

PRACTICAL RHETORIC

1. INVENTIO - What?
2. DISPOSITIO - Who?
Where?
3. ELOCUTIO - Why?

LOGOS - REASON

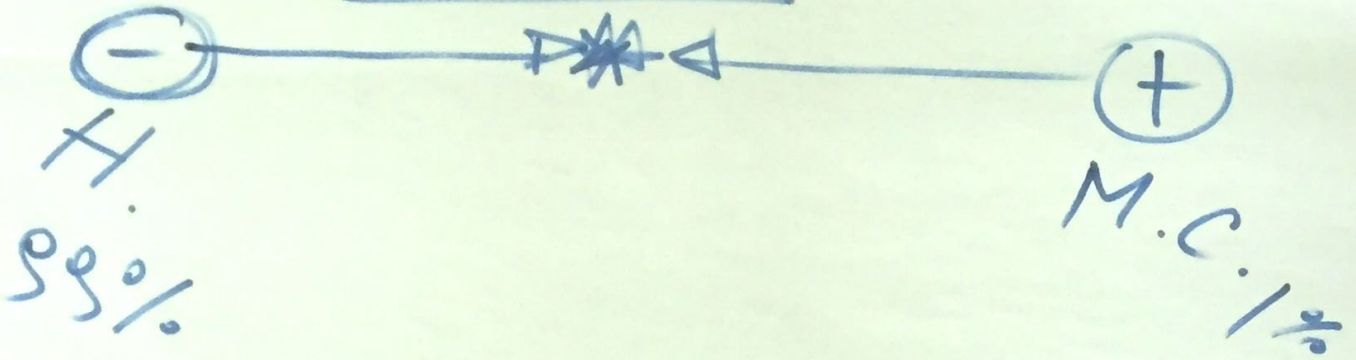
ETHOS - MORALS

PATHOS - EMOTIONS

4. MEMORIA

5. ACTIO

STRUCTURE



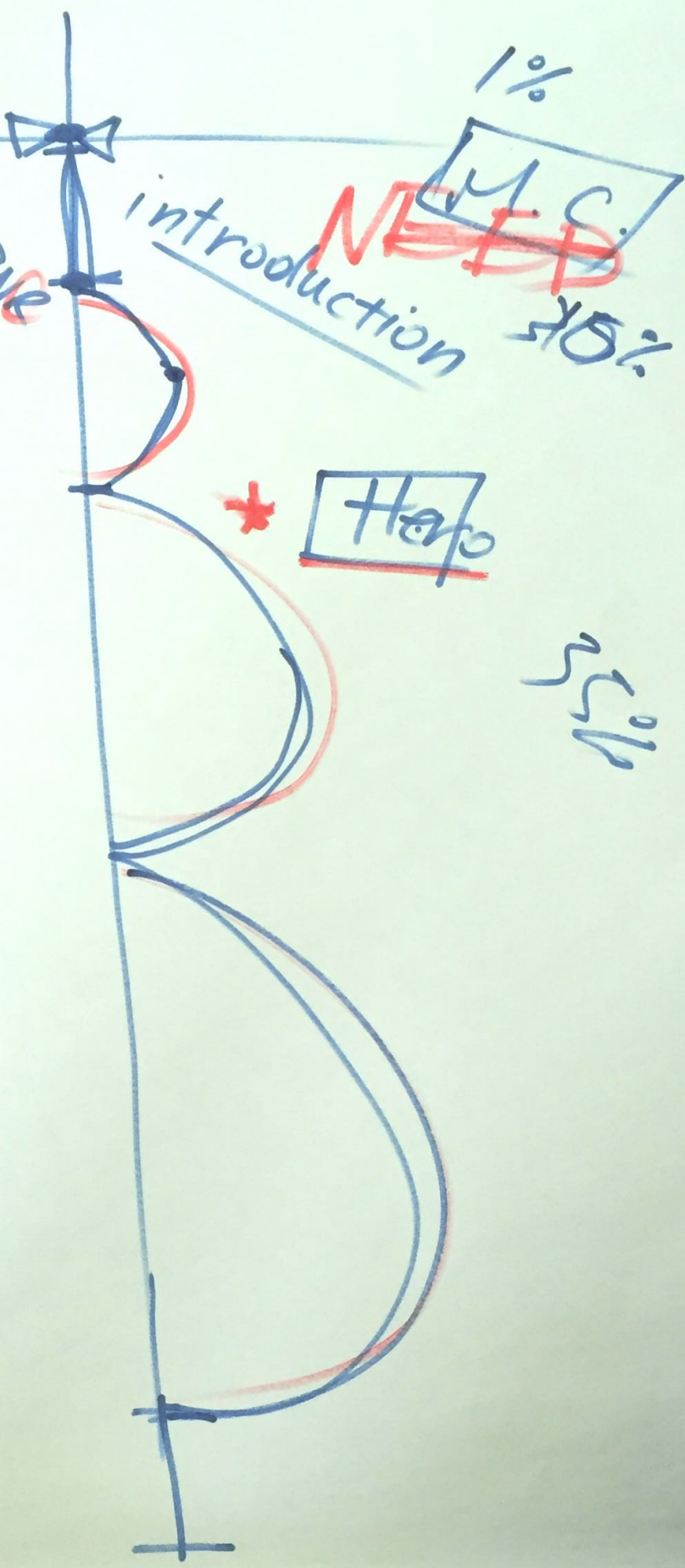
☑

(+)

Lack
knowledge
70%
tools

50%

PNR
Point of
Non
Return



~~NEED~~
45%

50%

1. What shall Burt do?

2. What is usually done in these cases?

3. What should he do according to Bernard Controls' values?

• informas
• engagement
• effort = konkretisierung

• explain
Why we need
it

ask
feedback
from all
departments

+ solve

analyze the
conflicts
it creates

Use it
as
motivation

show the
advantages
of it