

An Introduction to Persuasion and Influence

Toward improving communication, confidence, productivity, and effectiveness

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Definitions

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Persuasion

An audience is *intentionally* encouraged, convinced, (or compelled) to adopt an idea, attitude, or take a course of action

Negotiation

Discussing an issue and reaching a mutually agreed upon outcome (in which both parties gain)

Influence

Encompasses both
Persuasion and
Negotiation. Being able to
indirectly persuade
others and negotiate to
gain agreement



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Persuasion

Influence

Intentional, direct motivation or coercion

Unintentional, indirect motivation

Can spur someone to an action or decision without earning their sincere buy-in

Earning someone's mindshare or winning their heart is prerequisite to influencing an action

Short-term impact ▶ Longer-term, lasting impact

Expedites results when time is an issue Requires reverence in the influencer

American Express: "Don't carry cash!" Don't s Book Club is reading "Behold the Dreamers"



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Toward Persuasiveness

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Considerations

- Establish Credibility
- Communicate Effectively
- · Prepare!
- Build Self-Confidence
- Be Open and Honest

THEY ARE ALL INTERRELATED



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Toward Influence

Considerations

- Improve persuasiveness, plus ...
- Set an aspirational example
- Be sincere. Focus on the benefits of the others
- Be good at explaining value "WIFM?"
- Treat people as adults
- · Appear confident and in control



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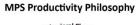






Sustain Your Productivity

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