

Persuasive Presentations

SESSION IV: GROUPS & TEAMS (IN) ACTION

Chapter outlines

1. What Is Persuasion?
2. Meeting the Listener's Basic Needs
3. Speaking Ethically
4. Elevator Speech

LEARNING OBJECTIVES

By the end of this section, you will be able to:

1. Demonstrate an understanding of the importance of persuasion.
2. Describe similarities and differences between persuasion and motivation.
3. Identify and describe several basic needs that people seek to fulfill when they communicate.
4. Demonstrate the importance of ethics as part of the persuasion process.
5. Discuss the basic parts of an elevator speech.

1. What Is Persuasion?

Persuasion is an act or process of presenting arguments to move, motivate, or change your audience

Persuasion can be implicit or explicit and can have both positive and negative effects.

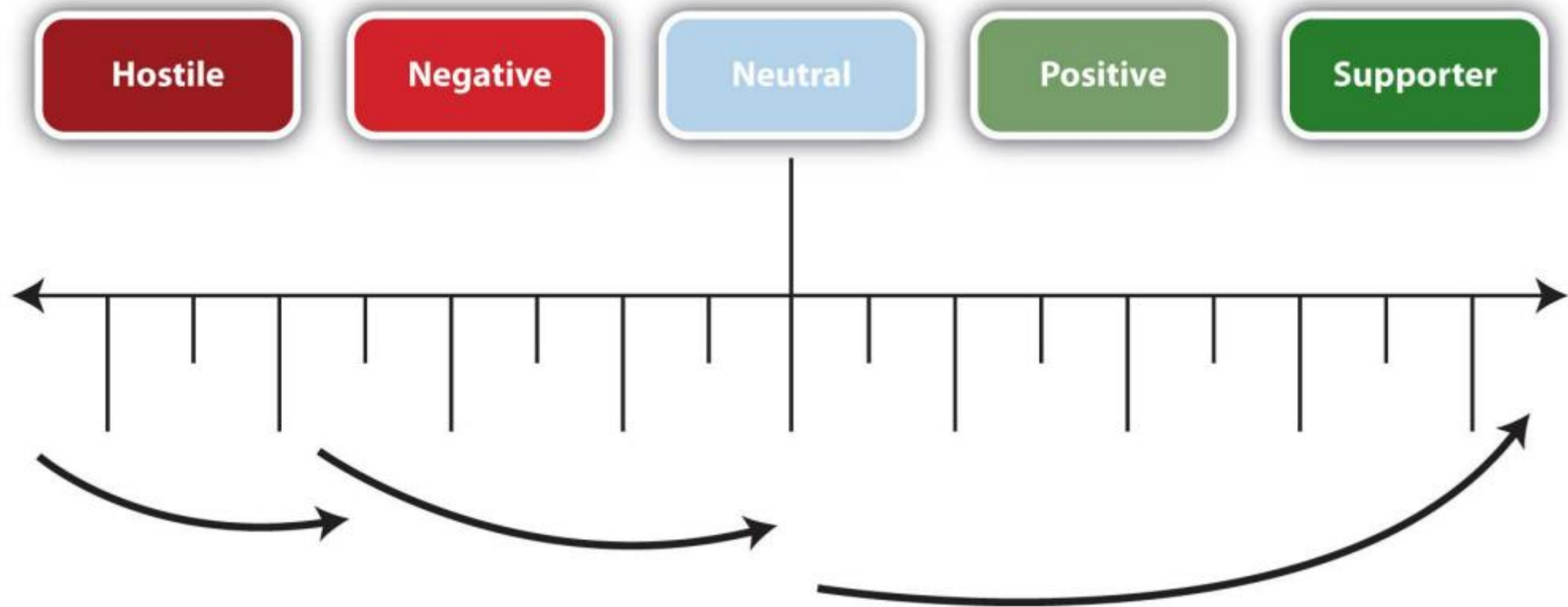
Reasons for Engaging in Communication

- Gain information
- Understand communication contexts
- Understand our identity
- Meet our need

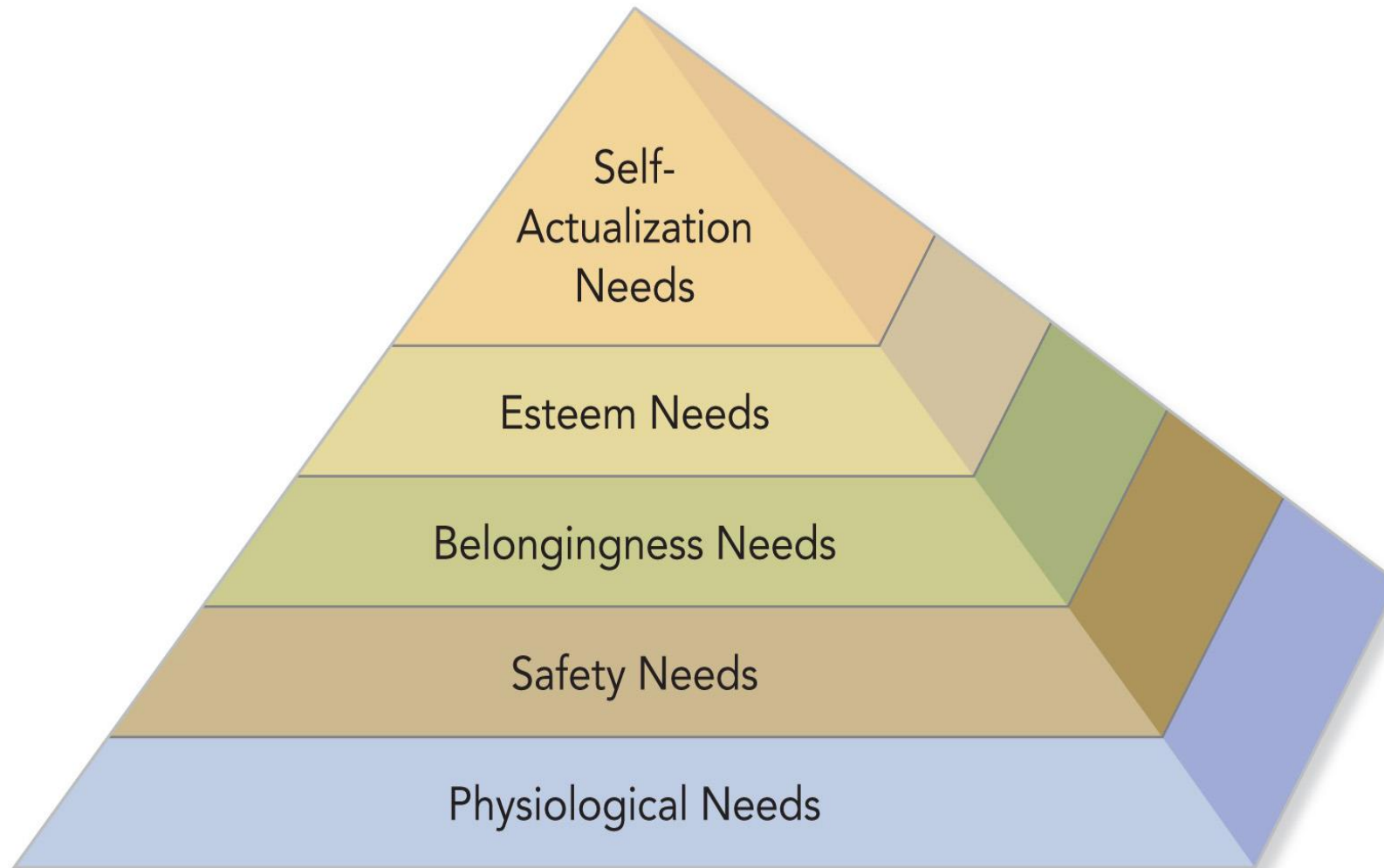
2. Meeting the Listener's Basic Needs

Getting someone to listen to what you have to say involves a measure of persuasion, and getting that person to act on it might require considerable skill.

Measurable Gain

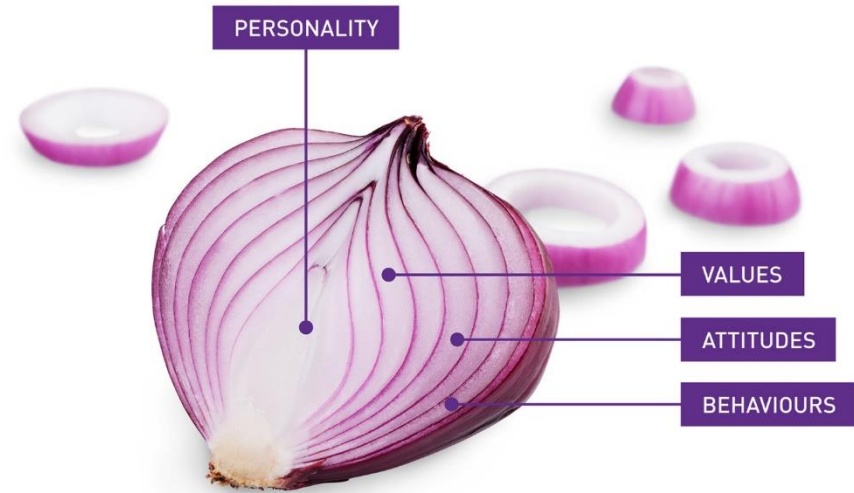


Maslow's Hierarchy



Social Penetration Theory

- ❑ **The social penetration theory**, which describes how we move from superficial talk to intimate and revealing talk (Altman, I. and Taylor, D., 1973).
- ❑ **“Onion model”**: we see how we start out on superficial level, but as we peel away the layers, we gain knowledge about the other person that encompasses both breadth and depth.



3. Speaking Ethically and Avoiding Fallacies

- ❖ Fairness
- ❖ Freedom
- ❖ Ethics
- ❖ Manipulation
- ❖ Deception
- ❖ Bias
- ❖ Bribery

Eleven Points for Speaking Ethically

DO NOT:

1. Use false, fabricated, misrepresented, distorted or irrelevant evidence to support arguments or claims.
2. Intentionally use unsupported, misleading, or illogical reasoning.
3. Represent yourself as informed or an “expert” on a subject when you are not.
4. Use irrelevant appeals to divert attention from the issue at hand.
5. Ask your audience to link your idea or proposal to emotion-laden values, motives, or goals to which it is actually not related.

Eleven Points for Speaking Ethically

DO NOT:

6. Deceive your audience by concealing your real purpose, by concealing self-interest, by concealing the group you represent, or by concealing your position as an advocate of a viewpoint.
7. Distort, hide, or misrepresent the number, scope, intensity, or undesirable features of consequences or effects.
8. Use “emotional appeals” that lack a supporting basis of evidence or reasoning.
9. Oversimplify complex, gradation-laden situations into simplistic, two-valued, either-or, polar views or choices.
10. Pretend certainty where tentativeness and degrees of probability would be more accurate.
11. Advocate something which you yourself do not believe in.

4. Elevator Speech

- ❖ An elevator speech is a presentation that persuades the listener in less than thirty seconds, or around a hundred words.
- ❖ It takes its name from the idea that in a short elevator ride (of perhaps ten floors), carefully chosen words can make a difference.

Creating an Elevator Speech

1. What is the topic, product or service?
2. Who are you?
3. Who is the target market? (if applicable)
4. What is the revenue model? (if applicable)
5. What or who is the competition and what are your advantages?

Parts of an Elevator Speech

Speech Component	Adapted to Elevator Speech
Attention Statement	Hook + information about you
Introduction	What you offer
Body	Benefits; what's in it for the listener
Conclusion	Example that sums it up
Residual Message	Call for action

Example:

1. How are you doing?
2. Great! Glad you asked. I'm with (X Company) and we just received this new (product x)—it is amazing. It beats the competition hands down for a third of the price. Smaller, faster, and less expensive make it a winner. It's already a sales leader. Hey, if you know anyone who might be interested, call me! (Hands business card to the listener as visual aid)

Activity

Prepare an elevator speech (no more than thirty seconds) and present to the class.

Key Takeaway

1. Persuasion is the act of presenting arguments for change, while motivation involves the force to bring about change. The concept of measurable gain assesses audience response to a persuasive message.
2. We are motivated to communicate in order to gain information, get to know one another, better understand our situation or context, come to know ourselves and our role or identity, and meet our fundamental interpersonal needs.
3. Speaking to persuade should not involve manipulation, coercion, false logic, or other unethical techniques.
4. You often don't know when opportunity to inform or persuade will present itself, but with an elevator speech, you are prepared!

Exercises

1. Select an online advertisement that you find particularly effective or ineffective. Why does it succeed, or fail, in persuading you to want to buy the advertised product? Discuss your ideas with your classmates.
2. Consider your life in relation to Maslow's hierarchy of needs. To what degree do you feel you have attained the different levels in the hierarchy? Two or three years ago, were you at the same level where you currently are, or has your position in the hierarchy changed? In what ways do you expect it to change in the future? Discuss your thoughts with your classmates.

