

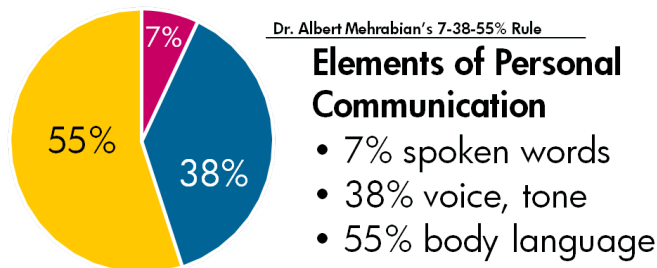
Askesis VI - MASTER OF RHETORIC

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.



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 increase confidence, to train and improve your skill of influencing and persuading others.

Instructions: Imagine that shortly, you are going to present yourself to the entrance committee of a prestigious academy or VIP Club that you really want to get into. 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.

First, write down your thoughts to prepare under each principle point:

Think about ETHOS: What is your personal history and integrity in relation to your proposal? What impressions, qualities or values do you want them to remember about you?

Write down your actual introduction which should include a greeting, the subject you want to talk about or opening question/quote as well as your full name, occupation and relationship to this subject.

Feel into PATHOS: Address *their* feelings, aspirations, fears... Write down your Emotional arguments: For example .“I am really passionate about.....” or “I know that you are passionate about...(dreams)....” or “I know that you are concerned about.... (fears)...” Explain your ‘Why’ to them in simple words.


Think about LOGOS: Emotions come and go, but logical arguments will always remain. Write down your Logical Arguments: (Show real-life examples, statistics, case-studies, scientific facts if possible.)

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

When you have your presentation ready, deliver it to your audience, *even if it’s just your cat*, or in front of a video camera (front & side).

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

- How do you rate yourself from 1-10?
- What do the others think? (*Meaowww....*)

 Now do a “Sales-Pitch” version of this exercise: Follow the same process, only this time, imagine you are pitching a product or service of your choice to a small group of investors. Prepare a power-point presentation in order to do this. (At the end, review, your talk via video camera).



On a personal note: This exercise with the video camera helped me to gain 1.6 million views on YouTube since 2007