HOW TO BE PERSUASIVE

LOGOS: the content and structure of your talk

PATHOS: its emotional impact

ETHOS: your personal credibility and likability

... ALL THREE DEPEND UPON YOUR AUDIENCE SENSITIVITY

LOGOS

- keep it simple, structured, and easy to remember
- use “mental models” to create a framework
- pre-empt objections and counterarguments establish common ground

PATHOS

- acknowledge your audience’s values and feelings
- share your own feelings and reactions
- use striking facts, statistics, and contrasts
- be personal
- be visual
- tell stories

ETHOS

- show that you care
- talk from your own values and experience
- acknowledge the color of your lens
- use examples from your readings
- refer to people they know and trust
- be real and interactive, not a talking head

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