MONROE's MOTIVATED SEQUENCE

ORGANIZATIONAL PATTERN

I. ATTENTION STEP (introduction)
   A. Attention Getter
   B. Orient Audience Toward Topic

II. NEED STEP (the problem)
   A. Statement of Need - clear statement of what the problem entails.
   B. Illustration of Need - stories to give listeners an initial idea of the problem's seriousness and scope.
   C. Ramification - give numbers
   D. Pointing - why this audience should care ("we are all high school students")

III. SATISFACTION STEP (the solution)
   A. Statement of Solution - Statement of the attitude, belief, or action that you wish the audience to adopt to solve the problem.
   B. Explanation - Explain your solution to the audience
   C. Theoretical Demonstration - Demonstrate to your audience how your solution logically meets the problem pointed out in the need step
   D. Workability- present examples showing that this solution has worked effectively in the past or that this solution has been advocated by experts in the field.
   E. Meeting Objections -Answer possible objectives that might be raised

IV. VISUALIZATION STEP (world will look like with or without your solution)
   A. With Plan-what good things will happen with your plan.
   B. Without Plan-what bad things will happen if your plan is not adopted.

V. ACTION STEP (call to action)
   A. What the audience themselves can do to solve the problem
   B. What YOU will do or what you are doing to solve the problem