

Persuasive Speech Formal Outline

General Purpose: To persuade

Specific Purpose: To persuade the audience into realizing intelligence does not determine success but rather your personal mindset does

Central Idea: Many people believe what they have been born with is all they have and that talent is something that only superhuman people have

I. Introduction-

A. Attention Getter- Did you know Intelligence does not correlate with a successful life

B. Relevance- Our society has idolized has spread many lies about intelligence being a trait you are born and it being the determiner for success with which limits people from reaching their full potential

C. Credibility- I have spent many years studying and reading to comprehend what factors played in people who have become extremely successful

D. Thesis- Our mindset determines what we will achieve in life and intelligence is far too broad and impossible to measure

E. Preview- Today I'll discuss the misconceptions of intelligence, the truth behind it, and how mindset impacts our ability to succeed

(Transition: First we need to see where these misconceptions of intelligence come from)

II. Body- Bringing to light misconceptions of intelligence and identifying the truth behind it

A. Main Point 1- The misceptions behind intelligence and there source

1. How skewed ideas are introduced into society

- a. People love to watch a story of some “tortured” genius and love to idolize people to unrealistic levels
- b. This can be found everywhere from Avengers Iron man to Good Will hunting
- c. The pattern between these movies is they present the “end” product whether it be an equation solved or a new invention without demonstrating any of the effort regarding it's creation
- d. While it's obvious these are movies over time it can persuade people into believing these characters “intelligence” is why they solved a particular problem
- e. As stated by Angela Duckworth in her book Grit published in may 3rd 2016 “Nobody wants to show you the hours and hours of becoming. They'd rather show the highlight of what they've become”
- f. This highlights many of the issues with celebrities and other famous figures because they only highlight there success rather than the process

(Transition - Over the past decade there has been substantial research that concludes intelligence is something that can be grown and improved)

B. Main Point 2 - Scientific research backing the truth behind intelligence

- 1. According to a paper by Blackwell from Mindset works on may 2014 “Research shows that the brain is more like a muscle—it changes and gets stronger when you use it”

- a. A similar analogy is imaging your brain as a weight lifter, you may not start off benching 300lb but you can work and become stronger and reach that goal
 - b. There was a scientific study involving monkeys being trapped in a cage vs monkeys with toys to stimulate their minds
 - c. The experiment found out that the monkeys with different toys had brains that weighed 10% more than the monkeys who had just been placed in a cage confirming the analogy that the mind is a muscle
 - d. What this means is that there is no such thing as a math brain, art brain or anything along those lines
 - e. Rather than it being something you are born with it's instead something that aligns with your interests as if you are interested in something you will naturally work harder to understand it
2. According to Robert Greene's book Mastery published on November 13, 2012
- “The time that leads to mastery is dependent on the intensity of our focus.”
- a. This means intelligence can be thought of in a new light, the measurement of one's ability to focus deeply

(Transition: Furthermore it's as previously mentioned mindset is really the only determining factor of someone's success)

C. Main Point 3 - The Growth Mindset

1. According to Carol Dweck in her book *mindset* published in 2006 defines the growth mindset as “people who believe that their success depends on time and effort”
 - a. A lot of people believe things should come to them easily and very quickly and if it does not then they are not meant to do said task
2. According to Carol Dweck in a article published by Renaissance in 2017 “fixed mindset, people believe their basic qualities, like their intelligence or talent, are simply fixed traits”
 - a. The fixed mindset focuses on proving itself rather than improving since it believes that what it already has is all it will get
 - b. What makes the growth mindset so powerful is that it creates a passion for lifelong learning
3. Turners study of the gifted is the longest on going study with correlation of children who tested with extremely high IQs and there level of achievement in life
 - a. According to Cherry K from Very Well Mind published on September 23rd 2019 summarized turners results concludes “while IQ can play a role in life success, personality traits remain the determining feature in actualizing that success.”

III. Conclusion

- A. Restatement of Thesis: Our mindset determines what we will achieve in life and intelligence is far too broad and impossible to measure

- B. Summary of Main Points: Our mindset determines the levels of success we will reach in life more than anything else
- C. Tied to Intro: Understanding the truth of intelligence allows for you to remove mental barricades and move forward onto becoming the best version of yourself
- D. Concluding Statement/Call to Action: Society has played many subtle games and misconceptions and intelligence is one of the biggest ones. Next time you are stuck on a complex problem embrace the frustration and the process because as they say no pain no gain.

References:

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