*A face not even a mother could love*

# Lessons in Persuasive Language From The Game of Thrones

The Hoffman Agency

www.hoffman.com

Imagine
a world without
PowerPoint

**Tyrion** did

Imagine
a world without
PowerPoint

Tyrion's plea to Daenerys
(season 5, episode 8)

Tyrion's plea to Daenerys
(season 5, episode 8)
Sheer Genius

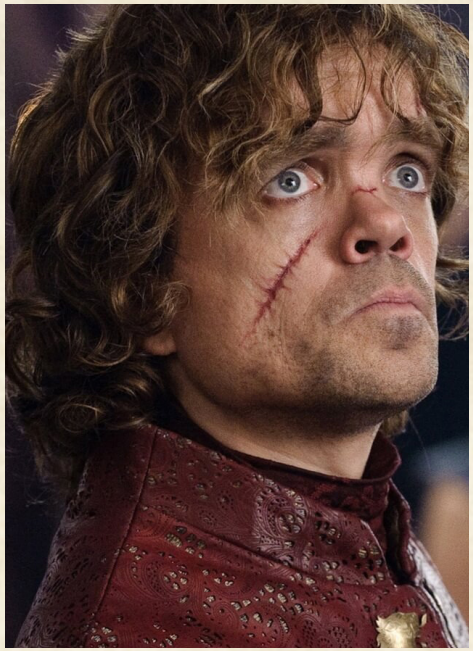
# Right up There with **Winston Churchill's** First Speech as Britain's Prime Minister

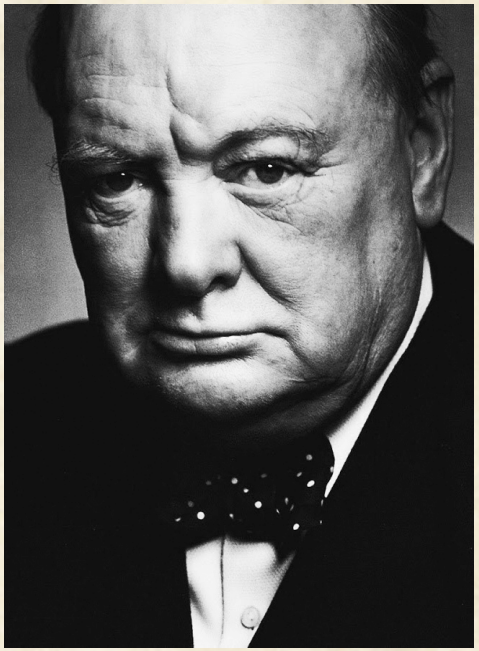
"You ask, what is our aim? I can answer in one word: It is victory."

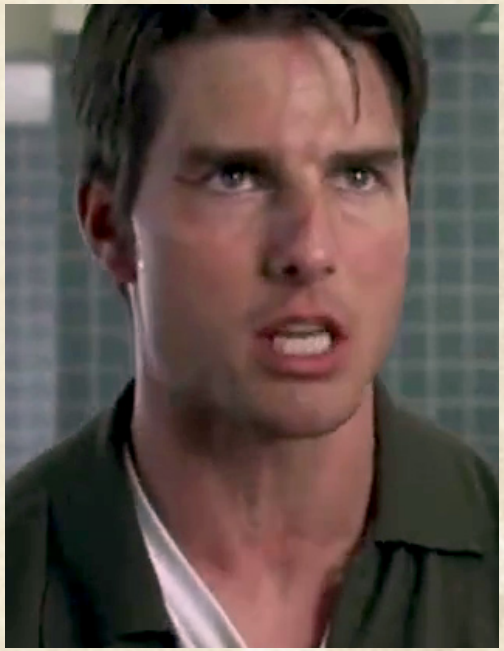
# And the Soliloquy from Tom Cruise in **Jerry Maguire**

"Help me,
Help you"

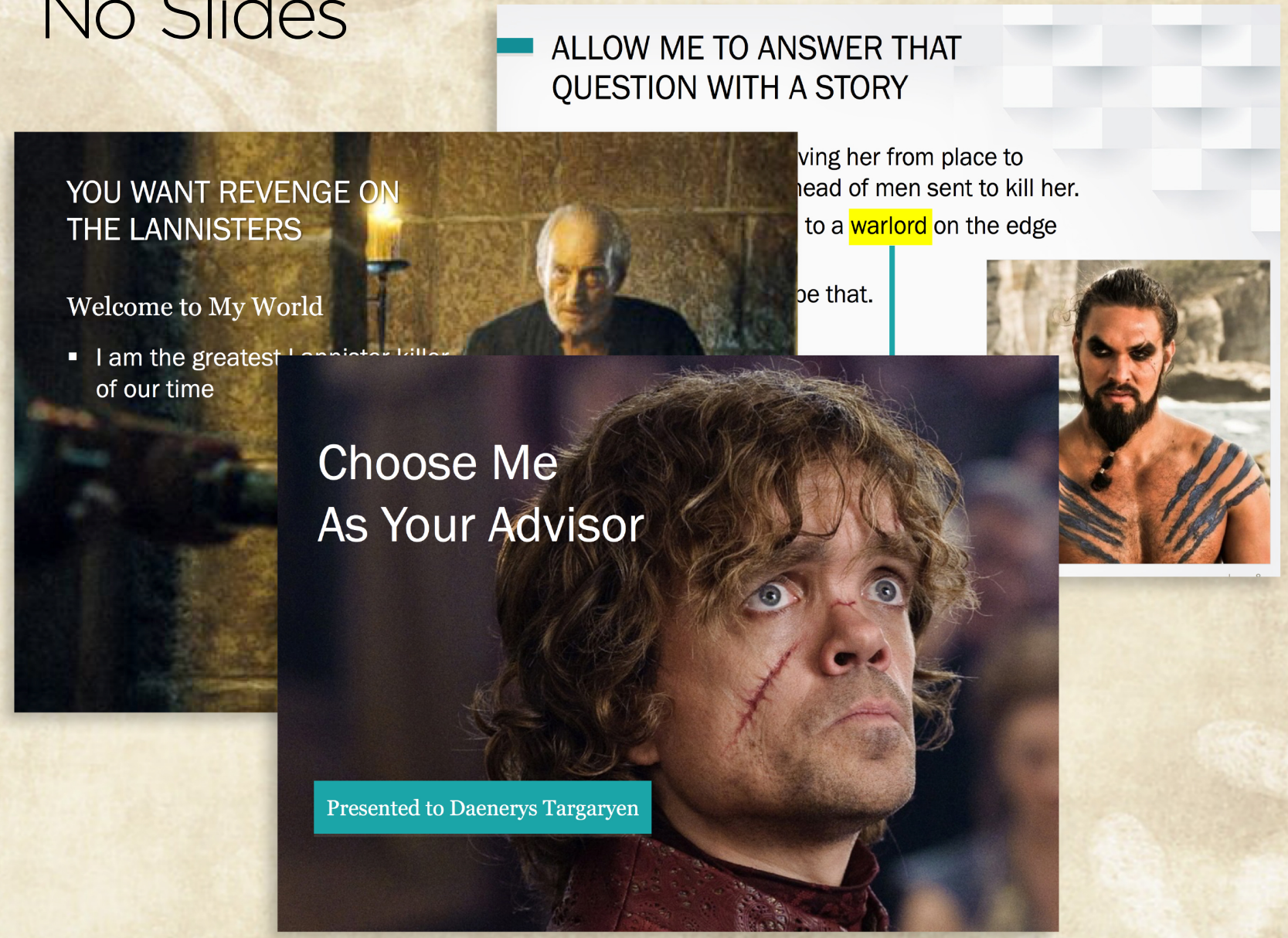
What does the Persuasive Language from **Tyrion, Winston Churchill** and **Jerry Maguire** have in common?



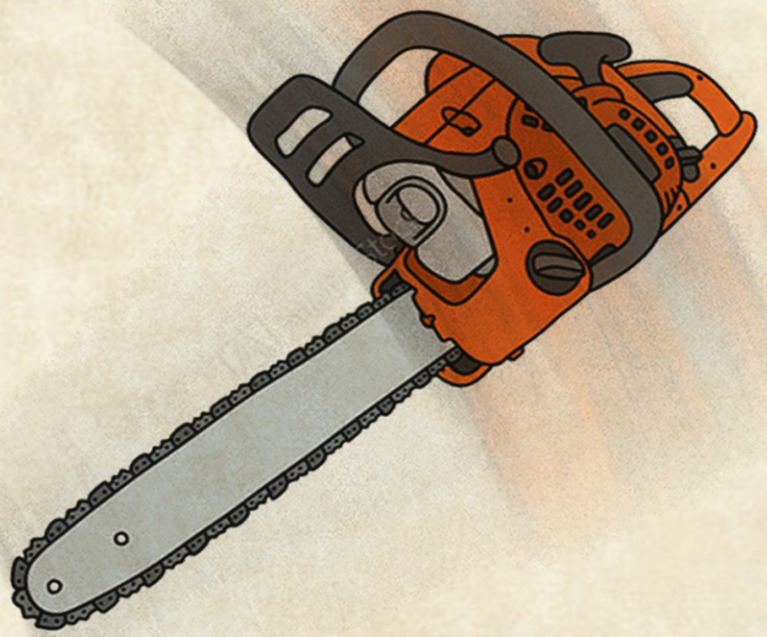




# No Slides


ALLOW ME TO ANSWER THAT QUESTION WITH A STORY
ving her from place to
head of men sent to kill her.
to a warlord on the edge
be that.
YOU WANT REVENGE ON THE LANNISTERS
Welcome to My World
I am the greatest
of our time
Choose Me
As Your Advisor
Presented to Daenerys Targaryen

# No Props

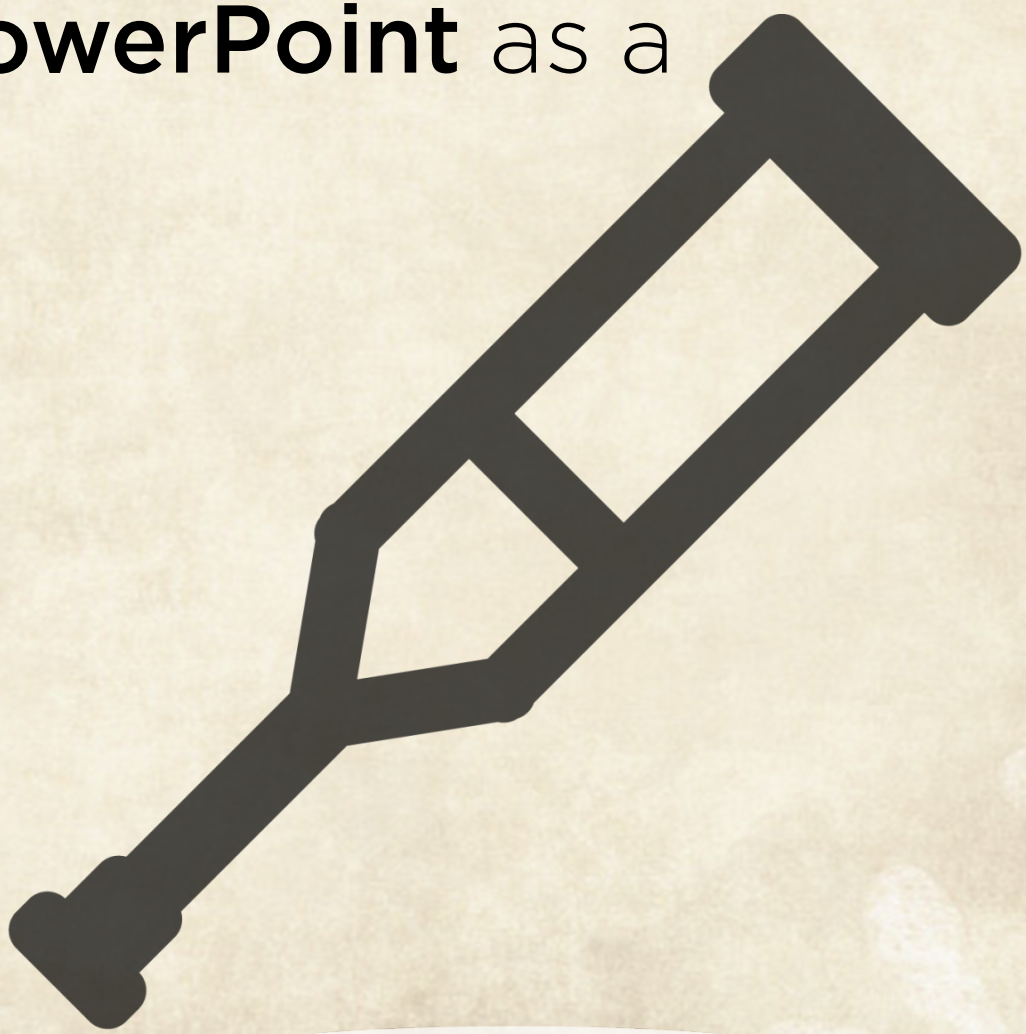


No
Teleprompter

Instead, the total focus
lies with the speaker
and what he says

Before going further, let's talk
about that thing in the room

Those in business often use **PowerPoint** as a



# They feel naked without their slides

Yet, nothing
wins over an audience
like an **individual**
alone on stage,
expressing a viewpoint
with **utter conviction**

# Back to our friend Tyrion trying to sell Daenerys

In a corporate setting,
Tyrion would fire up the PowerPoint deck and start talking

# In Game of Thrones, it's just him

(Jorah has taken on the characteristics of wallpaper)

For those not familiar with Game of Thrones, a quick bit of background on Tyrion

He’s a dwarf with an uncanny knack for figuring things out and living to see another day

Shooting an through
his dad's chest put a damper on his career
in the House of Lannister

*Not his finest moment in problem solving*

He’s now trying to reinvent himself as a counselor to the one ruler on a roll, Daenerys

You're up to date

Counselor to Daenerys
Fighting Pits
In this scene, Tyrion has hit the proverbial fork in the road

# Tyrion's stature doesn't portend a happy ending if he ends up in the fighting pits

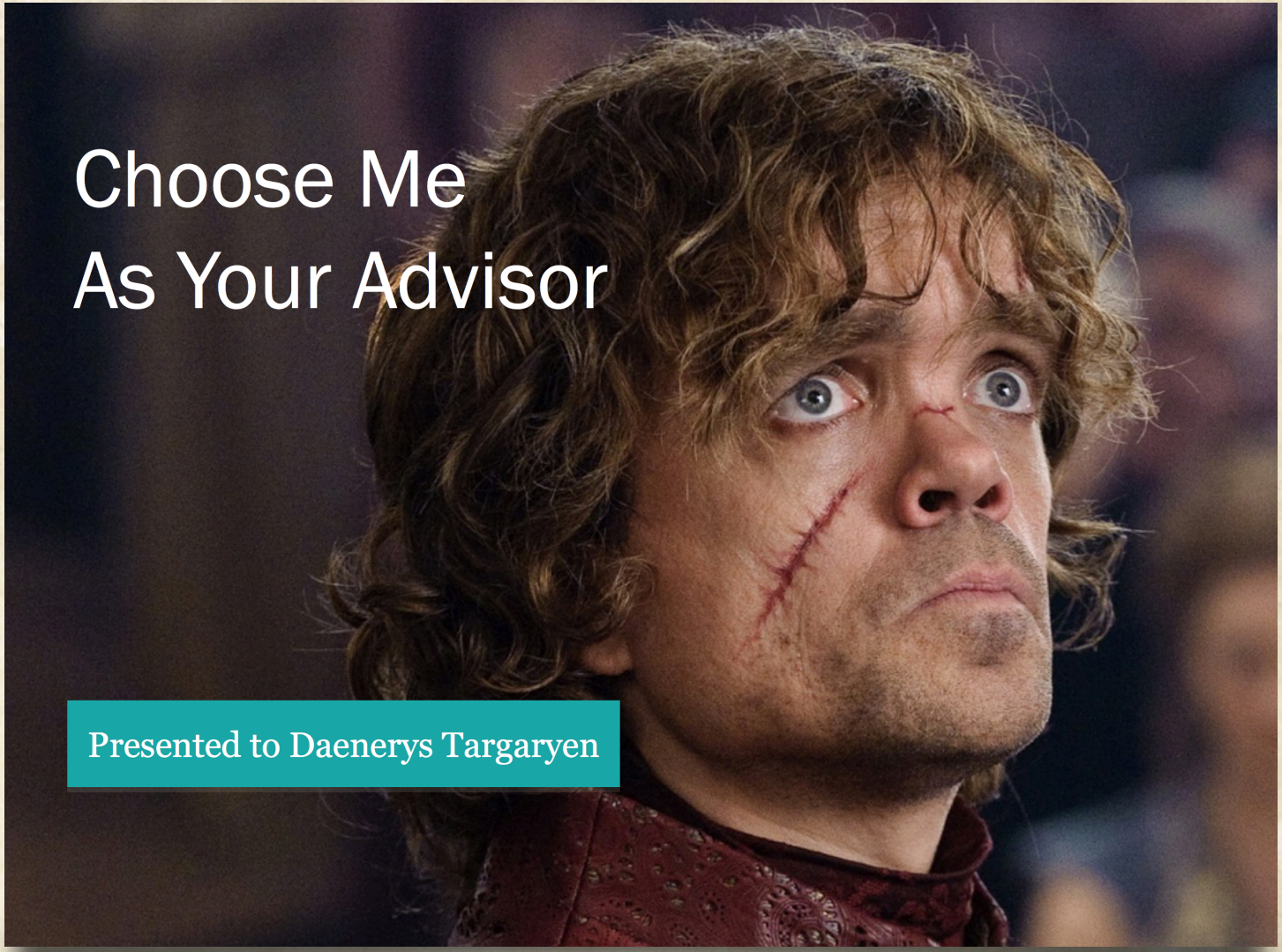
# But Tyrion's persuasive communications wins the day

The scene serves as
a reminder
of the Power of Language
without “Decorations”

# You can watch Tyrion in action in the initial 140 seconds of the video

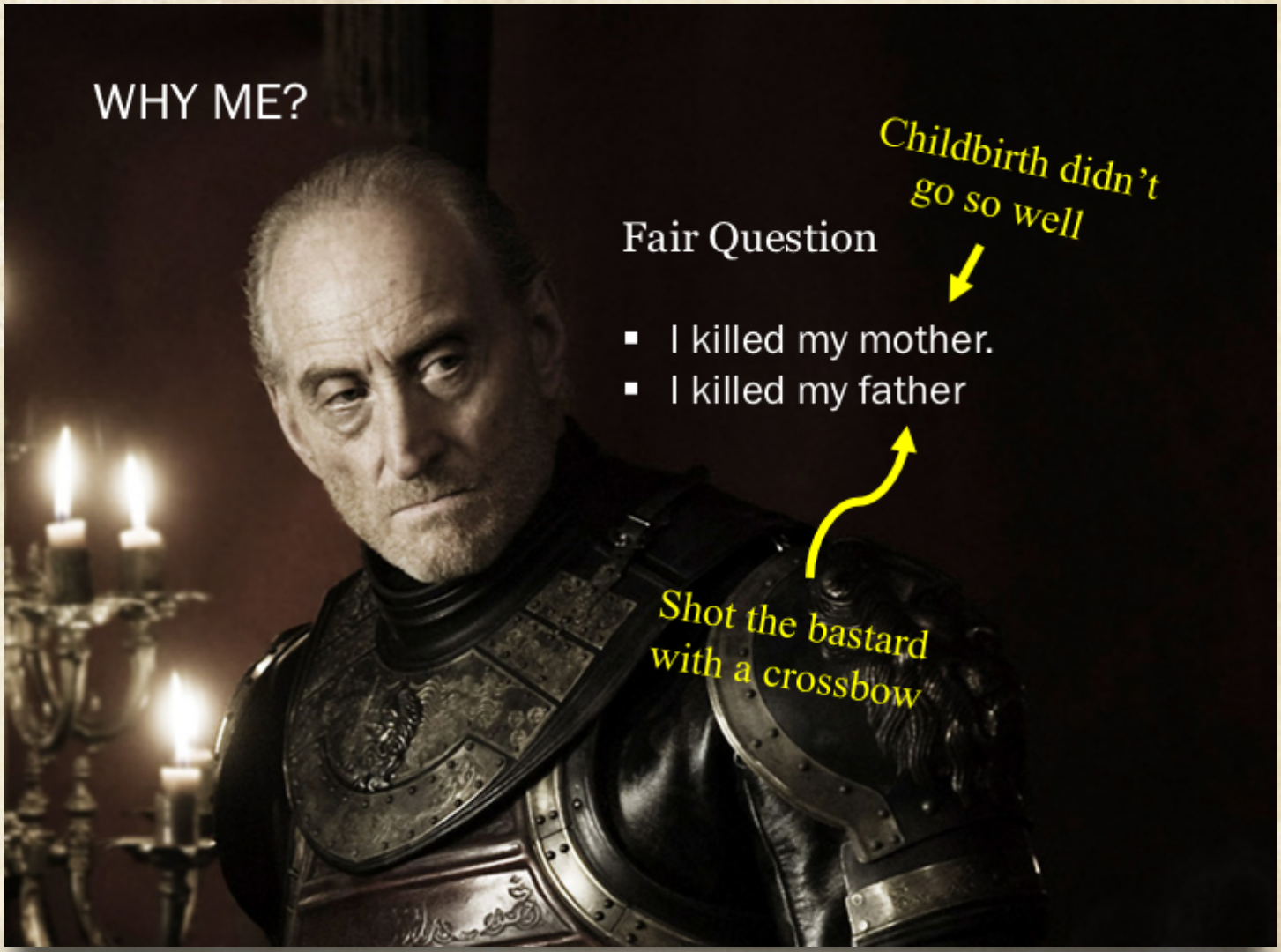
*(Click on image plays the video, source: HBO)*

This same communications would have looked something like the following in PowerPoint form



# Choose Me As Your Advisor

Presented to Daenerys Targaryen


WHY ME?
Fair Question
I killed my mother.
I killed my father
Childbirth didn't go so well
Shot the bastard with a crossbow

YOU WANT REVENGE ON THE LANNISTERS
Welcome to My World
I am the greatest Lannister killer of our time
(you can quote me on this)

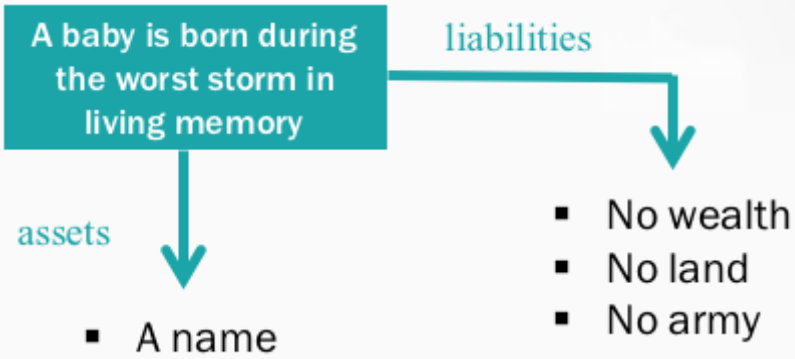
# ASSESSING OUR POTENTIAL RELATIONSHIP

- Note I use the word “potential.”
- In the spirit of being open, it’s too soon to know if you deserve my services.
- But I’m optimistic that you do deserve my services.

At this point, I suspect you're thinking *why?*
As in, *why* is he optimistic
that I deserve his services?

# ALLOW ME TO ANSWER THAT QUESTION WITH A STORY

As a young man, I heard from
a most well-informed person ...



# ALLOW ME TO ANSWER THAT QUESTION WITH A STORY

- They had to keep moving her from place to place, often hours ahead of men sent to kill her.
- Eventually she's sold to a warlord on the edge of the world.
- And that appears to be that.

Not so fast.

# IT TURNS OUT THE KID HAS SPUNK

The same well-informed person later told me ...

- She acquired wealth.
- She acquired lands.
- She acquired an army.
- And she picked up three dragons along the way.

# LESSON FROM THE STORY

Again according to that well-informed person …

- She is our best and last chance to build a better world.

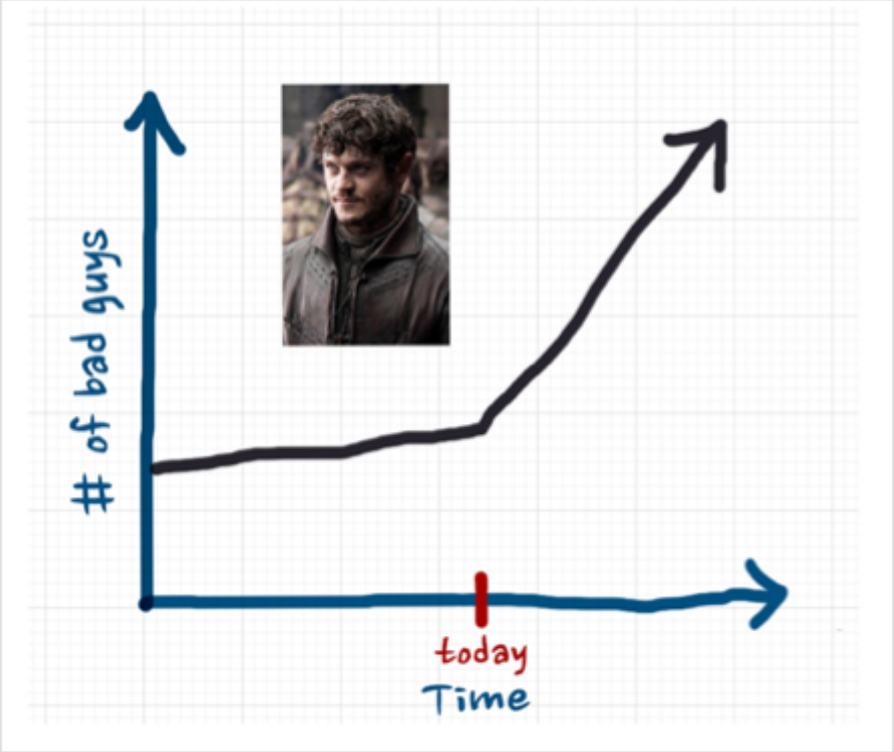
# I WILL DELIVER TRUE COUNSEL

## Not What You Want to Hear

- World domination is not a one-person job.
- An army and big dragons help, but strategy wins the day.
- I bring such strategic thinking to the table as well as inside knowledge on the houses who will join or oppose you.

# ANOTHER REASON YOU NEED ME

The Bad Guy Problem Is Only Getting Worse



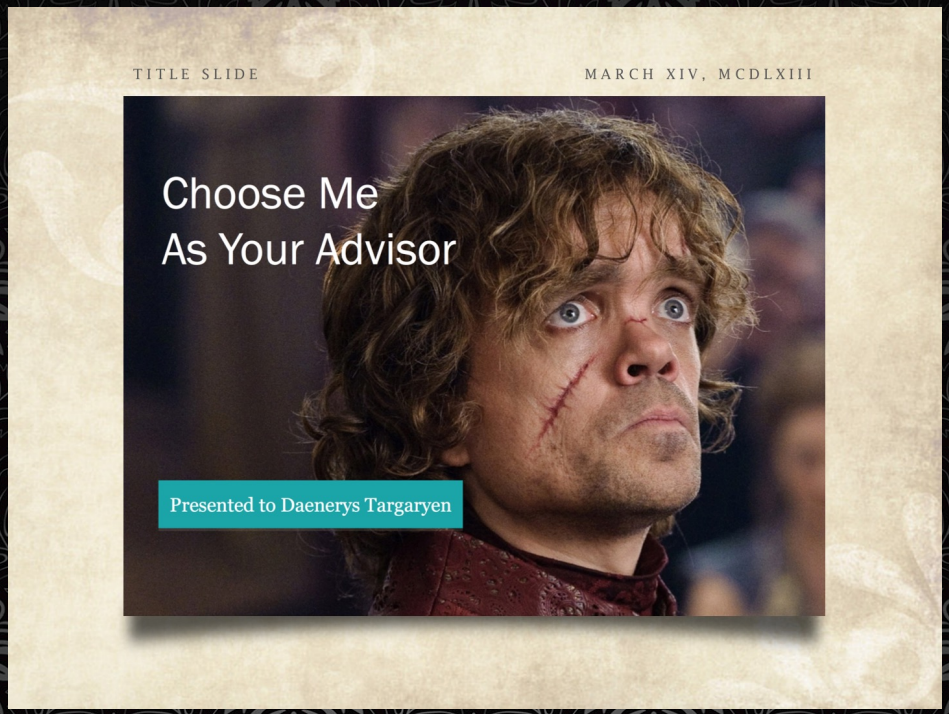
# TRACK RECORD OF SUCCESS

- Previously served as acting Hand of the King
  - My killing him shouldn't take away from my accomplishments prior to his death.
- Particularly strong in reading people, critical thinking and fiscal management
- Can hide in small places
  - Don't laugh; it comes in handy.
- Skilled in dealing with difficult people

Imagine the job I could do for a ruler
worth the name.

PLUS I DO A MEAN
HANDCUFF SHUFFLE

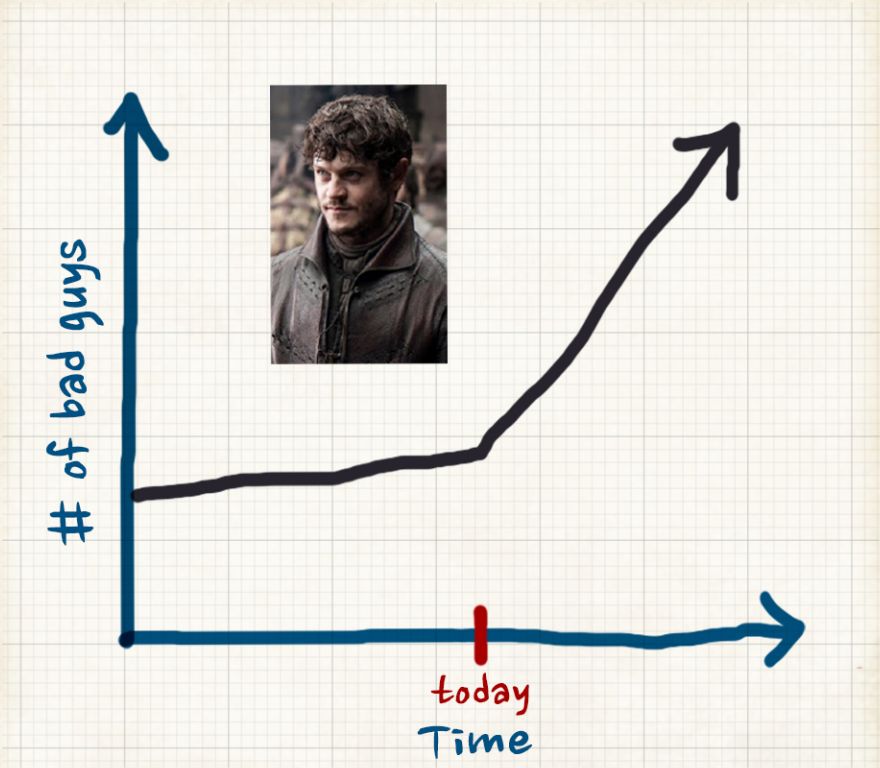
thank you,
Your Grace


TITLE SLIDE
MARCH XIV, MCDLXIII
Choose Me
As Your Advisor
Presented to Daenerys Targaryen

# It’s not bad

The slides reflect
fun
with LANGUAGE

Nice touch with the visual storytelling, particularly explaining the bad guy problem



# Levity even appears in the slides

Would the slide presentation have also earned Tyrion a place at Daenerys' side as advisor?

Probably not

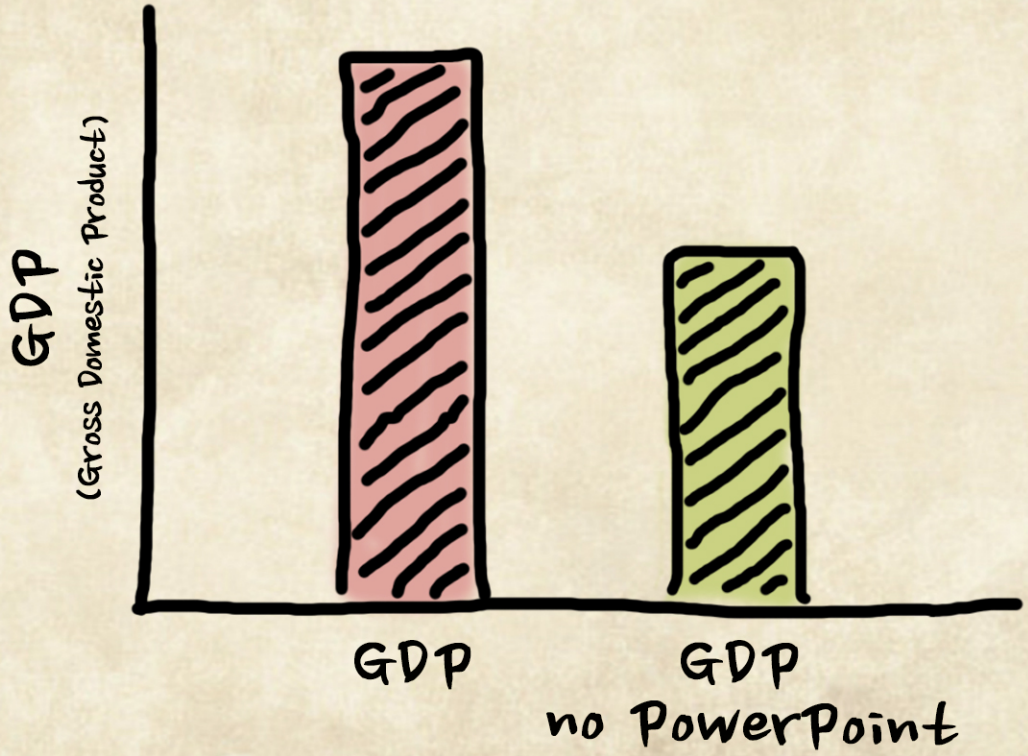
No question that the more persuasive of the two techniques comes from Tyrion standing alone ...

Solely dependent
on choice of words
and delivery
of those words

This isn’t to say business professionals should immediately stop using **PowerPoint**

# The withdrawal symptoms from no PowerPoint would lower the country's **GDP**

(Gross Domestic Product)



But there are times
you might consider
going it alone

# Thank you
# The Hoffman Agency

a Communications Consultancy

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