



TOP 5 TIPS TO BUILD A PERSUASIVE ARGUMENT AT WORK

1: Provide evidence from credible and identifiable sources.

2: Be sure your evidence isn't biased or affected by self-interest.

3: Do not withhold important evidence. Don't cherry pick what you share if it's all relevant.

4: Establish facts, explain issues, promote solutions.

5: Use examples effectively to represent the issue or argument you're making.