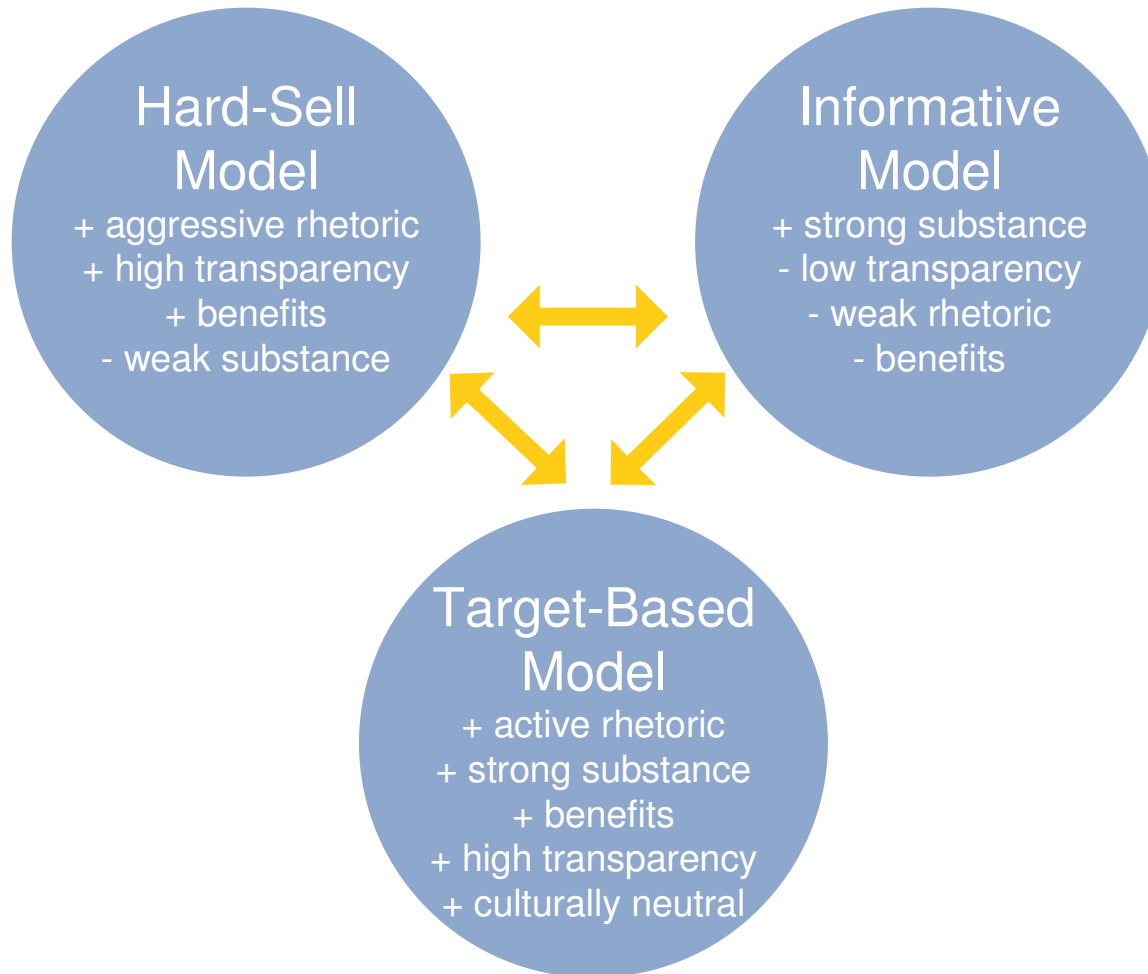


Persuasive Argumentation



Intelligent Messaging for Intelligent Audiences

Persuasive Argumentation



Where Substance & Packaging Meet

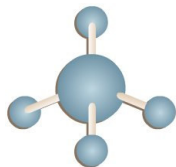
Topics



Tailoring Your Argumentation



Packaging Vs Substance



Effective Persuasive Structures

The Right Arguments

CUSTOMER

Product/Solution Arguments & Benefits

SUPPLIER

Process Arguments/Partnership Arguments

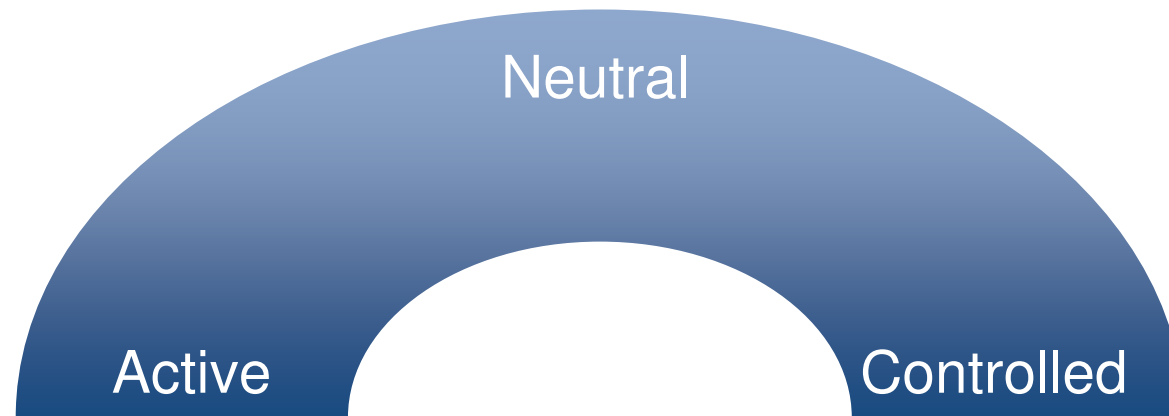
OWNER

Shareholder Value Arguments

EMPLOYEE

Motivational Arguments

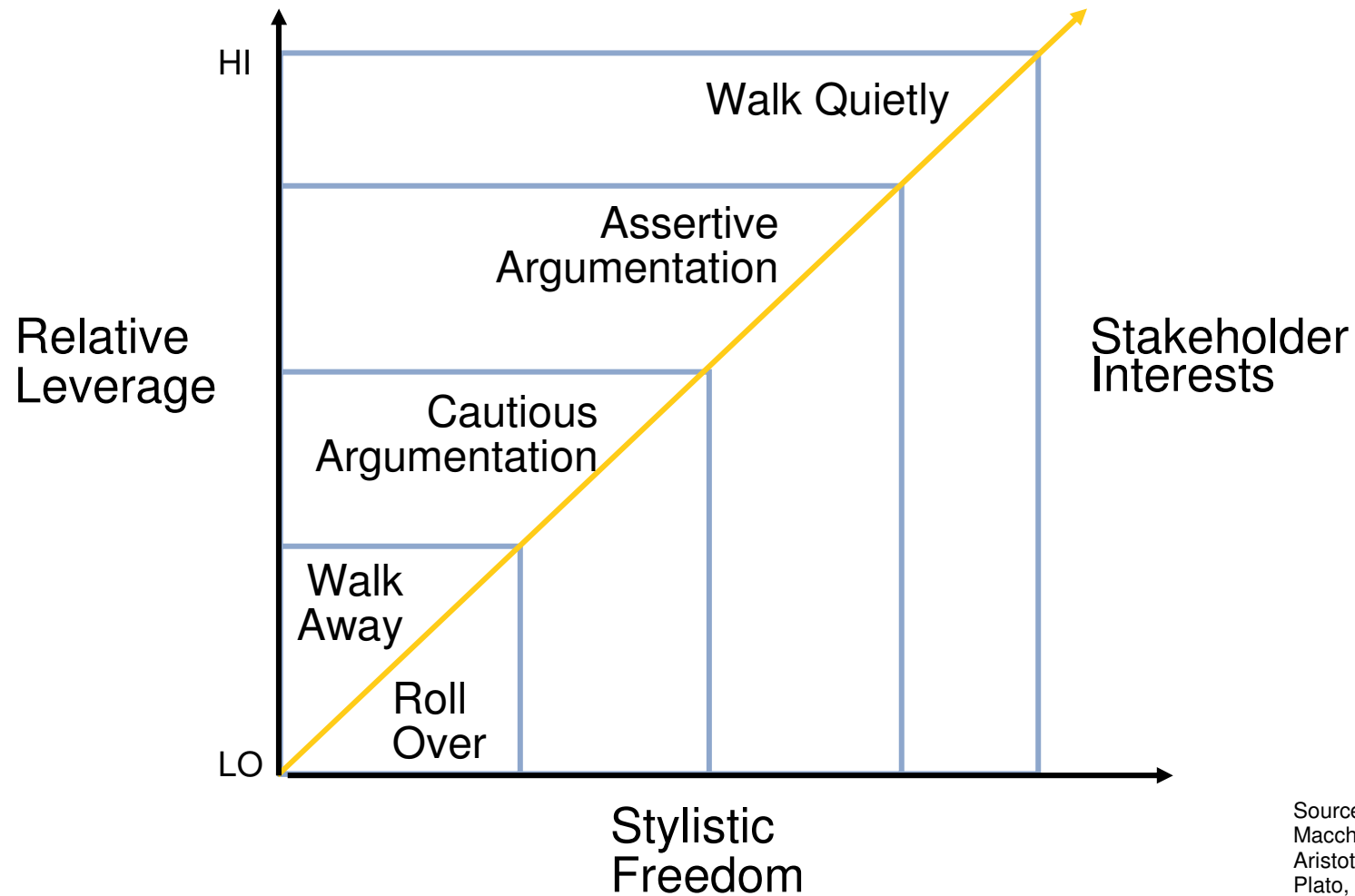
Packaging Counts



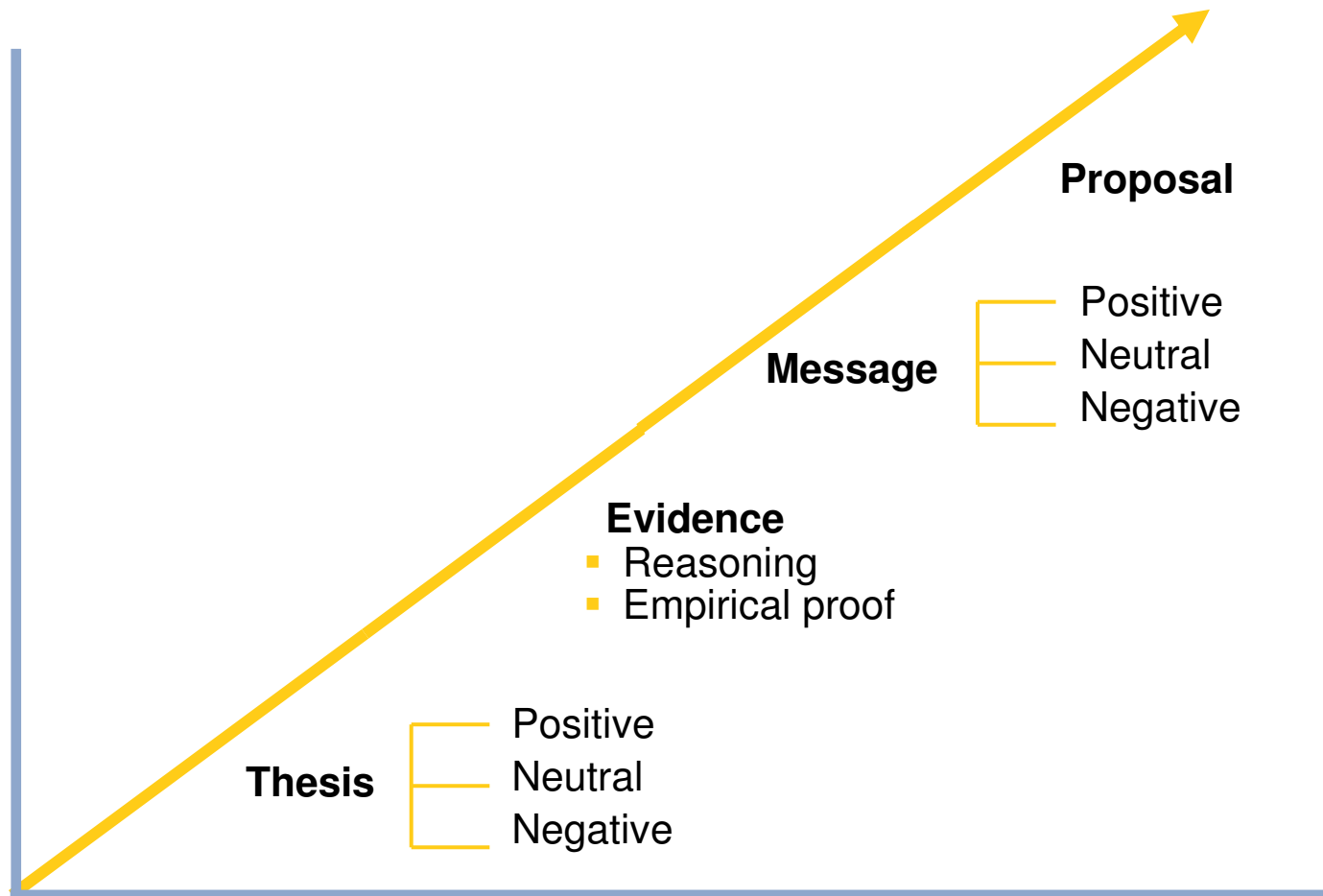
Different Styles For Different Audiences

Adapted from Fons Trompenaars, Tomoko Yoshida, Edward Hall

It's About Strategy Too

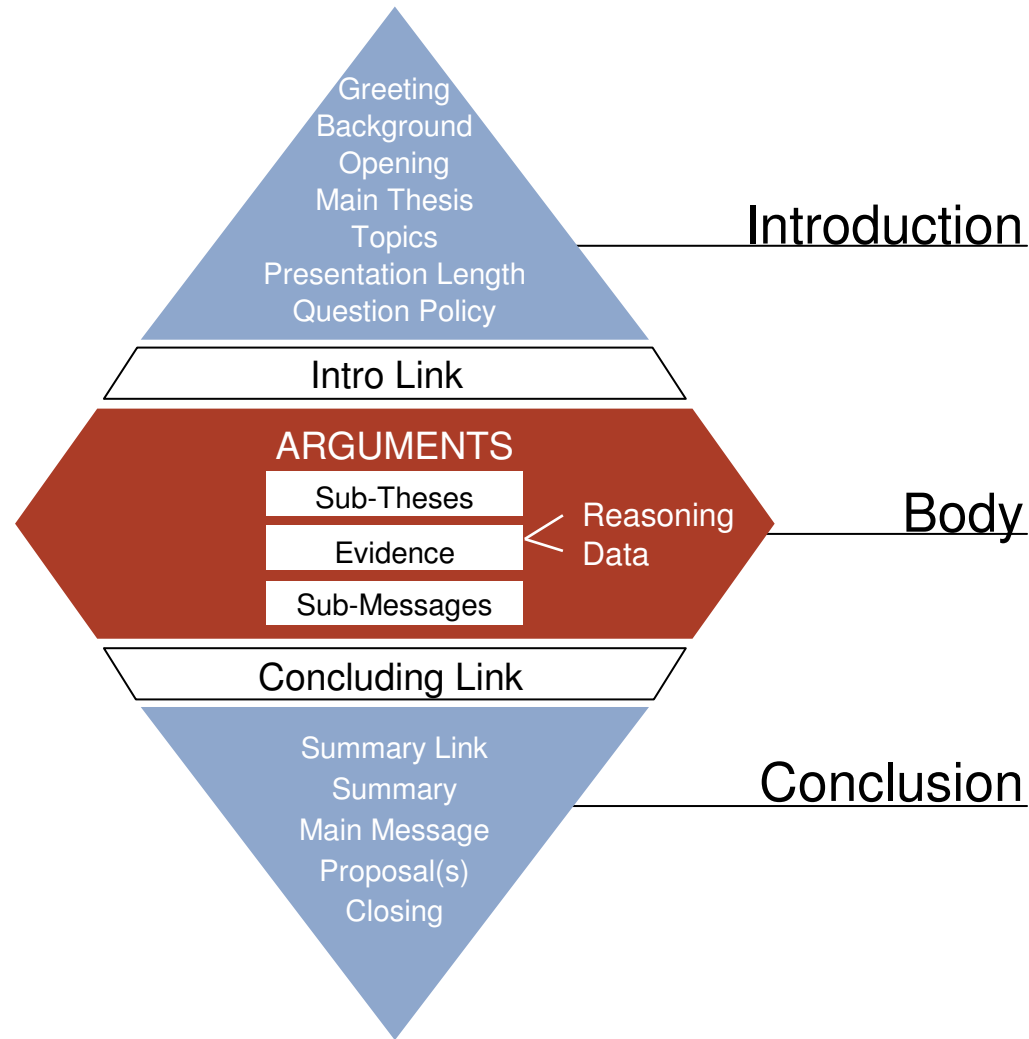


Persuading Smart People



It's About Strong Reasoning & Hard Data

Building Clear Structures



It's a Question of Logic

The Importance of Flagging

Opening: The purpose of this presentation is...

Background: As you may know...

Main Thesis: Today we will show that...

Topics: We'll cover 4 topics in this presentation:

Linking: Let's move to our first topic...

SUB-THESIS FLAGS

- 1st I will show that (+-)
- 2nd we will demonstrate that (+-)
- 3rd I will prove that (++)
- 4th we will argue that (+-)
- 2nd it will be shown that (--)

SUB-MESSAGE FLAGS

- The point here is (+-)
- What I'm trying to say is (+-)
- My message is (++)
- This would suggest that (-+)
- This means that (+-)

Concluding Link: In conclusion...

Summary Link: To summarize... / In summary...

Main Message: Our point today is that...

Proposals: We would like to propose that...

Persuasive Argumentation



Put Some Power in your Point