



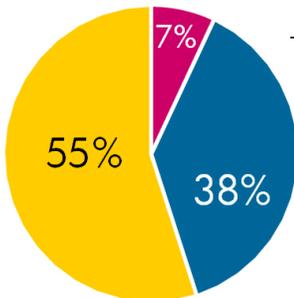
## Askesis VI - MASTER OF RHETORIC®

### Influence Others With Ease

**Background:** Persuading others is a very important ability in anything you want to do and can play a great role in achieving your goals and dreams. It is one of the most popular seminars which I am asked to teach, to my corporate clients, because it gives their personnel confidence, effectiveness and facilitates communication and the spread of ideas within the company itself.

The method is the same as we have followed up to now and is explained in Section 1 of this book, Core Concepts, where you read about Aristotle's masterpiece, *The Rhetoric*, where he presents the concepts of Ethos (credibility), Pathos (emotion, imagination) and Logos (logic, reason), as the three traits an orator must have, in order to engage, influence and persuade his audience.

Scientific experiments, including the one conducted by Dr. Albert Mehrabian, Professor Emeritus of Psychology, UCLA, show that Pathos is much more important, when one is trying to influence and persuade others. As can be seen from the chart below, nonverbal communication (body language, eye contact, tone of voice etc) accounts for 93% in importance.



Dr. Albert Mehrabian's 7-38-55% Rule

### Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

The teaching of presentation skills usually requires a coach and a group setting, so that it can be done in a ‘real’ environment, but you can also explore this yourself, preferably with at least one other person watching you.

In this Askesis you will be standing in front of a **video camera** (and a small group if you are with others) so that you can have a more realistic view of your delivery and impact.

**Name:** MASTER OF RHETORIC®

**Purpose:** To train and improve our skill of influencing and persuading others.

**Instructions:** Think about a presentation you want to make in front of a group of people or to someone in particular (your boss, investor, client etc). Think about what you want to persuade or influence them about. What actions do you want them to take?

An example, for addressing a group: *Imagine that shortly, you are going to present yourself to the entrance committee of a very ancient and prestigious school of Self-Leadership. They will be comparing your presentation to hundreds of other applicants. Prepare a presentation, applying Ethos, Pathos, Logos of Aristotle’s “Rhetorical Triangle” to convince them to let you join their institution.*

Write down your points to prepare under each principle point:

**ETHOS:** What is your personal history and integrity in relation to the subject matter? What impressions, qualities or values do you want to leave behind?



*Write down your introduction which should include a greeting, the subject you want to talk about as well as your full name, occupation and relationship to this subject.*

*Write down the values and impressions you seek to stress.*

## PATHOS:



Write down your **Emotional arguments**:

“I am really passionate about.....” or “I know that you are passionate about...(dreams)....” or “I know that you are concerned about.... (fear)...” Explain your ‘Why’ in simple words.

## LOGOS:



Write down your **Logical Arguments**:

(Show a real life example if possible.)

Conclusion:



**Write down the Summary or Conclusion of your arguments, as a ”Call to Action”:**

Example: *And that’s why .....(call to action)....”*

When you have your presentation ready, deliver it to your audience (or to yourself if you can’t get anyone) and **film yourself doing it**.

Reviewing the video will tell you a great deal. Focus especially on your body language and other non-verbal communication such as eye-contact, breathing, posture, etc.

- How do you see yourself?
- Do you come across as having the Ethos, Pathos and Logos required to persuade your audience?
- What do the others think?

Repeating this process until you can accept *yourself* as a capable and effective speaker, will greatly improve your chances of *others* seeing you in a similar manner.