

5 Organization Patterns for Persuasive Speeches

1. Problem-Solution

Use this organizational pattern when asking **questions of policy** or if your problem has a clear solution.



2 Steps

- **Demonstrate the Need:** Why is this an issue? Who does it affect? What are the risks?
- **Explain Plan for Solving the Problem:** How effective is the solution? Where does the solution fall short? Why is this the best solution?

2. Problem-Cause-Solution

Use this organizational pattern for problems with a distinct cause.



3 Steps

- **Identify the Problem(s):** Why is this an issue? Who does it affect? What are the risks?
- **Analyze the Cause(s) of the Problem:** Where or how did this problem originate?
- **Present Solution(s) to the Problem:** How effective is the solution? Where does the solution fall short? Why is this the best solution?

3. Monroe's Motivated Sequence

Use this organizational pattern when asking **questions of policy** that seek immediate action.



5 Steps

- **Attention:** gain attention of your audience
- **Need:** demonstrate the problem and a need for change
- **Satisfaction:** provide a solution
- **Visualization:** use vivid imagery to show the benefits of the solution
- **Action:** tell the audience to take action

4. Topical

Use this organizational pattern when asking **questions of value** or **fact** and for complex problems that need to be described by topic.



Organize your headings into various topics that connect to your central idea.

Ask yourself:

- Do none of the other organizations patterns work for my topic?
- Do I have multiple subtopics to explain?
- Can I split my topic into no more than 3 main points?

5. Comparative Advantages

Use this organizational pattern when the audience agrees that your problem is serious, but there is no agreed upon solution.



Each main point is devoted to explaining why your solution is the best.

Ask yourself:

- Will my audience view my topic as a problem?
- Is this solution the most effective?
- What are all the parts of the solution? Can I explain every part?

Do you have questions? Visit the PCC!



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