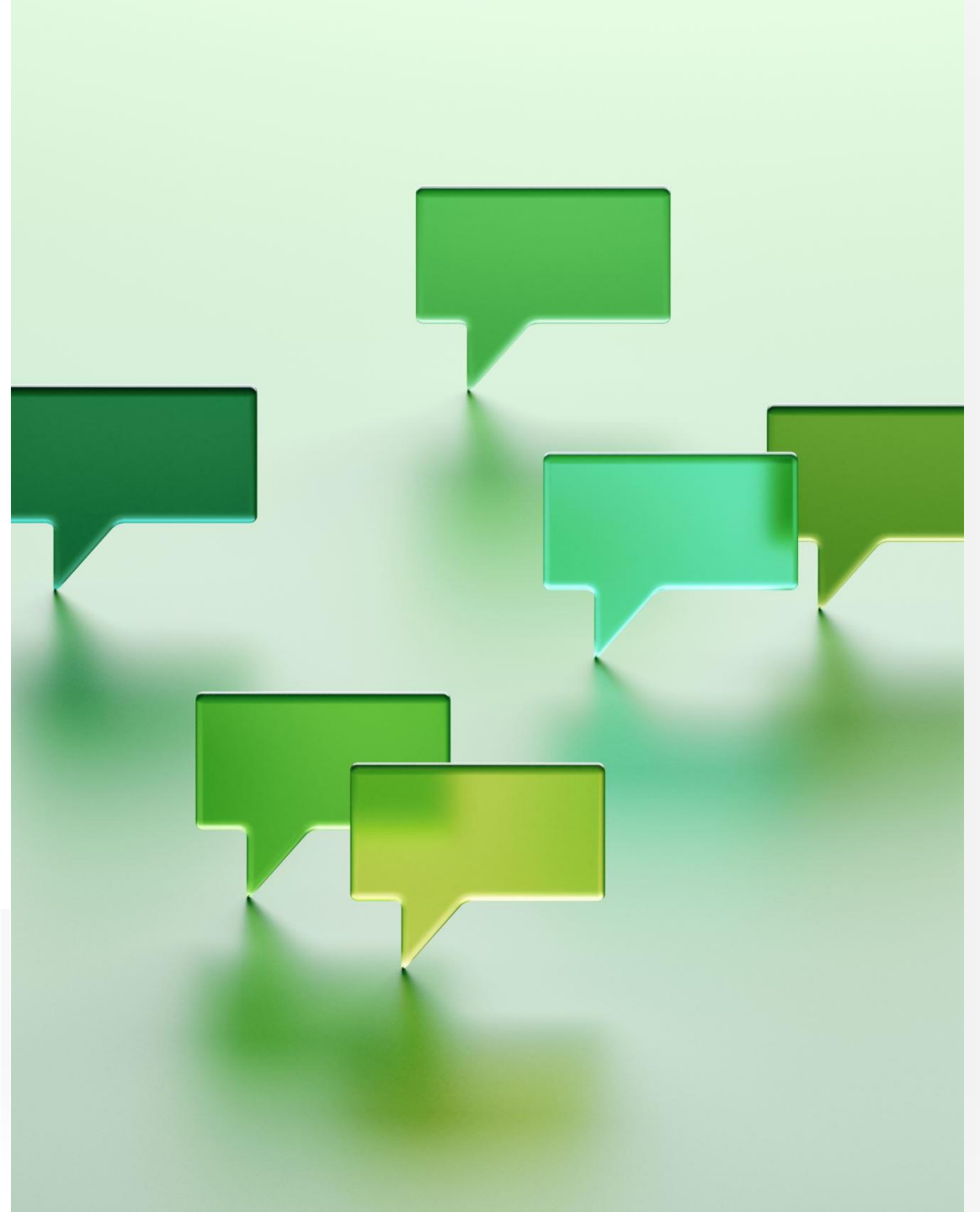# Persuasive Communication

Monroe's Motivated Sequence

Business & Professional Communication
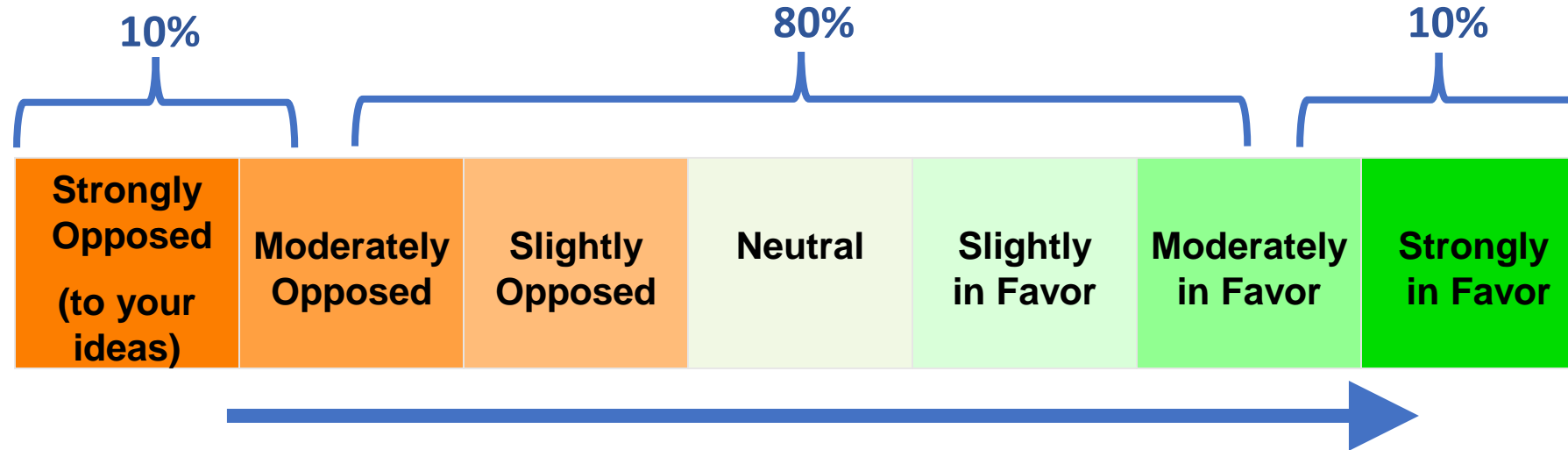
Persuasion

The process of creating, reinforcing, or changing people's beliefs or actions….translating belief INTO action

1. Serving as an "advocate" for your idea or opinion

2. Trying to change or convince others to take some action (believe, vote, spend money, buy a product or service, run for office, agree to a project, donate to a charity, etc.)

Degrees of Persuasion

10% **80%** **10%**

Strongly Opposed (to your ideas)	Moderately Opposed	Slightly Opposed	Neutral	Slightly in Favor	Moderately in Favor	Strongly in Favor

Persuasion involves any movement by a listener from left to right

Your goal as a speaker is to move them from the left to the right on the continuum by accounting for their needs and expectations

Remember that not every audience member will "move" – and that is okay!

Ethos, Pathos, Logos

Logos = Logic

- Use of **facts and logic**, based in research
- Communication: Provide concrete, well-organized, rational arguments
- This is PRINCIPLES-FIRST reasoning (from the "Tailor your presentation to fit the audience" article you read!

Pathos = Emotion

- Use of **speaker's emotion** to appeal to the emotions of the audience
- Communication: Storytelling, personal narrative, passionate delivery to convey values, beliefs, convince them to take action

Ethos = Character/credibility

- Use of **credibility of speaker**
- Communication: education, expertise, profession, research

The Importance of **Logic (Logos)**

- Start with the "data" – a good speaker knows they must have some accurate, valid, relatable numbers, figures, or statistics as "evidence" to support their presentation

- Appeal to the audience's sense of logic and reason

Did you know? Testimonials, graphs, charts, and quotes are also part of "logos"

The Importance of **Emotion (Pathos)**

- Smart business communicators understand the importance of injecting emotion into their persuasive messages WHEN APPROPRIATE

- Effective communicators find ways to appeal to the core emotional benefits of products, services, and ideas

When in your presentation might you use emotion? (what stages?)

The Importance of **Credibility (Ethos)**

- The importance of credibility is heightened for persuasive messages

- If audience members question your credibility, they are unlikely to carefully consider your ideas, requests, or recommendations.

How can you be credible as a speaker?

Persuasive Framework:
Monroe's Motivated Sequence

Five-step framework

Follows specific sequence

Designed especially to organize persuasive speeches that seek immediate action

Each step uses a combination of logos, pathos, and ethos

Monroe's Motivated Sequence

Monroe's motivated sequence steps

1 Grab attention

2 Define the need

3 Satisfy the need

4 Visualize the solution

5 Call to action

**Monroe's is combination of PRINCIPLES-DRIVEN and APPLICATION-DRIVEN
(from the "Tailor your presentation to fit the culture" article)**

5 STEPS AND WHAT THEY DO

1. **Grab Attention**	**Gain the attention of the audience** *("Listen! There is a problem")*
2. **Define the Need**	**Show the need for change** *("Let me explain the problem to you")*
3. **Satisfy the Need**	**Provide a solution to the need** *("I have a solution")*
4. **Visualize Solution**	**Intensify desire for the solution by visualizing its benefits** *("Imagine if we implement my solution, these are benefits")*
5. Call-to-Action:	**Urge the audience to take action in support of the solution** *("YOU can help me/act in this specific way. Are you willing to act?")*

Logos, pathos, ethos?

1. Attention-getter →
   logos, pathos, ethos
2. Need → logos, ethos
3. Satisfaction → logos, ethos
4. Visualization → pathos
5. Call to action → logos, pathos

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Practice!

In the next five minutes, I want to shed light on a topic that concerns all of us: the impact of social media on mental health and the urgent need for us to exercise digital responsibility.

We live in a digital age, and social media has become an integral part of our daily lives. It has transformed how we communicate, connect, and share our lives with the world. But there's a growing concern, a shadow lurking behind those screens—a concern about the impact of social media on our mental well-being.

ATTENTION GETTER

Let's start by acknowledging the undeniable benefits of social media. It connects friends and families across the globe, empowers social movements, and offers a wealth of information at our fingertips. However, it's essential to recognize that the same tools that connect us can also harm us. Social media platforms are designed to keep us engaged, often through algorithms that prioritize content that triggers strong emotional responses. While this may be great for the platforms' profits, it can be detrimental to our mental health. Constant exposure to curated, idealized lives can lead to unrealistic expectations and a fear of missing out. The pressures of social media can manifest in many ways: anxiety, depression, low self-esteem, and even addiction. Studies have shown a direct link between excessive social media use and deteriorating mental health. This is not a coincidence, but a direct consequence of the environment created by these platforms. Moreover, the rise in cyberbullying and online harassment poses a significant threat to mental well-being, particularly among our youth. It's a harsh reality that we must address.

NEED (the Problem)

But here's the good news: We have the power to change this. It's not about abandoning social media; it's about using it responsibly. First, we can start by curating our online environments. Unfollow accounts that make you feel inadequate and seek out content that inspires and educates. Practice mindfulness in your digital interactions. Second, be cautious with what you post. Remember that your words and images can impact others, for better or worse. Think before you post. And third, prioritize real-world connections. Spend quality time with friends and family and engage in activities that promote your well-being offline.

We must also call upon the social media platforms themselves to take that encourage healthy interactions. health. responsibility. They should prioritize user well-being over profits and implement features to protect content consumers. Imagine if all of these efforts are taken: social media can be a safe and positive space and a source for good in the world.

SATISFACTION (the Solution)

VISUALIZE ("Imagine")

In these five minutes, I've only scratched the surface of this complex issue. But the message is clear: it's time to take control of our digital lives and exercise digital responsibility. We have the power to shape our online experiences and protect our mental Let us pledge to use social media mindfully, to seek real connections, and to demand a more responsible digital world. Our mental health and that of future generations depend on it. Thank you.

CALL TO ACTION

How to Plan your Persuasive Speech

1. Determine what the problem is

2. Decide who your target audience is

3. Do an audience assessment/analysis (https://open.maricopa.edu/com225/chapter/audience-analysis-and-persuasion/

4. Assess degree of persuasion your audience is at, and the "ideal"(on the continuum from Slide 4)

5. Use Monroe's Motivated Sequence to craft your argument (plus ethos, pathos, and logos)

APPENDIX

Example 2: Monroe's Motivated Sequence
Attention Getters
Voice in Persuasive Messages
Uses Action Oriented and Lively Language
Avoid Exaggeration

Excellent overview of how to really know your audience:
https://open.maricopa.edu/com225/chapter/audience-analysis-and-persuasion/

TABLE 10.9

Components of Internal and External Persuasive Messages

Attention-Getter

Need

Satisfaction

Call-to-Action

	Internal Messages (Typically for Ideas)	External Messages (Typically for Products and Services)
Attention	Overview of a business problem	Catchy statement
Need	Description of a business problem	Description of unmet *needs* or *wants* of your customers
Solution	Description of *how* your idea or policy addresses the business problem	Description of *how* your product or service benefits customers
Rationale	Elaboration about *why* your idea or policy is the best option	Elaboration about *why* your product or service will benefit the customer
Appreciation	Appreciation for decision makers' perspectives and resistance to your ideas	Recognition of customers' resistance to your product or service
Counterpoints	Explanation of why your ideas are better than competing ideas (typically those of decision makers who comprise your target audience)	Explanation of why your product/service is better than competing products/services (typically those favored by the target audience)
Visualization: "Imagine"		
Action	Recommendations for a course of action or further discussion about an idea or policy	Description of a specific step for the customer to take toward purchase of a product or service

Effective Attention-Getters

TABLE 10.1

Effective Attention-Getters

Type of Attention-Getter	Example
Rhetorical question	Did you know that average credit union members save $400 per year compared to bank customers?
Intriguing statistic	In the past five years, we've lost over 200 members—over 10 percent of our membership.
Compelling and unusual fact (s)	You've probably heard car dealers boast about their near-zero percent interest rates—but there's a catch! By financing with car dealers, you give up your opportunity to receive manufacturer rebates and your power to negotiate on price.
Challenge	Please join our team in this year's Hope Walkathon in the fight against breast cancer.
Testimonial	"I never knew I could have so much negotiating power with a preapproved loan. By getting my car loan through Better Horizons, I negotiated a great deal with the car dealer. This is the way to buy cars!"

Voice in Persuasive Messages

TABLE 10.2

Voice in Persuasive Messages

Voice	Appropriate Cases	Cautions	Examples
You-voice	Use in external persuasive messages to emphasize reader benefits.	Presumptuousness— assuming you know what is good for someone else	When you take out an auto loan, you get a variety of resources to help you in your car shopping, including a free copy of a Kelly Blue Book, access to free Carfax reports, Mechanical Breakdown Insurance (MBI), and Guaranteed Auto Protection (GAP). In this example, you-voice helps show direct benefits to the customers. Overuse across an entire message, however, may come across as presumptuous, overbearing, or exaggerated.
We-voice	Use in internal persuasive messages to emphasize shared work goals.	Presumptuousness— assuming you share common beliefs, ideas, or understanding with your colleagues	At Better Horizons, we've instilled a personal touch into every aspect of our business. We've reinforced this culture with face-to-face services. Our tellers welcome members by name. When members come into the credit union, they know we care about them as people, not just as customers. The warm, friendly, genuine, and personal approach we take to serving our members is why I'm so proud to work here. In this passage, we-voice instills a sense of shared values, priorities, and goals. We-voice can instill a strong sense of teamwork. When audience members have different perspectives, however, they may resent that you are stating agreement where it does not exist.

Voice in Persuasive Messages

Table 10.2

I-voice	Use in all persuasive messages sparingly.	Overuse implies self-centeredness	After examining the results of other credit unions, I am convinced that these tools can build emotional connections and loyalty with our members. In this example, I-voice is used to show a personal opinion and shows respect for audience members who are not yet fully persuaded. Frequent use of I-voice across an entire message, however, may come across as emphasizing your interests rather than those of the audience.
Impersonal voice	Use in persuasive messages to emphasize objectivity and neutrality.	Overuse may depersonalize the message	The basic difference between credit unions and banks is that credit union members own and control their credit unions whereas bank account holders have no stake or control in their financial institutions. In this example, impersonal voice helps show objectivity. An entire persuasive message in impersonal voice, however, may fail to connect on a personal level with the audience.

Using Action-Oriented and Lively Language

TABLE 10.4

Using Action-Oriented and Lively Language

Less Effective	More Effective
The Betty Williams Breast Center has a nationally accredited program for treatment of breast cancer.	The Betty Williams Breast Center runs a nationally accredited program for treatment of breast cancer.
The weak verb *has* implies little action on the part of the Betty Williams Breast Center.	The action verb *runs* implies a full-fledged and active effort on the part of the Betty Williams Breast Center.
Better Horizons has always been known for its personal approach to our members. Our transactions have always occurred through face-to-face services. Our tellers are friendly to all members.	At Better Horizons, we've instilled a personal touch into every aspect of our business. We've reinforced this culture with face-to-face services. Our tellers welcome members by name. When members come into the credit union, they know we care about them as people, not just as customers.
Uses unexciting, weak verbs: *has been known*, *have occurred*, *are* (notice how passive verbs detract from a sense of action and engagement). The central theme of personalized service does not come through. For example, consider the contrast between *our tellers are friendly* versus *our tellers welcome members by name*.	Uses a positive, diverse set of action verbs: *instilled*, *reinforced*, *welcome*, *care*. Uses adjectives and nouns to further emphasize a central theme of personalized service: *personal touch*, *face-to-face services*, *name*.

Avoiding Exaggeration

TABLE 10.8

Avoiding Exaggeration and Superlatives

Less Effective	More Effective
You can trust us at Better Horizons to make your financial dreams come true.	As a nonprofit, member-controlled financial institution, Better Horizons can provide you with higher rates on savings accounts, better terms on loans, and lower fees.
This statement uses phrases that seem unbelievable (*you can trust us*) and exaggerated (*make your financial dreams come true*). It is positive but not plausible.	This statement focuses on specific benefits and uses words that nearly all people view positively (*nonprofit, member-controlled, savings, better, lower fees*). It is both positive and plausible.
Pay attention to these facts or risk losing money to banks.	Consider some of the following reasons to join Better Horizons and start saving today.
This statement focuses on fear and applies pressure. Most customers would consider the writer not credible.	This statement is inviting and nonthreatening. It uses pressure-free (*consider*) and positive (*join, start saving*) words.