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COACHING ——— SPEAKING

Ethos, Pathos, Logos in Presentations

Ethos:

*Ethos is about establishing your **credibility** as a speaker. It involves demonstrating your expertise and building trust with your audience to ensure they find you trustworthy and knowledgeable.*

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Pathos:

*Pathos appeals to the audience's **emotions**, using stories, tone, and examples that evoke feelings like empathy, excitement, or concern to keep them engaged.*

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Logos:

*Logos uses **logic** and reason to present your argument. It involves structuring your points clearly and backing them up with evidence, facts, or data to make your case convincing.*

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On the lines, jot down how your presentation employs Ethos, Pathos, and Logos. Once you're finished, score yourself on how well you are communicating each in your presentation on a scale of 1-10. Then ask yourself how you can improve your score by one or two.

