

Persuasive Visualization

Advice for Presenters

- Structure your argument as: “We prioritized [Criterion X]. We recognize that sacrifices [Concession Y]. However, if [Metric Z] drops below our threshold, our fallback plan is...”
- Talk with the exec, not at them. Hear their real question behind the question. Treat every question as an invitation to show your reasoning.
- If the exec brings up a valid objection, agree with it immediately and then explain why your approach still wins.
- Above all, don't invent an answer to a question you can't answer.
- Practice objection handling with your partner or trusted friend.

(Extra Credit) Expectations for Acting Executives

- Your job is to clarify → challenge → disconfirm.
- Force honesty over data quality.
- Don't ask trivia.
- Don't be hostile. Every push should have a purpose.
- To prep:
 - Read through your assigned business brief.
 - Watch the team's video and click through their site.
 - Anticipate the most likely arguments.