



Pathfinder
Communication, LLC

Better Communication, Better Decisions, Better BusinessSM

www.PathfinderCommunication.com

“Becoming a Persuasive Person”

– Overview of Persuasion–

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V2.0

Pathfinder Curriculum

- Relationships
- Critical Thinking and Discussions
- Influence
- Persuasion
- Negotiation

Face to Face Communication Skills

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Elements of Persuasion

- Perspective of Problem Solving
- Relationship Excellence
- Credibility
- Understanding the Models
 - Laws of Persuasion
 - Persuasive Discussion Flow
 - Persuasive Presentation

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Persuasion is about Problem Solving

Party #1 ————— Convincing

Party #2

Party #1 - - - - - Compromise

Party #2 - - - - -

Party #1 - - - - - Collaboration

Party #2 - - - - -

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Persuasion is about Problem Solving

- Does it matter who moves?
 - Movement requires flexibility



How do I become a persuasive person?

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Relationship Quality Promotes Flexibility

Tentativeness
Humility
Empathy
Simplicity & **S**incerity
Curiosity
Openness
Respect
Engagement

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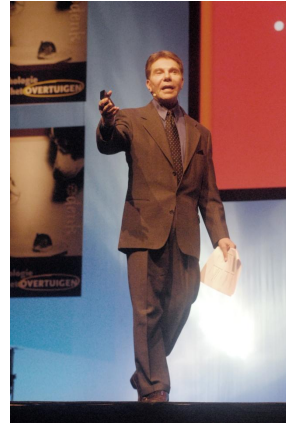
Credible People Are More Persuasive

- Competence
- Trustworthiness
- Good Will
- Dynamism
- Eyewitness Access to information
- Background and Training
- Good track record

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6 Laws of Persuasion

- Cialdini's Laws
 - Reciprocation
 - Commitment & Consistency
 - Liking
 - Scarcity
 - Authority
 - Social Proof



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Cialdini's 1st Law

- Reciprocity
 - To repay in kind what another person has provided to them
 - Purpose – to create a sense of obligation
 - Examples
 - Free Address labels from non-profit organizations
 - Free samples
 - “Tit for Tat” compromise
 - Salesmen working “long and hard” on a deal with you

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Cialdini's 2nd Law

- Commitment and Consistency
 - To be (or at least appear to be) consistent in thoughts, feelings, and actions
 - Purpose – To justify earlier decisions, even if they are erroneous
 - Examples
 - Salesmen asking questions to which you will answer “yes”
 - Getting an agreement “in principal” and then raising the commitment

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Cialdini's 3rd Law

- Liking
 - To cause someone to like you, or to believe that they are “just like you,”
 - Purpose – To make them more inclined to want to please
 - Examples
 - Demonstrating that they have similar backgrounds and tastes (beliefs, values, preferences, and style)
 - Good cop / Bad cop

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Cialdini's 4th Law

- Scarcity
 - To cause someone to invest resources
 - Purpose – To make them more inclined to see something through, rather than go without
 - Examples
 - “Last one available”
 - Sunk Money
 - Time pressure

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Cialdini's 5th Law

- Authority
 - To make someone believe they can be more like their hero
 - Purpose – To connect a respected figure to an object or activity
 - Examples
 - Celebrity Endorsements
 - 4 out of 5 experts agree....
 - The CEO started out doing this very job

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Cialdini's 6th Law

- Social Proof
 - To guide someone into a desirable behavior
 - Purpose – To create a sense of Belonging
 - Examples
 - Laugh Track
 - Bandwagon claims
 - Testimonials
 - Guiding behaviors

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Persuasive Discussion Flow

- Differentiate between positions and interests
- Separate people from the problem
- Invent options for MUTUAL gain
- Beware Traps
- Develop OBJECTIVE and VERIFIABLE criteria

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Positions and Interests

- Interest = What do I want as an outcome?
- Position = How do I get what I want?
- Why AND Why Not? (watch the “Why”!)
- Understand your own interests
 - Vivid
 - Specific
 - Tentative
- Understand their interests
 - Empathy
 - Curiosity
 - Restatement and confirmation

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Separate people from the problem

- Be hard on the problem and soft on the people
 - Positive support to the people proportional to the scope of the problem
 - Give the benefit of the doubt
- Even in an attack, focus on the objectives and interests
 - Recast an attack on you as an attack on the problem
 - Ask questions and pause
 - Avoid “why”
 - “What makes you say that”
 - “Tell me more about that”

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Invent options for MUTUAL gain

- Pinpoint the mutual gain BEFORE defining a solution
 - Current Impact
 - Future consequences
 - Sharing issues (commitment)
- Be open to their definitions
- Isolate interests first and develop solutions last (together)
- Avoid “premature judgments” and “magic bullets”
- Learn to hold multiple discussions
- Separate brainstorming from deciding

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Separate Agendas Adds Complexity

Team 1 Needs

- Need 1
- Need 2
- Need 3

Team 1 Solutions

- Solution 1
- Solution 2
- Solution 3

Team 2 Needs

- Need A
- Need B
- Need C

Team 2 Solutions

- Solution A
- Solution B
- Solution C

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Problem Solving Fosters Cooperation

- | The Needs (by priority) | Potential Solutions |
|--|---|
| <ul style="list-style-type: none"> • Need 1 • Need A • Need B • Need 2 • Need C • Need 3 | <ul style="list-style-type: none"> • Solves all except 1 and 3 • Solves all except A • Solves all except C |

Apply 100% of the Brainpower on the Same Page

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Beware Traps

- Trust (not the issue)
- Honesty (confirmation fixes dishonesty)
- Certainty (contingencies are simple if things are certain)
- Ploys (make them explicit and suggest options, or emulate their principles)
- Diffuse with humor

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Develop OBJECTIVE and VERIFIABLE criteria

- How will we know that we are making progress?
- What makes that a good measure?
- How will we know if we have achieved the objective?

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Persuasive Presentation

- Understand the Concerns of your Counterparts
- Articulate Key Points
- Articulate Clear Recommendations
- Articulate Clear Action Steps
- Make the Message Memorable

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Your Homework

- Take a Problem Solvers Stance - Always
- Seek First to Understand - Listen
- Nurture Relationships with Thought Leaders
- Find Three Ways to Implement Each Law
- ALWAYS Consider the Other Party's Situation
- Avoid the Traps
- Study, Mentor, and Practice

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