

What is persuasion

David Stratas

Federal Court of Appeal

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What is persuasion

Three levels of persuasion:

- **intellectual**
- **emotional/moral**
- **credibility**

Intellectual persuasion

- putting your finger on the right issue
- the right amount of research
- flawless analysis at the right length

Emotional / moral persuasion

- **largely built on the facts**
- **what is “just”?**
- **can the facts be arranged to make your client look good?**
- **can the facts be arranged to make your client look not so bad?**

Credibility persuasion

- **ethics and professionalism**
- **great writing: clarity, directness and brevity**
- **knowing your stuff**
- **getting little things right**

Credibility persuasion

- **fairness: to the record and the law**
- **candor: You face up to your weaknesses and difficulties**
- **you organize the evidence thoughtfully**
- **you do not oversell**

Credibility persuasion

- **you demonstrate your points, not just assert them**
- **you select your arguments and details well: the need for courage**
- **overall tone: can you help us find a sensible, reasonable, workable solution to the problem we must resolve?**