

Speak for how people listen and think

Use this workshop to raise your game

Ethos

Relationship with the audience is the heart of the **experience** of the speech

Persona—the image you project—is decided and shaped

Master your instrument

21st century style combines voice and body in the service of the listener
pictorial, gestural, appears genuine

Logos

Your reasoning intended to reach listeners' thinking and understanding—the heart of the **content** of your speech

A topic is not a speech

Shape complex or contentious information and issues for *listeners*:

frame your content as *takeaway points*

simple, clear, direct language—information given tightly and vigorously

Pathos

To move people: people are hard-wired for stories

Link your logos to a story, image, or metaphor that makes the points memorable

Logos alone rarely inspires commitment or action

Use and balance ethos logos pathos to achieve your purpose