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Monroe's motivated sequence template

Monroe's motivated sequence example. Steps of monroe's motivated sequence. Persuasive speech outline template monroe's motivated sequence.

A five-step speech outline that aims to inspire or persuade the audience to take action Developed by American psychologist Alan Monroe at Purdue University in the mid-1930s, Monroe’s Motivated Sequence is a five-step speech outline that aims to inspire or persuade the audience to take action. Monroe’s Motivated Sequence is a simple sequence of steps, with a clear structure, that makes it an effective method to organize and deliver persuasive speeches, influencing audiences to take action. You can follow the technique when giving a speech at work, a conference, or any networking event. It will also work well when giving a sales pitch to a group of people. Steps in Monroe’s Motivated Sequence Here are the five steps that comprise Monroe’s Motivated Sequence: #1 Attention One of the key values of a good speaker is credibility. participial adjectives free worksheet If you’re not credible enough, how can you get the people’s attention? leblond_lathe_manual.pdf One way to establish credibility is your reputation. If the people know that you’re an expert in your field or an authority in the topic, they will most likely be interested in what you’re going to say. How can you make sure that you can hold on to their attention? You can start telling a joke, quote, trivia, an anecdote, or inspiring story that will stir their interest. This is your opportunity to make them listen and know that there is a need or a problem.
If you lose it, it will be challenging to recover the situation. #2 Need Once you get your audience’s attention, the next step is to explain the problem and to convince them that the problem needs to be fixed. Prepare a clear statement of the need or problem, then include practical examples to convey that the problem is real. You can also use references or figures to aid comprehension and to demonstrate how the problem directly affects the listeners. #3 Satisfaction Satisfying the need means introducing a solution that takes care of the problem. Communicate In detail what your proposed solution is and what you want your audience to do.

Motivated Sequence Outline

TITLE: _____

Topic: _____

Specific Purpose: _____

Thesis Statement: _____

Introduction

Attention Getter: _____

Purpose: _____

Credibility: _____

Thesis: _____

Preview: _____

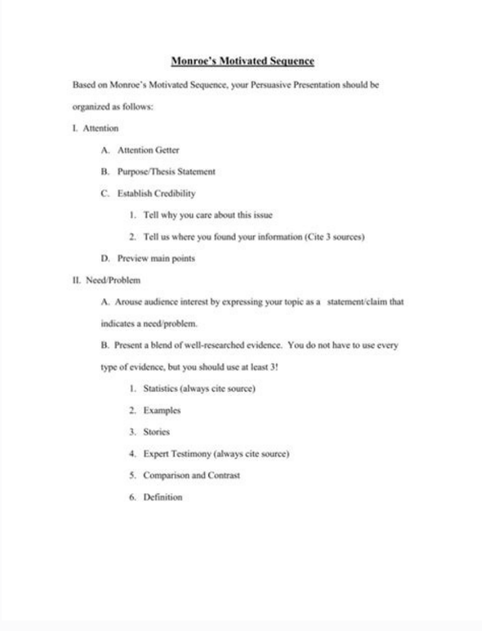
(ADD Transition to body of speech)

Body

I. Main point #1 (Statement of need/problem)

A. Description of Problem_____

You can also include data or examples to support your proposal and show that it has worked before. #4 Visualization The visualization step entails some creativity, as you need to move the listeners to see your proposed solution as the right one to meet their needs. Explain the consequences – what would happen if the solution is implemented and if, alternatively, the listeners don’t take action. #5 Action Tell the listeners what they can do to be part of the solution. Offer several options so they can choose the best one based on their situation and capability. Provide specific steps and examples. Lastly, end your speech in a memorable way. Deliver a strong statement, a punchline, or a quote that supports your call to action. Additional Resources Thank you for reading CFI’s guide to Monroe’s Motivated Sequence. CFI is the official provider of the Financial Modeling & Valuation Analyst (FMVA)® certification program, designed to transform anyone into a world-class financial analyst. To keep learning and developing your knowledge of financial analysis, we highly recommend the additional resources below: More than 2000 years before Monroe, Aristotle lay down the basic pillars of a good persuasive speech. According to him, one of the primary values of a good speaker is ethos - or credibility.You can establish credibility the following ways:You can point out your trustworthiness - Can you be trusted to tell the truth?Similarity to your listeners - Does your audience identify with you?Authority in the field - Are you an authority in the niche and topic?Reputation - How much expertise does your audience think you have in this field?How to achieve this without being too pushy or self-assertive?In a work related environment where your audiences know your profession and field of expertise, make sure to subtly hint at the fact that you’ve researched the topic thoroughly. Say something like:While researching the topic, I came across a common problem among experts... This will tell your listeners that they should listen in order to learn.Next, you have to make sure you hold onto your audience's attention for the rest of your speech.You can go about this several ways. I will use Ken Robinson’s 2006 TED talk to demonstrate some of the following steps.First of all, provide a strong argument for why your topic is important for your listeners.So I have a big interest in education, and I think we all do. We have a huge vested interest in it, partly because it's education that's meant to take us into this future that we can't grasp.You can also startle them with a controversial statement.And my contention is, all kids have tremendous talents. And we squander them, pretty ruthlessly.Make them curious about the topic and build up suspense.If you think of it, children starting school this year will be retiring in 2065. Nobody has a clue, despite all the expertise that's been on parade for the past four days, what the world will look like in five years' time.You can also start with a witty quotation from someone famous.As Churchill once noted, “Success is not final; failure is not fatal: It is the courage to continue that counts." Use an anecdote.I heard a great story recently -- I love telling it -- of a little girl who was in a drawing lesson.


Monroe’s Motivated Sequence

Based on Monroe’s Motivated Sequence, your Persuasive Presentation should be organized as follows:

I. Attention
- A. Attention Getter
- B. Purpose/Thesis Statement
- C. Establish Credibility
  1. Tell why you care about this issue
  2. Tell us where you found your information (Cite 3 sources)
- D. Preview main points

II. Need/Problem
- A. Arouse audience interest by expressing your topic as a statement/claim that indicates a need/problem.
- B. Present a blend of well-researched evidence. You do not have to use every type of evidence, but you should use at least 3!
  1. Statistics (always cite source)
  2. Examples
  3. Stories
  4. Expert Testimony (always cite source)
  5. Comparison and Contrast
  6. Definition

She was six, and she was at the back, drawing, and the teacher said this girl hardly ever paid attention, and in this drawing lesson, she did. The teacher was fascinated. writing equations from word problems calculator She went over to her, and she said, "What are you drawing?" And the girl said, "I'm drawing a picture of God." And the teacher said, "But nobody knows what God looks like." And the girl said, "They will, in a minute.”Pose a rhetorical question and make them think.Why do you think this topic is so pressing right now?And finally show videos, photos, illustrations or other visual aids to grab attention.#2: Establish the NeedThe next step is to explain the problem. Make sure your listeners feel the urgency of the need but don’t exaggerate, keep it relatable.So I want to talk about education and I want to talk about creativity. My contention is that creativity now is as important in education as literacy, and we should treat it with the same status.You can offer statistical data to stress the urgency.In the next 30 years, according to UNESCO, more people worldwide will be graduating through education than since the beginning of history.It’s also helpful to share testimonials from people directly affected by the problem:So, this oak-paneled room, and she was there with her mother, and she was led and sat on this chair at the end, and she sat on her hands for 20 minutes while this man talked to her mother about the problems Gillian was having at school.Because she was disturbing people; her homework was always late; and so on, little kid of eight. In the end, the doctor went and sat next to Gillian, and said, "I've listened to all these things your mother's told me, I need to speak to her privately. Wait here. century 160 mig welder parts model numbers chart pdf We'll be back; we won't be very long," and they went and left her. But as they went out of the room, he turned on the radio that was sitting on his desk. And when they got out, he said to her mother, "Just stand and watch her." And the minute they left the room, she was on her feet, moving to the music. And they watched for a few minutes and he turned to her mother and said, "Mrs. instalaciones electricas residenciales sena pdf Lynne, Gillian isn't sick; she's a dancer. Take her to a dance school. biomecanica_do_nado_crawl.pdf I said, "What happened?" She said, "She did. 18861333047.pdf I can't tell you how wonderful it was. We walked in this room and it was full of people like me. People who couldn't sit still. People who had to move to think. But as they went out of the room, he turned on the radio that was sitting on his desk. And when they got out, he said to her mother, "Just stand and watch her." And the minute they left the room, she was on her feet, moving to the music. And they watched for a few minutes and he turned to her mother and said, "Mrs. Lynne, Gillian isn't sick; she's a dancer. Take her to a dance school.You should also find ways to demonstrate the direct or indirect ways this problem affects your audiences, or what will the consequences be of not acting on it.What we do know is, if you're not prepared to be wrong, you'll never come up with anything original -- if you're not prepared to be wrong. And by the time they get to be adults, most kids have lost that capacity. They have become frightened of being wrong. And we run our companies like this. We stigmatize mistakes. And we're now running national education systems where mistakes are the worst thing you can make. And the result is that we are educating people out of their creative capacities. Thank you for your participation!