## F=Format

How will I do it? In deciding which points to talk about first, keep in mind that:

* People tend to trust those who agree with them.
* People are more often persuaded by reasons important to them, rather than by reasons dear to the presenter.
* People stop listening and start developing counter arguments when their deeply-rooted convictions are challenged or threatened.

Your task is to address first those points most important to the people you most want to persuade. If you win their confidence, they will more likely hear and remember your argument. This is especially important if you believe some of your supporting points could be questioned--for example, in a crisis situation when you have not had time to build consensus or to do all the research you would have liked.