

PERSUASION PLANNING CHECKLIST



ΛΟΓΟΣ
LOGOS INSTITUTE
for Crisis Management and Executive Leadership

1 Define goal

What is your business goal?

2 Determine audience

Who matters most?

3 Target change

What do you want to change?

4 Craft analysis

How does this person or group operate?

5 Plan engagement

How can you effectively engage?

1 GOAL

What is your business goal?

2 AUDIENCE

Which person or group is most relevant to your business goal?

3 CHANGE

As a result of your engagement, what do you want this audience to:



Know



Think



Feel



Do



4 ANALYSIS

What are this audience's values, desires, and fears?

How does this audience make decisions?

What are the barriers to this audience knowing, thinking, feeling, or doing what you want?

5 ENGAGEMENT

What does this audience need to see, hear or experience in order to know, think, feel, or do what you want?

Who is the most influential messenger to engage this audience?

What is the most influential message with which to engage this audience?

What is the most influential medium through which to engage this audience?



How can you mobilize resources to make it happen?
