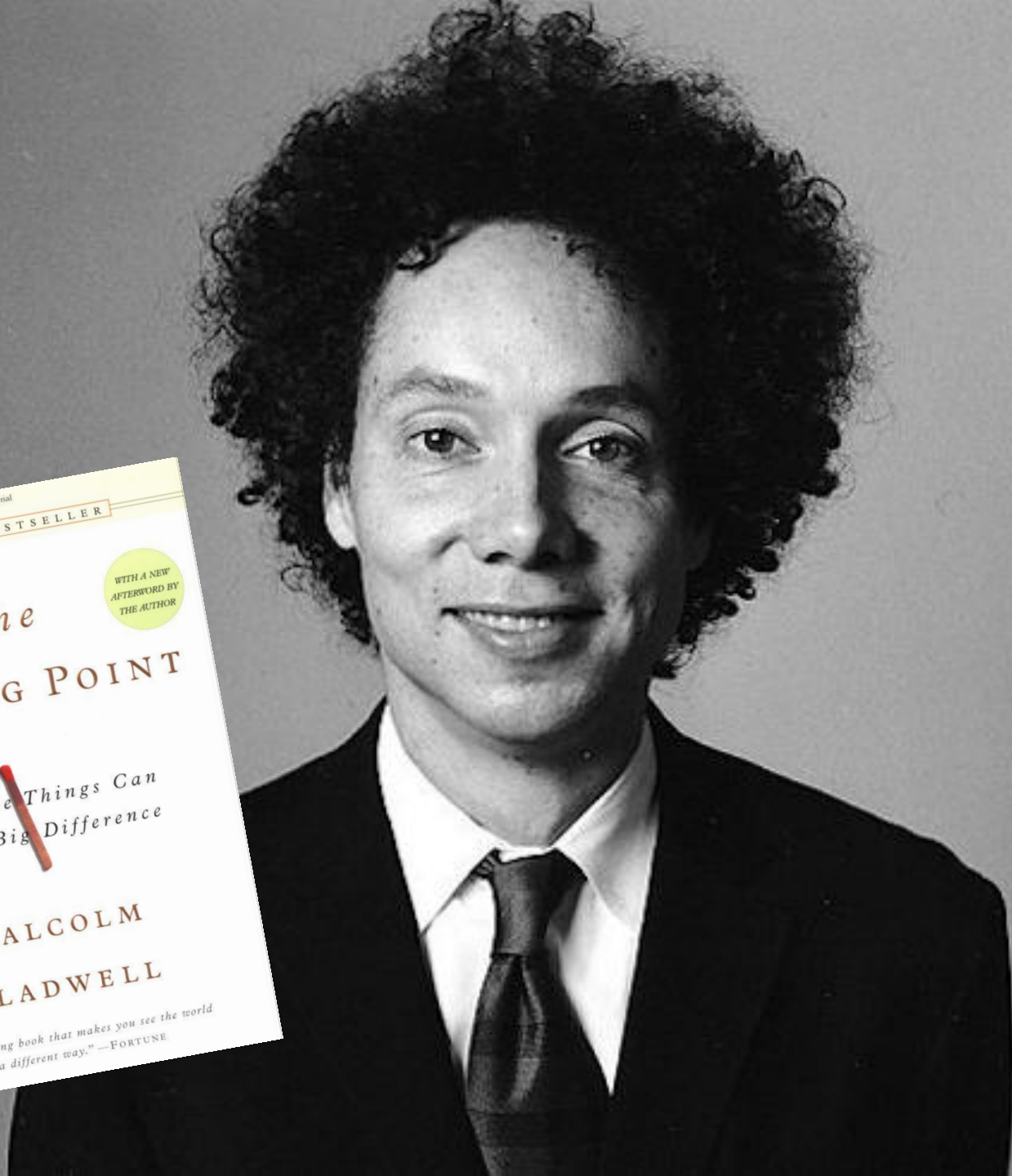
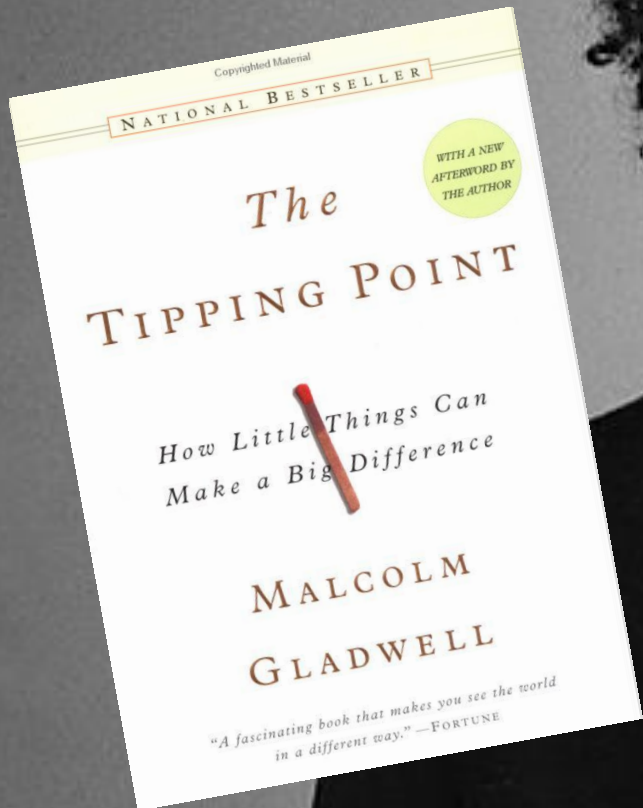


Yes

Ignored

?

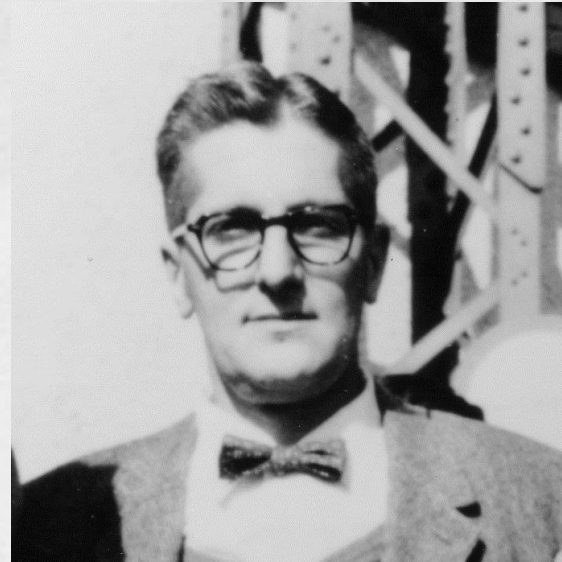
Invaluable





Scientist for Tipping Point
Morton M. Grodzins

What was the difference?



65%

Buying Vision



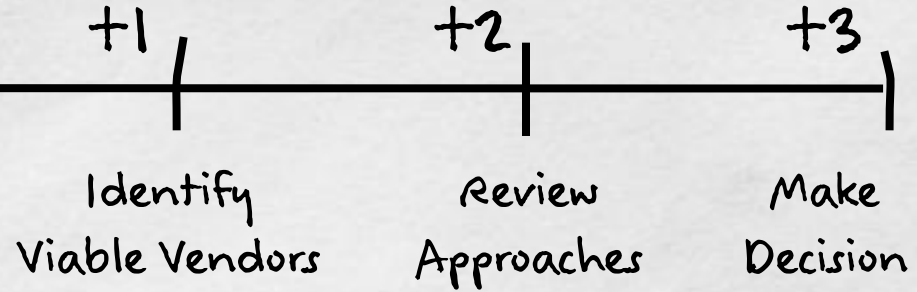
“Why Change?”

- Challenge assumptions
- Define new set of needs
- Align w/your strengths

DEFEAT THE STATUS QUO

35%

Bake-off



“Why Us”

- Our promise of what you get
- How we do it
- Why we are the best option

DEFEAT YOUR COMPETITOR

Attention Scarcity

Attention Scarcity



Incumbent Advantage

Change Burden

3 Years

900,000

2 Months

blog entries
posted every day

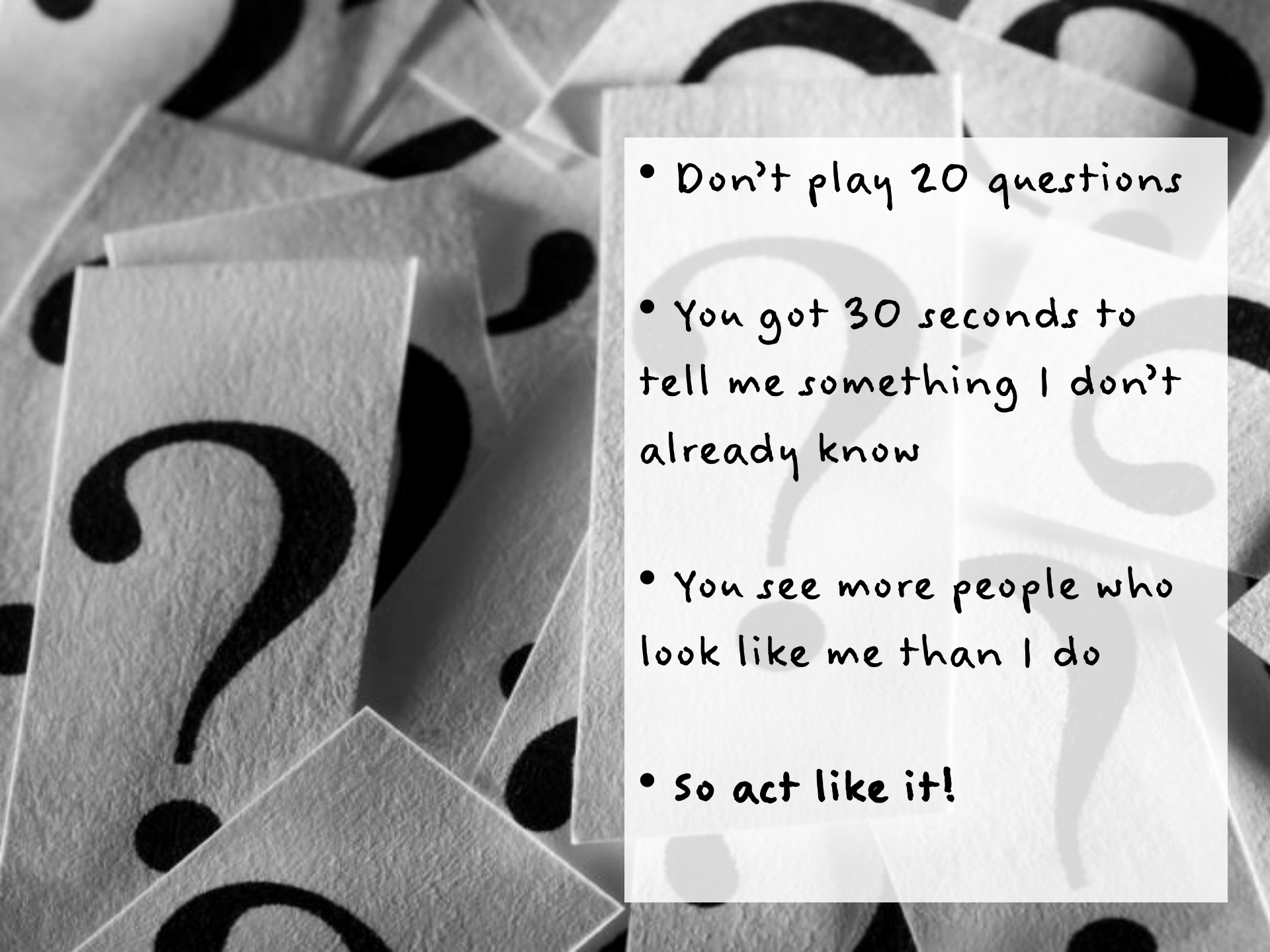
1 Week

300,000

1 Billion Tweets

hours of video
posted every day

1 Week

- 
- The background consists of several overlapping, slightly crumpled pieces of light-colored paper. Each piece of paper has a large, bold, black question mark printed on it. The papers are scattered across the frame, creating a sense of depth and repetition. The overall color palette is grayscale, with the black of the question marks and the light gray of the paper against a darker, textured background.
- Don't play 20 questions
 - You got 30 seconds to tell me something I don't already know
 - You see more people who look like me than I do
 - So act like it!

Don't Call the Baby Ugly



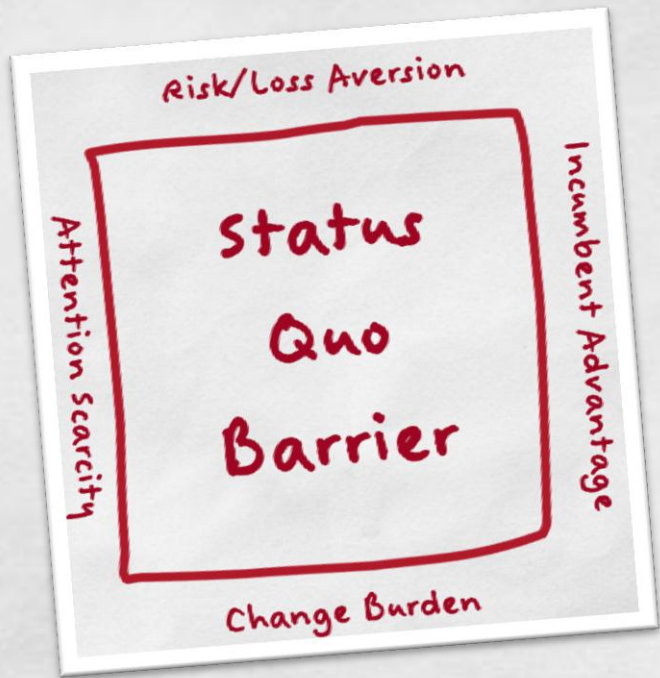
Make them Smarter



“While our access to raw information has grown exponentially, our time to process this information has declined rapidly, which has placed an unprecedented premium on the act of *meaning-making*.”

George Dyson (Futurist)





Your messaging needs to:

- 1) Tell them something they didn't know

Risk/Loss Aversion

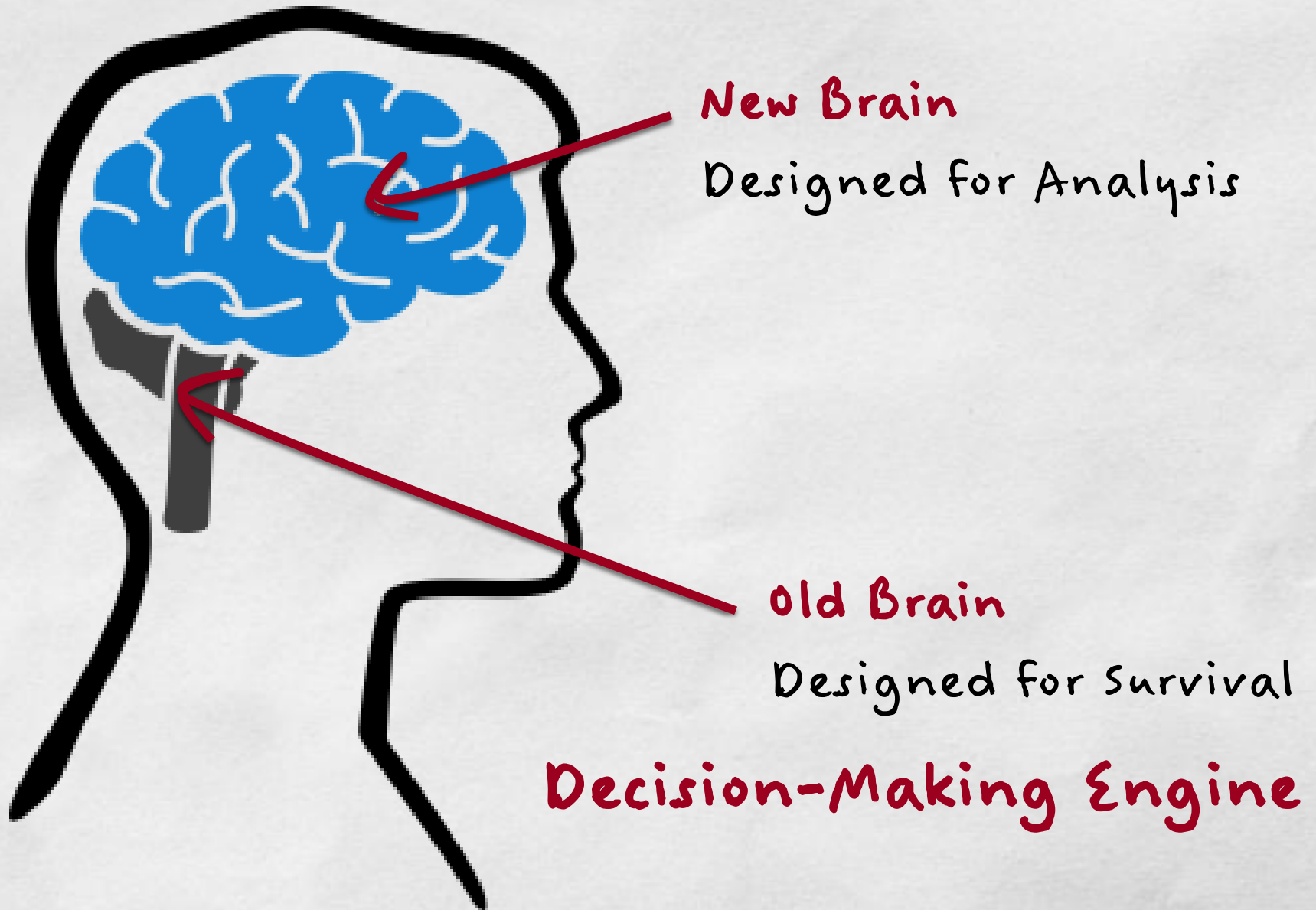
Attention Scarcity



Incumbent Advantage

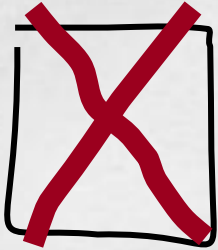
Change Burden

Your Prospect's Brain

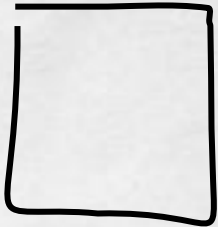




Which would you choose?

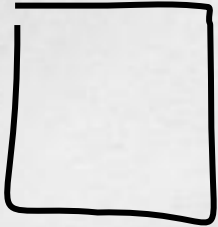


A guaranteed gain of \$75,000

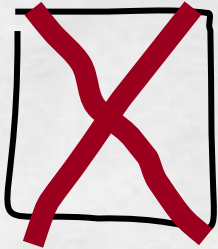


An 80% chance of gaining \$100,000
with a 20% chance of getting nothing

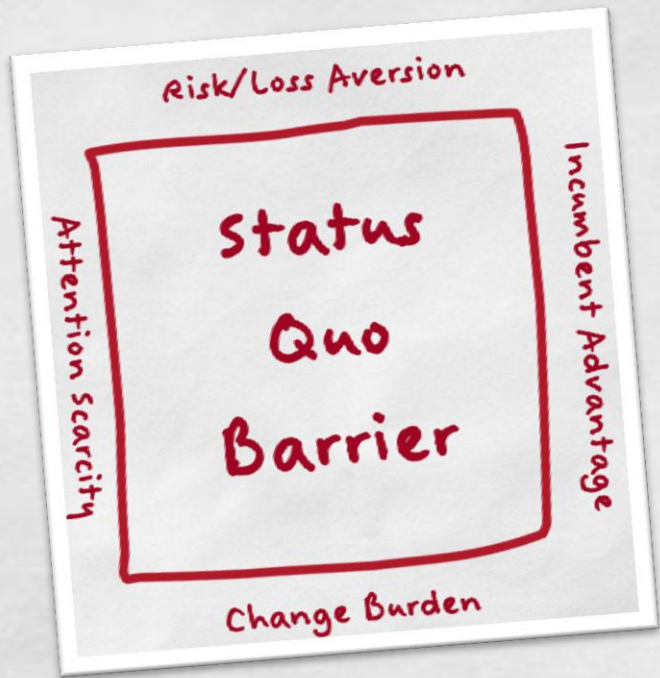
Which would you choose?



A certain loss of \$75,000



An 80% chance of losing \$100,000 with a 20% chance of not losing anything



Your messaging needs to:

- 1) Tell them something they didn't know
- 2) Put outcomes at risk to create "context" for urgency

Rückkäufes Burden

Attention Scarcity



Incumbent Advantage

Change Burden

© 1982
Carly Simon

Hotcakes

Haven't got
time for the
pain...



ENTER NEXT VALUE

TABLE 1

Year	1980	1981	1982	1983	1984
Q1	10000	10500	11000	11500	12000
Q2	10200	10700	11200	11700	12200
Q3	10400	10900	11400	11900	12400
Q4	10600	11100	11600	12100	12600

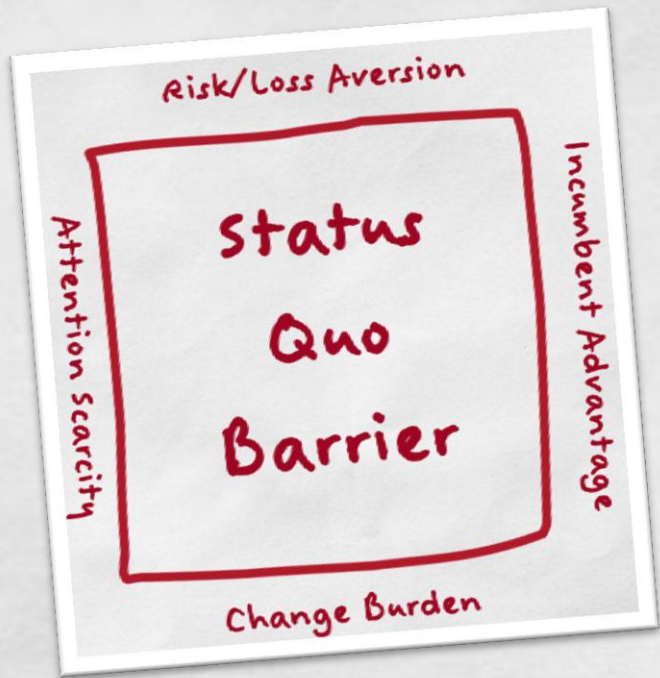
HP 3815A 154-525-4000

HP

The pains I'm living with...



Are bigger than the pain of change...



Your messaging needs to:

- 1) Tell them something they didn't know
- 2) Put outcomes at risk to create "context" for urgency
- 3) Amplify the pains they are living with to create a need

Incumbent's Advantage

Attention Scarcity



Incumbent Advantage

Change Burden

Find your Contrast





Contrast = Value

Communicating Contrast



New Brain

Designed for Analysis

blah blah
blah blah

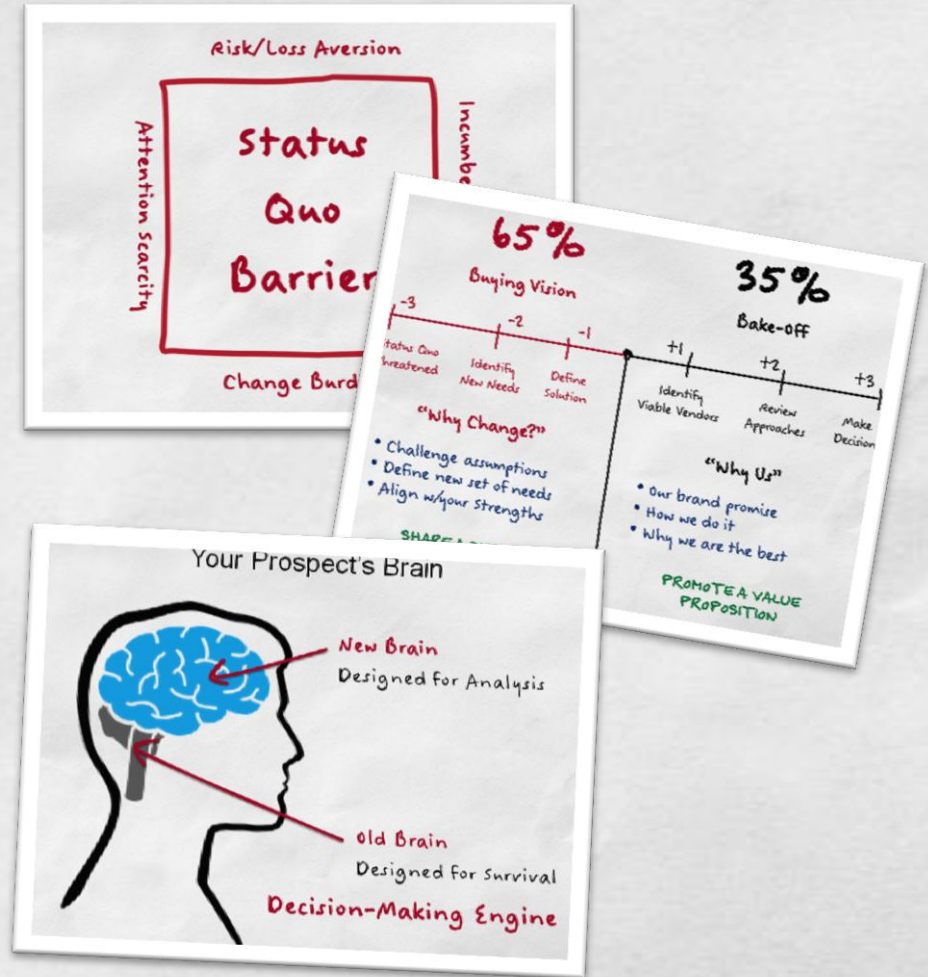
old Brain

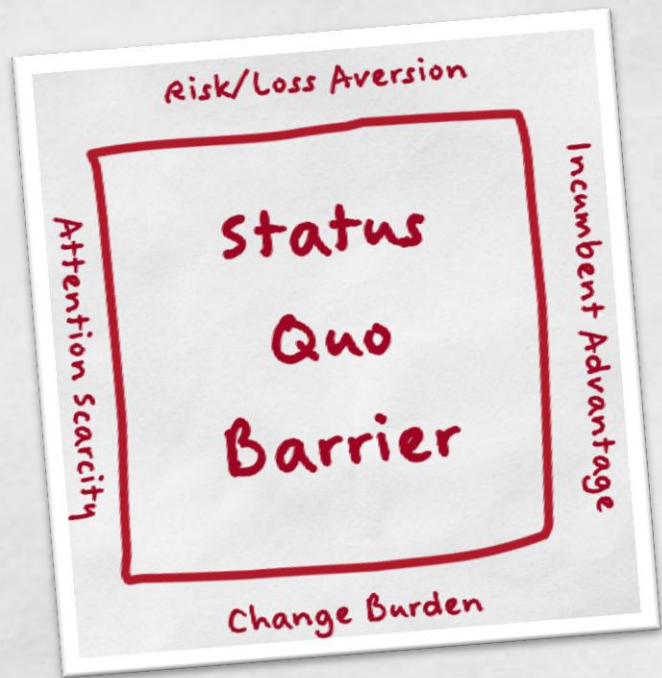
Designed for Survival

Decision-Making Engine

“Speak” to the Old Brain

Visual Storytelling



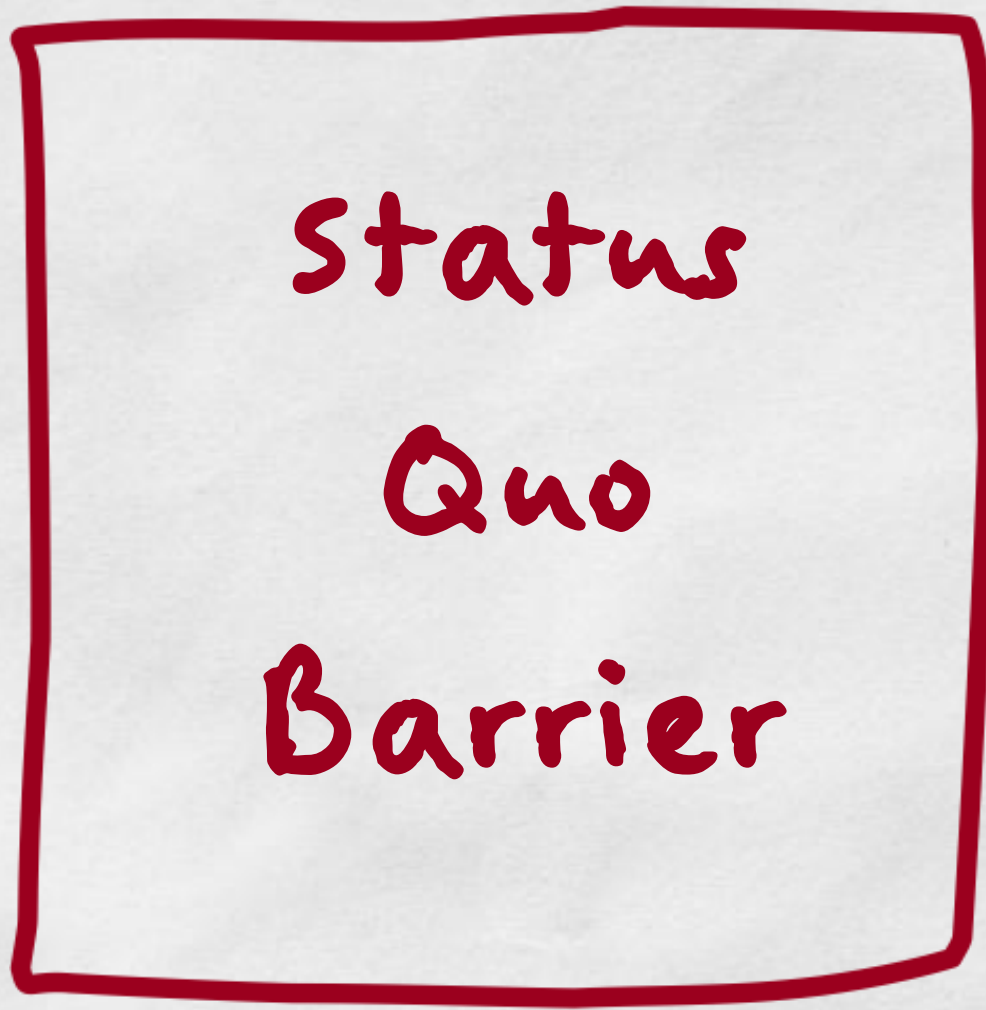


Your messaging needs to:

- 1) Tell them something they didn't know
- 2) Put outcomes at risk to create "context" for urgency
- 3) Amplify the pains they are living with to create a need
- 4) Show "contrast" between old/new way to create value

Risk/Loss Aversion

Attention Scarcity



Incumbent Advantage

Change Burden

Who are you going to be?

