MONROE’S MOTIVATED SEQUENCE

STEP 1: The Attention Step

* Start with an effective introduction to get the listener’s attention

STEP 2: The Need Step

* Let the audience know that the problem is THEIR problem. Give them reasons why they should listen to other opinions about the issue and why we should consider adopting a new mindset/opinion/behavior. This is where you try to use Maslow’s Hierarchy of needs to show them why their audience needs to change.

STEP 3: The Satisfaction Step

* Show the audience how to satisfy the needs mentioned in Step 2 by offering solutions to how the problem can be solved. Break it down into small steps and then share the bigger idea. This step you just explain the solution.

STEP 4: The Visualization Step

* Show the audience that your solution will actually work. This is when you really demonstrate how the solutions in step 3 will fix the problems mentioned in step 2.

STEP 5: The Action Step

* Tell your listeners how to apply the solution. This is where you make your pitch to vote a certain way, buy a particular product, or write a letter of support. Encourage your audience to feel personally responsible for the solution. The action step empowers your audience to go forward with a plan of their own.

PROBLEM-CAUSE-SOLUTION

I) INTRODUCTION

 A) Attention Getter (Quotation, Story, Analogy)

 B) Significance (Why is your topic important?)

 C) Credibility (Why are you qualified to talk about it?)

 D) Thesis Statement (Should be phrased in a way that takes a side about an issue)

 E) Preview the Main Points (Sign-post)

*Transition statement into the PROBLEM POINT (Example: To fully understand the issue today, we will first discuss the problem…)*

II) PROBLEM POINT

\*\*Develop own sub-structure according to the needs of the issue your tackling.\*\*

To develop the problem, one must consider:

 A) How many people does this problem effect?

 B) How big is this problem?

 C) What entails the problem?

 D) What is happening?

 E) Why is what is happening bad?

You need to include at least 2 sources!

*Transition into CAUSE POINT (Example: Now that we have pinpointed the problems of this atrocity, we can now uncover the major causes that make this problem continue…)*

III) CAUSE POINT

\*\*Develop own sub-structure according to the needs of the issue your tackling.\*\*

To develop the causes, one must consider:

 A) What specific makes the problem continue?

 B) What makes the problem worse?

 C) What is it that prevents this problem from being solved?

You need to include at least 2 sources!

*Transition into SOLUTION POINT (Example: After illuminating the problems and causes, we can now embrace solutions that will allow these harmful incidents to stop…)*

IV) SOLUTION POINT

\*\*Develop own sub-structure according to the needs of the issue your tackling.\*\*

To develop the solution, one must consider:

 A) Taking all the problems and causes and finding logical ways to fix them

 B) What can WE (the audience) do to fix this problem?

 C) What can people change in their personal lives to alter their thinking?

You need to include at least 2 sources!

V) CONCLUSION

 A) Review main points.

 B) Final statement- should link back to your thesis and attention getter.