

# High-Quality High-Functioning Presentations:

The intersection of  
your relationship with your listeners  
(listener-focused)  
and your intention to persuade  
(purpose-centered)  
through your values, ideas, and arguments  
(argument-driven: logos)  
in a way that moves others  
(argument-driven: pathos)  
in the service of leading.  
(argument-driven: ethos)