

Mindworks Method Manager's Checklist

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	PROBLEM	MANAGER'S QUESTION
Story	The deck has an unclear or uninteresting message	<ol style="list-style-type: none"> 1 Who is the reader? What is their question? 2 What is the answer? 3 What is the Inciting Incident?
	The deck seems to ramble and the structure is unclear	<ol style="list-style-type: none"> 1 How are you breaking this deck into 3-4 sections? 2 What about each of these sections?
	The logic is confused, incomplete or unpersuasive	<ol style="list-style-type: none"> 1 How are you ordering your evidence? Can we start with a cause-effect chain? 2 Where is your emotional evidence? Are you leading with your strongest evidence?
	The person is working too many hours on the same deck	<ol style="list-style-type: none"> 3 Can I see your planning grid or storyboard?
Slide	The slide is incoherent	<ol style="list-style-type: none"> 1 What is the main message on this slide? 2 Can you write it as a full sentence in the title?
	The slide seems too busy or overwhelmingly complex	<ol style="list-style-type: none"> 1 How many chunks of information do you have? Do they all need to be on the same slide? 2 Can you chunk them better using proximity, similarity, connections or enclosure?
	The slide is full of text or lacks emotional impact	<ol style="list-style-type: none"> 1 What are the trigger words in the slide title? What picture does that suggest? 2 Is there a concrete picture we can use in place of an abstract picture?
	The slide is full of bullet points and sub-bullet points	<ol style="list-style-type: none"> 1 Is this a briefing deck, discussion deck, or reading deck? 2 Does the text follow that style's principles?
Design	The slide has more than four colors	<ol style="list-style-type: none"> 1 Do the colors interfere with chunking? Draw attention to the wrong thing? Convey unintended meaning?
	The slide seems to have no focus and the eye has no starting point	<ol style="list-style-type: none"> 1 What is the Picture? What is the wallpaper? 2 How do you want the eye to move through the slide?
	The slide is not visually pleasing	<ol style="list-style-type: none"> 1 Can we fix the alignment or remove the mumbler's?
	The first reaction is "cool design"	<ol style="list-style-type: none"> 1 Can we remove some of the mumbler's?
	The graphs do not tell a clear story	<ol style="list-style-type: none"> 1 Do we have the right graph? 2 Have we removed the mumbler's? 3 Have we subdued the Wallpaper and highlighted the Picture?