

# Informing vs. Persuading

Factual

Passionate

Objective

Subjective

Impersonal

Personal

Cognitive

Emotional



There are two main reasons we present: to share information and to persuade people to take action. If we position these two reasons at opposite ends of a continuum, we see there are differences in the way we communicate, depending on the goal of our presentation. If we are purely informing (think reporting out data), we tend to speak objectively without a lot of emotion. If we are purely persuading (think pitching an idea), we tend to speak with passion and conviction. When you are informing, your audience is **thinking about** what you are saying. When you are persuading, your audience is **reacting to** what you are saying. In fact, we are rarely purely informing or purely persuading. We are usually doing some combination of the two. This infographic is designed to help you think about the goal of your presentation and identify where you need to be on the continuum. Knowing this will help you to appropriately prepare and deliver your content. Read our blog for more information.