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|  | **Handout: Planning Tool for Persuasive Communication** |

**Who is your audience?**

*Are you talking to a single person? A team or department? A large audience in a formal presentation? What are their interests and priorities?*

**What is your call to action?**

“If I succeed, my audience will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

**Establish Credibility**

* What will help your audience know that you are trustworthy?
* What expertise do you have within your group?
* What is your relationship with your audience?
* Will you need to enlist other support (collaboration, expertise, etc.) to establish credibility with this audience?

**Framing Common Ground**

* What are the advantages of your position or approach?
* What’s in it for the audience?
* What are the shared benefits/shared solutions?

*Continued on next page.*

**Compelling Evidence and Vivid Language**

* Do you have any data/numbers that you can use to support your position? Are they from credible sources?
* What other tools can you use (examples, visual aids, props, pictures, stories, metaphors) to help your audience connect with your message?

**Connect Emotionally**

* How can you show your emotional commitment to your position/call to action?
* What will your audience likely be feeling about your topic when you begin your presentation? *(Excitement, fear, doubt, etc.)* How can you connect with that?

**How can you craft a dynamic opening?**

*Clearly state your purpose, establish your credibility, draw the audience in, describe the route you are taking, etc.*

**What are your key points?**

**How can you create a powerful close?**

*Re-state purpose, summarize main points, and give a call to action.*