

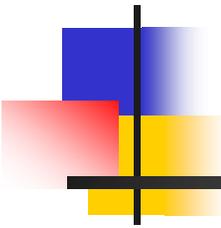
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15.281 Advanced Managerial Communication

Spring 2009

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# Persuasion & Effective Presentation Strategies

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15.281

Advanced Managerial  
Communication



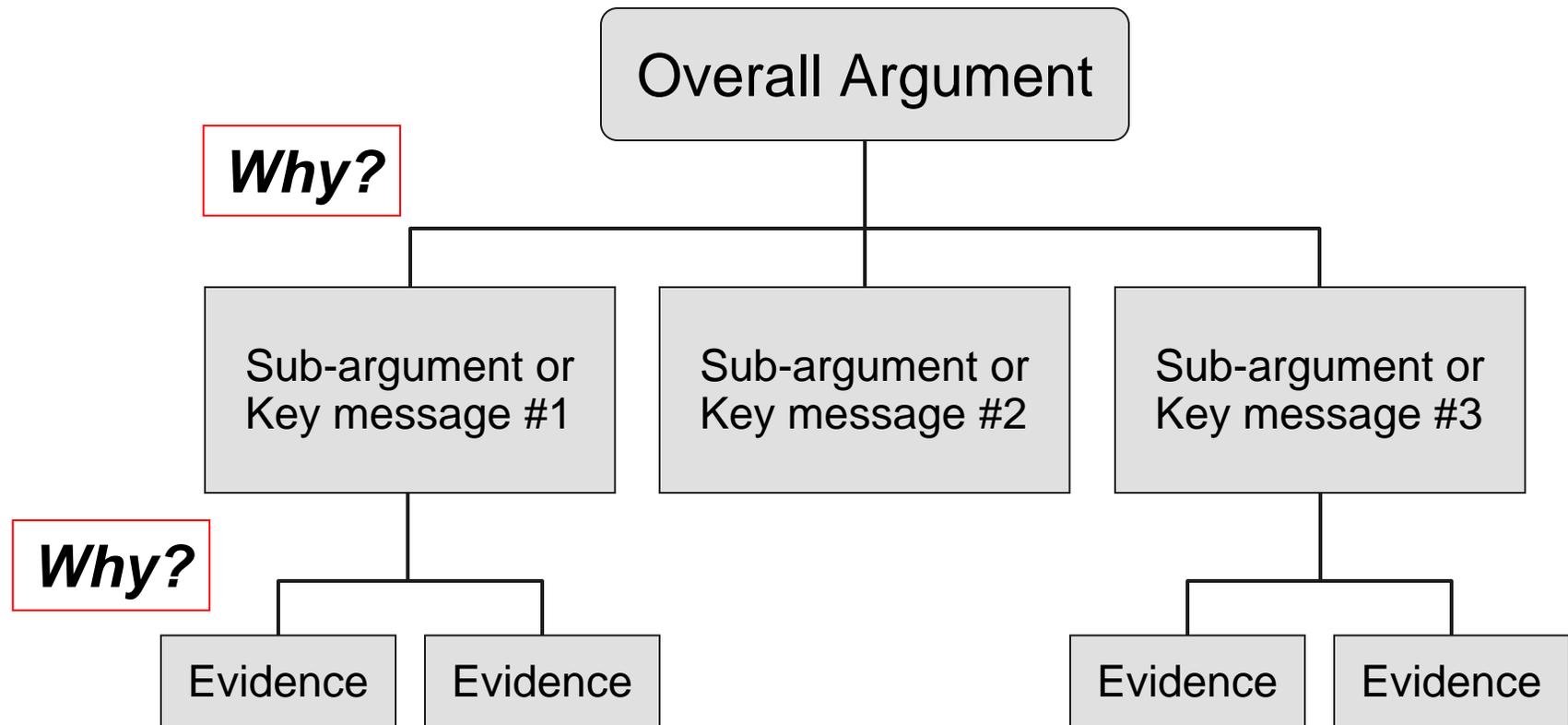
# Today's Agenda

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- Elements of persuasion
- Effective presentation strategies
- Exercise: Persuasive presentations with feedback

# The Art and Science of Persuasion

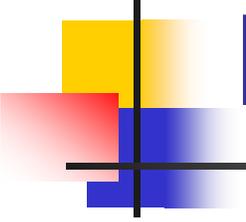
## Logical Arguments: The Power of Evidence



# The Art and Science of Persuasion

## Cialdini's Principles

- **Liking:** People like those who like them
- **Reciprocity:** People repay in kind
- **Social Proof:** People follow the lead of similar others
- **Consistency:** People align with their clear commitments
- **Authority:** People defer to experts
- **Scarcity:** People want more of what they can have less of

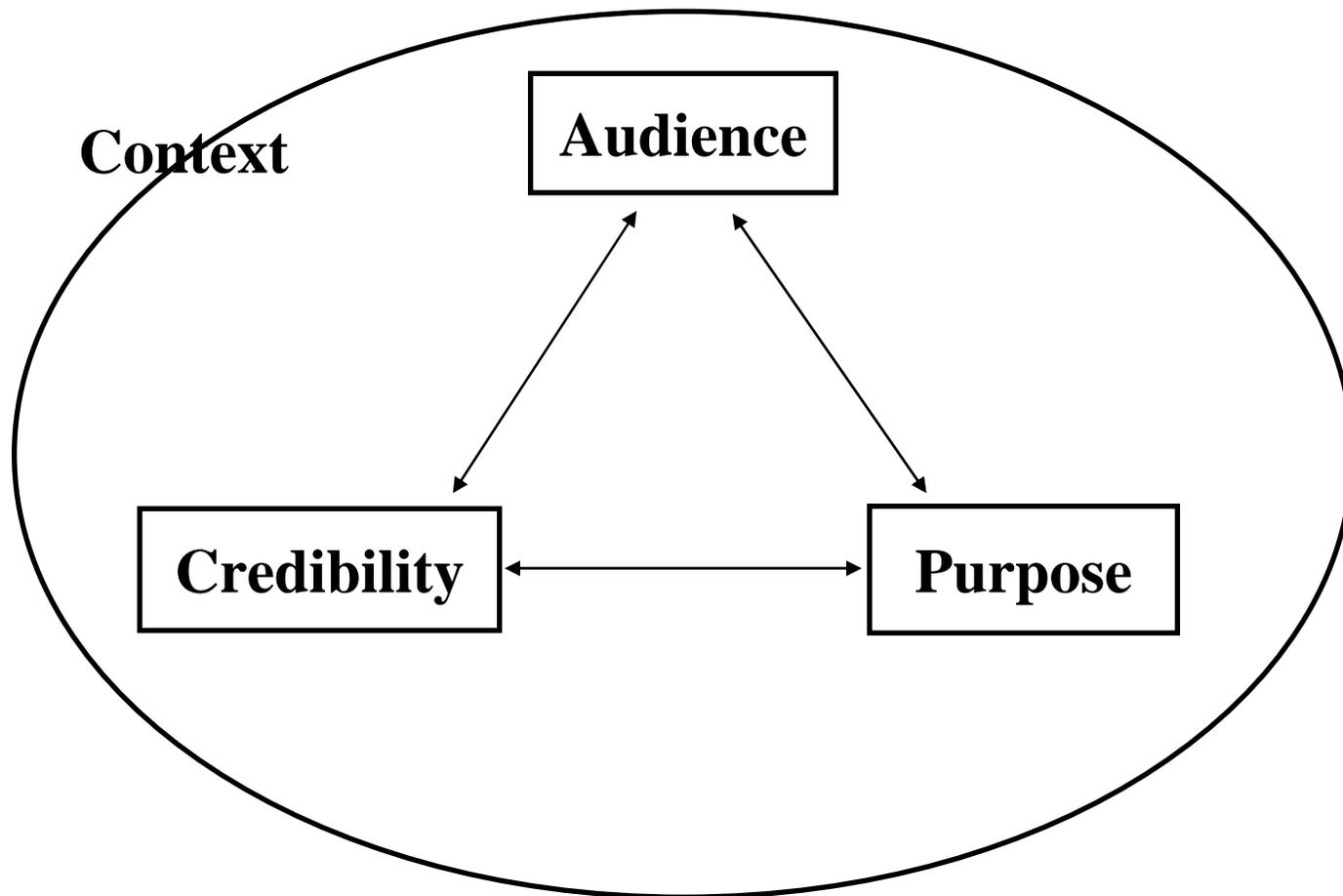


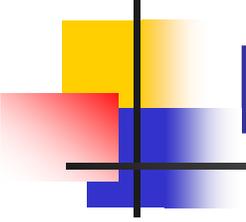
# Keys to Effective Presentations

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- Strategy
- Structure
- Delivery
- Visual Aids

# Strategy: Analyzing the situation

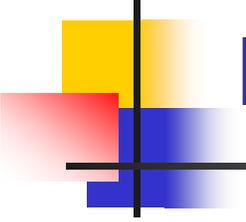




# Structure: Organizing the presentation

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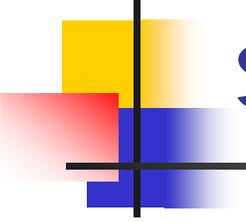
- Indirect structure
  - Start with question and end with recommendation
  - More typical in academic and technical settings
- Direct structure:
  - Start with recommendation, support it, then reiterate it
  - More typical in business settings and to managerial audiences



# Delivery: Conveying your message

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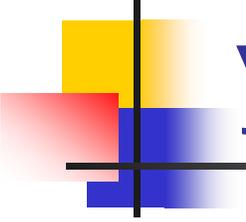
- Vocal channel
  - How you sound to the audience
- Nonverbal channel
  - How you look to the audience



# The Vocal Channel: How you sound

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- Strive for natural variation in tone, pitch, rate
- Use pauses for emphasis
- Convey enthusiasm
- Avoid filler words (um, uh)



# The Nonverbal Channel: How you look

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- Project confidence and knowledge
- Connect with the audience
- Tools:
  - Posture and stance
  - Gestures
  - Movement
  - Facial expression and eye contact

# Presentations: Pulling It All Together

## Strategy/Structure

Purpose, audience,  
credibility, context,  
direct/indirect structure

## Delivery

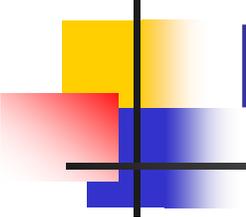
Tone, fluency,  
confidence, movement,  
eye contact

## Visual Aids

Uncluttered, purposeful,  
well titled, consistent

## Handling Q&A

Plan, listen, answer,  
summarize



# An Exercise: Persuasive Presentations

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- Government should cap the salaries of executives
- Government should not cap the salaries of executives
- The US economic stimulus plan will help the global economy
- The US economic stimulus plan will not help the global economy