

## The Power of Persuasion How to Influence Others Bias



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## Learning Points

- Persuasion clearly defined
- Self-assessment
- Keys to influencing others
- Knowing the right people to influence and persuade
- Understanding the traits of influential people
- Traits of a persuasive speaker
- What not to do
- Tools and techniques

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## What Do We Mean by Persuasion?

- Convincing someone to understand and accept your point of view
- Requires an element of "selling" to create interest and enthusiasm
- Building rapport with others is a critical skill
- Without Emotional Intelligence, being persuasive is difficult to do

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### Self-Assessment

Please complete the brief survey, then we'll discuss.

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### Keys to Influencing Others

- Be conscious of your body language and tone - you want to match these to the person you are trying to persuade.
- Also be aware of the speed and volume of your voice to match that of the other party.
- Most important: Know what the other person cares about (WIFM).
- Be genuine and transparent. People can usually tell when you aren't the former and they won't trust you if the latter is lacking.



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### Knowing the Right People to Influence and Persuade

- Those whose assistance you need
- Those whose support you need
- May be people you know well or don't know at all
- Can be people who usually disagree with you or people who often think like you

The keys:

- Take a few minutes to figure out the players and where to spend your time
- Prepare your messages and strategy beforehand
- Be efficient and focused

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### Traits of an Influential Person



- Comfortable in their own skin
- No hidden agendas
- Not overly self-serving
- Seek common ground
- Ability to empathize with a variety of different people
- Come across as trustworthy to others
- Genuinely interested in feedback and input
- Balance small talk, personal connection, and substantive content as appropriate

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### Traits of Persuasive Speakers

- Engage their audience
- Are highly self-aware
- Ask probing questions to stimulate discussion
- Have passion for their ideas
- Seek to understand alternative views
- Talk in a conversational way rather than just preaching
- Share stories and personal examples

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### What Not to Do

- Remember that persuasion and influence do not involve manipulation
  - Avoid making assumptions – get the facts first
  - Don't keep pushing when the other person has good reason for disagreeing with you (agree to disagree)
- Don't try to persuade if:
- You are not interested in the topic
  - You don't really believe what you're saying
  - You cannot be fully truthful or candid

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### Tools and Techniques

- Stakeholder Support Assessment
- The Post-It Note Plan
- Practice your delivery in front of a mirror
- Style shifting
- Use Active Listening whenever possible (both directions)
- Keep a log of key WIFM's
- Note your Lessons Learned



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### Stakeholder Support Assessment

- Identify the key stakeholders you are dealing with
- Rate their Current Level of Support (1-10)
- Rate their Maximum Achievable Level of Support (1-10)
- Determine their Relative Level of Importance
- Spend your energy where the results indicate

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### The Post-It Note Plan



- Current situation
- Desired outcome
- Key points to make (including their WIFM)
- How to overcome their objections
- How to obtain closure and commitment

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### Style Shifting

Style shifting refers to intentional variation in delivery – when one modifies any of the following based on the situation:

- Actions
- Words
- Tone
- Body Language

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### Reflect on Past Experiences

- When was I successful and why?
- When I was not successful, what mistakes did I make?
- What have I learned about myself?
- What have I learned about different types of people?

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### Personal Action Plan

Ask yourself:

- Do I believe in my ability to convince people that my ideas make sense?
- What traits of being a persuasive speaker do I have?
- What do I need to work on to become more effective at persuasion and influence?

Give yourself at least 2 specific action items to address your perceived weaknesses. Make sure to follow through on these.

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*“Character may almost be called the most effective means of persuasion.”*

- Aristotle

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### Resources

**Books:**

- How to Win Friends & Influence People By Dale Carnegie
- The Person and The Situation By Lee Ross & Richard Nisbett

**Ted Talks:**

- The Impact of Persuasion By Don Norman
- How to get your ideas to spread by Seth Godin

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**Evaluation  
Survey QR  
Code**



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