

The Persuasive Presentation Model

Below is the model/process for creating a 'persuasive presentation'.

(Length: 3 minutes to)

A Beginning (Theme)

'Hook' – Get their attention

The reason/overview for the action you want audience to take

End results/their benefits of doing (mention the 'ideal')

B Middle (Persuade the Audience to Your Point of View)

Explain *how* audience can get what they want

Can have: Examples (can be stories)

Can have: Demonstrations

Can have: Involvement (you may have audience raising their hands, etc.)

A End (Return to Theme)

Remind of cost of not doing (motivate)

Summarize benefits (motivate)

REAL
(where your
audience is now)



GAP



IDEAL

excerpted from Train the Trainer, an online distance learning course, Carla Cross



Worksheet: Crafting a Persuasive Presentation

Use this worksheet to craft a persuasive presentation.

Topic:

Describe “the real”, that is, what your students should want to change

Describe “the ideal”, that is, what you want them to move toward

From (real): _____ To (ideal): _____

Put your persuasive presentation together by following this format:

A) The problem: (beginning)

My ‘hook’ to grab their attention

The reason/overview for the action you want audience to take

End results/their benefits of doing (mention the ‘ideal’)

B) Persuade the audience to your point of view (middle)

Explain *how* audience can get what they want (examples, stories, demonstrations, involvement)

C) Return to theme (End)

Remind of cost of not doing (motivate)

Summarize benefits (motivate)

Paint a rosy future with actions (motivate to action)

