

BETTER
CONVERSATIONS

FASTER
DECISIONS

STRONGER
STRATEGIES

UNDERSTANDING HOW TO SET THE “BRAIN STAGE” FOR YOUR COMMUNICATION AND MARKETING MESSAGES



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TARGETING COMMUNICATION

And why your best-written, well-intentioned, grammatically correct, theoretically sound, otherwise perfect-on-paper communication isn't hitting the mark.



Setting Expectations



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HOW WE MAKE DECISIONS

We have a very limited capacity.



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WILLPOWER

Our most finite mental resource.



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OUR BRAINS AND UNCERTAINTY



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POSITIONING THE BRAIN



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COMMUNICATION HISTORY

Previous experiences that are similar to the decision being made.



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Let's talk about
the elephants



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UNCERTAINTY REDUCTION

Our brains fill in gaps.



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How do we best
communicate around
the obstacles that
exist to **best position**
the brain?



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THE STUDENT EXPERIENCE

Find and fill your gaps.



Finding/Qualifying/Attracting

Opening Communication/Marketing

Education Communication/Marketing

The Application Process

The Acceptance Communication

The Orientation Visit

The Counseling Session

The Beginning of the Semester

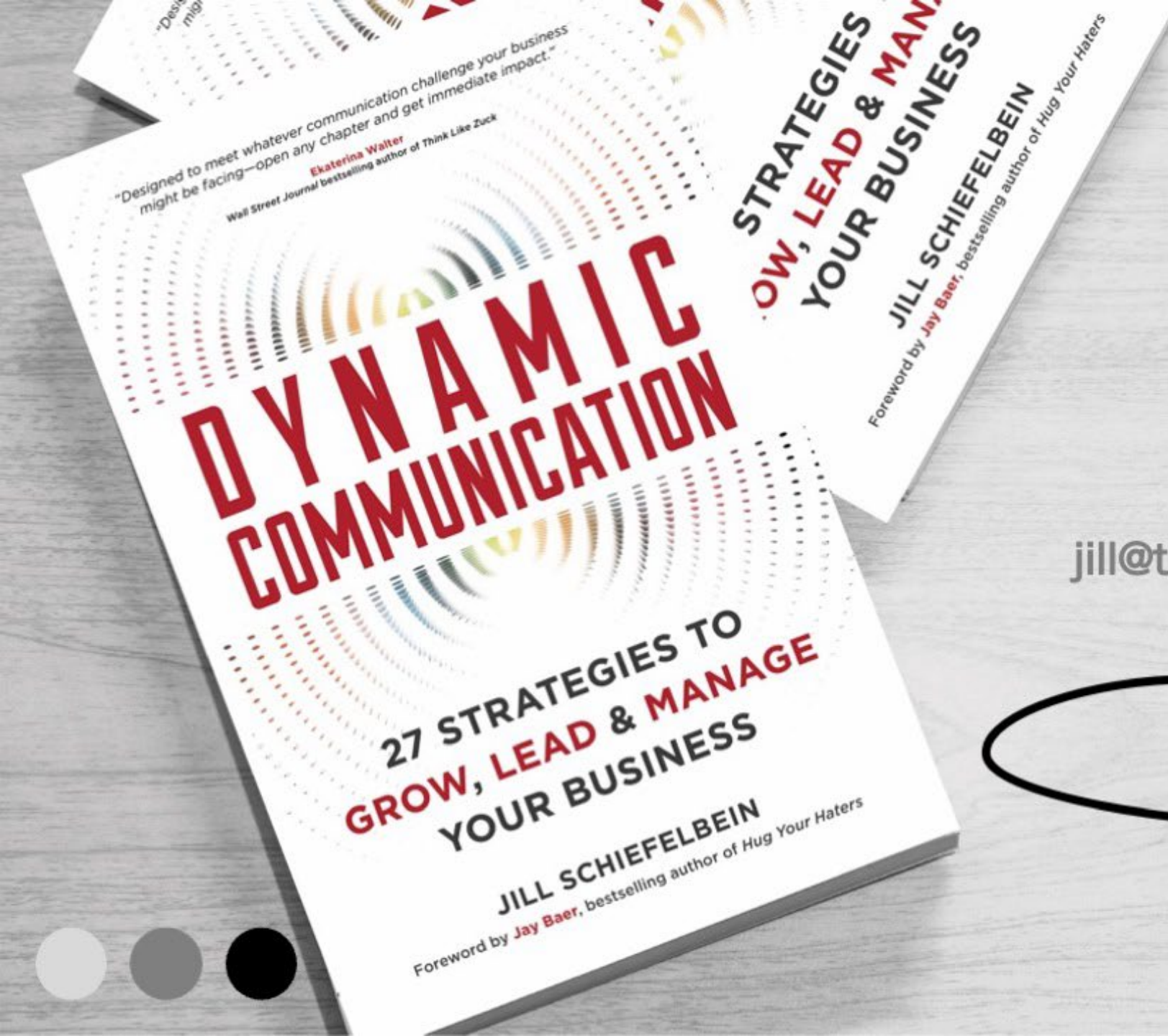






MIND THE GAP





—THANKS—
YOU'RE
DYNAMIC!

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Let's Connect!



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