EXAMPLE 1 - Topic you are brainstorming: <mark>Engineer's PowerPoint Presentations:</mark>

For this specific topic what "Normal (Norm) Statements" come to mind when you consider the topic (or sub-topic):

Initial Norm statements:
 	
Write down brief "Accepted Norm" statements based on your selected topic
	Contrary Point of View Brainstorming Using Template Questions:
	
	Apply the template questions below to the "Norm" Statement to the left
		Contrary Point of View Humor
		
		This is where the humor is exposed.
		
		1) Set-Up:
		    a. Concise
		    b. Specific
		
		2) Punchline:
		    a. Concise
		    b. Example
		    c. Act Out
		    d. Punch-word at end

Norm Statement #1: Engineers are criticized for "Death by PowerPoint" presentations	**Contrary Point of View:** • **What are the positives?** • **What if this was a good thing?** • **What if the opposite was true?** • **What if this was applied to another person in another place (or to an animal etc.)?**	**Set-Up Norm:** I used to <u>hate</u> when my engineer coworker Nigel would read from his PowerPoint slides with his back turned to the audience? Turning his back to the audience was a good thing... **Punchline – Contrary Point of View:** Some of us were able to sneak out without him noticing. NOTE: Act-out sneaking out of the room
Norm Statement #2: Engineers are criticized for "Death by PowerPoint" presentations.	**Contrary Point of View:** • **What are the positives?** • **What if this was a good thing?** • **What if the opposite was true?** • **What if this was applied to another person in another place (or to an animal etc.)?**	**Set-Up Norm:** I <u>hate</u> when my engineer friend Nigel uses a laser pointer to bounce from word to word on his PowerPoint slides. Scientific research has shown this is a good audience engagement strategy... **Punchline – Contrary Point of View:** If your audience members are...cats! NOTE: Act-out cats pawing the air trying to catch the laser dot)