

# Persuasive Planning



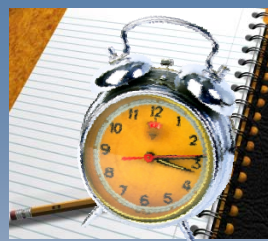
## Purpose

Motivate  
Convince  
Actuate



## Audience

Favorable  
Uninformed  
Apathetic  
Hostile  
Mixed



## Logistics

Time  
# of  
Participants  
Part of  
Team  
Room  
Arrangements



## Central Theme

Simple  
Focused



## Content

Logical  
Information  
(statistics,  
data)  
Emotional  
Appeals  
(stories,  
examples)