

## ► 8 – Make It Persuasive

### **Executive Summary:**

*Construct a persuasive speech that provides a perspective that the audience comprehends and believes to be valid.*

### **Objectives:**

- *To present a speech that persuades the audience to consider your perception to be valid.*
- *To appeal to the audience's self-interest by building a logical foundation and arousing emotional comprehension of your points.*
- *TIME: 5 to 7 minutes - or - 6 to 8 minutes.*

## **Make It Persuasive**

A valuable investment is learning how to persuade others to believe you. They may not take action, but they will consider your perspective to be valid.

As life becomes more complicated, persuading others to realize that other points of view are also important. This could help them make better decisions. This is the foundation of leadership.

## **Logic on Fire**

In a previous speech, you were encouraged to present a topic with confidence. It is important that this confidence is expanded to encouraging the audience to believe your point of view to be valid.

This speech could start by identifying numerous choices. This speech could continue by clarifying the choices which are not attractive. This is the first step in reducing the number of choices.

Persuading the audience to comprehend your perspective could result in the audience changing their perspective.

This can be accomplished by:

- 1) Appealing to the audience's self-interest.
- 2) Providing facts that are favorable to your point-of-view.
- 3) Arousing the audience's emotional commitment.

These three points increase the odds that the audience will be persuaded.

Logic on fire is the essence of persuasion. Build a case in a logical sequence that describes the situation in human terms. Use an impassioned plea for justice in terms of fairness and strong emotions.

An inspiring example can motivate the audience to re-examine their perspectives. This could lead to action by the audience.

It often works well to appeal in terms of the audience's self-interest. Audiences are not driven by persuasion. They are won by it.

Invite the audience via their own desires and needs. This will increase the audience's interest. This is easier if your interests coincide with the audience's interest.

It is important that the audience identifies with you and respects you. Convince them with your competence on the topic. Present the information fairly. The audience will be open to persuasion if you are a believable source of information.

It works well to use an example that redirects the audience's thoughts. Do not expect a radical redirection. The key is to strive for a modest shift.

The key aspects to consider include: 1) What are the attitudes of the audience for this topic? 2) Does the audience care? 3) Will the audience be open to your perspective? 4) Is there adequate information for the audience?

Additional considerations are you: 1) Reinforcing a belief? 2) Changing a belief? 3) Encouraging the audience to take action?

For example, a new airport will be built close to residential housing. Will this affect safety, property values, transportation convenience, commerce, and noise? A speech on this topic could initiate extensive discussion.

Select a topic that has affected your perspective. The topic could be ethical, religious, political, or social. Will the audience be favorable, opposed, or indifferent to your perspective?

It could work well to "shake them up" with a new perspective. It could work well to provide a perspective that had never been considered.

If the topic is controversial, it could work well to have the Toastmaster for the Day set the stage as part of the introduction. This could help the audience understand the situation before you start the speech.

## **Presenting Your Speech**

Standard protocol is to start by addressing the Toastmaster for the Day and the audience: "Madam (or Mr.) Toastmaster, Ladies and Gentlemen".

It is important that the speech opening captures the audience's attention! This increases the odds that the audience will listen immediately. The opening statement is commonly followed by comments about the speech body contents. Keep the opening concise, with very few words.

The speech body builds a logical base for your perspective. Provide the audience solid reasons for considering your view point. It could contain specifics and contain examples, to help the audience comprehend the situation. The speech body should leave no doubt in the audiences' mind.

The speech should strive to present the information in a non-biased format to open the minds of the audience. Focus on facts that are indisputable. Persuasion is not an argument. It is directing the audience to consider alternative perspectives.

The closing should summarize the body contents with very few words. Highlighting the main points can help the audience remember the speech. It is best to use the speech title for the closing.

End the speech by addressing the Toastmaster for the Day, then waiting for the Toastmaster for the Day to return to the lectern.

## **Your Evaluation**

Use the skills acquired from previous speeches. This includes a combination of directness, conviction, body language, vocal variety, and sincerity with very little use of notes.

This combination of skills should strive to persuade the audience to consider your perspective as valid.

## Evaluation Guide for **Make It Persuasive**

**See last page for more evaluation guidelines.**

--- Evaluate the Speech, not the Speaker!

Speech Title:

Speech Evaluator:

Date:

**Note to the Speech Evaluator:** This speech strives to present a persuasive speech that encourages the audience to consider the perspective to be valid. The speech should provide a clear and concise message that increases the audience's interest. It is important for the Speech Evaluator to provide **many positive comments**, **one item** that could **strengthen the speech**, and **end with more positive comments!** In addition to the oral evaluation, provide answers to the questions below.

**The purpose of the evaluation is to Encourage, Encourage, and Encourage!**  
**Strive to have the Speaker look forward to giving another speech.**

- How well did the speaker project his or her deep belief in the subject?
- How closely did the speaker's presentation relate to the self-interest of the audience?
- How effectively did the speaker use facts, examples, or statistics to support his or her viewpoint? How could they have been improved?
- Did the conclusion motivate listeners to a commitment on behalf of the speaker's viewpoint? Was the audience asked to do something within its capability? How could the conclusion be made more effective?
- How effectively was the audience persuaded? (If time allows, take a quick vote of the audience, or ask two or three members to briefly comment.)

# Handy Dandy Speech Evaluation Guidelines

260424

- Strive to start with **four or more positive** comments, **one constructive** comment, end with **more positive** comments. A constructive comment example, *"The speech could be strengthened by ...."*
- Focus on the **Speech**. Avoid: *"you could improve"*- better: *"the speech could be strengthened by ...."*.
- Avoid commenting on the Speaker's point of view or facts. Focus on the **presentation**.
- Use specifics. Avoid: *"opening was weak"*- better: *"starting with a question would strengthen the speech"*.
- Use a lot of **"I"** phrases **instead of "you"** phrases. Avoid: *"you did this"*- better: *"it appeared to me"*.
- Avoid judging. Avoid: *"the speech was good"*- better: *"I liked the speech"*.
- If it is difficult to identify something that could be strengthened, ask yourself the question, **"Is this the best speech I've ever heard?"** If it is not, try to determine what could make it the best.

Evaluator:

Speech Title:

Date:

---

**C Opening:** Address Audience? Get Attention?

**O** Lead Into Body?

**N Body:** Organized?

**T** Help Remember? Persuasive?

**E** Interesting? Support Material?

**N** Relevant? Appropriate?

**T** Effective? Clear? Inspirational?

**Closing:** Climax? Produce Results?

Tie It Together? What to Do?

---

**D Physical Appearance:** Appropriate? Posture?

**E** Professional? Shirt (men) with collar?

**L** Zoom: Hands visible? Eyes include webcam?

**I Body Language:** Eye Contact? Hands? Face?

**V** Natural? Spontaneous?

**E** Overuse / Underuse? Detracting / Adding?

**R** Deliberate? Precise? Appropriate?

**Y Vocal Variety:** Volume? Pitch? Rate? Quality?

**Manner:** Enthusiastic? Direct? Assured?

**Presentation:** Visuals? Humor?

---

**L Word Use:** Clear? Accurate/Correct?

**A** Colorful? Vivid? Appropriate?

**N** Precise? Simple/Complex?

**G** Dull/Exciting? Jargon? Slang?

**U** Always/Never/Everyone Knows?

**A Grammar:** Proper?

**G** Pronunciation / Enunciation?

**E** Vowel Sounds?

---