

## CONVINCE

# Bring Forward Convincing Arguments



Bringing forward arguments is one of the Convince style behaviors in the Sphere of Influence 360°.

Knowing how to construct a good argument is a useful skill. To support your point of view and present your arguments in a way that your conversation partners will easily accept, we advise you to focus primarily on the following:

- Be well prepared.
- Use the right amount of arguments. Not too few, but definitely not too many!
- Keep it simple.



**The aim of argument,  
or of discussion,  
should not be victory,  
but progress.**

**- Joseph Joubert**

## Exercise 1: Preparing your arguments

Using solid arguments requires good preparation, so it can be helpful to understand the situation or subject properly. What is your personal view or experience? What evidence do you have to support your arguments? What do experts say?

Write down all arguments that come to mind in the left column of the table below. The purpose of the right column is revealed in Exercise 2.

Your arguments	Important to your conversation partner

## Exercise 2: Audience check

An argument needs to resonate with your listener to be valuable, so take a moment to put yourself in their position. What will be important to them? What do you remember from past experiences and discussions?

Look back at the arguments you wrote down in the previous exercise. Mark (✓) the arguments you think will resonate with them in the right-hand column.

## Exercise 3: Choose and simplify

Now it's time to choose. Using too many arguments will make you come across as insecure or pushy. We challenge you to pick the arguments you consider strongest and indicate these in the table below.

Final check! Are you able to simplify the argument? Don't hide behind jargon or unnecessarily fancy words. Now you are ready to try out the impact of your arguments.

**Good luck!**

Top 3 arguments

## Evaluation:

Did your arguments have the impact you wanted?



1



2



3



4



5

What did you learn? What insights did you gain?

What went well? What would you repeat?

What can you do to improve your performance?

What is your next step?