



HOW TO BE PERSUASIVE

LOGOS: the content and structure of your talk

PATHOS: its emotional impact

ETHOS: your personal credibility and likability

... ALL THREE DEPEND UPON YOUR AUDIENCE SENSITIVITY

LOGOS

- **keep it simple, structured, and easy to remember**
- **use “mental models” to create a framework**
- **pre-empt objections and counterarguments establish common ground**

PATHOS

- **acknowledge your audience’s values and feelings**
- **share your own feelings and reactions**
- **use striking facts, statistics, and contrasts**
- **be personal**
- **be visual**
- **tell stories**

ETHOS

- **show that you care**
- **talk from your own values and experience**
- **acknowledge the color of your lens**
- **use examples from your readings**
- **refer to people they know and trust**
- **be real and interactive, not a talking head**

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