Monroe's Motivated Sequence MMS

- An 80% solution for Most situations

- A Pattern (not a formula) that is improved by Strong Evidence, Rational Argument/s

- Based upon Research about the Human Condition

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- Monroe's Motivated Sequence
  - Background
  - 5-Step Method
  - Applications
    - Advocacy
    - Rebuttals
    - Written Opinion Editorials

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- Background
  - Alan H. Monroe

    Principles and Types of Speech Communication (1935)

    Purdue University – 1924 through 1963 *
  - Research-based approach
  - An understanding of the human condition
    - Behaviors
    - Attitudes
    - Beliefs
    - Values

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- Method
  - 5-Steps
    - Attention
    - Need
    - Satisfaction
    - Visualization
    - Action

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- Method
  - Task 1: Grab (and hold) Attention
    - Share a startling fact or statistic
    - Use language to describe images – vividly
    - Tell a compelling story
    - Establish a relationship
      - As a truth-teller
      - As an advocate

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- Method
  - Task 2: Establish the Need
    - Most "needs" are not self-evident
      - Constructed through choices of language
      - Need = is something that MUST be remedied
    - Explain the need in context
      - Discuss the impact of continued inaction
      - Discuss the differences between need and "want"

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- Method
  - Task 3: Satisfy the need
    - Explain how your proposal satisfies the need
      - Appeal to rationality
        - "Stock Issues" analysis
        - Fulfill the "burdens" of the circumstance
      - Explain how (and why) your proposal is <u>best</u> alternative
        - Advantages
        - Disadvantages
        - Net Gains

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- Method
  - Task 4: Visualize progress
    - Showcase the potential realities
    - Illustrate how the world COULD be
      - Empower your audience to temporarily suspend disbelief
      - Invest your audience in aspirational possibilities
    - Appeal to all the senses
      - Describe how an alternative future
        - Feels
        - Looks
        - Smells
        - Sounds
        - Tastes

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- Method
  - Task 5: A Call to arms – Action Now
    - Mobilize your audience to action
      - Explain ordered steps for progress
      - Provide a clear "path" for your audience to follow
      - Share how the steps relate, and what "success" means
      - Give each, every audience member something
        - To believe
        - To do
        - To share
        - To think

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- Applications
  - Monroe's Motivated Sequence is a tool
    - For persuasion
      - Speaking
      - Writing
    - For analysis
      - Knowing what is, and is not, shared by an advocate
      - Listening skills
      - Personal choices
      - Public decision-making

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- Summary
  - Monroe's Motivated Sequence
    - A research-based approach to persuasion
    - Applicable to most circumstances
    - Links reality to aspirations
    - Provides audience with concrete steps for action
    - Assumes adherence to ethical cannons