



CONNECT CONVINCE CONVERT

**“THE KEY TO SUCCESSFUL LEADERSHIP TODAY IS
INFLUENCE, NOT AUTHORITY.”**

— KEN BLANCHARD



ARISTOTLE'S TRICYCLE: TO MOVE PEOPLE, YOU NEED ALL THREE WHEELS.

Professional communicators and academics hold Aristotle in high esteem. Apart from being a polymath and philosopher, he was an expert in rhetoric, the science of argument and persuasion.

He said that a speaker or writer trying to persuade an audience had three main considerations:

1. Pathos
2. Logos
3. Ethos



CONNECT

Pathos

HEART

01

CONNECT — PATHOS

'Seek first to understand, then to be understood.'
– Stephen R Covey

We love to think we're rational, logical decision makers. But research shows we're often swayed significantly by emotions.

HOW TO USE PATHOS TO CONNECT:

STORIES

You can employ Pathos by telling stories or relating people's experiences, perhaps of doing, or *not* doing, what you're suggesting.

EMPATHY

You can also boost pathos by showing empathy and getting in sync with your audience's *feelings* about a topic.

LANGUAGE

The *language* you use is important in regulating pathos, too. You can *build* it in a stakeholder by describing them as 'owning' the thing instead of 'buying' it. And you can *lessen* it by saying 'sort out the paperwork' instead of 'sign the contract.'

ENTHUSIASM

Also, your *enthusiasm* for the topic and *belief* in it is critical. If *you're* not thoroughly convinced, they'll smell it on your breath. But if you're in 'boots and all,' something magical happens when you're communicating—it's suddenly easier to come up with convincing arguments.

People buy *you* before they buy what you're 'selling.'

**WE ARE NOT
THINKING MACHINES THAT FEEL.
WE ARE
FEELING MACHINES THAT THINK.**

— ANTONIO DAMASIO
NEUROSCIENCE PROFESSOR





CONVINCE

Logos

HEAD

02

CONVINCE — LOGOS

Of the three (Pathos, Logos and Ethos), Logos is the most important, and Aristotle's favourite. It's about reasoned argument. It's hard to refute logical, rational explanation, followed by clear evidence. If in doubt, ask yourself 'WTF?: Where are The Facts?'

BRING NUMBERS TO LIFE

Focus on context and relevance. Use relatable comparisons, like 'enough to fill 50 Olympic pools' instead of '500,000 litres'. Simplify visuals and highlight key trends rather than overwhelming details.


Add a human story or emotional angle—how does this impact people? Avoid jargon and explain the 'so what?' in plain language so your audience understands why the numbers matter and how they affect outcomes.

BUILD SOCIAL PROOF

This principle leverages people's tendency to look at what others are doing or thinking to work out what's correct or desirable, especially in uncertain situations. It's especially powerful when you show others what people **just like them** are doing—the more similar, the better.

INJECT STORIES AND METAPHORS

If you suspect your audience may disregard your message if you lead with your 'big news' first, a story or narrative approach can be useful. A 'story' could take the form of a short anecdote or case study, or even a longer testimonial.

A person is seen from behind, looking out over a city at sunset. The person's back is covered in tattoos, including the words 'CARRYING CROW' and a list of city names. The city below is bathed in the warm, golden light of the setting sun, with buildings and streets visible in the distance. The overall mood is contemplative and inspiring.

**“THE PERSON WHO
MOVES MOUNTAINS BEGINS BY
CARRYING
SMALL STONES.”**

— CONFUCIUS



CONVERT

Ethos

CRED

03

CONVERT — ETHOS

Ethos is the role that your character, reputation and credibility play in convincing someone. You want to come across as someone who is credible, worthy of respect, and likeable.

When communicating, be careful that the way you write, speak, your slides, your style, and all the other cues associated with your message, communicate credibility and authority.

BE THE EXPERT

If you're an expert, sound like an expert. Adopt appropriate tone. Experts 'suggest' or 'diagnose' solutions; they don't 'beg' or get into 'hard sell.'

Let the audience know how long you've been an expert for, the big names you've worked for, or your qualifications that make you an expert.

STAY CLASSY

Only use high-quality branding, stationery and design. Ensure your email signature is classy and flawless (no typos; consistent layout). Also make sure your message, e.g. email, document or slides, are error-free and well designed.

Give them no reason to doubt you, your professionalism or your attention to detail.

CHECK YOUR ATTITUDE

And consider your attitude—do you *really* have your audience's best interests at heart? If not, they'll sense it and trust you less. Think win-win, then write/speak win-win.

A black rectangular sign with a silver metal frame stands on a concrete sidewalk. The sign has the words "GOOD VIBES ONLY" in large, white, sans-serif capital letters. The background is a blurred city street with buildings and a person in the distance.

GOOD
VIBES
ONLY

**“WHO YOU ARE
SPEAKS LOUDER THAN
ANYTHING YOU CAN SAY.”**



HEART

Be empathetic

CONNECT

Pathos

- Start with heart
- Be warm, friendly
- Get in sync with how they think
- Be sold yourself



HEAD

Be assertive

CONVINCE

Logos

- Informing? Big news first
- Persuading? What is? What could be?
- Specifics sell



CRED

Be clear

CONVERT

Ethos

- Be confident
- Keep it simple
- Shorter words & sentences
- Small chunks