

LEAF Handout 9b

Block 1: Strategy and Pacing

- **A:** Asset managers should only adopt ESG policies if those policies are conducive to greater returns for investors
- **B:** Asset managers should adopt ESG policies even if those policies are conducive to greater returns for investors

Hook	Get the listeners' attention (e.g. say "You")	0
Case Intro/Crux	Establish the facts from the case/ control ground	0
Thesis/Theme	We argue... because... The main idea is ...	0
Roadmap	Give each argument a name + emotional tone	1
Ethical Theory 1= Professional Duties	(Say name (e.g. Prof. Duty) and signpost)	1
- Sub argument (Theory)	Explain the theory behind the argument	2
- Sub argument	Switch speakers!	2
- Sub argument (Example)	Choose a compelling case for the theory	3
Objection + Reply	X might object that... But we'd reply that...	3
Ethical Theory 2= Consequentialism	(Say name (e.g. Conseq.) and signpost)	4
- Scope/Axiology	Which consequences matter morally? Why?	4
- Empirical Citation #1	Remember- only one number per citation!	5
- Empirical Citation #2	Explain why each citation is compelling	5
Argument #3= ??	(Say name (e.g. A3.) and signpost)	6
- Sub argument	Our first reason for A3 is...	6
- Sub argument	Our second reason for A3 is..	6
- Sub argument (Example)	Another reason that A3 is compelling is...	7
Overall Objection + Reply	X might object to THESIS that... But we'd reply that...	7
Callback to Hook	Think back to (hook) On our view...	8
Recap	In summary A1, A2, A3, That's why (THESIS)	8
Implications/ Story	If you accept that (THESIS) this would mean..	9
Bait (Control the Ground!)	In order to deny (THESIS) one would need to show...	9
Recap + Kicker	Refer back to theme	9

Block 2: Strategy with Roles and Audience Awareness

- A: Countries like France should raise their retirement age
- B: Countries like France should **NOT** raise their retirement age

	Example:	Min
Hook	Creator (4) say "you"	0-1
Case Intro/Crux	Researcher (3)	0-1
Thesis/Theme	Playmaker (2)	0-1
Roadmap	Coordinator (1) Signpost/ Gesture	0-1
Ethical Theory 1: Promises and Entitlements	Playmaker (2) Personal Appeal	2-3
- Sub argument (Theory)	Researcher (3)	2-3
- Sub argument	Playmaker (2) Rhetorical Question	2-3
- Sub argument (Example)	Creator (4) Emotional Display	2-3
Objection + Reply	Defender (5) Volume ceiling	2-3
Ethical Theory 2= Budgetary Considerations	Coordinator (1)	4-5
- Scope/Axiology	Playmaker (2)	4-5
- Empirical Citation #1	Researcher (3) Show/ Gesture	4-5
- Empirical Citation #2	Researcher (3)	4-5
Argument #3: Anticipating AI	Defender (5)	6-7
- Sub argument	Playmaker (2) Self-Disclosure	6-7
- Sub argument	Playmaker (2)	6-7
- Sub argument (Example)	Creator (4) Volume basement	6-7
Objection + Reply	Defender (5)	6-7
Clarification/ No Drops!	Coordinator (1)	8-9
Callback to Hook	Creator (4) Disruption	8-9
Fun Fact	Researcher (3)	8-9
Implications/ Story	Creator (4) Joke	8-9
Bait (Control the Ground!)	Defender (5) Name Drop	9-10
Recap + Kicker	Coordinator (1) Eye Contact	9-10

