



COMMUNICATION BREAKOUT SESSION HANDOUT

A. Team Activity

What parts of the LCAP and Dashboard are useful tools to communicate with local stakeholders?

What are other communication documents or techniques that can communicate what is in the LCAP and the Dashboard?

B. Notes

Logos

Ethos

Pathos

METHODS TO HELP MAKE COMMUNICATIONS MORE ~~PERSUASION~~ USEFUL AND EFFECTIVE

LOGOS	ETHOS	PATHOS
1 Content Arguments Benefits Facts Figures Data Numbers Statistics Scientific research Processes Product characteristics	2 Content Personal anecdotes (Why me?) Client testimonials Success stories Track record Titles	3 Content Stories Positive and negative emotions like frustration, anger, love, or respect
	4 Delivery Eye contact Body language Vocal variety Poise	5 Delivery Coherence (body language and voice are coherent with the specific content)

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