

Checklist: Organizing Arguments for Persuasive Presentations

This checklist provides issue-conclusion-argument-action (ICAA) templates for arguments used in a persuasive presentation.

Persuasive Argument for a Decision, Conclusion First

Issue

State the decision and the decision options.

Conclusion

State the recommended decision.

Argument

- State your criteria.
- Using the criteria and evidence, prove why your recommended decision is the best option.
- Rebut the other decision options.

Action

Show how to implement the decision.

Persuasive Argument for a Decision, Conclusion Last

Issue

State the decision and the decision options.

Argument

- State your criteria.
- Using the criteria and evidence, prove why your recommended decision is the best option.
- Rebut the other decision options.

Conclusion

State the recommended decision.

Action

Show how to implement the decision.

Persuasive Argument for an Evaluation, Conclusion First

Issue

State the subject of the evaluation.

Conclusion

Briefly state the overall evaluation.

Argument

- State the evaluation criteria.
- Using the criteria and evidence, show why your overall evaluation is justified.

Action

Show how to act on the results of the evaluation, for example, the steps for improving weak areas of a team's performance.

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Checklist: **Organizing Arguments for Persuasive Presentations** (Continued)

Persuasive Argument for an Evaluation, Conclusion Last

Issue

State the subject of the evaluation.

Argument

- State the evaluation criteria.
- Using the criteria and evidence, show why your overall evaluation is justified.

Conclusion

Briefly state the overall evaluation.

Action

Show how to act on the results of the evaluation, for example, the steps for improving the weak areas of a team's performance.

Persuasive Argument for a Diagnosis, Conclusion First

Issue

Define the problem with a description of the major symptoms.

Conclusion

Briefly state each of the major causes.

Argument

Use evidence to show how each cause contributes to the problem.

Action

Show how to act on the results of the diagnosis, for example, the steps for improving the efficiency of a production process.

Persuasive Argument for a Diagnosis, Conclusion Last

Issue

Define the problem with a description of the major symptoms.

Argument

Use evidence to show how each cause contributes to the problem.

Conclusion

Briefly state each of the major causes.

Action

Show how to act on the results of the diagnosis, for example, the steps for improving the efficiency of a production process.