

An Introduction to Persuasion and Influence

Toward improving communication, confidence,
productivity, and effectiveness

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

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!" | ▶ | Oprah's Book Club is reading "Behold the Dreamers" |

Toward Persuasiveness

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Considerations

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

THEY ARE ALL INTERRELATED

Toward Influence

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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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