
Instructions: Think back to the economic crisis of 2009. Take the *italicized* sentences and revise them by using rhetorical devices and figures of speech that would make the message more listenable. Design the final message (box 3 below) to be applaudable.

This is the journey we carry on today.

We remain the world's most prosperous and powerful nation.

Box 1: When this crisis began, the productivity of our workers has stayed at a high level.

Our minds have remained inventive.

The need for our goods and services has not declined in the last year.

1. Suggestion: Try for a list of three

Our economic capacity remains fundamentally strong.

Box 2: But our time of standing pat in which narrow interests are protected and unpleasant decisions are put off is certainly over.

2. Suggestion: Try for a list of three

Box 3: Starting right now we must regain our bearings and resume the work of economic recovery.

3. Suggestion: Try for a list of three (and replace “regain our bearings” with a figure of speech)

1 Obama: This is the journey we continue today
2 (1.1)
3 We remain the most prosperous powerful nation on Earth
4 (1.5)
5 1→ Our workers are no less productive than when this crisis
6 began
7 2→ Our minds are no less inventive
8 3→ Our goods and services no less needed than they were
9 last week ←1
10 or last month ←2
11 or last year ←3
12 (1.1)
13 Our capacity remains undiminished
14 (1.5)
15 But our time of standing pat ←1
16 (1.1)
17 of protecting narrow interests ←2
18 and putting off unpleasant decisions ←3
19 That time has surely passed
20 Man: Yeah
21 Starting today
22 1→ we must pick ourselves ↑up
23 2→ dust ourselves off
24 3→ and begin again the work of remaking ↓America
25 Audience: (Applause/cheers)

Instructions: Imagine an audience of managers and executives expecting a motivational and humorous speech. The speaker's purpose is to criticize organizations' preoccupation with strategic planning. Take the *italicized* sentences and revise them by incorporating rhetorical devices that would make the message more listenable. Design the final message (box 3 below) to be humorous.

Box 1: Too much talk and too little do is the number one trouble with enterprises small or large.

1. Rearrange the sentence above into a puzzle-solution:

Box 2: Now as you know Southwest Airlines is one remarkable institution in the United States.

It is a profitable airline which, of course, is the ultimate oxymoron.

2. Rearrange the sentences above into a pair of interlocking puzzle-solutions:

Box 3: We have a strategic plan; it's called "doing things."

Now this is the essence of a strategic plan according to Herb Kelleher the chief executive officer of Southwest.

I agree, and I love these words of Herb's.

3. Rearrange the sentences above into a puzzle-solution where the solution is humorous.

1 Peters: P→ The number one trouble with enterprises small or large is
2 (pause)
3 S→ [too much talk ←A
4 (pause)
5 too little do ←B
6 (0.8)
7 Now as you know we have this one remarkable institution
8 in the United States
9 P→ The ultimate oxymoron
10 (0.6)
11 S→ A profitable airline ←P
12 (1.1)
13 It's called Southwest ←S
14 Herb Kelleher the chief executive officer of Southwest
15 and I agree on the essence of a strategic plan
16 P→ [And I love these words of Herb's
17 "We have a strategic plan
18 S→ it's called 'doing thing [s]"
19 Audience: (laughter)

Instructions: The speaker has just discussed the experience of finding out that you're wrong. Below she considers what being wrong itself is like. Take the *italicized sentences* and revise them by incorporating rhetorical devices that would make the message more listenable. Design the final message (box 3 below) to be humorous.

But just being wrong doesn't feel like anything. I'll give you an analogy.

You remember that Loony Tunes cartoon where there's this kind of pathetic coyote who's always chasing and never catching a roadrunner? In pretty much every episode of this cartoon, there's a moment where the coyote is chasing the roadrunner and the roadrunner runs off a cliff, which is fine — he's a bird, he can fly. But the thing is, the coyote runs off the cliff right after him. And what's funny — at least if you're six years old — is that the coyote's totally fine too. He just keeps running — right up until the moment that he looks down and realizes that he's in mid-air. That's when he falls.

Box 1: When we're wrong about something but before we realize it, we're like that coyote before he looks down.

1. Try to include a pair of contrasts in the sentence above.

Box 2: You know we feel like we're on solid ground. But our opinion is actually wrong.

2. Try to rearrange the two sentences above into a list of three (third item contrasts with the first two).

Box 3: So, being wrong feels a lot like being right. To correct something I said a moment ago.

3. Try to rearrange the two sentences above into a puzzle-solution. Break the first sentence into two.

1 Schulz: But just being wrong (1.7) doesn't feel like anything
2 (1.5)
3 I'll give you an analogy.
4 You remember that Loony Tunes cartoon where there's
5 this kind of pathetic coyote who's always chasing and
6 never catching a roadrunner
7 (0.2)
8 In pretty much every episode of this cartoon (0.3)
9 there's a moment where the coyote is chasing the
10 roadrunner and the roadrunner runs off a cliff
11 (0.5)
12 which is fine=he's a bird=he can fly
13 (1.1)
14 But the thing is the coyote runs off the cliff right after him
15 (0.6)
16 And what's funny (0.3) at least if you're you know six
17 years old is that the coyote's totally fine too
18 He just keeps running (0.2) right up until the moment that
19 he looks down (0.2) and realizes that he's in mid-air
20 (1.0)
21 That's when he falls
22 (2.5)
23 When we're wrong about something
24 (1.1)
25 A→ not when we realize it
26 B→ but before that
27 (1.1)
28 we're like that coyote
29 (1.1)
30 A→ after he's gone off the cliff
31 B→ and before he looks down
32 (1.3)
33 1→ You know we're already wrong |
34 (0.2) | ←A
35 2→ we're already in trouble |
36 (0.3)
37 3→ but we feel like we're on solid ground | ←B
38 (2.1)
39 So I should actually correct something I said a moment
40 ago.
41 (1.1)
42 P→ It does feel like something to be wrong
43 (1.1)
44 S→ It feels like being right
45 Audience: (laughter)