



Communication Square Dancing

Developing a Pitch

Monroe's Motivate Sequence for Persuasion

Attention: Get audience's attention related to the pitch (use a story, startling statistic, question, or other method of identifying with the audience)

Need: Discuss the problem to be solved and the pain it causes

Satisfaction: Offer solutions to relieve the audience of their angst over the problem

Visualization: Explain what life will look like when the solution is implemented and the problem is solved, allow audience to dream about the solution by seeing it through your words

Action: Tell audience specific, concrete steps to get started on implementing the solution

Example of Monroe's Sequence:

Attention: Lost my voice two minutes before a presentation due to laryngitis!

Need: Presentation is 99% of my grade (or at least it seems this way)

Satisfaction: Next week has an alternative time when I can present better

Visualization: If granted an extension, I will give the best presentation ever!

Action: Please grant extension, excuse me from class, and do not notice my beach towel

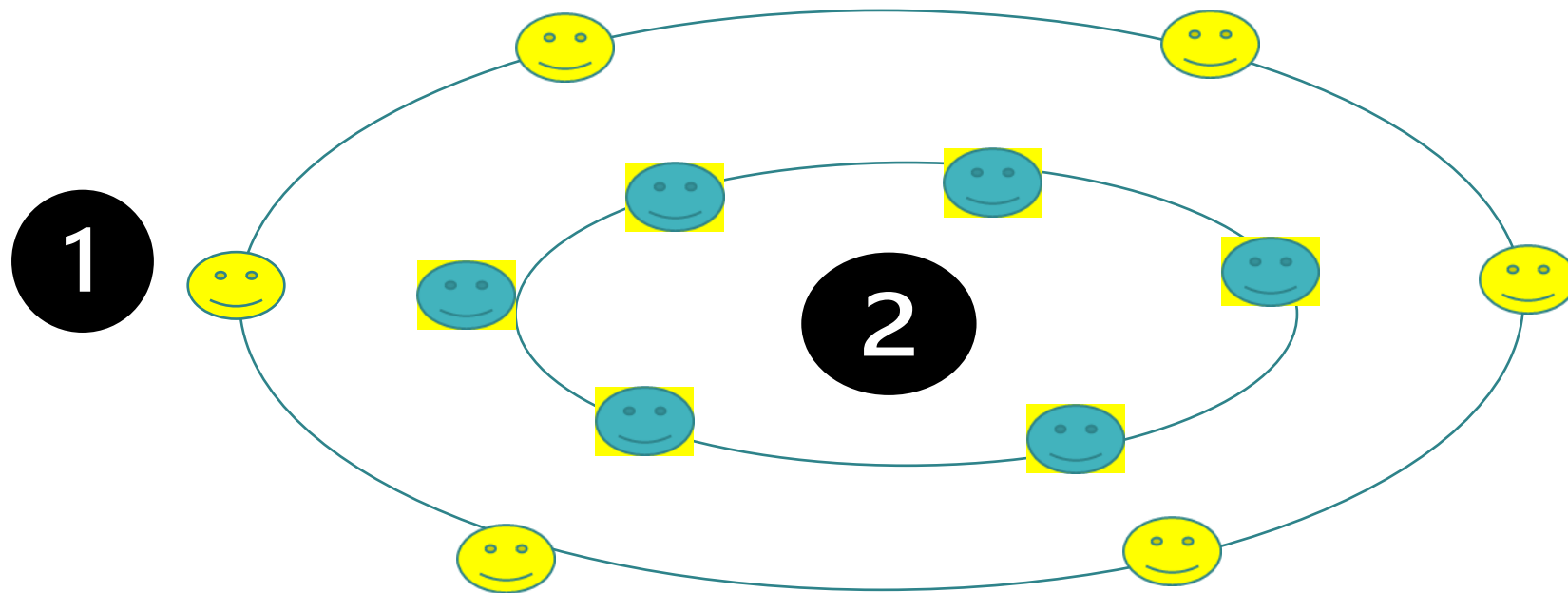
Outline Your Persuasive Pitch

Monroe's Motivated Sequence

Attention
+
Need:
+
Satisfaction:
+
Visualization:
+
Action:



Time to Count off and form two Circles facing a partner



Partner Exchange Instructions

1. 1s offer a pitch for a minute and a half
2. 1s receive feedback on that pitch from the 2 for another minute
3. 2s offer their pitch for a minute and a half
4. 2s receive feedback from that pitch from the 1 for another minute

Exchange 1!

1. 1s offer your pitch for 1:30
2. 2s give feedback for 1:00
3. 2s offer your pitch for 1:30
4. 1s give feedback for 1:00

Then 1s move to the right for another exchange



Exchange 2!

1. 1s offer your pitch for 1:30
2. 2s give feedback for 1:00
3. 2s offer your pitch for 1:30
4. 1s give feedback for 1:00

Then 1s move to the right for another exchange



Exchange 3!

1. 1s offer your pitch for 1:30
2. 2s give feedback for 1:00
3. 2s offer your pitch for 1:30
4. 1s give feedback for 1:00

Then take a break to refine your pitch!



Refine Your Persuasive Pitch

Monroe's Motivated Sequence

Attention
+
Need:
+
Satisfaction:
+
Visualization:
+
Action:



Exchange 4!

1. 1s offer your pitch for 1:30
2. 2s give feedback for 1:00
3. 2s offer your pitch for 1:30
4. 1s give feedback for 1:00

Then 1s move to the right for another exchange



Exchange 5!

1. 1s offer your pitch for 1:30
2. 2s give feedback for 1:00
3. 2s offer your pitch for 1:30
4. 1s give feedback for 1:00

Then 1s move to the right for another exchange



Exchange 6!

1. 1s offer your pitch for 1:30
2. 2s give feedback for 1:00
3. 2s offer your pitch for 1:30
4. 1s give feedback for 1:00

Then take a break to refine your pitch



Refine Your Persuasive Pitch

Monroe's Motivated Sequence

Attention
+
Need:
+
Satisfaction:
+
Visualization:
+
Action:



Debrief and Reflect

+

- a. How did your pitch start out? How did it change? What are the noticeable differences?
- b. What did you learn, if anything, about audience members during this exercise?
- c. What was helpful with delivering this pitch so many times?
- d. What did you appreciate most about this experience? What was the most frustrating part?
- e. How might you incorporate aspects of this exercise into future persuasive pitches or presentations?