



# CLEAR THINKING TODAY

Reflecting Hacks – Unit 5

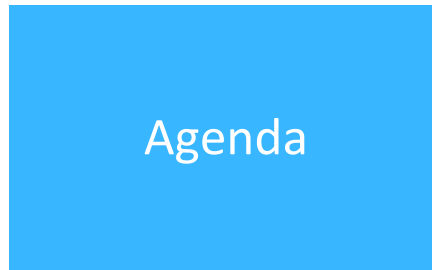


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# Objectives

- Encourage self-reflection about the use of PMQ thinking in your daily life
- Foster the use of robust, clear thinking in your daily life
- Summarize key action points for the future



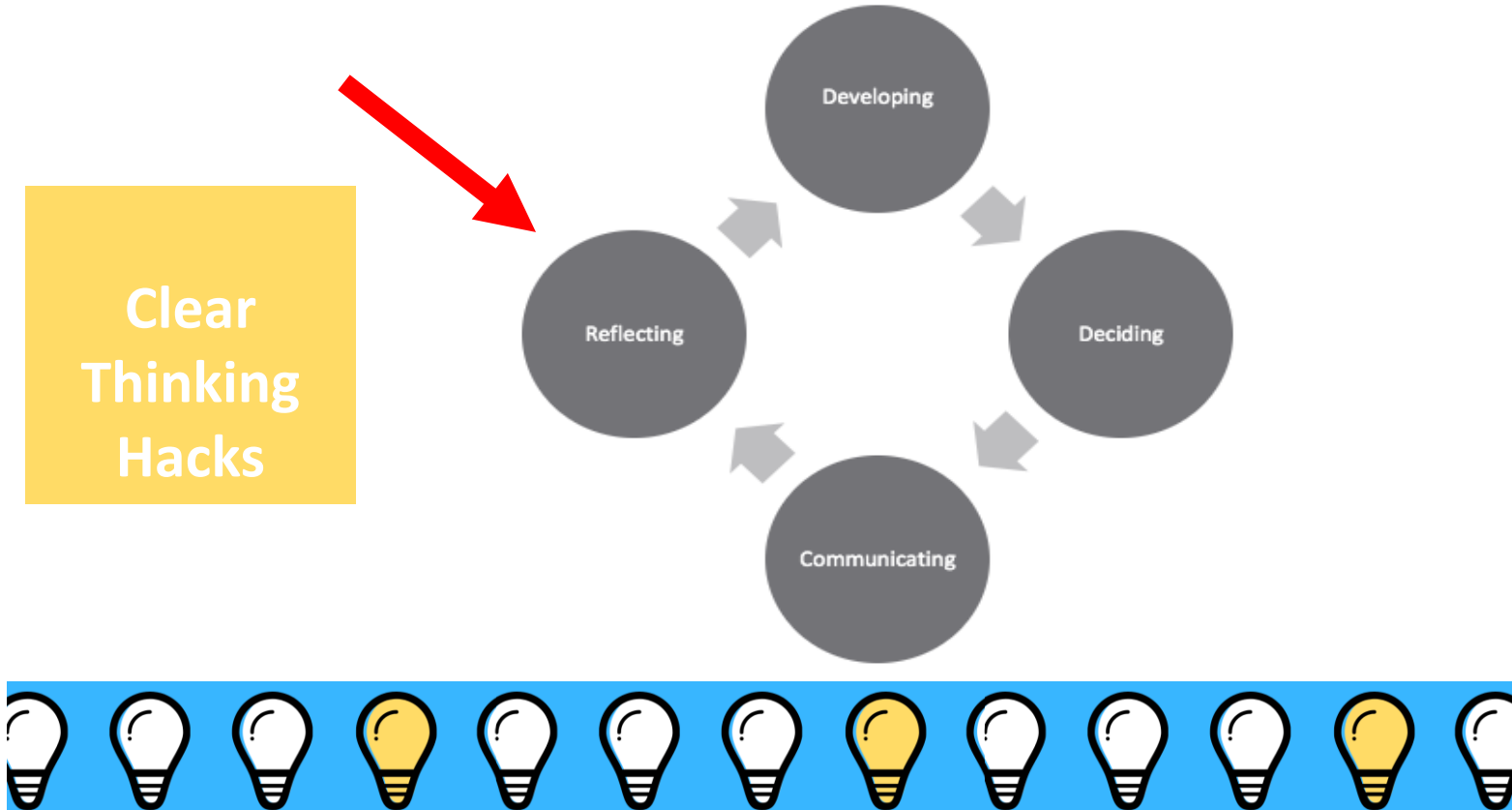


# Agenda

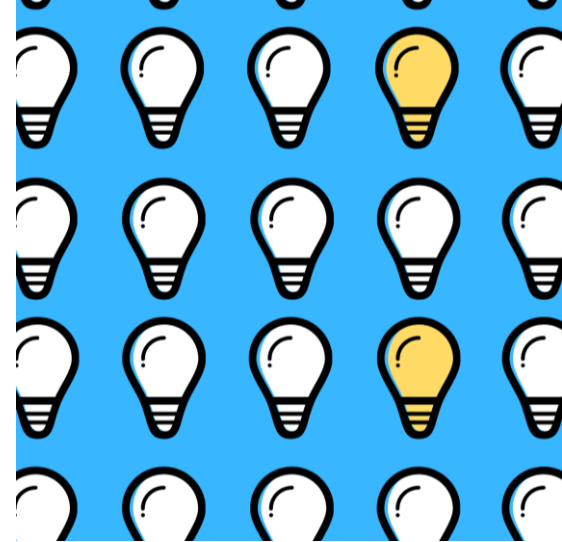
1. Overview of Clear Thinking Hacks
2. Reflecting Hacks
3. Discussion Questions



# 1. Overview of Clear Thinking



## 2. Reflecting Hacks



[Video](#)

- Search for underlying patterns in your past PMQ charts
- Visualize how PMQ charts can be helpful as a media consumer
- Identify situations where the PMQ process works best

# Search for underlying patterns



Visualize how  
PMQ charts can  
be helpful as a  
media consumer



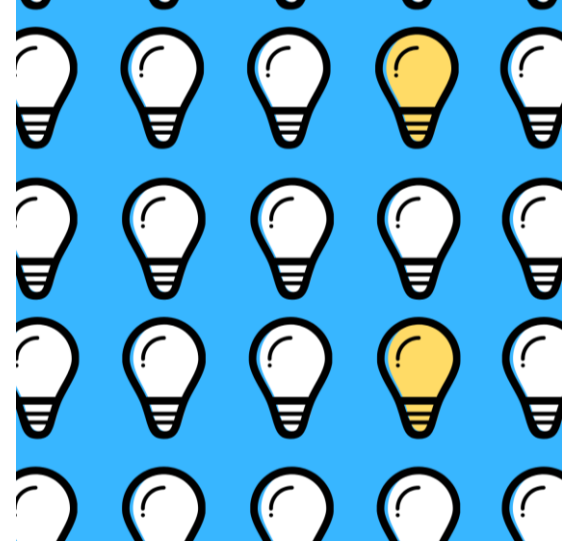
# Identify situations where the PMQ process works best

**TABLE 24.1**  
**ANALYSIS OF PMQ CLEAR THINKING**

<b>UPSIDES</b>	<b>DOWNSIDES</b>
<ul style="list-style-type: none"><li>•Is easy to understand</li><li>•Harnesses emotional reactions</li><li>•Is easy to amend as new information surfaces</li><li>•Accounts for different viewpoints and perspectives</li><li>•Highlights issues that need to be communicated</li></ul>	<ul style="list-style-type: none"><li>•Is not as applicable in highly complex situations</li><li>•Takes a lot of practice to master</li><li>•Different people may generate different insights from the same PMQ chart</li><li>•The process can be "gamed" by introducing lame items</li></ul>



## 3. Discussion Questions



### Case Study

[Who should I vote for?](#)

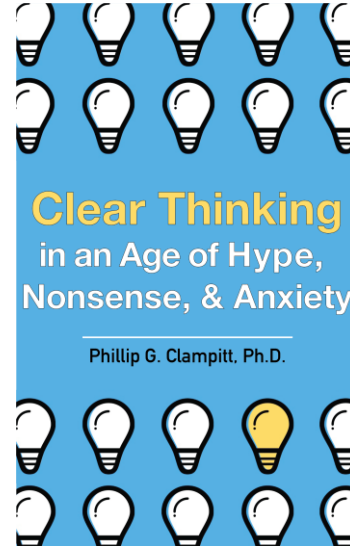
- Look back on some decisions that didn't work out as intended. What's the underlying pattern?
- How will PMQ thinking make you a better informed news consumer?
- What is the most important PMQ thinking principle for you to remember?



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