

*The Necessary Art of Persuasion* is a useful guide to business rhetoric in which the author, Jay A. Conger, presents four steps to perfect one's persuasion in the workplace. Connecting with the audience emotionally is difficult and often overlooked but is vital. Oftentimes presenters rely on logic and persistence to sway their audience. However, expressing emotion is crucial in that it demonstrates the persuader's commitment to their goal and is the final step in persuading the audience.

To persuade, one must identify the logic in order to give the audience concrete information that backs up their claim. While logic is important, Conger argues that the information can be presented in a way which appeals to the audience emotionally as well. Instead of describing data as facts and figures, one could personalize the data. This gives the presenter an opportunity to be creative which not only works in favor of persuasion but also makes the presentation more memorable for the audience.

Furthermore, connecting with the audience emotionally does not mean that the presenter must perform extreme emotional behaviors. It is another way to consider emotion in that it does not make the persuader weak, it makes their argument strong. The presenter shows their commitment to the goal, which ultimately is the masterstroke to persuading the audience. Conger asserts that without this, the audience doubts the presenter's belief in their position. If the audience doubts the presenter's commitment, they are likely to doubt the goal.

Unless the goal is to persuade robots of something, it is necessary to use emotions to influence an audience. While it can be difficult, connecting emotionally with the audience benefits the argument. It personalizes the logic and demonstrates the commitment of the presenter when used effectively.