



## **The Five Steps of Monroe's Motivated Sequence**

Monroe's Motivated Sequence is a five-step method developed by Alan H. Monroe to progressively build your audience's sense of urgency toward an issue, so by the end of your speech, they are ready to act.

### **Step One: Attention**

Grab your audience's attention. You can utilize a quote, statistic, story, visual, reference to the audience, etc. pertinent to the rest of the speech to draw them in.

Example: "Raise your hand if you're afraid of public speaking."

### **Step Two: Need**

Present a relevant problem (need) to your audience and help them understand why they should care about that need.

Example: "Too often, student do not optimize their public speaking abilities due to fear."

### **Step Three: Satisfaction**

Offer a plan to help fix (satisfy) the problem (need).

Example: "Systematic desensitization is a technique for alleviating public speaking anxiety."

### **Step Four: Visualization**

Describe to your audience how their lives will change for the better if the plan (satisfaction) is implemented. Note that the visualization step is not the same as a visual aid.

Example: "Imagine you repeatedly engage in systematic desensitization. Not only does your fear of public speaking go away, but you also become an influential TED Talker."

### **Step Five: Action**

Leave the audience with an urgent and specific call to action.

Example: "Pull out your phone, scan the QR code on the slide, and sign up for my systematic desensitization session. You won't regret it!"

### **Additional Tips**

- Select a relevant topic and one you find interesting; this will create more passion in your speech.
- Provide a non-distracting visual aid.
- Include a strong introduction and conclusion.
- Incorporate emotion and subjective supporting materials (pathos) to build your argument.

### **Need more information or assistance?**

Schedule an appointment with the [Excel Multiliteracy Center](http://multiliteracy.uccs.edu). We are here to provide one-on-one and group assistance to any and all UCCS students!