Posted by MeL Konrad, Noon Toastmasters, Secretary 2019-20

Three weeks ago, Luis Alverez, a former NYC police detective in the bomb squad, appeared before our Congress. On Saturday, he died from cancer believed to be caused by working on “The Pile” (ground zero of the World Trade Center). He and scores of other first responders along with spokesperson, Jon Stewart, appealed to Congress to extend benefits for the men and women who responded immediately on that horrible day and stayed on the job for months.

One of the many speech projects in Toastmasters is **persuasive speaking**. Mr. Stewart does a fine job expressing his passion about this cause. His call to action at the end is very short and very succinct. Please choose the longer clip. It’s worth it! …and, get out your tissue box.

<https://www.youtube.com/watch?v=oplNm4Qt0pQ> edited 4 ½ m

<https://www.youtube.com/watch?v=HT5FTrIZN-E> full speech 9 ¼ m

Take a look at the following article about one of Toastmasters’ speech projects – Persuade with Power. Do you think Mr. Stewart used these techniques?

**Persuade with Power**

[March 15, 2016](https://publicspeakingresources.com/toastmasters-speech-9-persuade-with-power/) by [Raushan Jaiswal](https://publicspeakingresources.com/author/raushan/)

In our daily lives, we are in one way another involved in the act of persuasion or being persuaded by someone else. For instance, the way in which we try and convince our parents to give us pocket money or when our mothers get things done from us.

Persuasion is a process that aims to change an individual’s attitude or behavior towards an idea, event, or other person. In the 9th project of Toastmasters’ Competent Communicator Manual, you will learn how to influence the views and opinions of the audience and make them behave in a desired way.

**Objective**

1. Influence the audience to adopt your viewpoint
2. Use logical reasoning to support your views
3. Play skillfully and ethically with the emotions of the audience
4. Fascinate the audience

**Evaluation Criteria**

**1.**     **An impactful opening** When it comes to persuasion, the way in which you start your speech can have a great impact on the degree of influence you can create over your audience.

**2.**     **Information used** Your views and opinion should be guided by logic and facts. They shouldn’t merely be based upon personal opinions and beliefs. You need to give the audience reasons to believe as you do.

**3.**     **Emotions and body language** Persuasion is largely about how you play with other’s emotions. But you also need to know where to draw the line between emotions and logics. Use appropriate body language to effectively communicate your emotions.

**Tips and Techniques**

**1.**     **Define your goal** You need to first understand what you want to achieve from your speech. Clearly write down your goal in an unambiguous manner. Figure out how you want your audience to respond after you have finished your speech and design your speech to achieve that purpose.

**2.**     **Persuasive approach** Once you know your goal, select the appropriate approach to persuade-

* Ethos- Appeal the morals and ethics of the audience
* Pathos- Appeal the emotions of the audience
* Logos- Appeal the logic of the audience

**3.**     **Speak with strong conviction** Do not be passive. You need to convince your audience that you strongly believe in what you are saying. Ignore any contradicting that comes into your mind. Strongly stick to your point. Do not be flexible.

**4.**     **Use repetitions** Repeating a strong point can help in the retention of the information. The audience is more likely to remember the things that are mentioned several times.