



Regent University
Center for Student Development



Speaking to Persuade


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We're going to...

- ❖ Review elements of persuasion
- ❖ Design speeches
- ❖ Give speeches


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Types of Persuasion

- ❖ Convince *
- ❖ Inspire
- ❖ Motivate


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Elements of Persuasion

- ❖ Who are you?
- ❖ Who is the audience?
- ❖ Tactics to facilitate credibility

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Who are you?

- ❖ Audience must like you, trust you, respect you, and identify with you.
- ❖ How?

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Knowledge

- ❖ Qualified to discuss subject
- ❖ Offer evidence to support your position.


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Reputation

- ❖ Communicate your qualifications (humbly) through advance publicity, your introduction, your speech content.
- ❖ Self-deprecation can help.

7



Sincerity

- ❖ Speak with conviction.
- ❖ Make it clear you have audience interests in mind.


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Delivery

- ❖ Speak firmly and confidently.
- ❖ Use direct eye contact.
- ❖ Respect opponents' views.
- ❖ Agree/concede minor points.


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Who is the audience?

- ❖ Friendly – reinforce their position
- ❖ Apathetic – convince them that the issue affects them, present arguments


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Who is the audience?

- ❖ Hostile – respect them, present new information to them before asking them to change their position (protect ego), present merits of your position


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Who is the audience?

- ❖ Uninformed – educate, convince them of importance of the issue, present arguments
- ❖ Mixed


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Tactics to facilitate credibility

- ❖ Hear where they're coming from
- ❖ Provide the proof they need to change their position


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Tactics ...

- ❖ Arouse their interest
- ❖ Help them assimilate new information
- ❖ Avoid hyperbole
- ❖ Stress common ground


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Tactics ...Use logic.

- ❖ Present evidence that is clear, reliable, and unambiguous in meaning.
- ❖ Address conflicting evidence, weakest point last.
- ❖ Use your strongest point last.


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Tactics ...Use emotion.

- ❖ Arouse happiness, sadness, fear, anger, guilt, love...
- ❖ What's in it for *them*?


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Tactics ...Organization.

- ❖ Problem/Solution/Benefits
- ❖ Proposition/Proof
(May further alienate hostile listeners.)
- ❖ Problem/Menu of solutions/Relative benefits
(and why yours is best)

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Design a Speech

- ❖ Choose an audience.
- ❖ Choose a topic.
- ❖ Choose an organizational pattern.

Source: Toastmasters Communication and Leadership Program Manual

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Professional Public Speaking

Persuasion: Changing Hearts, Changing Minds



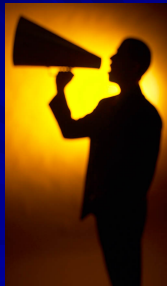
Why speak?

- I Peter 4:11 NLT (the Book) --

Are you called to be a speaker? Then speak as though God himself were speaking through you. Are you called to help others? Do it with all the strength and energy that God supplies. Then God will be given glory in everything through Jesus Christ.

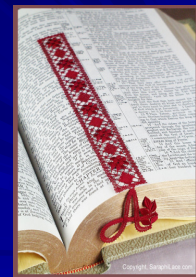
Regent Motto

- Christian Leadership to Change the World.
- "Give me 26 lead soldiers and I will conquer the world." -- Benjamin Franklin and Karl Marx
- You are the message -- be yourself, at your best, with God's anointing.



Who is Your CEO?

- Always begin with prayer -- great communication comes from being in communication with God.



What is Your Purpose?

- The Four General Purposes of Communication:
 - To inform
 - To persuade
 - To entertain
 - To inspire
- What is your purpose?
- What are you afraid of?

Overcoming the Fear

- "I would rather die, than speak in public."
- Most surveys rank fear of public speaking ahead of fear of death and fear of snakes.
- "I'd rather be the corpse in the coffin, than the person giving the eulogy at the funeral."
- You can overcome by being prepared.

Overcome Fear: Be Prepared

- Do your homework -- 6th grade math...
- The best communicators = the best researchers.
- Meet the challenge:

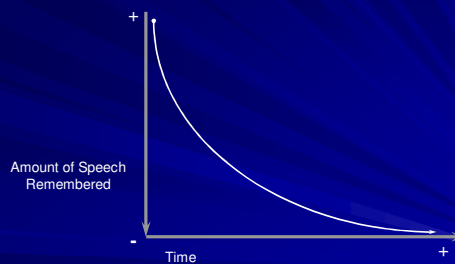
Success = Preparation meeting Opportunity

Know Your Audience

- "You need to do some background research and get an idea of who the audience is, their political tone, agendas, and what issues are important to them..."

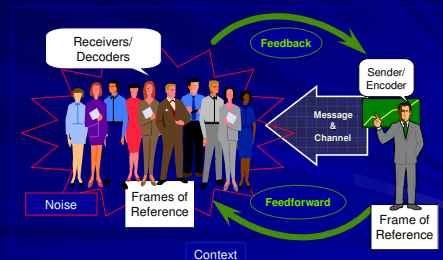
-- Les Stein, president, Stein & Co. Communications

Understand Audience Memory



Understanding What You're Up Against

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Presentation Construction

- Outlines for clarity
- Outlines for memory
- Speech construction takes time
- Prepare for the worst -- always have a backup plan.
- Plan your work -- and then work your plan.

Presentation Construction: The Template

- Ronald Reagan:
- "Tell them what you're gonna tell them..."
- Tell them...
- Then tell them what you've told them."



The Template: The Introduction

- "Tell them what you're going to tell them."
- Hook -- the first seven seconds are crucial
- State the thesis
- Preview of main points
- Give them a reason to listen
- Establish credibility



Types of Introductions:

- Anecdotal Story
- Rhetorical Question
- Quotation
- Humor
- Statement of Purpose
- Statement of importance of topic
- Surprising statistic or claim
- Identification with audience
- Reference to a particular news event

The Template: The Body

- "Tell them."
- Transition from Introduction to the first main point -- and then from point to point.
- Every point can have a P.I.E.R.
- P = purpose
- I = information
- E = example
- R = reference



The Template: The Conclusion

- "Tell them what you've told them."
- Transition from Body into the Conclusion.
- Summarize the main points.
- The moral of the story.
- The ASK! Especially important in a persuasive speech.

Types of Conclusions:

- Anecdote or case study
- Refer to your introduction -- frame the speech
- Personal reference
- Challenge to the audience
- Vision of the future
- Quotation
- Rhetorical question
- Humor

Logic Moves People

- "... you should never try to make them cry. You should try to make them, or help them, think. If you focus on that you may wind up being so clear, so persuasive, so strong in the good and decent argument that you're making that ... they may weep."

-- Peggy Noonan, *Simply Speaking*



Monroe's Motivated Sequence

- **1. Gain the audience's attention.**
- Attention-getters grab the audience, arousing curiosity about what the speaker is going to say.

Monroe's Motivated Sequence

- **2. Identify unfulfilled needs.**
- The speaker must establish a clear, urgent, and unfulfilled need in the mind of the audience.
- This is a critical step in the sequence.
- No solutions should be proposed during this stage.

Monroe's Motivated Sequence

- **3. Propose a solution that satisfies.**
- Present the solution to the needs or problems described in step two.
- During this stage, speakers must also identify and eliminate possible objections to the solution.

Monroe's Motivated Sequence

- **4. Visualize the resulting satisfaction.**
- Intensify audience members' desire for the solution by getting them to visualize what their lives will be like once they've adopted it.
- Use vivid images and verbal illustrations to support the benefits of the proposed solution.

Monroe's Motivated Sequence

- **5. Define specific actions.**
- In the final step, the speaker must turn the audience's agreement and commitment into positive action.
- Tell audience members what they need to do to obtain the described solution and its benefits.

Aristotle's Classical Rhetorical Appeals

- Logos (a logical appeal) demonstrates your effective use of reason and judicious use of evidence, which include...
- ...facts;
- ...statistics;
- ...comparisons;
- ...anecdotes;
- ...expert opinions; or
- ...personal experience or observations.
- Logos is used in the process of supporting your claims, drawing reasonable conclusions, and avoiding logical fallacies.

Aristotle's Classical Rhetorical Appeals

- Pathos (an emotional appeal) involves using language that will stir the feelings of the audience.
- Aristotle taught that persuasion comes about only when the audience feels emotionally stirred by the topic under discussion.
- Pathos can be used successfully when it establishes empathy and authentic understanding.
- Caution: if you misuse pathos in an attempt to manipulate your audience, it can backfire.
- Build trust -- and work to maintain that trust.

Aristotle's Classical Rhetorical Appeals

- Ethos (an ethical appeal) establishes the speaker's credibility and trustworthiness.
- An ethical appeal demonstrates...
 - ...your goodwill toward your audience;
 - ...your good sense or knowledge of the subject at hand;
 - ...your good character; and
 - ...common ground between the audience and the speaker.

Presentation Outlines

- Problem/Solution Model:
 - Introduce the issue and establish common ground.
 - Open with set-up of the problem faced by the company.
 - Discuss the possible solutions examined.
 - Tell the company why various solutions/plans were rejected.
 - Make your recommendation
 - Give an overview of the benefits of your marketing plan.
 - Call for questions and distribute detailed report.

Presentation Outlines

- Classical Model:
 - Introduce the issue and establish common ground.
 - Provide the history of the problem & current issues.
 - Make your recommendation for action.
 - Discuss the reasons for your recommendation.
 - Recognize and refute other possible recommendations.
 - Concede any positive points in the rejected possibilities and explain why your recommendation addresses these issues.
 - Summarize your most important points and encourage the audience to commit to your proposal.

Presentation Construction

- The key to effective writing is prewriting, writing, and rewriting.
- James Mitchner: "The writing process doesn't begin until the first draft is complete."
- Hemingway: "Art begins with the first rewrite."
- Start with the take away.



Gather Supporting Material:

- Feasibility study
- Industry analysis
- Statistics
- Expert testimony
- Examples
- Stories or case studies
- Other research -- library, databases, Internet, periodicals



Help Them Remember

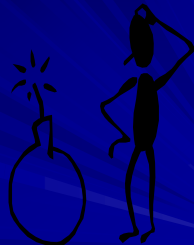
- Develop memory outlines.
- Sentence -- each point is a sentence
- Questions
- Famous Quote
- Visual -- tree & branches
- Charts or Lists
- Action verbs -- organize, journalize, memorize
- Alliteration -- sail the seven C's
- Comparison and Contrast
- Acronym -- first letter of each word form a word related to your topic
- Rhyme
- Scripture

Presenting: "You are the message."

- Walk calmly with confidence to the performance space.
- Establish eye contact and smile naturally.
- Deliver your introduction -- hook your audience.
- Regent SIFE example.
- Transition smoothly into the body of your speech.

Presenting: "You are the message."

- Be yourself -- at your best.
- Beware of "The invasion of the body snatchers."
- Save handouts and proposals until the end.



Presenting: "You are the message."

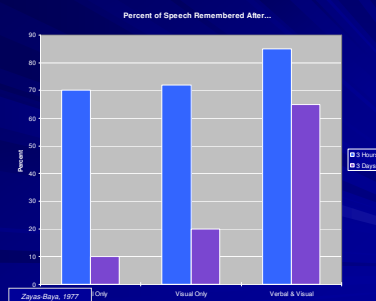
- "One of the things I've found that is totally devastating when you're presenting creative proposals is to give people your document up front ... We tell them, 'Don't bother to take notes. Everything we're talking about is covered in our handouts, which we will pass out later in the presentation.'" -- Les Stein, in Selling Power Magazine

Presenting: During

- If you make a mistake:
- Don't air your dirty laundry.
- Don't apologize.
- Simply stop, find your place, and continue.
- You can say excuse me.
- Never let them see you sweat.



Memory and Visual Aids: Show & Tell



Guidelines for Using Visual Aids

- Make it easy to see.
- Keep it simple (K.I.S.S.)
- No sign is better than a bad sign
- Talk about the visual aid, not to it.
- People sell -- show people enjoying your product or service.

Professional Public Speaking

Persuasion:
Changing Hearts,
Changing Minds



Speaking to Persuade

Please give us your [feedback](#).