

**1 Analyze your audience**

**2 Integrate credible, logical, and emotional appeals.**

Credibility Appeal:

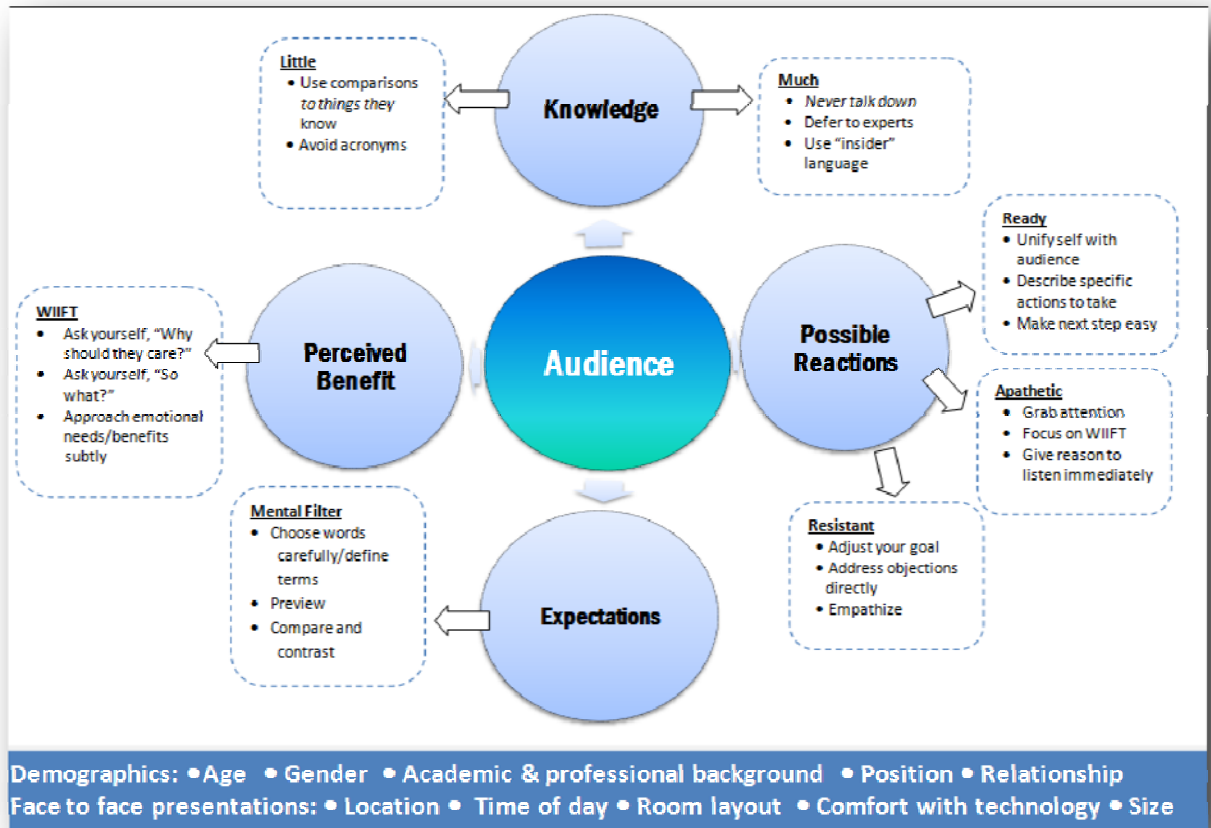
- Describe your expertise early on
- Cite well-regarded others
- Don't script
- Don't rely on notes or PowerPoint
- Avoid useless gestures, fillers, awkward body movement

Logical Appeal:

- Organize, organize, organize
- Simplify the complex

Emotional Appeal:

- Show your own emotion
- Use examples and metaphors
- Use sticky language
- Tell stories



*"Change is not something you do by writing memos. You've got to appeal to people's emotions. They've got to buy in with their hearts and their bellies, not just their minds."* Louis Gerstner, Legendary IBM Leader

## Self Reflection

1. Describe an influence challenge or event that awaits you when you get back to work:

2. Answer the following questions about the listeners in your event:

*Because of the knowledge level of my listeners, I will need to. . .*

*What preconceived notions might they have about you or your idea? What do you need to do to work with those expectations?*

*What are the primary benefits to them if they adopt your recommendation? Consider fiscal and logistical reasons as well as possible emotional drivers (fear, power, control, respect, etc).*

*Is your listener most likely to be apathetic, ready, or resistant to your idea? Strategize accordingly.*

3. Describe one specific way you can enhance your credibility in your influence situation:

4. Brainstorm possible ways to grab your listener's attention in 1 minute or less:

5. What stories, examples, metaphors, or sticky language might help to align your listeners with your message?