

# PERSUASION PYRAMID

## THE PERSUASION PYRAMID HELPS YOU PREPARE TO COMMUNICATE YOUR IDEAS EFFECTIVELY

### How to use the tool:

- 1 Draw a pyramid and divide it into four horizontal sections.
- 2 In the top section of the pyramid craft your sound-bite, the phrase that captures the essence of your message.
- 3 In the second section prepare your elevator-pitch. This is a summary of what you're trying to achieve and why. It should also explain what you want people to do. But you've only got 20 or 30 seconds – your time in the elevator – to get your message across.
- 4 In the third section draw together some compelling human-interest stories. A good story engages hearts as well as minds and is often the thing that motivates people to take action. Generally, a human interest story will take a specific example to make a more general point. For example, a story about a farmer's family affected by soil erosion can make a powerful point about the consequences of deforestation. Stories about real people are compelling – so find stories that are personal, emotional and memorable.
- 5 The foundation of the pyramid is based on hard-facts. Gather together the data that justifies your proposals for change. Find interesting ways to present the facts – graphs, infographics and images can work well.

“  
The tool helped us think about the audience for our message. The sound-bite captured attention, the story spoke to the heart and the hard-facts spoke to the head.”

## NXTHINKING

This tool can help you think about how to communicate with others to influence your intended change

It can also help you identify the kind of support you will need from potential sponsors or advocates, and make you more aware of your own assumptions as you seek to persuade others that your positive change plan is worth considering.



Thinking about Change



Thinking about The Big Picture

