

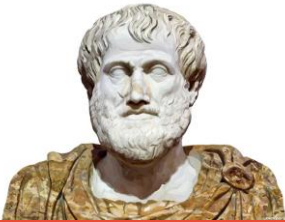
The Art of Persuasion through Storytelling

OCR Spring Conference
Denver May 12th 2023

Persuasion *through* Narrative
www.MatthewTaylor.com

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Aristotle's 3 Artistic Proofs



2

3 modes of persuasion used to
convince audiences

3

Appeal to the Audience's

Logos - Logical Reasoning
(Reason)

Pathos - Emotion
(Suffering or Experience)

Ethos - Credibility or Character
(Character)

4

"A story is a vehicle that
allows you to put the facts in
an emotional context."

- Peter Guber

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Story Tip

Think of stories as
Story Moments

6

"What we want is to avoid an obvious appeal to emotion but to lay out the facts in a way that may engage the judge and jury's emotions uninvited."

-Kenneth Chestek

7

Ethos

Character and Credibility

Who are you?

How can you quickly build a relationship so people will follow you, your ideas and your recommendations

8



9

Why People Follow

10

Trust
Compassion
Stability
Hope

Gallup Inc. 2008

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Pathos

Emotion (Feelings)

The emotional appeals within the case
An emotional appeal can outweigh logic

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Pathos

Emotion (Feelings)

An emotional appeal can outweigh logic

14

Neurotransmitters

Oxytocin – Connection/Bonding, Trust

Dopamine – Motivation, Pleasure anticipation,
Pleasure reward

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Story Tip

The simplest way to add emotion to your stories

Use Names

Include Details and Specifics

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Logos

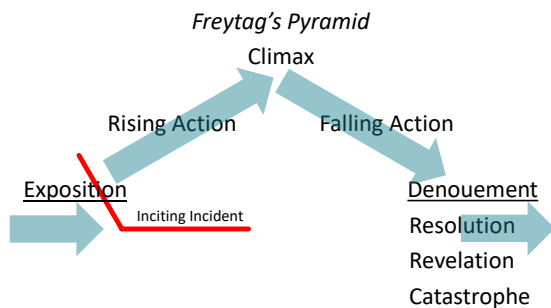
Logical Reasoning (Facts) and Structure

Your legal argument and facts of the case

Organization of information and story finder

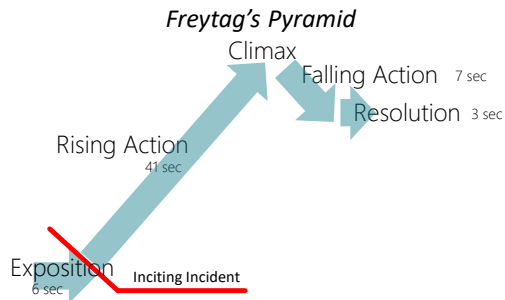
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Story Structure



18

Story Structure



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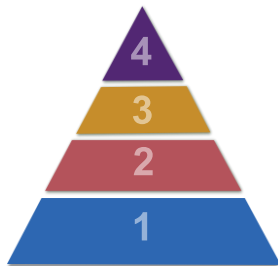
Story Tip

Know what your story is about

Get to it

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Information Organizer and Story Finder



4 Steps
15 Minutes

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Information Organizer and Story Finder



Consider The Audience

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Information Organizer and Story Finder



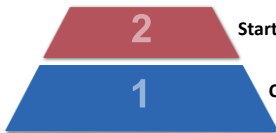
Consider Your Audience

- What do they WANT?
- What DO they know?
- What DON'T they know?
- What do they NEED to know?

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Information Organizer and Story Finder



Start With The End In Mind

Consider The Audience

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Information Organizer and Story Finder



Start With The End In Mind

- What do you want them to DO or THINK differently when you are finished?

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Information Organizer and Story Finder



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Information Organizer and Story Finder



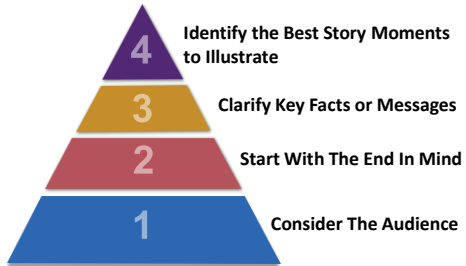
Clarify Key Facts or Messages

- What MUST the audience UNDERSTAND and REMEMBER

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Information Organizer and Story Finder



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Information Organizer and Story Finder



Identify the Best Story Moments to Illustrate

- Which story moments offer you the BEST opportunity to communicate your learning objectives?

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Information Organizer and Story Finder



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Tips and Tools

- Know what your story is about and get to it!
- Use names
- Include details and specifics
- Create vivid images
- Make it personal. How did you feel, why?
- Show rather than tell
- Come from a place of truth and honesty
- Make people care and leave them with hope

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Contact Matthew for Keynotes,
Trial Prep and Workshops

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