

/How to motivate an audience

WELCOME! This document is adapted from Jack.org's many resources to train and equip young leaders to take action for mental health across Canada. We're thrilled to be sharing our learnings externally with this resource.

Objectives:

- To understand the basic components that allow you to motivate and persuade an audience to hear your messages
- To internalize the pillars and recognize how other speakers use them effectively
- To feel comfortable brainstorming ways you can bring these concepts into how you build and deliver mental health presentations

Over 2000 years ago, Aristotle described three pillars that form the fundamentals of what it means to be a great speaker and presenter. These pillars are the keys to delivering a well-rounded presentation in which your audience will accept your message. The pillars are: **Ethos (credibility), Pathos (emotion), and Logos (logic).**¹

ETHOS - Gaining credibility and authority

Ethos translates in Greek to "character" and encompasses the ways that you gain credibility with your audience. By having high ethos, your audience is much more likely to pay attention to what you have to say and to be persuaded.

This credibility can be broken down into four subcategories to focus on:

- **Authority** - is your power to influence others given your recognized knowledge and the position you hold
 - Whenever you have been given a stage to speak on, you will be inherently granted some authority
 - Think of how much authority you presume of someone on the TedX stage vs. someone with a megaphone on the street
- **Reputation** - relates to your experience, proximity, and recognition in the subject matter you are presenting
 - For example, having lived experience of a mental health struggle or reaching out for support can build your perceived knowledge in the area
- **Trustworthiness** - relates to coming across as an honest and genuine human being
 - Smiling and being genuine with your stories and to the audience will allow them to trust you and your messages more
- **Similarity** - relates to your ability to find common ground with your audience
 - By forming common ground, your audience is more likely to identify with you and be receptive of your messages
 - Adapt your language, mannerisms, style, dress, etc. to that of your audience while still remaining genuine (don't take it too far)

¹ Dlugan, Andrew. "Ethos, Pathos, Logos: 3 Pillars of Public Speaking." *Six Minutes*, 24 Jan. 2010, sixminutes.dlugan.com/ethos-pathos-logos/.

PATHOS - Get to the core of your audience with emotion

Pathos translates in Greek to “experience”. The job of the speaker is to create an experience for the audience by appealing to the emotions that exist within them. By drawing out these emotions, the speaker keeps the audience feeling engaged and interested. It’s important to recognize that emotion doesn’t need to only mean sadness, anger, and fear but should also include joy, excitement, and tenderness.

It’s the goal of the speaker to be aware of the wide range of emotions that can be conveyed, choose which emotions are appropriate at any given time, and learn how to evoke these emotions. Typically, the best way to give the audience a memorable experience is to evoke contrasting emotions throughout the speech, like a smooth roller coaster of ups and downs. You can elicit emotion within your audiences through a variety of methods:

- **Stories** – using personal stories and simple anecdotes throughout your presentation
 - These are the quickest ways to establish emotional connection with the audience and are often the most memorable moments of the presentation.
- **Analogies and metaphors** - these comparisons allow you to build on the understanding and emotions an audience already feels for something.
- **Humour** - typically involves storytelling and often allows the audience to connect to you on more of a friendship level.
- **Lead by example** - mirror the emotions you would like your audience to feel. If you are describing a wonderful moment, for example, amplify and show the joy in your face, voice, and posture. The audience will use that as a cue for the emotions they should experience.

When it comes to eliciting emotions, be sure that you are associating positive emotions with your main calls to action (e.g. increasing mental health awareness) and more negative emotions surrounding the issues we seek to address (e.g. stigma).

LOGOS - Making sense of it all

The third element of persuasive speaking is logos. Logos translates in Greek to “logic” and helps your audience make sense of your content. The supporting arguments should be clear and flow nicely into the main points. Key questions to ask yourself are:

1. Does this message make sense?
2. Is the message based on facts, statistics, and evidence?
3. Will the call to action actually lead to an outcome the audience wants? Will it solve the problem that’s been presented?

Without high logos you are more likely to have the audience turn to the person next to them or walk away saying “what the heck were they talking about?”

ACTIVITY - Explore the World of Public Speaking

Start exploring the internet for great speeches and talks. These can be found on Youtube, TedTalks, and similar websites. Watch a few on at least three different subjects. Then, pick your favourite speaker or speech and write down how the speech incorporated each of the three pillars - Ethos, Pathos, and Logos.