

Self Mastery

Managerial Effectiveness

Market Readiness

Capacity Building

Value Creation & Value Capture

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Self- mastery

Why
Leadership

Reframing
Vision for
Execution

Mental
Fitness

Wealth
Concept

Persuasion
Techniques

Intro to
Org.
Anatomy

Communicating to persuade & influence

Do you speak or communicate?

Your audience is the yardstick

If your audience does not get it, your communication is the problem. be tactical

Appeal

Self-mastery

Logos

Main technics

- Structure of the speech (opening/body/conclusion)
- Reference to studies, statistics, case studies
- Comparisons, analogies, and metaphors

ETHOS

Credibility/trust

Main technics

- Personal branding
- Confidence in delivery
- Cites credible sources



PATHOS

Emotions/Values

Main technics

- Stories
- Inspirational quotes
- Vivid language

Speech Structure

5 stock issues in persuasive communication

Stock Issues in Argumentation

ILL	Qualitative (Is it harmful) Quantitative (Is it Significant)
BLAME	Structural inherency Attitudinal inherency
CURE	Proposed fix
CONSEQUENCES	Cost vs opportunity cost
CTA	Action is critical & Urgent

Radical Candor

Feedback in team leadership

