

Creating Persuasive Arguments

A key leadership skill is to persuade or motivate others to make a change or carry out an action.

Knowing how to create a strong argument is an essential tool to support this skill.

Identify your problem • Create a solution • Present your reasoning

Keep the “big picture” in sight

When you are making a change, you need to consider who will be affected by your change: think of **The forgotten actors**

Who is involved? Who is affected? How are they impacted: positively or negatively, what are the benefits or draw-backs to the group? How are you going to address opposition?

Think: Global, national, regional, civic, local, community, groups, individuals

Always ask key questions: Why, Who, What, Where, When, How until you have a solid answer

Once you have generated the basis of your arguments, you need to present them in a persuasive manner. Use the “LEET” method:

In debate both sides have to create arguments to defend either side of the case.

An argument has four parts:

Label (catchy reference)

Explain (bulk of an argument showing the logic connections)

Examples/Evidence (statistics, quotes, studies, stories etc)

Tie back (to the case line - why this debate is important and how this argument supports it - how this argument relates to the bigger picture)

Check your arguments against the criteria

- Your arguments support the caseline statement (thesis)
- Your arguments do not contradict the given assumptions
- Your arguments prove the given assumptions.

Remember SPLEEEEMMM (more areas to consider when creating arguments)

Social, Political, Legal, Economic, Environmental, Educational, Ethical, Moral, Military, Medical

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