

Creating a Perspective Decision Profile in Wize Snaps

Snaps doesn't reward flattery — it rewards *accuracy*. The more truthfully you capture how someone thinks and decides, the more powerful (and believable) your outreach becomes.

Good data in = great Snaps out.

Source	How to Use it	Watch Out For	Pro Tip
LinkedIn Profiles	Good for surface cues — tone, priorities, keywords. Use role, endorsements, and content interactions to spot their focus (e.g. outcomes, people, process).	Often written by third parties or to "look good." Over-indexes on people language ("I'm passionate about...").	Look for the signals in how they communicate — do they share data and reports, focus on people and culture, talk about process or risk?
AI Tools (like Perplexity)	Copy this: "Tell me who [Name] is beyond their public image. (one paragraph) Focus on how they make decisions, communicate, and work with others — not just what they've achieved. Use real examples or patterns avoid flattering or generic language."	AI tends to "glorify" people — everyone looks balanced and emotionally intelligent	Use this as a <i>base layer</i> . If you can combine with your own experience or tone from past emails to sharpen accuracy.
Emails or Direct Comms	Copy or summarise messages where the person is <i>making or discussing a decision</i> — these reveal genuine thinking patterns. Do they lead with data, action, or people?	Easy to project your own style onto theirs. Avoid random emails or day-to-day admin notes — they won't show decision style.	Focus on decision moments: how they weigh options, respond to uncertainty, or bring others in. That's where their real style shows.
Your Experience	Use what you've <i>seen firsthand</i> — how they lead decide, and drive outcomes. Real interactions beat assumptions.	It's easy to assume everyone thinks like you do. Be specific — what have you actually seen them do or say?	Draw on direct examples from meetings, projects, or collaboration moments. Your lived experience adds accuracy no AI can match.