

Persuasive communication checklist



Tip

Score (1 - 5)

Credible

1.1 How relevant was the content to the audience?

We can check this by putting ourselves into the shoes of our P.E.R.S.O.N.A.

1.2 How credible do we appear?

French & Raven's bases of power help us sharpen our profile so that our interlocutor holds us in high regard.

Clear

2.1 How consistent is our message?

A robust C.A.S.E. means having a strategy that fits the occasion and 3-5 independent arguments that we can summarise in one sentence.

2.2 How well do we illustrate our points?

A mix of credible evidence and relevant stories should back up our arguments.

Captivating

3.1 How compelling is our elevator pitch?

If we appeal to the triune brain, we can move people from agreement to action.

3.2 How many persuasive principles do we employ?

Using three or more of Cialidini's principles increases our impact.

Total

Goal: 18+

Reference sheet

1.1. P.E.R.S.O.N.A

Communication works better when we start with the audience in mind. Think about a future meeting and use the template to sketch the profile of a person (representing a group of people) we want to persuade.

It is ok to research or guess.

The goal is to create a clear picture of our target audience before tailoring our messages.

Personality:	
Expectations:	
Relationships:	
Studies:	
Occupation:	
Name:	
Age:	

1.2 Bases of power

The power of a relationship influences the strength of arguments. Imagine your interlocutor would rate you or your organisation using the questionnaire on the right.

Would they give you more than 20 points in total?
If not, look at the weak dimensions and discuss which actions or information would help improve your standing.

	Certainly not	A bit	Neutral/DK	Very much	Absolutely
I admire [your name].	★	★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★
[Your name] will reward me for my actions.					
[Your name] has useful information for me.					
[Your name] has knowledge or skills I do not possess.					
[Your name] has authority and can hold me accountable.					
[Your name] can connect me with people I want to get to.					

2.1 C.A.S.E. (core message, arguments, strategy, examples)

The tool on the next page helps you assess whether you are making a clear case. You can use it to prepare for debates but also to assess another organisation's arguments. Draw the table on an A4 sheet and use keywords only. Find the three strongest points and put them in the second row (i.e. "Arguments"). Put the weakest one in the middle as people remember the first and last items better. Choose credible evidence for each point and add them to the respective box in the fourth row below (i.e. "Examples").

Then pick a strategy. Place an X on the arrow closer to the General if you should come across as calm and in control; or next to Che Guevara if the goal is to be emotional. At the end, pen down your core message in no more than one sentence and iron out or attack weak spots.

3.1 The triune brain

Your pitch is effective when it appeals to logic, emotion and instincts. Figures work very well to bolster our reputation or show the extent of a problem. Solutions will come across as more powerful when illustrated with a relatable story.

Yet, to get more than a nod, we need to appeal to the target audience's lizard brain. When we propose a solution, it should create benefits that provide immediate rewards or protect from imminent threats.

Once we got the audience hooked, conclude with a S.M.A.R.T.* call to action to see change happen.


*specific, measurable, assignable, realistic, time-related

Core message:

Arguments

I	II	III
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Strategy

General  *Che Guevara*

Examples

I	II	III
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