

Persuade with Power

EXECUTIVE SUMMARY:

The ability to persuade people - getting them to understand, accept and act upon your ideas - is a valuable skill. Your listeners will more likely be persuaded if they perceive you as credible, if you use logic and emotion in your appeal, if you carefully structure your speech and if you appeal to their interests. Avoid using notes because they may cause listeners to doubt your sincerity, knowledge and conviction.

OBJECTIVES:

- Persuade listeners to adopt your viewpoint or ideas or to take some action.
- Appeal to the audience's interests.
- Use logic and emotion to support your position.
- Avoid using notes.

Time: Five to seven minutes

Today we are bombarded by persuasive messages. Advertisements try to persuade us to buy a particular brand of soft drink, coffee or antacid. Salespeople try to persuade us to buy an automobile, a personal computer or a cellular telephone. We do it too, by trying to persuade our spouses to vacation in the Bahamas, persuade a salesclerk to refund our money, or convince our boss that a certain proposal is better.

People who can speak persuasively have a great deal of influence. The ability to get others to understand, accept and act upon your ideas is a skill you can use every day at home, at work and in the community. It is also a characteristic of a good leader. Throughout history people have rallied around those who can speak persuasively.

Types of Persuasion

In a persuasive speech, your primary purpose is to influence the thinking or behavior of listeners. You can influence them in several ways:

- **Inspire.** Your goal is to excite your listeners about your topic or reinforce their existing ideas or beliefs, not necessarily to alter their opinions or beliefs. Sermons and commencement addresses fall into this category of persuasive speech. You'll learn more about this type of speech in Project 10.
- **Convince.** You want your listeners to change their opinions or to develop the same opinion you have. You may not want them to do anything at the moment but change their minds. A presentation convincing listeners that extraterrestrial life exists is an example of this type of speech.
- **Call them to action.** You want listeners to do something after hearing your presentation, such as sign a petition, read a book or buy a product.

Your Role

Impressions count, and this is especially true in persuasive speaking. While the content of your message is important, of equal weight is the audience's opinion of you. Your listeners must like, trust and respect you before they will adopt your ideas. They should view you as someone they can identify with - someone whose needs and interests are similar to theirs. They base their opinion of you on your:

- **Knowledge.** You must be qualified to discuss the subject and offer evidence to support your position. You must know the subject well and be able to present plenty of evidence to support your ideas.
- **Reputation.** Your reputation is based on your past performances, accomplishments and honors. Make sure the audience is familiar with your qualifications through your introduction, advance publicity or your speech.

Toastmaster Persuasive Speaking Manual

RJ Shavelson



Toastmaster Persuasive Speaking Manual:

I Found Mine Mohammed R. Zawad, 2017-05-11 One man's journey towards finding his passion As most people who finally took the plunge can relate sooner or later you have to stand on the ledge that separates danger and opportunity from security and stagnation It then becomes a question of what direction to jump In *I Found Mine* Mohammed Zawad shares with us the stories that made him Jump Perhaps the most striking thing about this book is Mohammed's talent for incorporating his life experiences and lessons into helping readers to understand his message All the stories are personal and relatable regardless of the reader's background What's noteworthy is how he gives you a glimpse of his personal life the good the bad and the ups and downs His candour about his successes and failures make the book a fabulous read Mohammed Zawad possesses an amazing ability to inspire encourage and motivate people to seek out and follow their dreams *I Found Mine* is for everyone whether it's someone who wishes to learn a new skill wants to go back to school or is looking for an entirely new career but is not sure where to start **The Complete Idiot's Guide to Assertiveness** Jeff Davidson, 1997 Offers advice on increasing vocal self confidence projecting authority through body language and arguing without losing one's temper

Speaker, Leader, Champion: Succeed at Work Through the Power of Public Speaking, featuring the prize-winning speeches of Toastmasters World Champions Jeremey Donovan, Ryan Avery, 2014-04-25 The secrets of superb public speaking based on the best of the best of Toastmasters Toastmasters a name synonymous with public speaking is dedicated to developing its members communication and leadership skills Now Distinguished Toastmaster Jeremey Donovan and Public Speaking World Champion Ryan Avery break down the winning speeches from Toastmasters prestigious annual competition providing you with tips and techniques guaranteed to improve your speaking presentation and communication skills They also include a special section of insights and advice for readers who aspire to become serious public speaking competitors Speaker Leader Champion demystifies what makes a presentation extraordinary This engaging actionable book will teach you how to go from appreciating a powerful speech to delivering one yourself Adam Grant professor at the Wharton School at the University of Pennsylvania and New York Times bestselling author of *Give and Take* Whether you present in the boardroom classroom or lunchroom the guidance will help you become a more confident authentic and engaging speaker Matt Abrahams strategic communication lecturer at the Stanford University Graduate School of Business and author of *Speaking Up Without Freaking Out* To change the world you need to lead To lead you need to communicate To communicate you need this book Presiyan Vasilev 2013 World Champion of Public Speaking This book translates the secret sauce of public speaking into easy to use tips Zoe Chance assistant professor of marketing at the Yale University School of Management

Single Subject Training Manual I (Navy Counseling) of Navy Counselor 1 & C Training Course United States. Naval Education and Training Command, 1978 **Approaches to Literature Through Literary Form** Paula Kay Montgomery, 1995-11-10 The form in which literature is fashioned and presented often determines its impact Approaches to

Literature through Literary Form discusses the various structures of literature narration exposition persuasion procedure and description and identifies sources that will engage student interest Activities teaching techniques and resources are provided for introducing the forms of literature that are explored *Bulletin - U.S. Coast Guard Academy Alumni Association* United States Coast Guard Academy. Alumni Association,1982

Six Key Communication Skills for Records and Information Managers Kenneth Laurence Neal,2014-09-06 Excellent business communication skills are especially important for information management professionals particularly records managers who have to communicate a complex idea how an effective program can help the organization be better prepared for litigation and do it in a way that is persuasive in order to win records program support and budget Six Key Communication Skills for Records and Information Managers explores those skills that enable records and information to have a better chance of advancing their programs and their careers Following an introduction from the author this book will focus on six key communication skills be brief be clear be receptive be strategic be credible and be persuasive Honing these skills will enable readers to more effectively obtain support for strategic programs communicate more effectively with senior management IT personnel and staff and master key forms of business communication including written verbal and formal presentations The final chapter will highlight one of the most practical applications of applying the skills for records and information managers the business case Based on real events the business cases spotlighted involve executives who persuaded organizations to adopt new programs These case histories bring to life many of the six keys to effective communication Addresses communication skills specifically for records and information managers while clarifying how these skills can also benefit professionals in any discipline Includes case history examples of how communications skills made a difference in business and or personal success Focuses on written verbal and presentation skills where many books emphasize only one of these areas Kiplinger's Personal Finance ,1970-04 The most trustworthy source of information available today on savings and investments taxes money management home ownership and many other personal finance topics *Changing Times* ,1970

The Philippine Revenue Journal ,1981

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