

Ethos – Pathos - Logos
The art of persuasion
By: Sarah Hinchliffe

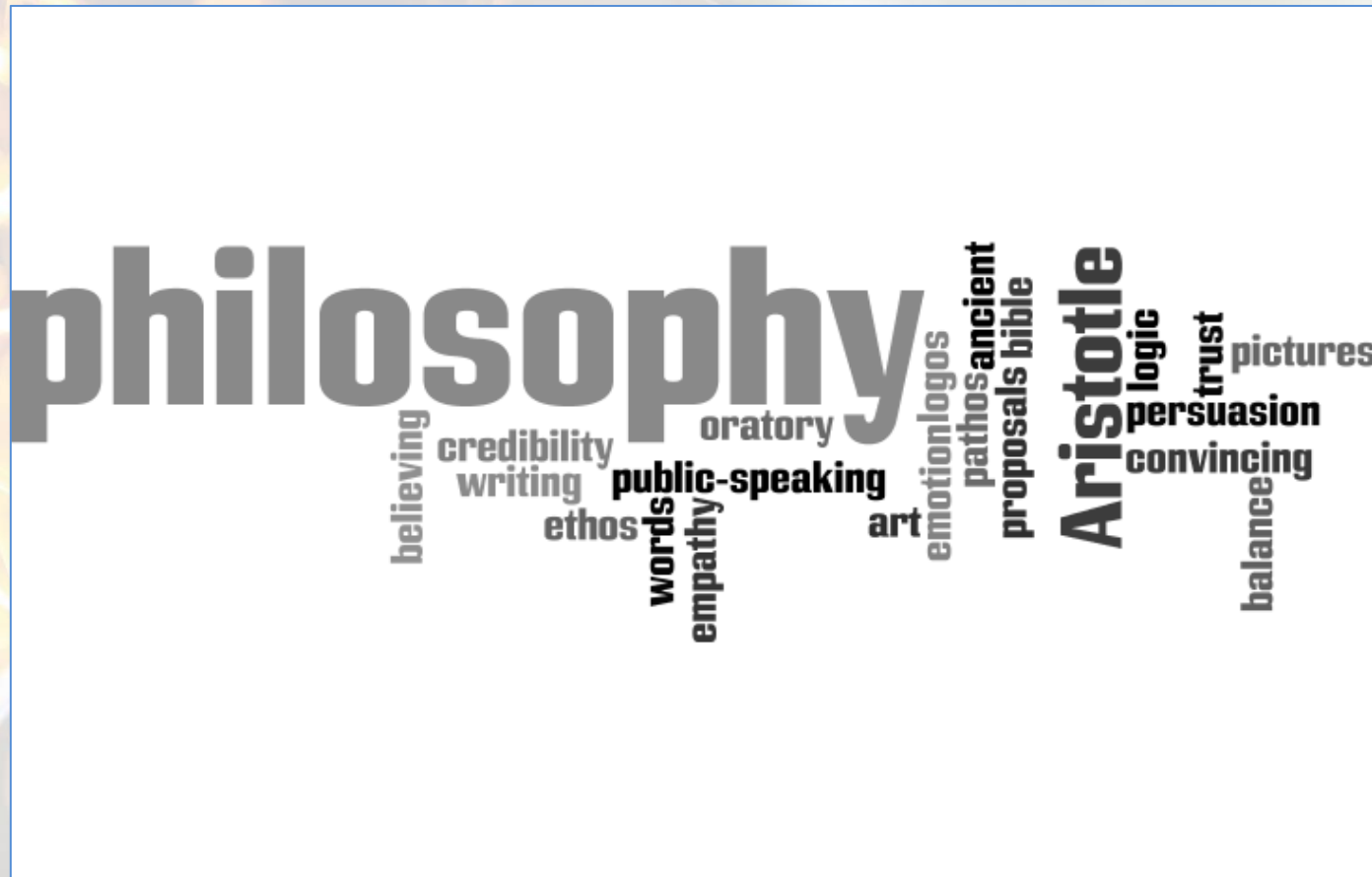
Learn - Challenge - Innovate



HONING THE EDGE

13th ANNUAL CONFERENCE 2015

Aristotle



Ethos



Ethos in oratory



"I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

Democratic Presidential Candidate Acceptance Speech
Barack Obama
August 28th 2008

Ethos on the page



Scenario: You are a facilities management company providing a range of services and bidding for a major office management contract including office cleaning with XYZ Ltd. Your company (ABC) was been investigated for a chemical burns incident two years ago.

Question: Please detail any Health and Safety Executive (HSE) enforcing action (i.e. prosecution or issue of Improvement or Prohibition Notices) taken against your organisation in the past three years. In the event that enforcing action has been taken, what steps has your organisation taken to prevent future incidents? Maximum 300 words

Ethos on the page



TIP: Don't forget pictures – track record

Pathos



Pathos in oratory



"What General Weygand has called the Battle of France is over: the Battle of Britain is about to begin. Upon this battle depends the survival of Christian civilisation. Upon it depends our own British life, and the long continuity of our institutions and our Empire. The whole fury and might of the enemy must very soon be turned on us. Hitler knows that he will have to break us in this island or lose the war. If we can stand up to him, all Europe may be freed and the life of the world may move forward into broad, sunlit uplands. But if we fail, then the whole world, including the United States, including all that we have known and cared for, will sink into the abyss of a new Dark Age made more sinister, and perhaps more protracted, by the lights of perverted science. Let us therefore brace ourselves to our duty and so bear ourselves that, if the British Empire and its Commonwealth last for a thousand years, men will still say: This was their finest hour '.

Preparation for the Battle of Britain speech
Winston Churchill
June 18th 1940

Learn - Challenge - Innovate

**HONING
THE EDGE**

13th ANNUAL CONFERENCE 2015

Pathos on the page



Scenario: You are a facilities management company providing a range of services and bidding for a major office management contract including office cleaning with XYZ Ltd. Your company (ABC) was been investigated for a chemical burns incident two years ago.

Question: Please detail any Health and Safety Executive (HSE) enforcing action (i.e. prosecution or issue of Improvement or Prohibition Notices) taken against your organisation in the past three years. In the event that enforcing action has been taken, what steps has your organisation taken to prevent future incidents? Maximum 300 words

Pathos on the page



TIP: Don't forget pictures – 'puppies and babies'

Logos



Logos in oratory



"To take just one example, Free Healthcare had been knocking around as an idea in Sierra Leone for decades. And there were even donor resources available to support the reform. Including very generous backing from DfID. But until the government lined up the political will –a clear lead from President Koroma –and the basic systems to manage the reform nothing happened. Once those things were in place the reform happened at speed. With great results: since Free Healthcare for mothers and young children was introduced almost three times as many under-5s were treated in government health facilities than during the previous 12 months, leading to an 80% reduction in child deaths in hospital from malaria, thereby saving thousands of lives."

Rethinking Leadership for Development Speech

Tony Blair

October 19th 2011

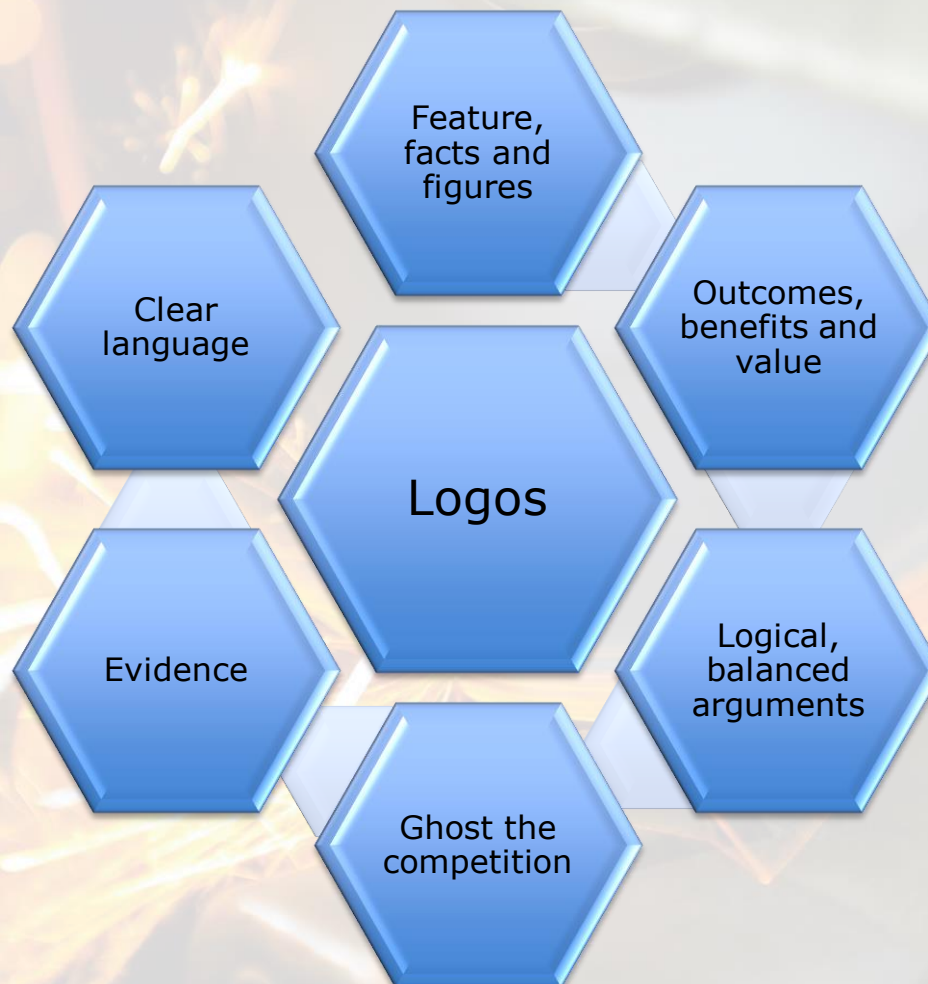
Logos on the page



Scenario: You are a facilities management company providing a range of services and bidding for a major office management contract including office cleaning with XYZ Ltd. Your company (ABC) was been investigated for a chemical burns incident two years ago.

Question: Please detail any Health and Safety Executive (HSE) enforcing action (i.e. prosecution or issue of Improvement or Prohibition Notices) taken against your organisation in the past three years. In the event that enforcing action has been taken, what steps has your organisation taken to prevent future incidents? Maximum 300 words

Logos on the page



TIP: Don't forget pictures – graphs, charts and tables

Sample response: Ethos highlighted



Date	Incident	Inquest Verdict	HSE Enforcing Action	ABC Response	Verdict
31 st March 2013	Chemical burns incident at The Hedge Leisure Centre	N/A	HSW Act S3 investigation and hearing on 9 th January 2014	Cooperation and plea of guilty to breach of Act	Offence was not wilful or intentional

Despite the verdict, the ABC board was dismayed by the incident. Determined to avoid a repeat incident, our CEO Boris Meerkat personally headed an internal enquiry and managed an improvement programme.

A dedicated working group spent six months reviewing and updating operating procedures in line with best practice and HSE standards.

To guide the programme, we retained the services of Professor J Keepsafe, a leading safety authority. Professor Keepsafe was previously Director of Health and Safety (H&S) at MLK. His award-winning work for the UK Health and Safety in Leisure Committee includes a number of 'H&S in Leisure' best practice data sheets.

To embed the new ways of working throughout ABC, we revised our induction and training programme. Managers now work proactively with staff to achieve and maintain relevant qualifications and provide continuous professional development. A recent survey confirms evidence of higher levels of H&S competence and a culture of higher staff commitment to H&S issues.

Boris Meerkat continues to head the ABC Health and Safety Committee. Professor Keepsafe has a three-year contract as advisor to the board.

XYZ can be confident that ABC is now operating to industry leading standards. We are certified to two recognised industry schemes: OHSAS18001 Health and Safety Management and Contractors' Health and Safety Assessment Scheme (CHAS).

The UK Health and Safety in Leisure Committee awarded us 'Best Improvement Programme' in 2015. The lead judge stated: "The whole panel was impressed by the breadth and depth of improvement and the enthusiasm of the team."

NOTE: All individual and company names are fictitious; any similarity to reality is unintentional

Sample response: Pathos highlighted



Date	Incident	Inquest Verdict	HSE Enforcing Action	ABC Response	Verdict
31 st March 2013	Chemical burns incident at The Hedge Leisure Centre	N/A	HSW Act S3 investigation and hearing on 9 th January 2014	Cooperation and plea of guilty to breach of Act	Offence was not wilful or intentional

Despite the verdict, the ABC board was dismayed by the incident. Determined to avoid a repeat incident, our CEO Boris Meerkat personally headed an internal enquiry and managed an improvement programme.

A dedicated working group spent six months reviewing and updating operating procedures in line with best practice and HSE standards.

To guide the programme, we retained the services of Professor J Keepsafe, a leading safety authority. Professor Keepsafe was previously Director of Health and Safety (H&S) at MLK. His award-winning work for the UK Health and Safety in Leisure Committee includes a number of 'H&S in Leisure' best practice data sheets.

To embed the new ways of working throughout ABC, we revised our induction and training programme. Managers now work proactively with staff to achieve and maintain relevant qualifications and provide continuous professional development. A recent survey confirms evidence of higher levels of H&S competence and a culture of higher staff commitment to H&S issues.

Boris Meerkat continues to head the ABC Health and Safety Committee. Professor Keepsafe has a three-year contract as advisor to the board.

XYZ can be confident that ABC is now operating to industry leading standards. We are certified to two recognised industry schemes: OHSAS18001 Health and Safety Management and Contractors' Health and Safety Assessment Scheme (CHAS).

The UK Health and Safety in Leisure Committee awarded us 'Best Improvement Programme' in 2015. The lead judge stated: "The whole panel was impressed by the breadth and depth of improvement and the enthusiasm of the team."

NOTE: All individual and company names are fictitious; any similarity to reality is unintentional

Sample response: Logos highlighted



Date	Incident	Inquest Verdict	HSE Enforcing Action	ABC Response	Verdict
31 st March 2013	Chemical burns incident at The Hedge Leisure Centre	N/A	HSW Act S3 investigation and hearing on 9 th January 2014	Cooperation and plea of guilty to breach of Act	Offence was not wilful or intentional

Despite the verdict, the ABC board was dismayed by the incident. Determined to avoid a repeat incident, our CEO Boris Meerkat personally headed an internal enquiry and managed an improvement programme.

A dedicated working group spent six months reviewing and updating operating procedures in line with best practice and HSE standards.

To guide the programme, we retained the services of Professor J Keepsafe, a leading safety authority. Professor Keepsafe was previously Director of Health and Safety (H&S) at MLK. His award-winning work for the UK Health and Safety in Leisure Committee includes a number of 'H&S in Leisure' best practice data sheets.

To embed the new ways of working throughout ABC, we revised our induction and training programme. Managers now work proactively with staff to achieve and maintain relevant qualifications and provide continuous professional development. A recent survey confirms evidence of higher levels of H&S competence and a culture of higher staff commitment to H&S issues.

Boris Meerkat continues to head the ABC Health and Safety Committee. Professor Keepsafe has a three-year contract as advisor to the board.

XYZ can be confident that ABC is now operating to industry leading standards. We are certified to two recognised industry schemes:

OHSAS18001 Health and Safety Management and Contractors' Health and Safety Assessment Scheme (CHAS).

The UK Health and Safety in Leisure Committee awarded us 'Best Improvement Programme' in 2015. The lead judge stated: "The whole panel was impressed by the breadth and depth of improvement and the enthusiasm of the team."

NOTE: All individual and company names are fictitious; any similarity to reality is unintentional

Learn - Challenge - Innovate

**HONING
THE EDGE**

13th ANNUAL CONFERENCE 2015

Summary



Use the three 'appeals' – ethical, emotional and logical

Balance the appeals through your text – quantity and position

There will be overlap

Read the final draft out loud

THANK YOU