

EAWLC-NCCA Canada Business Communication Workshop - April 2026

Strategies for Persuading Stakeholders to Support a New Idea

BY RIC PHILLIPS, MBA - COMMUNICATION COACH & TRAINER



Host: Ric Phillips, MBA





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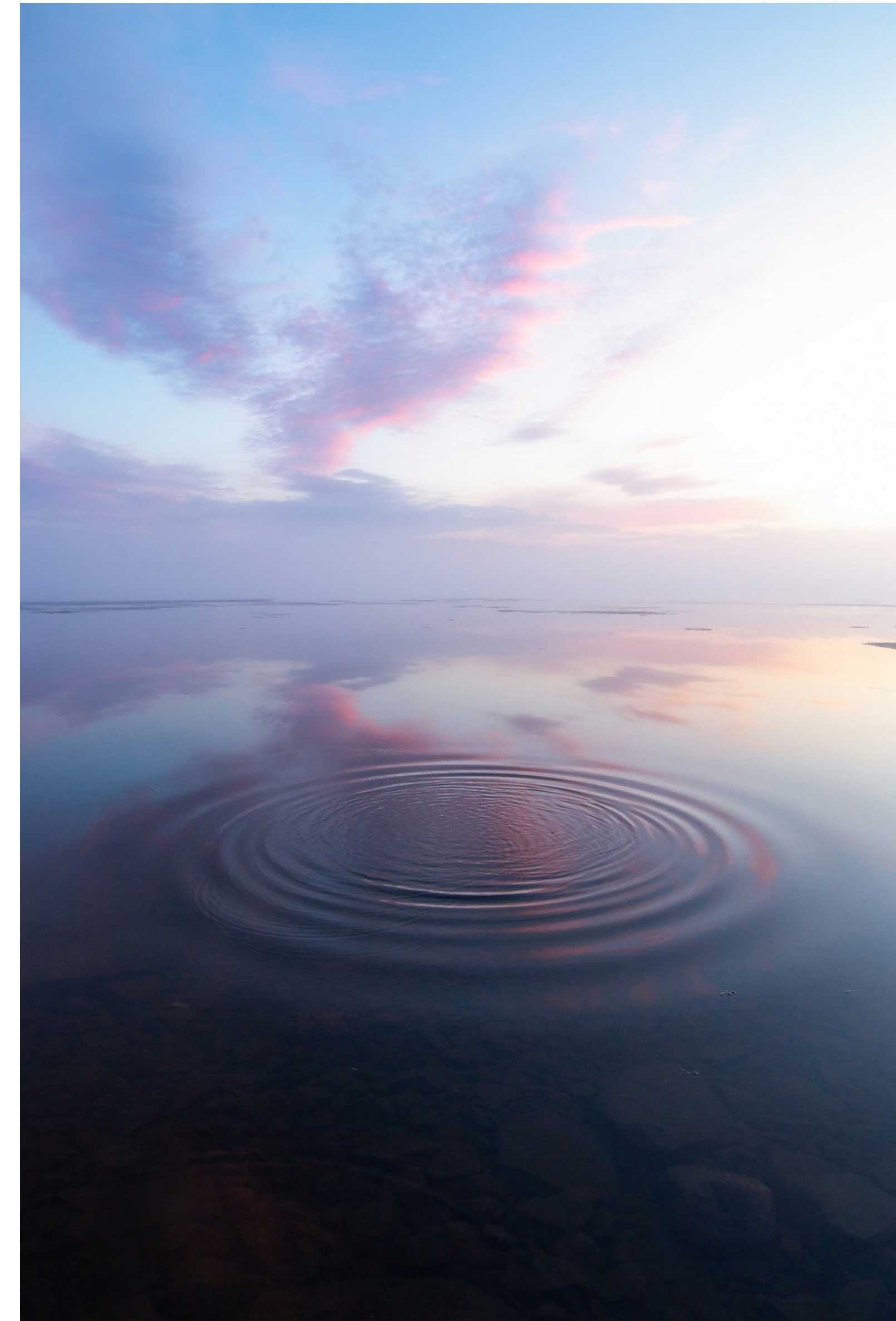
Today's Topic:

Persuading Stakeholders to Support a New Idea

- What is “Persuasion”?
 - Who are ‘Stakeholders’?
 - Simple verbal formula for Persuasion
 - Practice with Dog-Walkers???
 - More Practice?
 - Q & A
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- What is Persuasion?
 - Is it unethical?
 - How do you *feel*?
 - ***Persuasion is neutral - to help others see a point of view (that is beneficial)!***
 - ***To assist in your effective communication***





- Who are 'Stakeholders'?
 - Who are your stakeholders?
 - ***Anyone affected by you...or that affects you.***
 - *Think 'pebble in the pond' ripples!*
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Verbal Formula: Aristotle's Advice

- **Ethos** - credibility (of you, your idea!)
- **Pathos** - emotional appeal (pain & pleasure both work!)
- **Logos** - logical appeal (numbers are the universal language!)
- Task - create short Ad for 'Dog-walker' using Ethos-Pathos-Logos!

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alison
unleashed

Downtown TO



1 hour on leash group \$20
1 hour + off leash group \$24
DOG WALKING SERVICE



Is it Persuasive enough?

Thoughts?

- **Ethos (credibility of you/your idea)**
- **Pathos (emotional appeal)**
- **Logos (logical appeal)**

Verbal Formula: Your Turn



- **Ethos** - credibility (of you, your idea!)
 - **Pathos** - emotional appeal (pain & pleasure!)
 - **Logos** - logical appeal (numbers!)
 - H/W - create short 'pitch' for your idea at work!
 - Practice: An employee and their manager discuss hybrid working.
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Now Go Practice!

- <https://www.linkedin.com/in/communicationcoach/>
- RPhillips@nccacanada.org
- We have a newsletter, and are on X, Facebook, LinkedIn & YouTube.
- <https://www.youtube.com/@nccacanada>
- 3V video: <https://www.youtube.com/watch?v=kYEwVAmsmdQ>
- NCCA Webinar: ***The Art of the Elevator Pitch*** - May 15th, 11:30 am EST
- Register in advance for this meeting:
- <https://us06web.zoom.us/meeting/register/J3vDzpnxSGSNFbyJGnh9Fw>



Part 5.1: Add Verbal Persuasion to Your Communications to Get “Buy-In”