

Visual Aids & The Art of Persuasion

Persuasion

- A powerful force in daily life and has a major influence on society and a whole
- To win others over, not to defeat them



Politics, legal decisions, mass media, news and advertising

Basic Persuasive Strategies

The background features a stylized illustration of a courtroom. On the left, a judge in a black robe stands behind a bench. In the center, a witness in a grey suit stands at a witness stand. On the right, a large hand in a white glove holds a microphone, symbolizing the act of speaking or presenting an argument.

- Emotional Appeals
 - Persuade someone of something based on the feelings they have
- Spotlight the benefits
 - Present these benefits in the most positive light possible
- Logical Appeal
 - Present your argument/opinion in such a way that it seems like the most rational path to take

The top five persuasive strategies:

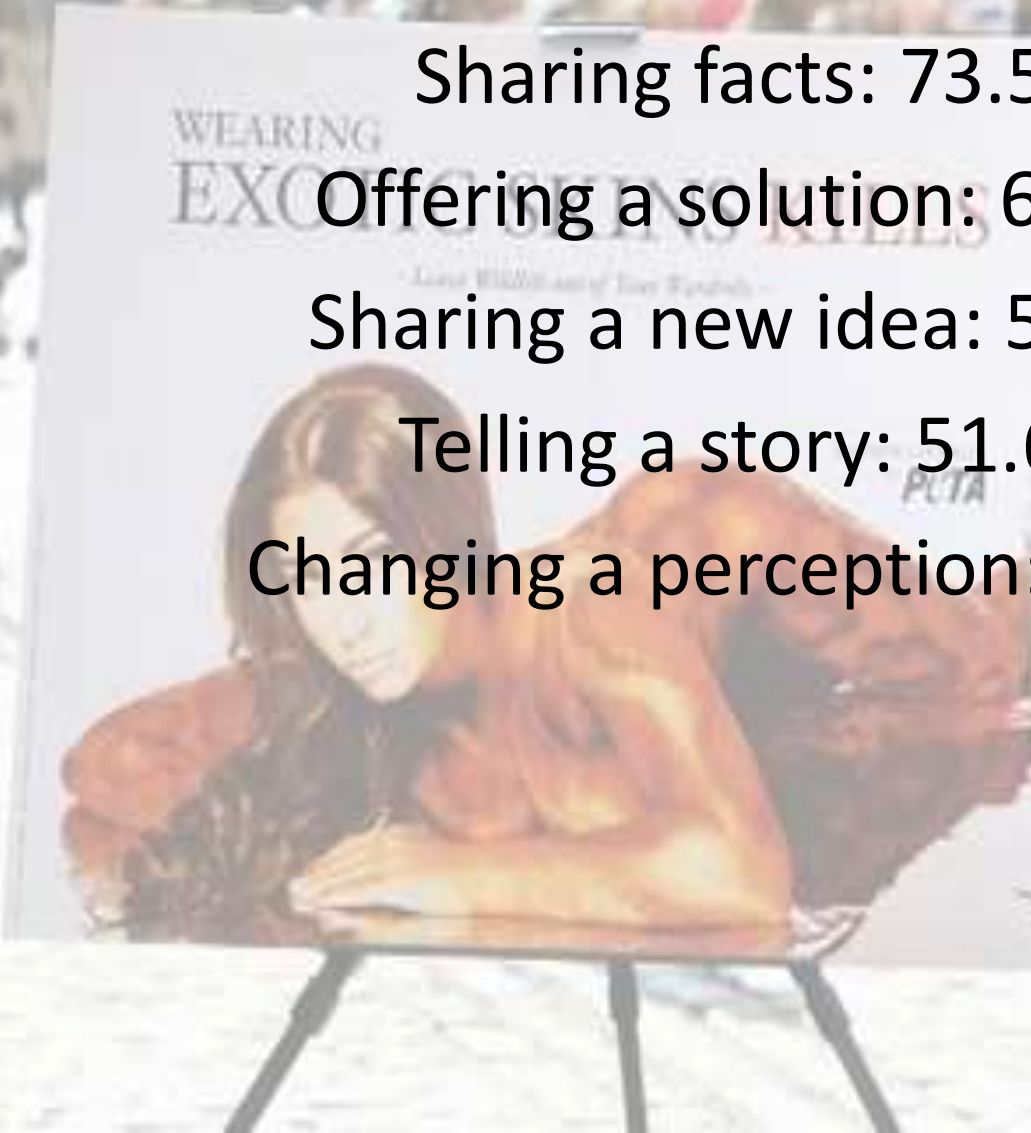
Sharing facts: 73.5%

Offering a solution: 62.1%

Sharing a new idea: 52.8%

Telling a story: 51.6%

Changing a perception: 50.9%



Sharing Facts



Offering a Solution



Cause evolution doesn't have to ruin nature.

Sharing New Idea



TELLING A STORY



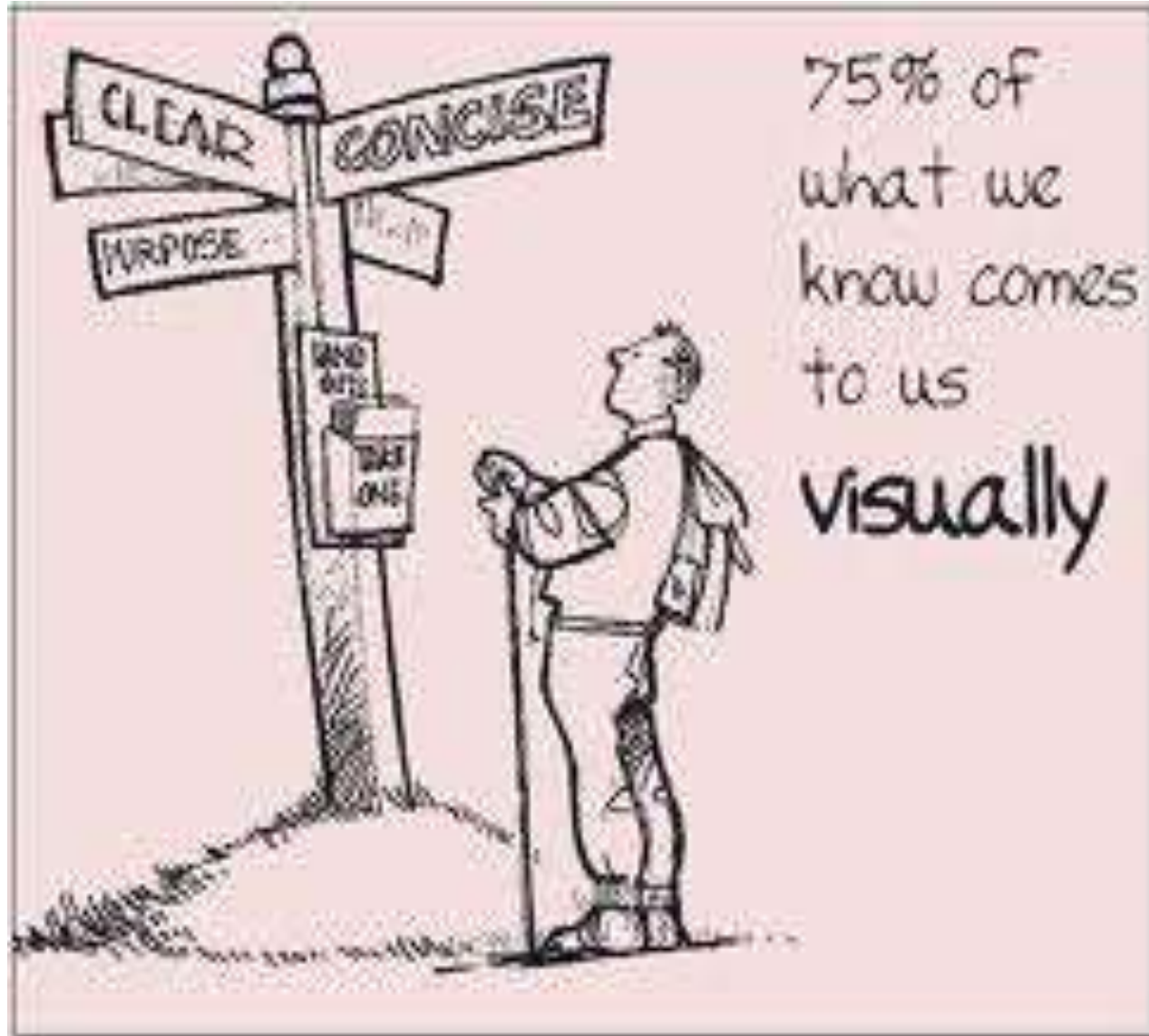
Changing Perception



Visual Aids

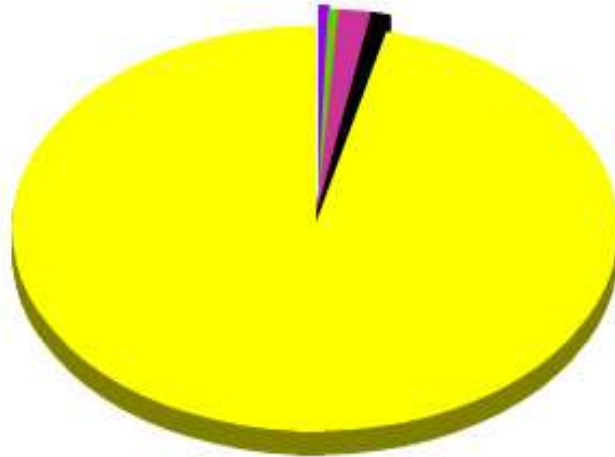
Use visual aids to:

- Enhances the speech
- Increases Clarity
- Promotes Interest
- Improves Retention
- Supports speech Content



Enhances the speech

What Little Kids Learn from Cinderella



-  A princess can come from anywhere
-  I should be grateful for what I have
-  I should always be myself
-  It is bad when your parents die
-  Pretty blond girls always get what they want and ugly people are bad



Increases
Clarity



Promotes Interest



20 YEARS AGO

WE HAD STEVE JOBS, JOHNNY CASH, AND BOB HOPE

NOW WE HAVE NO JOBS, NO CASH, AND NO HOPE

Improves Retention



The Five Barriers

Five obstacles pose the greatest risks to a successful influence encounter

- Relationships
- Credibility
- Communication mismatches
- Belief systems
- Interest and needs.

Visual Aids to Add Persuasion



Visual Aids

Presentation Helper

Use visual aids to:

- Enhances the speech
- Increases Clarity
- Promotes Interest
- Improves Retention
- Supports speech Content

Text
7%

Visual
55%

Vocal
38%





Careful With the Visuals



Visual Language





YOUR DIRTY MIND

It's just a lamp. What did you think it was?



THE LAMP

Is a lie



Thank you!

感謝

Thank You!

感謝

Thank you!

どうもありがとうございました

どうもありがとう

MERCI!

多謝

Gracias!

感謝

Dank Je Wel!

謝謝

THANK YOU!

どうもありがとう

Merci!

どうもありがとうございました

謝謝

Today!

GRACIAS!

Thank you!

DANK JE WEL!

どうもありがとう

Dank Je Wel!

Merci!

Today!

Merci!

謝謝

Gracias!

感謝