

Step Up and Speak Out: Advocating for Quality Professional Development Worksheet for Message Development



According to Aristotle, the power to influence others comes from three areas:

1. Logical Appeal

- Reasonable and rational request based on solid data.

What do I want to change? _____

Who do I need to receive this message? _____

What data supports my message? _____

Why haven't they heard me yet (barriers to the message)? _____

2. Emotional Hook

- Appeals to the audiences' sense of doing "good"

Why should they care about my message? _____

3. Character of the Messenger

- Perceived Authority
- Integrity
- Honesty regarding barriers and flaws
- Likable / Relatable

Who is the best person to deliver the message? Who holds the trust of this audience? _____

How do I reach them (both the messenger and the audience)? _____

Who can I partner with to make this message more effective? _____

How do I deliver this message? _____

Adapted from Booher, D. (2007). *The Power of Persuasion: Emotion, Logic, and Character*. Retrieved April 17, 2009, from Executive Women Pulse. Website: http://www.executivewomen.org/pdf/pulse07_july.pdf