

Organisational strategies for persuasive messages

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Motivated Sequence

Step 1	Get attention - arouse interest, focus on message
Step 2	Show the need - identify the problem
Step 3	Satisfy the need - present a solution
Step 4	Visualise the results - point out the benefits
Step 5	Request action - obtain commitment

Ehninger & Monroe (1987)

4 Ps

Position	Show the audience you know their position
Problem	Show the audience you understand their problem
Possibilities	Outline the possible options
Proposal	Make your suggestion

Making your case: Video Arts (Video)

A I D A

Attention	Convince them of the importance of the message
Interest	Explain how it relates to them, give details
Desire	Support your claims, provide evidence
Action	Suggest the action you want them to take

Motivated sequence

Step 1 Get attention

Step 2 Show the need - identify the problem

Step 3 Satisfy the need - present a solution

Step 4 Visualise the results - point out benefits

Step 5 Request action - gain commitment

Ehninger and Monroe (1987)

Step 1 Get attention

Begin by arousing the audience's interest in the topic and focusing their attention on the main message. You could use such attention grabbing devices such as a shocking example, dramatic statistic, or powerful quotation.

Step 2 Show the need, identify the problem

Explain the current situation and clarify the problem. You should attempt to show the extent and seriousness of the need and relate it to our audience as much as possible. You could use facts, figures, statistics, examples, etc. to convince your audience that there is a need for action to be taken.

Step 3 Satisfy the need, present a solution

Outline the changes you are suggesting and give details of your solution. Attempt to address any likely objections the audience might have to your proposal.

Step 4 Visualise the results, point out benefits

Describe the benefits that the audience will receive if the request or proposal is adopted and/or point out the consequences of failing to act upon your proposal.

Step 5 Request action, gain commitment

Tell the audience what they should do and attempt to gain their commitment by, for example, restating the advantages of what you are proposing.

4 Ps

P osition	show you know the position
P roblem	show you understand the problem
P ossibilities	outline possible solutions
P roposal	make your suggestion

Position

Show the audience that you are fully aware of the present situation.

Problem

Clarify the problem or concern from the audience's perspective. This is an important step. If you fail to define the need correctly then the rest of your argument will fail.

Possibilities

Suggest two or three alternative solutions. Analyse each in turn weighing up the pros and cons. This shows that you're being fair-minded and taking a balanced view. You can then eliminate what you consider to be the weaker option(s) leaving the alternative you favour. Of course in some situations you may decide to omit the 'possibilities' step and proceed directly to the proposal. This will depend on the situation: who you are speaking to and what their expectations are.

Proposal

Suggest which option(s) you would recommend pointing out again the inherent benefits of choosing this particular alternative. In some situations you might omit this step because you want the audience to make the final decision based on the alternatives you've provided. In fact in some parts of the world it would be inappropriate and cause loss of face to firmly state the proposal to a group of superiors. So the presenter would simply provide a few sound options and leave it up to the audience to make the final decision.

A I D A

A ttention	show the importance of the message
I nterest	explain how it relates to them
D esire	support your claims, provide evidence
A ction	suggest the action they should take

Attention

In the **attention** phase you have to convince the audience that you have something useful to say. Make it clear to them what they will gain from your message.

1. Show that you understand their concerns.
2. Point out the main benefit(s).
3. Try to get the audience on your side: say you need their help, describe the problem that you hope to solve, or you'd like their help with.

Interest and Desire

In the **interest** step you make it clear how the message relates to them: what benefits will they gain? The **desire** phase provides evidence to support the claims made in the second phase and prepares the audience for your request for action in the final phase.

1. State clearly why you are addressing them.
2. Mention the main benefit they will get.
3. Clearly outline what you are requesting or proposing: give all necessary details.
4. Present all the necessary evidence to support your case.
5. Anticipate and present counter-arguments to possible objections.

Action

The **action** phase points out what you would like them to do: what action do you want them to take?

1. Request action.
2. Make it clear and easy to implement.
3. Emphasise the positive outcome of such action.