MOTIVATED SEQUENCE OVERVIEW

1. Attention: Attain your audience's attention. (Give them a reason to listen.)

2. Need: Establish a need; show them that a problem exists.

3. Satisfaction: Share your solution to the problem (that satisfies the need).

4. Visualization: Highlight the benefits of adopting the solution.

5. Action: Ask the audience to take a specific action.
- **a.** Your action may be the same as your solution or perhaps a smaller version of it—a baby step in that direction.

OUTLINE EXAMPLE FORMAT:

I. INTRODUCTION

a. Attention

- **i.** Get your audience's attention. (Be creative!)
- **ii.** Don't include a specific preview of your solution, because it could increase psychological reactance.

II. BODY

a. Need

REMEMBER: Most of your time is spent in this step of Monroe's Motivated Sequence. Don't mention anything about your solution yet.

- **i.** State the need/problem explicitly (focus on two to three arguments).
- **ii.** Be sure to document the extent of the need or problem.
  - **1.** Connect the need or problem to the audience.
  - **2.** Provide evidence and oral citations.
- **iii.** Create tension (make the audience uneasy so they want to restore balance and find a solution).
  - **1.** Explicitly show how this directly affects the audience.

b. Satisfaction

- **i.** Reveal a solution that satisfies the need in a simple sentence/proposition.
  - **1.** "This is why you should become an organ donor."
- **ii.** Explain how the solution works.
  - **1.** Example: What is an organ donor?
- **iii.** How does it solve the problems mentioned?
  - **1.** Connect back to how this solves each problem mentioned in the "Need" step of the sequence.
  - **2.** Provide evidence and oral citations.
- **iv.** Potential obstacles with your solution?
  - **1.** Briefly address any potential opposing views and address those.

c. Visualization

i. Be sure to use easy, concrete, and personal language. This is a good area to use imagery.

ii. Highlight the benefits of adopting the solution and the dangers of not adopting the solution.

a. Restate the proposition.

i. "Becoming an organ donor will..."

III. CONCLUSION

b. Action

i. What can your audience do to adopt your solution? Be specific! Give exact steps. The easier you make it for the audience, the more likely they are to take action.