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## **Organizing Informative and Persuasive Presentations**

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# Organizational Frames for Informative Presentations

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- ▶ Sequential
- ▶ Categorical
- ▶ Comparative
- ▶ Causation
- ▶ Stock Issues
- ▶ Refutative

# Informative Organizational Frames

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- ▶ **Sequential:**
  - Topic can be arranged in a time sequence
  - Useful for describing a process or plan of action
  
- ▶ **Categorical:**
  - Topic has natural or customary divisions
  - Each category becomes a main point for development
  - Useful for large amounts of material
  - Useful to organize causes and consequences

# Informative Organizational Frames

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- ▶ **Comparative:**
  - Topic is new, abstract, technical, or difficult to comprehend
  - Compares/contrasts topic with something familiar to this audience
  
- ▶ **Causation:**
  - Topic involves a situation, condition, or event that is best understood in terms of its underlying causes

# Informative Organizational Frames

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- ▶ **Stock Issues:**
  - Answers anticipated questions as part of proposal
  
- ▶ **Refutative:**
  - Answers strong opposition before establishing your position
  - Major opposing claims are main points for development

**“Would you persuade,  
speak of interest,  
not of reason.”**

—Benjamin Franklin

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# **Persuasive Presentations: Understand Your Approach**

- ▶ Stimulate to heighten awareness
- ▶ Convince to change existing beliefs
- ▶ Actuate to get the audience to do something

# **Persuasive Presentations: Understand Your Goal**

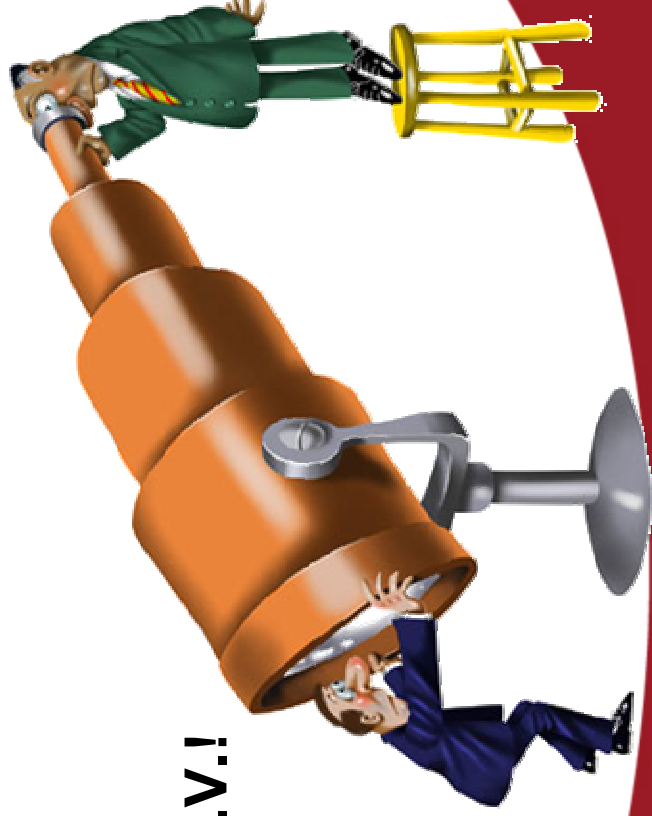
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- ▶ Adoption: *Start doing something new*
- ▶ Deterrence: *Keep them from doing something*
- ▶ Discontinuance: *Stop them from doing something they are already doing*
- ▶ Continuance: *Keep them doing something they are already doing*

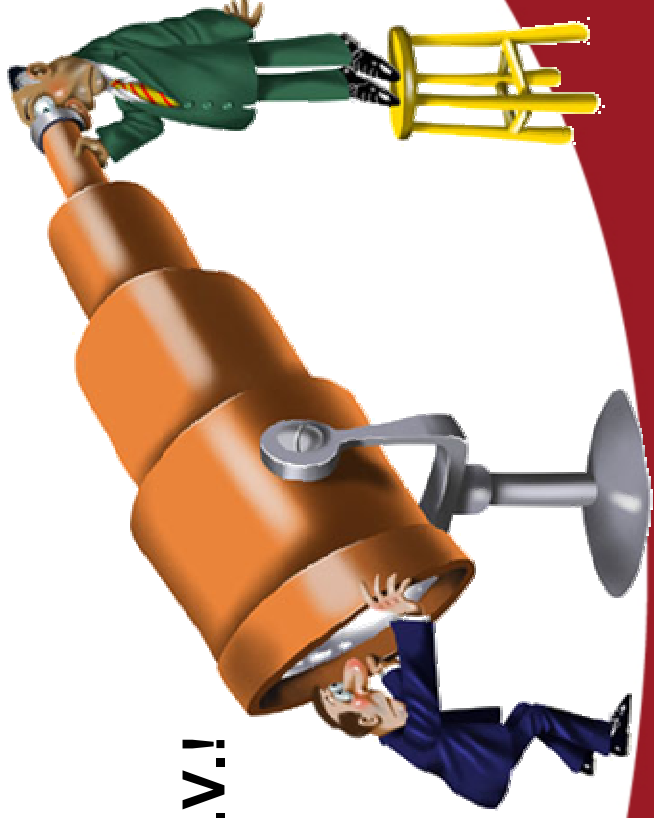
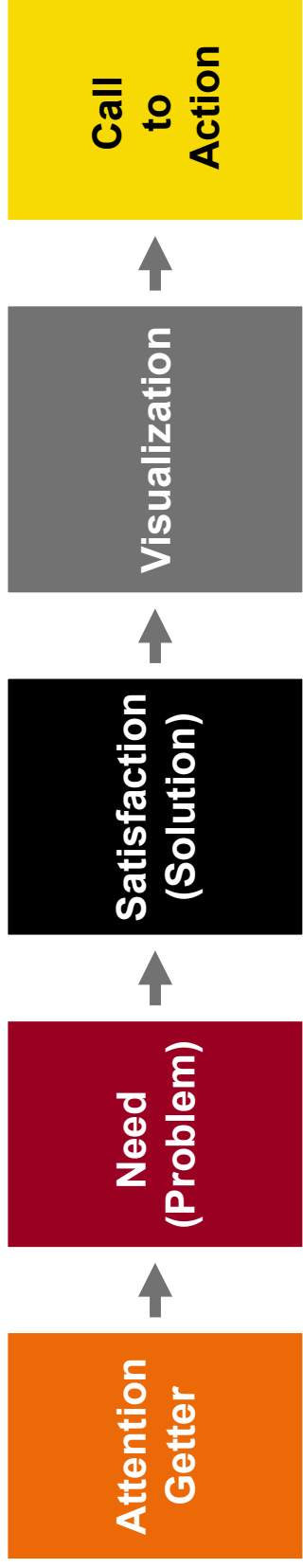
# Persuasive Presentation Organization #1: Problem-Solution



**Don't forget the P.O.V.!**



# Persuasive Presentation Organization #2: Monroe's Motivational Sequence



**Don't forget the P.O.V.!**

# MMS STEP 1

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- ▶ **ATTENTION:**
  - “How do I powerfully introduce this topic?”
  
- ▶ **Get attention of audience**
  - Relate to audience
  - Show importance
  - Startling opening that arouses curiosity
  - Stories, visual aids

# MMS STEP 2

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- ▶ **NEED:**
  - “What is the problem?”
  
- ▶ **Establish a need for change--state it clearly**
  - Illustrate with supporting materials
    - Statistics, examples, testimony
  - Relate to values/vital concerns of audience
  - Prime audience to listen to your solution

# MMS STEP 3

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- ▶ **SATISFACTION:**
  - “What is the solution?”
  
- ▶ **Provide solution**
  - Present plan
  - Show how it will work
  - Offer details
  - Make sure audience has clear understanding

# MMS STEP 4

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- ▶ **VISUALIZATION:**
  - “What would this look like if implemented?”
- ▶ Intensify desire by visualizing benefits
- ▶ Use vivid language and imagery
- ▶ Show what audience will get from it
- ▶ How will they profit

# MMS STEP 5

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- ▶ **CALL TO ACTION:**
  - “What do I want my audience to do?”
- ▶ **Specific call to action**
  - What to do and how to do it
  - Final, stirring appeal that reinforces commitment to act