

## ***ANSVA (Attention, Need, Solution, Visualization, Action)***

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The ANSVA technique is a good example of a technique developed to look specifically at the speech quality and delivery of persuasive speeches constructed using **Monroe's Motivated Sequence**. Evaluation Mavens use this technique to provide specific feedback regarding the effectiveness of the selected factors on the delivery and impact of the speech.

Here's how an Evaluation Maven uses the ANSVA technique. On a single piece of paper divide the page into five rows and two columns. The rows represent the 'Attention', 'Need', 'Solution', 'Visualization' and 'Action' features of the speech. The columns represent the 'Speaker Strengths' and 'Suggestions for Improvement'.

**Attention:** Did the speaker get the attention of the audience using a detailed story, shocking example, dramatic statistic and quotations.

**Need:** Did the speaker explain the problem, show how it applies to the psychological need of the audience members and go beyond simply establishing that there is a problem by establish its relevance to the audience. Did the speaker use statistics and examples to convince the audience that they each have a personal need to take action?

**Solution:** Did the speaker provide specific and viable solutions that government, communities or individuals can implement to solve the problem?

**Visualization:** Did the speaker get the audience to visualize a positive and uplifting outcome if the solution is implemented or get the audience to visualize the negative consequences if the solution is not implemented? Was the speaker visual and detailed?

**Action:** Did the speaker give the audience a clear and specific call to action?

Overall – did the speaker emphasize, through logic and emotion, that the situation is solvable and give the audience a clear call to action?

## ANSVA Technique - Evaluation Worksheet

	Speakers Strengths	Suggestions for Improvement
Attention		
Need		
Solution		
Visualization		
Action		

