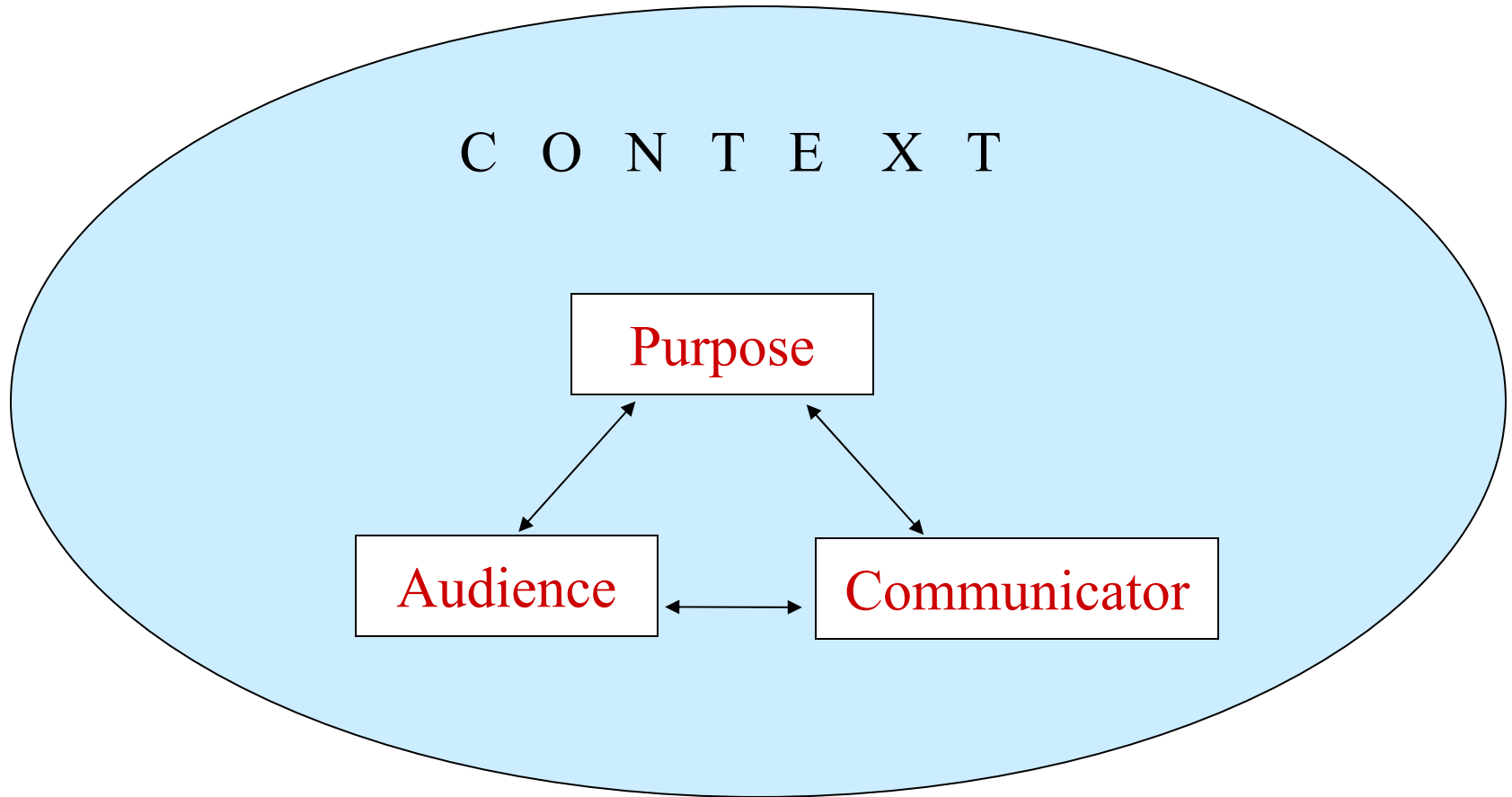
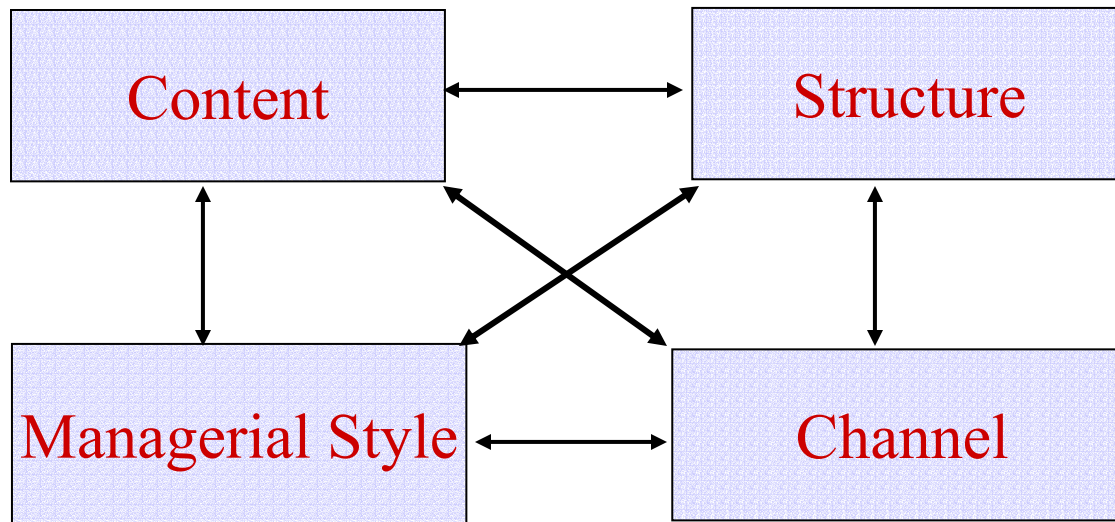

Analyzing the Situation

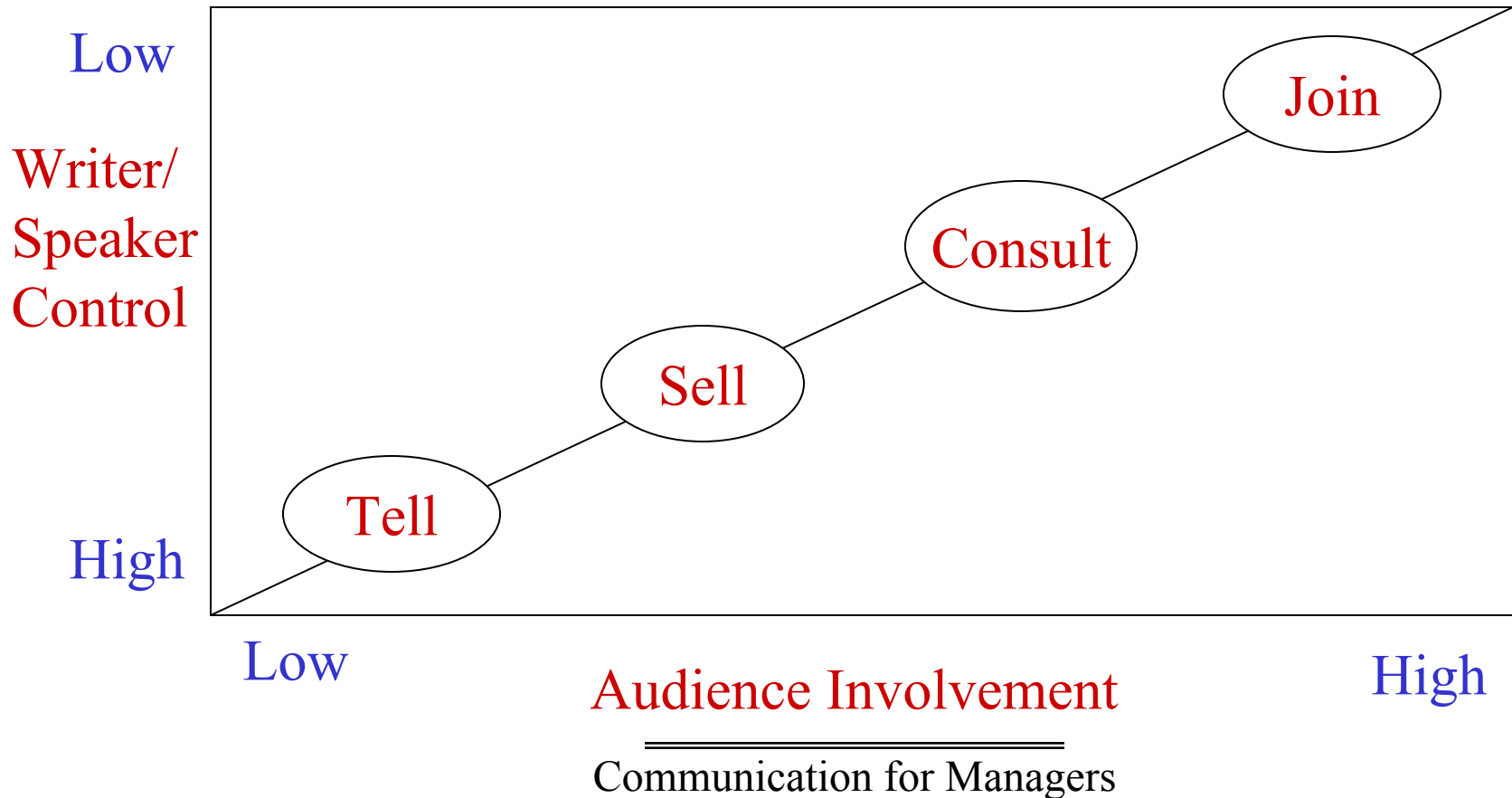


Deciding on a Strategy



Deciding on Your Managerial Style

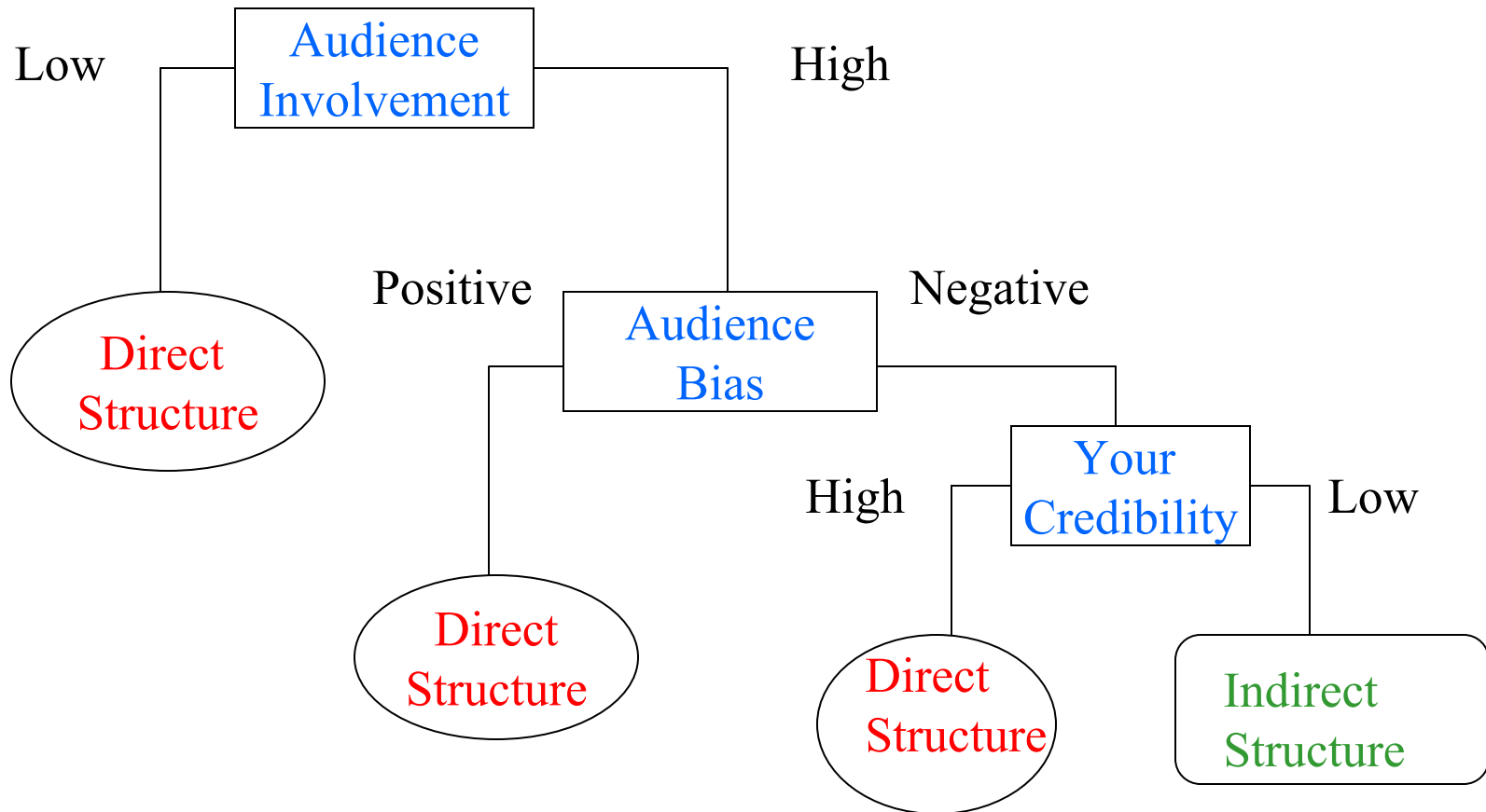
Managerial Style



Approaches to Structure

	Direct	Indirect
Informative	Main points followed by subsidiary points	Subsidiary points preceding main point
Persuasive	Recommendation backed by arguments	Arguments leading to recommendation

Deciding on Structure: Rhetorical Concerns



Deciding on a Structure: Balancing Factors

Cognitive
Processing
Factors

Rhetorical
Factors

Factors affecting
general audiences

- Memory curve
- Cognitive framework

Factors affecting
specific audiences

- Audience bias
- Audience involvement
- Context

Deciding on an Structure: Cognitive Processing Constraints

