

Move on @ Learning Power: Online Cohort

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**Technology & Innovation
in Education** *learning is our work*

Move on @ Learning Power Online Cohort

Welcome

April 21, 2013

Rapid City

Rushmore Plaza Civic Center

Rushmore E 1-5 p.m.

edmodo.com TIE conferencec **9hrub**

edmodo.com Learning Power group **dumddv**

Outcomes

Participants will

- Reconnect, Celebrate
- Engage in Professional Growth
- Receive new Learning Power Information



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Theme: Moving on and Moving others

Glimpse into the book—
“Which three words come to
mind?”—page 160

“What are Learning
Power and/or online
teaching about?”

Respond in exactly three words

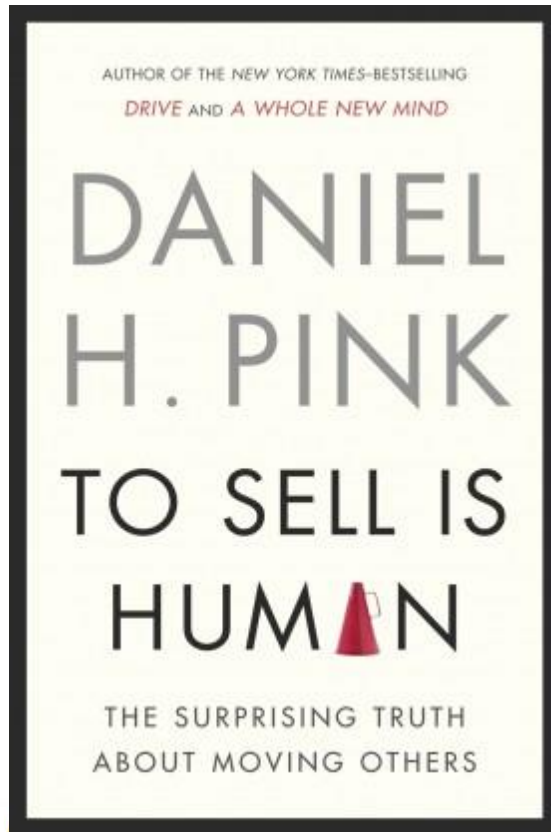


People
Food
Passion

Questions to help determine important words—
What do you want people to know?
What do you want people to feel?
What do you want people to do?



So many nuggets



Before we can move others, we need to know more about ourselves and our product.

Watch for the importance of brevity pushed to the limit

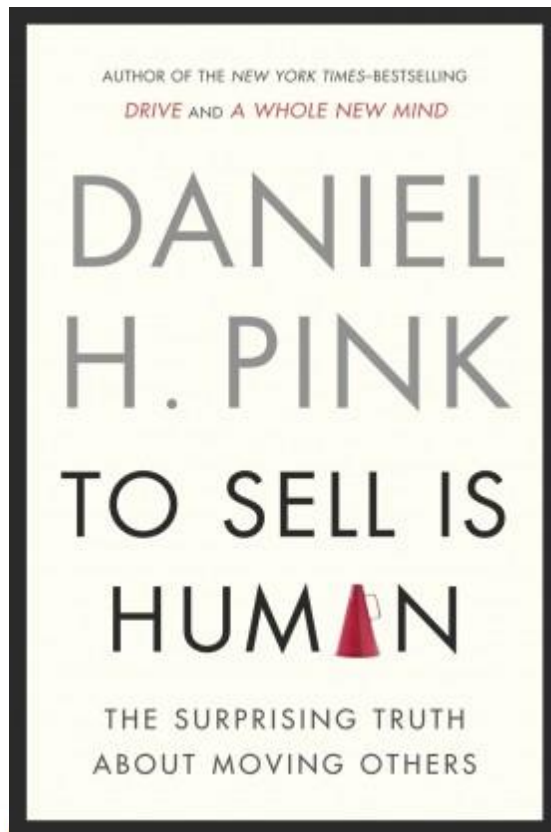
Search

Priceless

Forward



So many nuggets



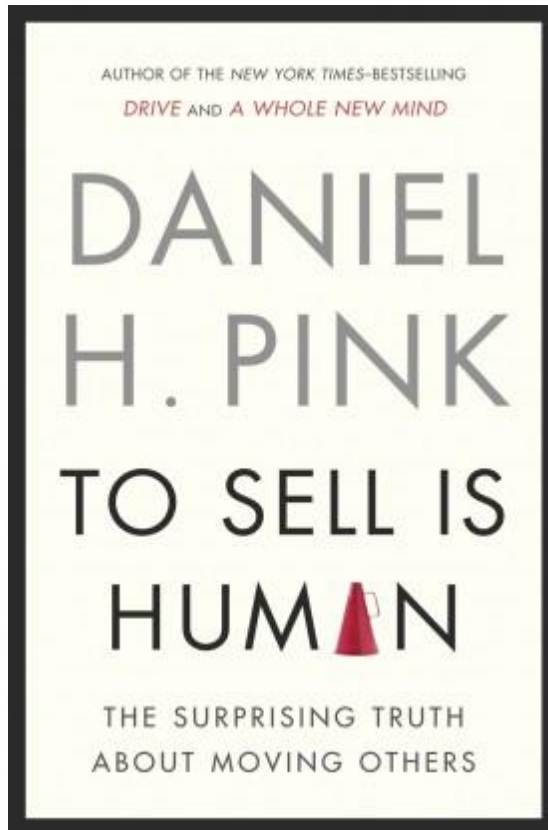
Google



Watch during the rest of
the conference for brevity



So many nuggets



Three Parts

1. Rebirth of Salesman

We are all in sales



Start at CarMax.



2. How to Be

Attunement

Buoyancy

Clarity

3. What to Do

Pitch (three words)

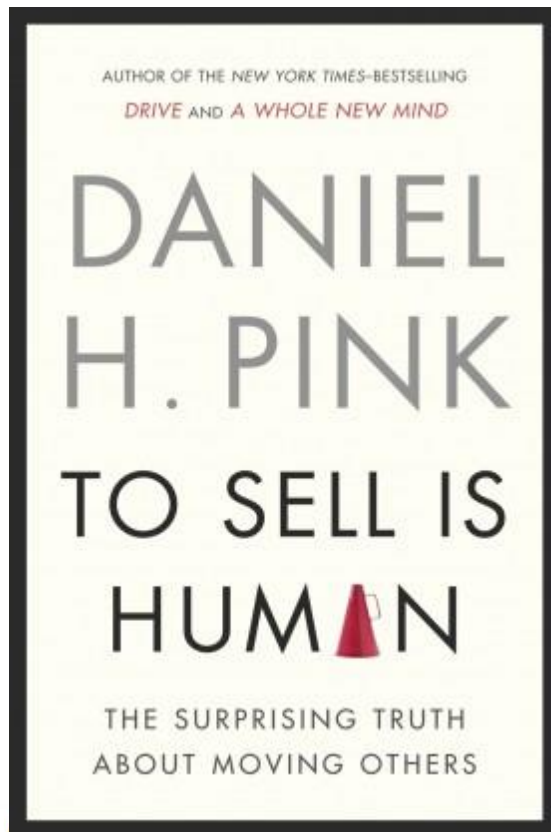
Improvise

Serve



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Two questions to answer:

1. **If the person you're selling to agrees to "buy," will his or her life improve?**
2. **When your interaction is over, will the world be a better place than when you began?**

--- page 233



To Sell is Human: The Surprising Truth About Moving Others

Affirming

- Empty chair
- Problem finding 127
- Powerful Comparison 134
- Curation 132
- Information equity
- Perspective-taking 73
- Positive frame 138
- Mirroring 76
- Yes and 193

New

- Chameleon as a verb 79
- Ambiverts 82, 90
- Caveat venditor
- Power inverse
- Interrogative self-talk 101
- Flexible optimism 112
- Appropriate negativity 108
- Potential frame 140
- How ready are you? 146
- Make partner look good
- Beyond solving to serving



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Clarity

- How to Be
 - Information is abundant
 - Information is democratic
 - Concentrate less on problem SOLVING and more on problem FINDING



-- page 127

Pitch

- What to do
 - Email subject line is a pitch
 - Most important is who sent it
 - Next most important is subject line
 - Utility
 - Curiosity
 - Specificity

– page 167

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Pitch

- What to do
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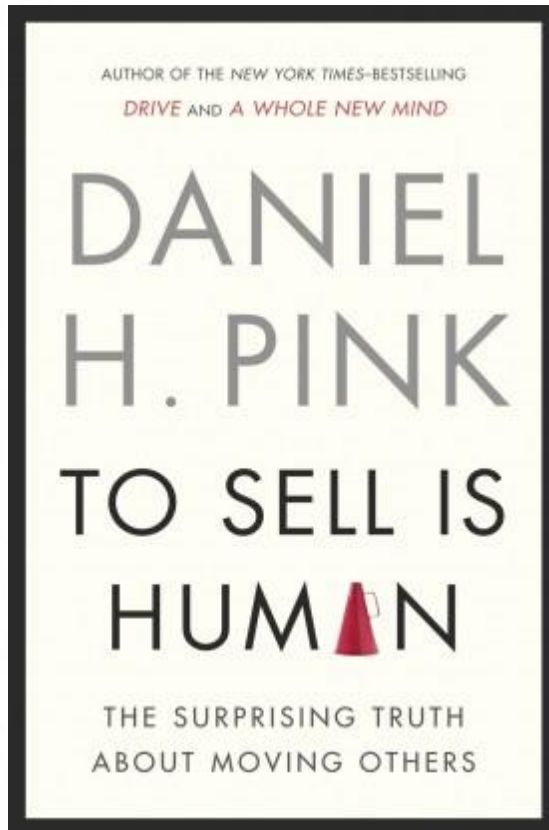


– page 167

Pitch

- What to do
 - Look at the last 20 emails in your sent box
 - Count how many are utility
 - Count how many are curiosity
 - Add the two together, do they add up to less than 10?
 - Rewrite one
 - page 178

So many nuggets

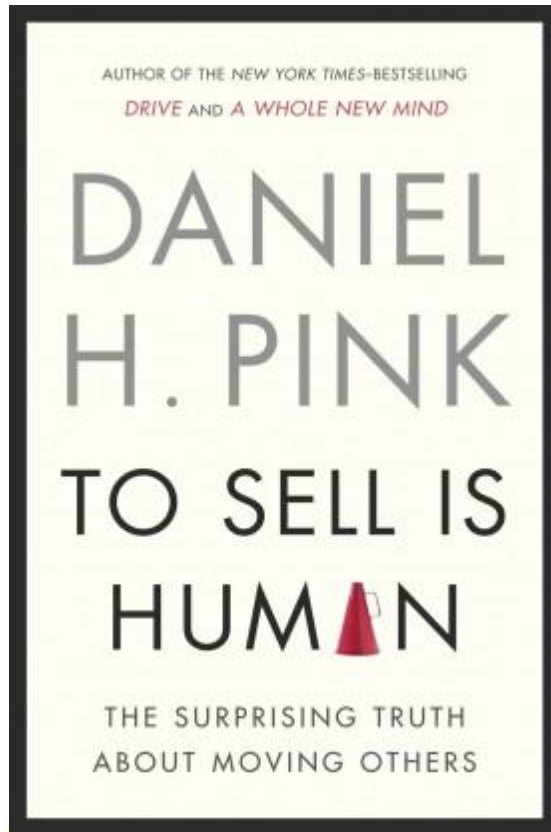


1. **Watch and listen during the rest of the conference to see examples of clarity and pitches**
2. **Do NOT read this book in one sitting**
3. **14 day activity book is available on edmodo site group: dumddb**
4. **See how the nuggets apply to online education**



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Enjoy the rest of the conference

Access materials at edmodo.com group dumddv

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Check out:

learning of the day—

describe your learning in exactly three words.

Can We Change?



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**KEEP
CALM
AND
MOVE
ON**

