



GUIDELINES FOR INTERACTIVE PERSUASION

- **Pick one or two themes, state them early on, and weave them through your speech.**
- **Take the risk of personalizing your message: give us a sense of who you are and how you got here.**
- **Use narrative to make your theme(s) come alive: be visual, concrete, visceral**
- **Think hard about the concerns of your various constituents, and try to address each group directly in the course of your speech**
- **Give us intellectual food for thought – but touch our emotions too**
- **Don't be afraid to take tough stand, but show respect for the other side**
- **Pre-empt objections to your positions by addressing the obvious counterarguments**
- **Squeeze in specific examples whenever possible to illustrate your main points**
- **Always be lively and conversational rather than dry and textbook-perfect**
- **Try hard to avoid cliches and the usual bureaucratic jargon**
- **Consider using dramatic repetition to drive home your key points**
- **Avoid lists longer than three or four items**
- **Be confident, but admit that you don't have all the answers**
- **Ask your audience for their help: be specific about what you need from them**
- **Be serious – but lighten up from time to time!**
- **Exude energy and enthusiasm for the tough tasks ahead**
- **Find ways to make your audience feel good about themselves**