

## THE POWER OF WORDS:

### The Art of Using Language to Persuade and Collaborate

1. Aristotelian Rhetoric, aka **Persuasion**:
  - a. Logos: appeal to your audience's sense of logic
    - i. Through statistics and data
    - ii. Through factual analysis
    - iii. With hard copy demonstrations
  - b. Pathos: appeal to your audience's emotions
    - i. Through metaphor or analogy
    - ii. With appeals to fear, justice, or shared values
  - c. Ethos: present yourself as qualified to speak on the issue
    - i. By having established yourself previously
    - ii. By demonstrating authority on the matter or in general
    - iii. By highlighting your unique connection to the situation
2. Don't Work in a Vacuum, aka **Audience Awareness**:
  - a. Consider your collaborators' interpretive communities
  - b. Aim to understand your collaborators' logic; ask questions
  - c. Model good listening; be an active listener
3. Step back from the moment, aka **Framing the Question**:
  - a. Discuss the larger ideas at stake before tackling the issue at hand
  - b. Ensure that all collaborators agree on shared definitions
  - c. Avoid ruts by reframing the issue
4. Avoid insult, excessive speed, and steamrolling, aka **Tone**:
  - a. Remember that you are building ethos for future interactions
  - b. Imagine your own reaction to your tactics
  - c. Stay focused on long-term goals
  - d. Make conscious decisions about your interactions with others