



Handout - Pausing and rhetorical techniques

A. Pausing

1. We thought change would end (pause). Now we know it never will.
2. You simply can't stop now (pause). You have to get this right.
3. The opportunity is there now (pause). We must rise to the challenge.

B. Pausing and repetition

1. The decision is **easy**. It's **easy** because there really is only one way forward.
2. The choice is **simple**. The choice is **simple** because we only have two options.
3. We've seen it **happen**. We've seen it **happen** throughout the whole of Europe.

C. Rhetorical questions

1. How do we know it works and who will tell us?
2. I ask you now: what are our strategic aims?
3. We need to put a stake in the ground – or are we too cowardly to do so?

D. Dramatic contrasts and rhetorical questions

1. We need to be sure. Is the focus **value** or **resource**?
2. Is our future in the **home** or the **developing** markets?
3. So, what is it you want? **Quality** or **price**?

E. Pausing the tripling

1. I know that many people are **disappointed, hurt and angry**.
2. This is going to be **challenging, expensive** but ultimately **rewarding**.
3. We need to consider **time, cost and quality**.

F. Pausing and rhetorical question and answer

4. So, where does that leave us? With **endless** opportunities.
5. So, where do you go from here? You **listen** to your customers.
6. What is the market telling us? We've **got** to diversify.

G. Pausing and questions and repetition

1. So, why are we here? We're **here** to find out what you want.
2. Why **did** they lose market share? Because they weren't **competitive**.
3. Are you clear about what this means? It means we've won.

H. Pausing and rhetorical techniques and short answers and tripling

1. So, what do we do now? Simple. We cut cost, increase output and hit out targets.
2. Why are we different? It's clear. We listen, question and act.
3. What's the answer? We have 3 choices: diversify, specialise or quit.