

# Engagement strategies

Within the workshop I facilitated during the conference “Experience Design” I promised participants that I’d share a collection of engagement strategies as resources to help enrich and enhance elements of an experience.

Whilst these are generally used within a ‘public speaking’ / ‘leading an experience’ context they can be used within other contexts such as:

- Preparing and writing text for signs, brochures and books
- with communication between colleagues, stakeholders and suppliers

## The what followed by the how

Within this workshop we discussed and worked with a technique for crafting a message. This message becomes the ‘keystone’ within any presentation and the engagement strategy becomes the manner in which it is communicated.

Generally it is more effective if you determine your message (the what) before deciding on the engagement strategy (the how) – and generally relevance will be created with the manner of how you communicate than the message. The latter means almost any message can be made relevant to almost any person. I have provided an example of using the funnel technique in the following slides.

## Overlaps

I have grouped different resources within this resource as a means of providing some unity amongst different strategies – these groups have been colour coded. There are obviously overlaps between different strategies and you might well find a better way to group them based on your individual needs.

This resource is in pdf form only to ‘hold’ the formatting I’ve used in creating each ‘card’ – if you would like a ‘raw form’ to enable you to manipulate the resource please let me know and will be happy to send one .

## Printing the cards

The cards have been designed to print on A4 paper with 4 cards per sheet of paper.

## Thanks Lynn

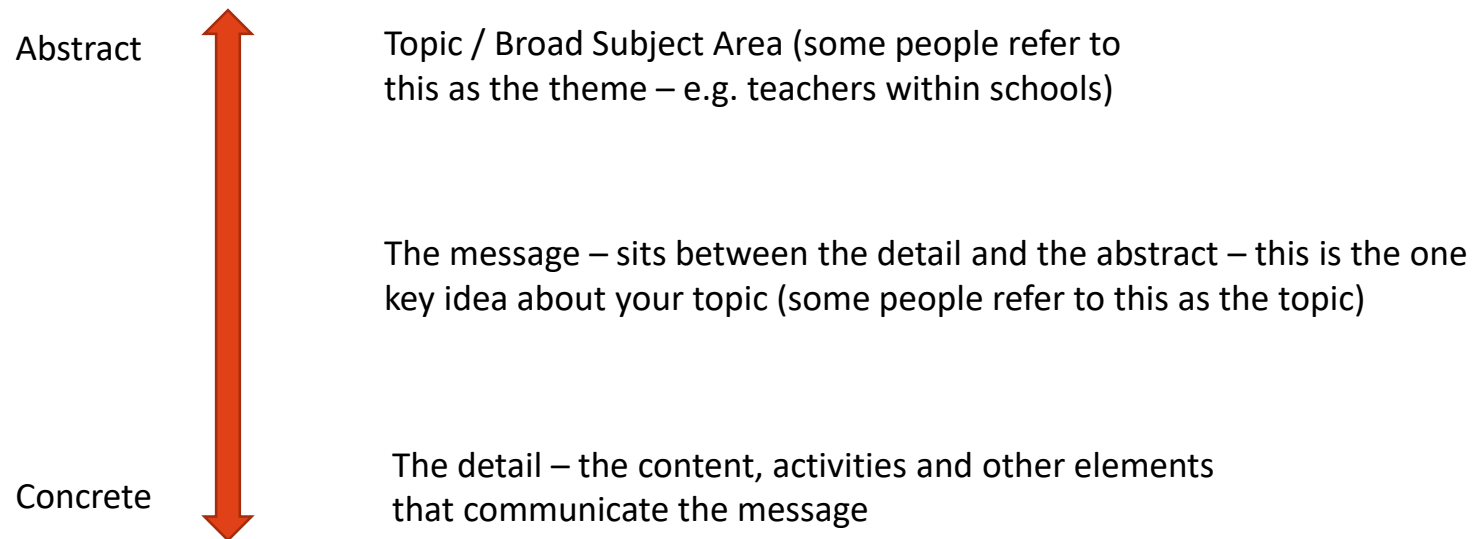
With gratitude to Lynn Spurling who was in the workshop and came up with a brilliant suggestion at the end of creating a message and overarching theme that would connect all within the session. Unfortunately, given it was at the end as we were packing up I couldn’t continue with the idea except to say within these notes that this is the basis of working with messages – to find the threads and unifying elements that connect.

## Identifying your message

When identifying your message, it helps to know the difference between a topic / subject areas, the message, and the detail that will support this message.\

The topic is the broad subject area whilst the message is the one key idea related to this subject and the detail is the content used to communicate the message.

The following illustration provides a vertical representation with the more abstract topic / subject area at the top and content / detail at the bottom.



Engagement strategies 'generally' come into play once you've worked out your message and content – as with life adapt to what works best for you

The following is an example of using the funnel technique to develop a message for a fictitious house called 'Brownfields'

**Topic / Subject Area**

Farms

We choose Farms as the topic / broad subject area

rural .... historic ... people ... characters  
pioneers ... tough ... identity ...

It can help to list one-word perspectives of your topic at the top of the funnel to help identify what you will focus on within the funnel.

character

Assuming we choose the 'character' from the 'top of mind' list, this then goes to the top of the funnel

Character reveals deeper qualities

We now keep asking 'so what' – e.g.

So what about 'character' – to which we might respond:

Character reveals deeper qualities

So what?

By understanding character we get a sense of the deeper story

So what?

And we might come up with the message shown.

By understanding character we get a sense of the deeper story

**Brownfields House reveals the importance of family in the early pioneering days of European settlement**

Developing the message

**Content**

Once you have identified your message you begin selecting the content to support this message and the best engagement strategies for communicating the same.

# Engagement strategy cards

## Layout and descriptors of the engagement strategy cards

This slide provides detail on the layout and information provided for the engagement cards. Note that not all cards will have exactly the same format with exactly the same type of information.

### Sound Bytes

*A short (and typically catchy) sentence or phrase that is easy to remember.*

### Some suggested formats

Use contrast - *So much more than before ... and so much less too! (iphone)*

Rule of threes - *Reduce, reuse, recycle*

Repetition - *Everything you need. Everywhere you go (Apple)*

Rhyme - *The art in the start.*

Type of engagement strategy with a brief description

Detail on the engagement strategy including examples

Group of engagement strategy

**Engagement Strategies**

**Adding the human element**

# The Human Element

## Description

Engagement strategies that draw on those elements which make us human and that we use as fundamental and everyday ways of communicating about ourselves and other people.

## Aim

- Fire up the heart matter
- Help people better connect with the intended message
- Increase relevance of subject focus area to people

## Examples

- Stories
- Anecdotes
- Personal stories
- Diaries, props and materials
- Vivid language
- Photos
- Quotes and sayings

## Quotes and sayings

*Sharing the perspectives of others to support, strengthen and even contrast with your perspective - be sure to acknowledge the source*



**Engagement Strategies**

**Quotes and sayings**

## The character of people

*Is observing, noticing and gaining insight into human behaviour*

- Observe people
- What motivates different behaviours? How do different people manage the same situations? Why?
- What are the different emotions felt by people?
- What are the moods of people?
- How does the landscape accentuate or challenge these moods?

Into this brood of seeking to understand you could such elements as motifs, customs, rituals, and norms.

**Engagement Strategies**

**Adding the human element**

## Quotes and sayings

*People say nothing is impossible, but I do nothing every day. A.A. Milne*

*I have the planet's largest collection of seashells. I just like to leave them scattered on beaches throughout the world. Steven Wright*

*Follow your heart ... but be sure to take your brain with you. babyboomer.com*

**Engagement Strategies**

**Quotes and sayings**

## Symbolism

Symbolism uses a symbolic meaning of an object that is different to its literal meaning. Thus the object represents itself and a deeper / greater meaning.

Examples of symbols and symbolism:

- Symbol of the garden
- Symbol of a fence
- Symbol of a well manicured lawn
- Use of traffic lights = symbols
- Our gestures express symbolism.

**Engagement Strategies**

**Adding the human element**

## Excitement

*Feelings of enthusiasm, exhilaration, arousal .. oo la la*

### Examples:

- Provide an experience that your audience knows is just for them ... no one else has had the chance to do this
- Create an emotionally charged experience / activity
- Share some measure of progress where your audience can feel they're making great gains
- Knowing George Clooney is coming to visit
- Reward people

*Engagement Strategies*

*Evoke feelings*

## A positive surprise

*Unexpected feeling of wonder, amazement, joy*

### Examples:

- An unusual fact or piece of information
- Doing something unexpected – i.e. say something and do something else
- Use an unusual concept to explain something
- Change the structure – e.g. if you are not already singing then break into song
- Provide ice creams (super kewl)

*Engagement Strategies*

*Evoke feelings*

## Suspense

*Brought about by uncertainty – evokes tension and a desire for closure / resolution – a big tease*

### Examples:

- Start in the middle of something
- Pose a challenge ... describe a conflict
- Foreshadow
- Provide the dots and let your visitor do the joining – as they do with thrillers when they provide you with scenes not available to the characters
- Make people care about something and then threaten this 'something'

*Engagement Strategies*

*Evoke feelings*

## Intrigue

*Arouse curiosity and desire to know*

### Examples

- Start in the middle of something
- Finish half sentence
- Pose a challenge without a response
- Share the possible consequence of a situation for which you do not know the end
- The intrigue of ancient mysteries
- Think along the lines of what motivates so many sales of the gossip magazines
- How politicians think

*Engagement Strategies*

*Evoke feelings*

## Adage

*A short, memorable and often easily shared saying that is based on facts and which become popular of time due to their repeated usage and acceptance by a majority of people.*

### Examples

- Well done is better than well said.
- The early bird catches the worm .(which makes you wonder whether it's better to be late)
- To quote from Aristotle ... A friend to all is a friend to none – a relevant adage in this world where niche seems to have the advantage

*Engagement Strategies*

*Evoke feelings*

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*Engagement Strategies*

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*Engagement Strategies*

*Evoke feelings*



## Personification

*When you attribute a human quality to an inanimate object, animal or other subject.*

Another word for this is “anthropomorphism”.

Human traits can include:

- Emotions
- Speech
- Physical actions

A number of recent ‘hit’ movies such as ‘Happy Feet’ use personification – an extension of its use in children’s television and literature (e.g. 3 little pigs).

### **Engagement Strategies**      **Adding the human element**

## Anecdotes

*A short account of an experience*

These can include your own experiences of a place or event, or recounting what someone else has shared with you.

Anecdotes are often used to illustrate or provide insight on a particular point.

And they typically provide a human element.

### **Engagement Strategies**      **Stories**

## Sound Bytes

*A short (and typically catchy) sentence or phrase that is easy to remember and then share*

### Some suggested formats

Use contrast - *So much more than before ... and so much less too! (iphone)*

Rule of threes – *Reduce, reuse, recycle*

Repetition - *Everything you need. Everywhere you go (Apple)*

Rhyme – *The art in the start.*

### **Engagement Strategies**      **Adding the human element**

# To illustrate

## Description

These engagement strategies help people better understand the concept and subject focus area you are sharing.

## Aim

- Captivate, engage and attract attention
- Help people associate and understand a concept
- To help make a concept relevant for people

## Examples

- Use of 'and' between 'phrases'
- Contrarian and contrast - using contrast to help illustrate and draw attention to a particular focus area.
- Vivid messages – are more concrete and personal and image provoking and therefor more likely to grab attention
- Generalities - include information into the one category – help people associate with a concept by chunking into another category with which they are familiar

## Contrarian

*Playing with the flip side of a universally accepted concept - with this 'contrasting element' helping to engage your audience.*

I've had a perfectly wonderful evening, but this wasn't it.  
*Groucho Marx*

Don't give up on your dreams ... *keep sleeping!*

Accept that some days you're the pigeon, and some days you're the statue.



**Engagement Strategies**

**Contrarian**

## Juxtaposition

*The bringing together of 2 words / phrases / objects to enable them to be compared and comparison and contrast comparison to help reveal and illustrate similarities or differences.*

*Humans often use one thing as a reference for understanding something else – e.g. the use of analogies, metaphors and similes.*

*The house was ugly yet beautiful.  
Your heart is of stone ... yet I hope a porous stone to enable at least some empathy to enter.*



**Small and big**

**Paradox, Contrarian**

**Contrarian**

## Contrarian

*The contrarian technique is similar to the 'rule of threes' or 'comic triple' used by comedians.*

With this technique 2 words / short phrases set up a pattern that is then interrupted by an unexpected 3rd word / short phrase. For example;

We've a new politician representing our suburb – They're caring, honest and a prototype.

We consider our visitors to be families, seniors and miscellaneous.

He's rude, obnoxious and ... totally adorable.

Bring your towel, swimmers and divorce papers.

Lights, camera and beer.

**Engagement Strategies**

**Contrarian**

## Paradox Definition

*When using paradox you are crafting something that is contrary to expectations, beliefs, or some other perceived 'norm' – and yet is likely to be true.*

*Example:*

*I can resist anything but temptation. Oscar Wilde  
Whilst the above proposes what appear to be two opposing elements, the concept behind them holds true.*

*Note: A paradox is sometimes confused with an oxymoron with the following providing a comparative of the two:*

*Oxymoron is the combination of two words that contradict each other. e.g. A love hate relationship.*

*A paradox uses a group of phrases / sentences that appear to contradict the truth but yet provides an implied truth.*

**Engagement Strategies**

**Contrarian**

## Contrast

### ***Benefits of Contrast in Your Speeches include:***

- Provokes and 'grabs' attention – humans have evolved to notice difference and be attracted to things that stand out.
- Surprises your audience
- Appeals through providing a fresh approach

Examples of contrast from John Legend:

Love your curves and all your edges

All your perfect imperfections

You're my end and my beginning

Even when I lose I'm winning

Contrast include: curves-edges, perfect-imperfections, end and beginning, lose and winning)

*Engagement Strategies*

*Contrast*

## Contrast

### **Contrasting Viewpoints**

For example:

- Discuss and present your subject area from two or more contrasting perspectives such as from a user of the object and as the object itself.
- Contrast several different perspectives (e.g. local residents, commuters, and tourists)
- On a cave tour the Guide gave a commentary from the perspective of a shoe.

One value of providing the opportunity to contrast perspectives is that it shows you've given thought to a balanced presentation.

*Engagement Strategies*

*Contrast*

## Contrast

### **Contrasting Concepts**

The practice of contrasting concepts can be useful when seeking to organise elements of your presentation / experience. For example, you could use the following contrasting elements as focus areas for your presentation:

- Pros vs Cons
- Same old same old vs getting serious about innovation

When you organize your speech around contrasting concepts, you create a natural cadence as you shift between the two poles of the argument.

*Engagement Strategies*

*Contrast*

## Contrast Visuals

Examples:

- Trigger emotional and cognitive responses by using contrasting visuals – whether real as in use of photos or descriptive in the way you describe a scene.
- Juxtapose objects which don't "belong together" into a single image
- Describe contrasting images - Circular form of the full moon against the strong angular roof of a historic house
- Incorporate contrasting elements within the environment – gentle grass vs hard stone.

*Engagement Strategies*

*Contrast*

## Contrast

### Contrasting Gestures

Examples:

- Left versus Right – You can indicate the passage of time by gesturing to the audience's left (past) or right (future).
- Down and Up to emphasize between something short (by gesturing) and something tall (by gesturing up).
- Small versus Large

## Contrast

### Contrasting Phrases and Words

An easy technique to make your words more memorable is to employ contrasting phrases and words in close proximity to one another.

For example the use of antonym pairs such as those in the John Legend song end-beginning; win-lose

*Engagement Strategies*

*Contrast*

*Engagement Strategies*

*Contrast*

### Contrasting Emotions

Great presenters are able to evoke laughter, tears and a mix of other emotions as relevant to their presentation. Such contrasting emotions are important for your audience.

If the one emotion is all that is evoked within an audience they are likely to experience the presentation as one-dimensional, monotonous and flat.

Contrasting emotions can be achieved in a variety of ways mentioned earlier, including your speech themes, words, vocal variety, gestures, and visuals.

*Engagement Strategies*

*Contrast*

## Contrast

### Contrasting Voice

An effective and relatively easy way to introduce contrast into your presentation is to vary your voice.

Examples include:

- Speak loud then soft or vice versa – play with variations in volume – not always but at least to emphasise important words, phrases and elements
- Speak fast and then slow – using a slower pace to accentuate pauses and reflective moments whilst a faster pace can heighten the energy

*Engagement Strategies*

*Contrast*

## Contrast

*Is simply doing something different that increases the potential to engage your audience*

### Contrasting Movement

Just like contrasting gestures, contrasting full-body movement can be very effective in accentuating your message

Avoid pacing methodically left and right, or rocking forward and backward. Even though these are technically “contrasting movements”, the effect you will produce is one of a swinging pendulum which will slowly soothe your audience to sleep!

*Engagement Strategies*

*Contrast*

## Switching states

The value with this strategy is to marry the colour of your presentation with the emotional tone of your commentary.

For example, sharing a story that reeks of excitement needs to be told different to one that is reflective of difficult times.

Some examples include shifting between:

- Feeling confident and feeling nervous (e.g. when sharing a story of how you confronted some ‘skeletons from your closet’)
- Being excited and ‘matter of fact’
- Being diplomatic and outraged

*Engagement Strategies*

*Contrast*

# Comparatives

## **Description**

Comparatives are words and phrases that rely on comparisons to help people understand a concept, idea and / or perspective.

## **Aim**

- Helping people understand
- Framing a perspective
- Simplify complex information by making links between the known and unknown

## **Examples**

- Analogies
- Similes
- Examples
- Idioms
- Antithesis

## Simile

*Makes a comparison between two unrelated things by using the words 'like' or 'as'*

- That was tough ... almost like playing darts with spaghetti
- Hang on by your strands of nasal hairs ... it's going hit like a renaissance of the dinosaur.
- This plant is like having a living fossil in our own backyard

**Engagement Strategies**

**Explaining**

## Metaphors

*A figure of speech in which a comparison is made between two unrelated things*

- These buttress roots are how the tree hugs and embraces the ground
- Emotions were getting frosty.
- Emotions were starting to freeze over.
- What was my emotion? It was more than an emotion. It was rocket fuel.
- The canopy is the rainforest's umbrella.

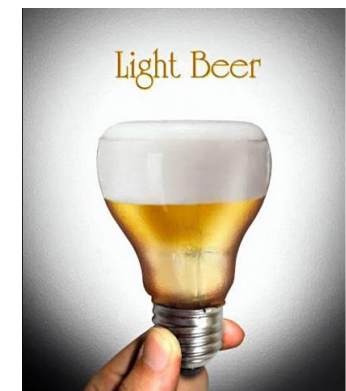
**Engagement Strategies**

**Explaining**

## Visual Metaphor

*A visual metaphor uses a visual image to represent a person, place, thing and that suggest a particular association or similar feature*

In *staying true* to the metaphor of beer in a light bulb the adjoining 'light beer' would be illuminating beer vs 'light in weight' - but we can use this image to 'stretch the metaphor ... as they do in advertising.



**Engagement Strategies**

**Explaining**



## Analogies

*A comparison of two things based on the things being alike in some way – examples being metaphors and similes and whilst these latter two are figures of speech an analogy is more an argument*

- Day is to humans as night is to owls
- Help! I now have a love affair with words.
- Let's paint a picture of this scene using poetry
- *Now let me explain how a heart works in a similar way to a pump*
- *I was chatting with Mick before who is marketing and we were chatting about how habitats in nature are a bit like the niche markets he works with*

**Engagement Strategies**

**Explaining**

## Analogies

*Comparison*

Length of blood vessels in a human body – 96,000kms; in the Australian year book in 1978 the length of Australia's coastline was determined to be 36,735km – another calculation was made (including Tassie and large islands) which came to 47,000kms

**Engagement Strategies**

**Explaining**

## Idiom

*A word or phrase that is not taken literally – is often associated with a particular culture / group of people / jargon.*

Using an example of describing heavy rain:

- Australia – bucketing down
- English - raining cats and dogs
- Norwegians - it's raining female trolls
- France - It's raining like a pissing cow

**Engagement Strategies**

**Explaining**

## Outlines

*A general description of what is likely to happen / a plan.*

- I'm going to take you to a place that reeks of antiquity
- We're going to get mud and dirt right through our shoes as we explore the 3 main ways that birds help a rainforest to survive.
- A verbal and very concise table of contents
- Gather around people / folks as I'd like to share where we're off to and what we'll be doing

**Engagement Strategies**

**Explaining**

# Evidence

## Description

Evidence is considered to be either primary or secondary

Primary evidence relates to first-hand experiences, accounts, observations, reports, or narratives – e.g. diaries, letters, data collected from surveys, scripts, first-hand narratives.

Secondary sources are 'selective perspectives' that are based on primary sources.

## Aim

- To justify, support a perspective / idea
- Establish credibility
- Demonstrate you have undertaken research into the subject area of your commentary / experience.

## Examples

- Facts, examples, or sources of information in support of your perspective
- Data gained from your own research and / or quoting from other research
- Scientific journal article
- Quotations
- Published information from academic critics
- Case studies, journals
- Historical and other documents such as photos and diaries

## Facts

*Something that we know happened / evidence*

- Australia is one of 17 countries considered to be a 'megadiverse'
- Since European colonisation Australia has experienced the highest loss of mammal species of any other country in the world
- This region of Australia is what is called a biodiversity hotspot ... pretty cool for such a warm place.
- Number of people who are killed by snake bites each year when compared to the death by bee and wasp stings.
- Average time it takes a human to shed and renew outer skin cells – 27 days; number of particles of skin shed every hour 600,000

**Engagement Strategies**

**Making it concrete**

## Figures

*Number or figures that have some relationship – e.g. you can create a graph or pie chart using the figures*

- Since 1500, 30 of the 84 extinctions of mammals that has occurred around the world have been in Australian – 29 of these since European colonisation
- Of the plants and animals found in Australia - 84% of plant species, 83% of mammals species and 45% of birds species are found nowhere else in the world ... i.e. their endemic to Australia
- 4% of Australians do not wear seat belts and this 4% accounts for 22% of fatal accidents of car occupants

**Engagement Strategies**

**Making it concrete**

## Examples and Case Studies

*A part of something, taken to show the character of the whole (with the case study being used more as 'evidence')*

These are useful to:

- Help build credibility
- Back up your claim / support your point
- Make your point concrete

**Engagement Strategies**

**Making it concrete**

## Examples and Case 'Studies

*A part of something, used to indicate the whole (with the case study being used more as 'evidence')*

*Example of an example:*

- These broad leaves are s typical example of those found in the rainforest.

*Example of a case Study*

- In a case study developed by the Gatton University it was shown that after eating these leaves cows were actually able to fly faster than pigs.

**Engagement Strategies**

**Making it concrete**

## **Facts**

*Something that we know happened / evidence*

- The notion of zero as a number passed from the Indians to the Arabs and then to the west
- George Clooney earned \$40million dollars from his Nescafe endorsements
- Number of people who are bitten by snakes in Australia each year

*Engagement Strategies*

*Making it concrete*

# Participation

## Description

Are those strategies that require some involvement from your activity participants – whether they are ‘passive’ audience members within a lecture style presentation, kids involved in an outdoor activity or a family group taking part in a spontaneous impromptu experience.

## Aim

- Makes it easier for your activity participants to remain involved (providing it is within their ‘comfort levels’ and not causing any undue stress)
- Brings participants into your experience – reducing the distance they feel from the subject material

## Examples

- Games
- Questions
- Riddles and quizzes

## Pose a quiz / challenge

- What percentage of modern drugs are derived from rainforest plants? (at least 25%)
- Try asking rhetorical questions
- What makes us human? Is it how we style our hair? Brush our teeth?
- How do we solve this challenge of arresting carbon emissions?

*Engagement Strategies*

*Participation & interaction*

## Involve people

*... in activities, in thinking about things, in responding, in sharing their thoughts*

- Use the pronoun 'you'
- Ask group to imagine
- Share 'what if' scenarios
- Ask rhetorical questions ... no public answer needed, just that visitors to answer for themselves
- Ask other type of questions
- Turn a fact into a question
- Give your visitors characters of a story

*Engagement Strategies*

*Participation & interaction*

## Attract attention

- Make a strong statement
- Use silence
- Tell them what's in it for them
- Make alarming statements:
  - Spell out what's at stake
  - Dwell on the consequences
- Make a claim – e.g.
  - The 3 things you must know to survive in the bush
  - The surprising truth about 19<sup>th</sup> Century Australia

*Engagement Strategies*

*Participation & interaction*

## Grab attention

*... that sudden and arresting feeling of 'what is going on' ... that feeling of it being about 'me'*

- Make it about your audience / listener right from the start – including letting them know what's in it for them
- Create authentic links between you and them
- Make a strong statement – e.g. a 'wow' statistic
- Use silence ... especially if there's been a bit of noise
- Do something 'weird' ... as to how weird depends on your context

*Engagement Strategies*

*Participation & interaction*

## Fire up the grey matter

*By provoking thought*

- Provocation is the process of asking questions to help people develop their own relationships – vs receiving a download of your perspective
- Questions
- Activities
- Riddles
- 

*Engagement Strategies*

*Participation & interaction*

*Engagement Strategies*

*Participation & interaction*

## Surprise element

- Get people involved –especially as they are likely to think of themselves as passive participants
- Challenge commonly held assumptions / beliefs
- Share a fascinating fact
- Ask a question you've struggled with and do not know the answer to

*Engagement Strategies*

*Participation & interaction*

*Engagement Strategies*

*Participation & interaction*

# Perspectives

## Description

Engagement strategies that a particular perspective – this might be the same as what you are presenting, an alternative that might contrast.

## Aim

- Similar to the use of satellites in triangulating and determining a position – different perspectives can provide different viewpoints to the same focus area
- Using an engagement strategy better suited to a particular perspective – e.g. if visual then a 'visual perspective' ... if from a historic figure then perhaps using their sayings and quotes.

## Examples

- Euphemism
- Sayings and quotes
- Points of view



## Points of view

### *Helps to present different perspectives*

I = 1st person

You = 2nd person

She / He = 3rd person

Removed = beyond a person

I've experienced how this house definitely has its own personality. Once you spend some time in this house ....

She thought I was a bit off the loop.

This house has experienced so much ... little wonder it has such a depth of character.

*Engagement Strategies*

*Perspectives*

## Time

- **Past** – whether yesterday or relating to geological time - use of memory and flashbacks
- **Present** – well represented by the active voice
- **Future** – aspirations, consequences, intentions

*Engagement Strategies*

*Perspectives*

## Points of view

- Bird's eye view – from above such as if looking down from a plane or bird, a global perspective and 'big picture' view
- View from below – e.g. the grasslands, the worms and insects, the soil, rocks, water which flows into the storm water and dams
- View from within – feelings, compositions, insight, frames

*Engagement Strategies*

*Perspectives*

## Genre

Think of changing the genre in which you share your experience:

Some genres include:

- Historical
- Romantic
- Gothic
- Children
- Mystery
- Contemporary

You can incorporate archetypes with these genres.

*Engagement Strategies*

*Perspectives*

## Points of view



The whole wide world  
An endless universe  
Yet we keep looking through  
The eyeglass in reverse  
Don't feed the people  
But we feed the machines  
Can't really feel  
What international means  
*(from the song 'Territories' by  
Rush*

*Engagement Strategies*

*Perspectives*

## Persona

*Experience the landscape as an artist*

What might come to the fore:

- Colours
- Shapes and textures
- Contrast
- Lines
- Patterns
- Visual language

**Engagement Strategies**

**Perspectives**

## Persona

*Experience the landscape as an musician*

What might come to the fore:

- Sounds
- Rhyme
- Sound patterns
- Pitch
- Auditory language
- You singing a song – or facilitating your group singing
- Reading of poetry

**Engagement Strategies**

**Perspectives**

## Persona

*Experience the landscape as an dancer*

What might come to the fore:

- Movement
- Pace
- Pause
- Poise
- Strength
- Balance

**Engagement Strategies**

**Perspectives**

## Persona

*Experience the landscape as different characters*

For example:

- A hippy
- A developer
- A miner
- A politician
- A news reporter

**Engagement Strategies**

**Perspectives**

## Aristotle's ... elements of persuasion

### *Ethos .... Pathos ... Logos*

#### **Pathos**

Pathos relates to the emotional element.

Examples:

- *Stories and tales of good vs. the bad.*
- *Decisions motivated by empathy of another person – or perhaps made through fear or frustration.*
- *A speaker who leads their presentation with enthusiasm*

*Engagement Strategies*

*Perspectives*

## Aristotle's ... elements of persuasion

### *Ethos .... Pathos ... Logos*

#### **Ethos**

Ethos relates to ethics and ethical qualities.

Examples:

*Building trust is about ethos*

*Developing a solid and positive reputation is an example of ethos – demonstrating good character.*

*Destinations recommended on TripAdvisor – i.e. the use of social proof.*

*How credible and trustworthy is the other person.*

*Engagement Strategies*

*Perspectives*

## Aristotle's ... elements of persuasion

### *Ethos .... Pathos ... Logos*

#### **Logos**

Logos uses reasoning, logic and argumentative structures.

For example:

- *Using facts, figures and case studies to support statements.*
- *Testimonials can also be a form of logos (whilst also being a form of ethos)*

*(Often used in legal contexts – for example: We have his fingerprints, the lack of an alibi, a clear motive, and the video of the suspect breaking in.)*

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*Perspectives*

# Descriptive and rhetorical devices

## Description

### Aim

- Enrich and enhance how content is presented
- Assist with memory
- Evocative
- As with Illustrative effects such as use of the contrarian, rhetorical and descriptive devices bring a pulse and rhythm to your presentation

### Examples

- Sound based devices such as alliteration, onomatopoeia and assonance
- Non-verbals and body language
- Stagecraft and use of space
- Rule of threes
- Running parallels

## Gestures

*Descriptive gestures - kinesics*

These gestures support, illustrate and add detail to what is being spoken

Examples:

- Spread arms to indicate distance
- Hands held at different heights to indicate the different height of a particular object

**Engagement Strategies**

**Descriptive**

## Alliteration

*Alliteration is the repeated use of two or more words each beginning with the same letter or sound.*

Alliteration is commonly used in marketing, branding and newspaper headlines because it's memorable, helping concepts stick in the minds of readers or viewers.

**Engagement Strategies**

**Descriptive**

## Spatial distance - proxemics

*The distance between you (the presenter) and your audience.*

Assuming you have relevant permission then generally the closer you are to your audience the more intimate and the further away the more 'distant'.

The aim is to find a spot that balances these opposing sensations.

**Engagement Strategies**

**Explaining and Clarifying**

## Assonance

*The repetition of vowel sounds between adjoining syllables.*

Poetry and old ... repetition of the long 'o'

In my quest I will not rest ... however endless it be –  
use of 's' sound

**Engagement Strategies**

**Descriptive**

## Parallelism

*Parallelism is the repetition of similar elements of a sentence (e.g. construction, sound, meaning, style).*

Parallelism heightens the rhythm and flow of a passage – e.g. Easy come, easy go.

He came, he saw, and he conquered.

*It was the best of times, it was the worst of times,  
It was the age of wisdom, it was the age of foolishness,  
It was the epoch of belief, it was the epoch of incredulity,  
It was the season of light, it was the season of darkness ...*  
Charles Dickens, A Tale of Two Cities

Engagement Strategies

Descriptive

## Repetition

*When a word, phrase or sentence is repeated 2 or more times to stress a perspective, to add emphasis and / or make something memorable.*

*But on you will go ... though the weather be foul,  
On you will go ... though your enemies prowl.  
On you will go ...*

Oh the Places You'll Go! Dr Seuss

*Examples of literary devices that use repetition*

- Anaphora: repetition at the start of a sentence / clause
- Epimone: repetition of a phrase (usually a question) to stress a point.
- Epiphora: Repetition at the end of a sentence / clause.

Engagement Strategies

Descriptive

## Hyperbole

*Hyperbole comes from the Greek word meaning "excess" which is a reflection of how this technique is used for exaggeration.*

Examples:

- That presentation went on and on ... it didn't end!
- "I would walk 500 miles, And I would walk 500 more" - The Proclaimers, "I'm Gonna Be (500 Miles)"
- I've a million things to do before I'll get a chance for that beer.

Engagement Strategies

Descriptive

## Epimone

*Repetition of a word, phrase or question that aims to emphasise a point*

I ask myself 'why ... why ... why'

*Brave Sir Robin ran away,  
Bravely ran away, away.*

From Monty Python and the Holy Grail

This house belongs to everyone ... you, me ... everyone.

*Engagement Strategies*

*Descriptive*

## Epiphora

*Repetition of a word or phrase at the end of a series of clauses, phrases or sentences*

*With respect British Imperialism ...*

India was colonised by the British

American was colonised by the British

And of course Australia was also colonised by the British

When they're young, boys are boys

In their teen years, they remain boys

And of course even as adults, they will be boys

*Engagement Strategies*

*Descriptive*

*Engagement Strategies*

*Descriptive*

## Anaphora

*A word repeated in the successive phrases.*

### Examples

*Every day, every night, in every way, I am getting better and better.*

*Engagement Strategies*

*Descriptive*