



# PERSUASIVE SPEAKING

LEVEL 3 PROJECT



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# INTRODUCTION



Persuasive messages fill our environment. From signs and billboards to email and the web, communication intended to encourage change and incite movement is difficult to escape. Persuasion is the ability to communicate in a way that motivates others to understand, accept, and act upon new ideas.

The power to persuade is a hallmark of strong leadership and communication. A leader's ability to persuade others can determine her success.

In this project, you will learn methods to support your viewpoint, identify the most appropriate type of persuasive speech for your topic, and develop a presentation to convey your message powerfully. You will learn to deliver a persuasive speech and assess the effectiveness of your persuasive skills.

# YOUR ASSIGNMENT

**Purpose:** The purpose of this project is to understand the types of persuasive speeches and deliver a persuasive speech at a club meeting.

**Overview:** Choose any topic that lends itself to speaking persuasively and prepare a speech. Present your 5- to 7-minute speech at a club meeting. If your vice president education approves a non-club event or group, your evaluator must be present for your speech.

**For all assignment details and requirements, review the Project Checklist on page 11.**

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Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



**Video:** Sign in to Base Camp to watch a video that supports this project.



**Interactive Activity:** Sign in to Base Camp to complete an interactive activity.



**Resource:** Sign in to Base Camp to view this resource online.

# ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.



Select the appropriate number based on your skills today:

**5**  
EXEMPLARY

**4**  
EXCEL

**3**  
ACCOMPLISHED

**2**  
EMERGING

**1**  
DEVELOPING

Pre-Project					Statement	Post-Project				
5	4	3	2	1	I understand how to identify the appropriate type of persuasive speech for my topic.	5	4	3	2	1
5	4	3	2	1	I am capable of researching a topic or viewpoint and developing a persuasive argument.	5	4	3	2	1
5	4	3	2	1	I can articulate my viewpoint confidently.	5	4	3	2	1
5	4	3	2	1	I am able to deliver a persuasive speech to an audience.	5	4	3	2	1
5	4	3	2	1	I recognize how this project applies to my life outside of Toastmasters.	5	4	3	2	1

# COMPETENCIES



**The following is a list of competencies that you will learn and practice in this project.**

- Understand methods for researching and supporting your viewpoint.
- Identify the most appropriate type of persuasive speech for your topic.
- Develop your viewpoint.
- Develop a presentation that appeals to an audience.
- Deliver your viewpoint with the intent of persuading an audience.

# PURPOSE AND TYPES OF PERSUASION

In a persuasive speech, your primary purpose is to influence the thinking or behavior of listeners. You can influence them in several ways.

**Inspire:** The goal is to inspire excitement in your audience about your topic or reinforce their existing ideas and beliefs.

**Convince:** You want to change audience members' opinions or persuade them to develop the same opinion you have.

**Call to action:** After hearing your speech, you want audience members to take some type of action, such as visit a website or buy a product.

Though we can look at the types of persuasion as distinct categories, most often they occur in speeches or other types of communication in combination.

For example, if your goal is to move the members of your club to extend membership to an underrepresented group in your community, you might begin by inspiring members to reach out to the group and end with a call to action for each current member to invite a new member.

Each type of persuasion leads into the others. Developing a presentation that includes two or more will help you bring depth to your persuasive speech.

## HOW TO PERSUADE

### KNOW YOUR TOPIC

Whatever your topic, research the issue thoroughly and look at different perspectives. Consider your goals, interests, and knowledge. In order to make a powerful argument, it is important to thoroughly understand the issue.

Include powerful, descriptive language whenever possible. The words you use have an impact on your audience.

## LOGIC, ETHICS, AND EMOTION

Once you have your topic and know your audience, the next step is to create a moving, impactful speech. While a strong persuasive speech will address all three modes of persuasion, it can also be tailored to emphasize one mode over the others. This can be effective if you know which mode will appeal most to your audience or best fit your specific topic.

In order to influence your audience you need to address all three modes of persuasion: ethics, logic, and emotion.

### Ethics

Ethics is about your credibility as a speaker. It's important in every speech, but paramount in the persuasive speech. An audience needs to accept you as knowledgeable and trustworthy before considering changing their opinions.

Make sure to reference any research you've conducted on your topic. Include examples of your personal experience when dealing with similar issues or topics to support your subject or opinion.

### Logic

Logic is a part of every persuasive speech. Your content needs to include components that address audience members' logical minds. In other words, every argument you present has to make sense.

Explain, in clear and concise terms, why audience members need to change their opinion or behavior. Provide evidence to support your position from reputable sources. Comprehensive research on your topic will help you achieve a strong, logical appeal.

### Emotion

Emotion contributes a powerful influence when you want to change the mind of another person. Evoking emotions such as happiness or empathy in listeners and relating these to your topic is a very powerful tool.

To change the behaviors or opinions of your audience members, you must deliver a message that appeals to their minds and emotions. By establishing yourself as a credible source and delivering a message that supports both their logic and emotion, you improve your chances of successfully persuading your audience.



## KNOW YOUR AUDIENCE



Once you have decided on a topic, gather as much information as you can about your audience. Consider your listeners and their attitudes and beliefs about your subject and tailor your message to them.

### The Agreeable Audience

Your audience may already agree with your opinion or viewpoint. Your goal is to strengthen and reinforce this agreement.

### The Apathetic Audience

The group you face may not be interested in your subject or your views. One of your objectives is to convince them that the issue has a direct effect on their lives.

### The Hostile Audience

When audience members oppose your subject or your viewpoint, an important part of your speech must address the merits of your position. The stronger the case for your point of view, the more likely audience members are to reconsider their perspectives.

### The Uninformed Audience

Your listeners may be completely unfamiliar with your subject. Your first step in convincing this type of audience to accept your point of view is to educate them about the topic.

### The Varied Audience

This type of audience contains a combination of audience members. You must include content that informs, convinces audience members of your subject's importance, demonstrates the merits of your viewpoint, and expresses why they should reconsider their own views.

## ORGANIZE THE SPEECH

- Organize and develop a speech that combines your knowledge and expertise of the topic with the appropriate factors that will influence your audience.
- Decide upon the best way to appeal to your audience.
- Create a speech that emphasizes your message and delivers your viewpoint persuasively.
- All of your public speaking knowledge applies to your persuasive speech. The credibility of your message is at least partially determined by your presentation. Take the time to prepare and practice your speech to ensure the best opportunity for success.
- You may choose to use the Persuasive Speech Outline Worksheet on page 15 to help you organize your speech.



## DELIVER YOUR PERSUASIVE SPEECH



Keep the audience engaged by connecting with them through personal stories and experiences that relate to your topic. Show your emotions to help them identify with you and your message. If your speech includes a call to action, make it a strong one that clearly defines what you want the audience to do.

## REVIEW AND APPLY

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- What are some methods for researching and supporting your viewpoint?
- What are the types of persuasive speeches?
- How will you support your viewpoint in your presentation?
- How would you write a speech using logic, ethics, or emotion?

## COMPLETE YOUR ASSIGNMENT

Now that you have read through the project, plan and prepare your speech or report.

**Review:** Return to page 3 to review your assignment.



**Organize:** Use the Project Checklist on page 11 to review the steps and add your own. This will help you organize and prepare your assignment.

**Schedule:** Work with the vice president education to schedule your speech.



**Prepare:** Prepare for your evaluation. Review the evaluation resources on pages 12–14 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.

# PROJECT CHECKLIST

## Persuasive Speaking

**Purpose:** The purpose of this project is to understand the types of persuasive speeches and deliver a persuasive speech at a club meeting.

**Overview:** Choose any topic that lends itself to speaking persuasively and prepare a speech. Present your 5- to 7-minute speech at a club meeting. If your vice president education approves a non-club event or group, your evaluator must be present for your speech.

**This project includes:**

- The Persuasive Speech Outline Worksheet
- A 5- to 7-minute speech

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

Schedule your speech with the vice president education.

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Write your persuasive speech on any topic of your choosing.

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Rehearse your speech.

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After you have completed all components of the assignment, including your speech, return to page 4 to rate your skills in the post-project section.

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# EVALUATION FORM

## Persuasive Speaking

Member Name \_\_\_\_\_ Date \_\_\_\_\_

Evaluator \_\_\_\_\_ Speech Length: 5 – 7 minutes

**Speech Title** \_\_\_\_\_

### Purpose Statement

The purpose of this project is for the member to understand the types of persuasive speeches and deliver a persuasive speech at a club meeting.

### Notes for the Evaluator

During the completion of this project, the member has spent time learning about persuasive speaking.

About this speech:

- The member will deliver a well-organized persuasive speech on any topic.
- The member may choose to appeal to emotions, ethics, or logic in his or her speech.
- The speech may be humorous, informational, or any style the member chooses.
- The speech should not be a report on the content of the “Persuasive Speaking” project.

### General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING
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<p><b>Clarity:</b> Spoken language is clear and is easily understood</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Vocal Variety:</b> Uses tone, speed, and volume as tools</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Eye Contact:</b> Effectively uses eye contact to engage audience</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Gestures:</b> Uses physical gestures effectively</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Audience Awareness:</b> Demonstrates awareness of audience engagement and needs</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Comfort Level:</b> Appears comfortable with the audience</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Interest:</b> Engages audience with interesting, well-constructed content</p> <p>5            4            3            2            1</p>	Comment:
<p><b>Persuade:</b> Delivers a speech that is clearly intended to persuade the audience</p> <p>5            4            3            2            1</p>	Comment:

# EVALUATION CRITERIA

## Persuasive Speaking

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

### Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

### Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

### Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

### Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

### Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively

- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

### Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

### Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

### Persuade

- 5 – Delivers an exemplary persuasive speech
- 4 – Delivers an excellent persuasive speech
- 3 – Delivers a speech that is clearly intended to persuade the audience
- 2 – Delivers a speech that has some components of persuasion, but needs improvement
- 1 – Speech has few or no components of a persuasive speech

# PERSUASIVE SPEECH OUTLINE WORKSHEET

## 1. Capture Audience Attention

In this section of your speech, capture attention for your topic and describe your goal. This is a preview of your persuasive speech.

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## 2. Describe the Need

Explain the problem and describe what will happen if the problem does not get resolved.

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## 3. Define Solutions

Outline how your solution will solve the problem.

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**4. Mitigate Objections**

Make note of any objections and explain how each problem can be solved or eliminated with your solution.

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**5. Visualize the Change**

Describe in detail how your solution will impact people, places, or the world, as well as all the positive attributes of that new experience.

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**6. Call to Action**

Finish with a call to action. Describe what you need each person to do to bring your suggested change to reality.

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