

# **Public Speaking and Strategic Narratives for Leaders**

## *Persuasive Message Exercise (Answer Guide)*

Work with a partner to craft a persuasive message or favour request for the following situations. You can use the work area on the other side of the sheet to make notes. You'll then have three or four minutes to deliver your message to the class and try to persuade them.

### **SCENARIO ONE (Request a Favour)**

You know that a fellow employee in your department has recently returned from a holiday in Bali where they photographed several exotic species of birds. The photos are excellent and you're an enthusiastic member of the local birding society. It would really be a feather in your cap (so to speak) if you could persuade this person to come and talk about their trip and show some slides at your next club meeting. A nice supper is part of these meetings. Are there any other benefits you could suggest to them for granting you this favour?

### **SCENARIO TWO (Request a Refund)**

You were unable to attend a Continuing Studies class you registered in due to a family emergency. Unfortunately, it came up suddenly and you missed the cancellation deadline by one day, meaning that you technically don't qualify for a refund. You think you should receive a refund, despite not meeting the deadline. You've been a regular CS customer for some years now and have several friends who also take CS courses. After an unsuccessful phone call with the registration desk, you're now meeting the Program Manager in person to make your case.

### **SCENARIO THREE (Sales Pitch)**

You're an HR representative at a large-ish university. You're meeting a group of retiring employees for a last review of their benefits upon retirement. At the end of the presentation, you want to sell them on joining the Ex-Employees Association. This keeps them on the university mailing list so you can send them fund-raising emails and other promotions. But they also do receive a newsletter with news about the university (and all of them will still have friends working there). There are also events that ex-employees are invited to, so you think it's a good idea for them to sign up and keep in touch.

NOTE: *The following solution (in italic) is only a suggestion; there are many possible strategies you could use in answer to this exercise.*

Solution One (Scenario One)	<p><b>Introduction</b> (Gain attention; mention a feature or promise a benefit.)</p>	<p><i>Hello [NAME], I really enjoyed seeing your Bali photos yesterday. They're excellent — not just the usual holiday snapshots most people take. They really deserve a wider audience.</i></p>
	<p><b>Main Body</b> (Build interest and then reduce resistance by anticipating objections.)</p>	<p><i>You know, I might be able to help with that. My birding club has an opening for a guest speaker this Saturday. If you sent me a selection of your photos, I could make up a slide show for you. Then, all you'd have to do is show up and present. We don't have any other business, so the whole thing would only take a couple hours: 6:00 &gt; 8:00p.</i></p>
	<p><b>Conclusion</b> Offer an incentive or deadline and make it easy for your audience to say yes.</p>	<p><i>These things always include a very nice dinner, which I think you'd enjoy. If you get your images to me by tomorrow night, I can make it happen for you.</i></p>
Solution Two	<p><b>Introduction</b> (Gain attention; mention a feature or promise a benefit.)</p>	
	<p><b>Main Body</b> (Build interest and then reduce resistance by anticipating objections.)</p>	
	<p><b>Conclusion</b> Offer an incentive or deadline and make it easy for your audience to say yes.</p>	