

# MOVING PEOPLE TO ACTION

## Persuasive Communications - Knowledge Review

### You understand the role of Persuasion and Influence in Organisations

- You understand the purpose of influence and the role it plays in your organisation
- You can define and identify the three basic elements of influence, and the role each plays
- You understand the role the audience plays in your attempts to influence

### You understand your daily activities can the lay the groundwork for being able to influence others effectively:

- You have a "network" of relationships with people that you continue to expand
- You understand the importance of credibility (looking, acting, speaking professionally)
- You are honest and trustworthy in both your private and professional affairs
- You visibly listen to the ideas of others and remain flexible in your options, while also speaking out when you need to
- You make an effort to seek out and engage people with different viewpoints
- You understand that most large-scale changes take years to complete, and continuously recognize and celebrate smaller-scale accomplishments

### You understand various tactics you can use to influence others, such as:

- Using comparison (metaphors)
- Giving something away (reciprocity)
- Getting people in the habit of saying yes (consistency)
- Identifying ways in which your offer is scarce (in time, in availability)
- Asking for something small before asking for a larger commitment (commitment)
- Identifying common passions and interests or common goals (liking)
- Getting public commitment from figures of authority or status (authority)
- Demonstrating with data that others similar to your audience are committed (social proof)

### You understand the general approach to influencing others:

- You have decided what exactly you want, as well as what you can give up
- You have decided who you want to influence directly and indirectly
- Praise and interest have been employed while non-constructive criticism has been avoided
- Your audience's wants and beliefs have been defined
- You have found and emphasized common ground with your audience
- When you've been wrong, you've admitted it
- You have inoculated your audience against pertinent counter-arguments
- Logic and emotion have both been utilized in your persuasive attempts
- You have explained to your audience "what's in it for them"
- You've stated your main point at least three times
- Argument has been avoided whenever possible
- Your ideas have been simplified
- You have thanked your audience

### When situations have become difficult, you have handled them appropriately by:

- Keeping things in perspective
- Keeping your emotions in check
- Attempting to understand why your audience is behaving as it is
- Changing your tactics after they have failed
- When necessary, taking a break to regain your composure (being aware of your emotional state)
- Coming back to points of disagreement
- Attempting to find other people to influence those people on whom your efforts did not succeed
- Considering the usage of a trained mediator
- Knowing when it is time to give up or temporarily retreat