

Persuasion Techniques



Aristotle's Modes of Persuasion

The Greek philosopher Aristotle introduced a concept called the three “modes of persuasion”

He coined the terms Ethos, Pathos and Logos referred to as the three modes of persuasion. They are means of persuading others to believe a certain point of view.

Aristotle's modes of persuasion should be at the heart of almost every speech. They build credibility, stir emotions, and prompt action.

Do you want to persuade people to do something? Let's take a closer look and learn how to sway the audience.

- Article : [Modes of Persuasion](#)
- Video : [The 3 Methods of Persuasion](#) – 6mins 30secs

(Right click on the link and open in a new tab/window)



The Art Of Persuasion

- Essentially, persuasion is the ability to get another person to act on your request or need.
- Persuasion is about making sure your ideas get a fair hearing and get acted upon.
- It is crucial to be persuasive in a subtle way that takes advantage of natural human psychology, and that doesn't make you feel manipulative.

Let us learn to harness this skill. Click on the links below to learn more:

- **Article:** [The Art Of Persuasion What It Is And How To Practice It](#)
- **LinkedIn Course:** [Persuading Others -33mins](#)

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