

EXERCISE 7 – TECHNIQUES FOR EFFECTIVE AND PERSUASIVE COMMUNICATION SUPPORTED BY CRITICAL THINKING



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Tasks for pairs

- ➔ Read the scenario and identify the main arguments that must be passed on
- ➔ Develop a message structure, including an introduction, main arguments, supporting evidence and a summary
- ➔ Prepare a short presentation (maximum 5 minutes) in which one person from the pair presents the arguments in a persuasive way and the other evaluates the effectiveness of the communication, paying attention to the clarity of the message, the logical structure and the use of evidence

After 30 minutes, each pair has 5 minutes to present their message. The presenter should focus on presenting the arguments convincingly, while the partner will evaluate the effectiveness of the communication, using the techniques previously discussed.

After each presentation, the partner presenting the assessment discusses strengths and areas for improvement in communication. The other pairs can then ask questions or suggest other techniques that could reinforce the message.

Scenarios for analysis and presentation

SCENARIO I

Implementation of an energy management system in the company

The company is considering implementing an energy management system to improve energy efficiency and reduce operating costs. However, some board members are concerned about high upfront costs and disruption to the company's operations during the implementation of the new system.

Task for a pair

- ➔ Prepare a convincing case for implementing the system, taking into account the long-term environmental and financial benefits and how to minimise potential disruptions.

SCENARIO II

Education campaign on recycling

The city plans to launch an educational campaign to increase recycling rates among residents. However, there are concerns that the campaign will not be successful if it is not properly targeted and convincing.

Task for a pair

- Develop an effective communication plan for the campaign, focusing on key messages that will encourage residents to actively participate in the recycling programme.

SCENARIO III

Addressing climate change at the local level

The local authority wants to introduce a climate change policy that includes increasing green spaces, developing public transport and reducing emissions. However, residents are divided over priorities and are concerned about tax increases.

Task for a pair

- ➔ Prepare arguments in support of the introduction of a climate policy, highlighting the environmental and social benefits and addressing the concerns of local residents.

SCENARIO IV

Switching to renewable energy sources in industry

An industrial energy company is considering switching to renewable energy sources, but management is concerned about the reliability risks and cost of renewable energy compared to traditional sources.

Task for a pair

- ➔ Create a convincing argument that addresses the board's concerns, highlighting the long-term environmental benefits, price stability of renewable energy and risk management strategies.

Materials

- Notes on communication techniques
- Examples of data that can be used to support arguments in scenarios

