

Assignment 2

MAS S63 Tools for Wellbeing

Due 9am Friday 9/12. Do not forget to include your name and email address on the slide decks.

Please follow the the following name convention to name your files:
<FirstNameLastName-Assignment2>. For example JohnDoe-Assignment2.pptx.

1 EXERCISE 1

Take a specific change you are setting out to produce within the lab or in your institution/department, and use conventional tools from the persuasion industries (PR, marketing, advertising) to develop a strategy that will increase the likelihood of its adoption. You should focus on the problems identified and why they're important.

Prepare a 2-slide deck on the same and upload them here:<http://bit.ly/1rME3Tq>.
Please use the following powerpoint template provided to make your slides: <http://bit.ly/1tcCyMD>.

Be prepared to explain in detail what observed insight led to the strategy you propose, and how you might imagine the strategy coming to life. On Friday 9/12, we will have each student present their slides for 2-3 minutes before we embark on a class-wide discussion.