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Today We'll Explore...

- Persuasion and influence
- How we influence others
- The right people to persuade
- The traits of influential people
- The best persuasive speakers
- What not to do when attempting to persuade others



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Persuasion & Influence

Is there a difference?

Your thoughts?

Both are leadership skills

Persuasion: Get someone to do something you'd like them to do. Result driven. Change behavior. Reason with them. Requires communication.

Influence: Your personality plays a role in changing others thoughts, feelings or behavior. May not require communication.

Think "reasoning" vs "personality"

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What is persuasion?

Reasoning with someone via communication for the purpose of changing something (their thoughts, attitudes, behavior).

Requires an element of "selling" to get your point across.

To be persuasive is to build rapport with others.

We all need to be able to get along with others, at work and in our personal lives so we need to be able to be persuasive from time to time

-Especially important when trying to get our point across

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How do we persuade others?

- A large element in being able to persuade others is in our body language we use to do so – you want to match your body language to the person you are trying to persuade.
- Be aware of the speed and volume of your voice to match that of who you are being persuasive with.
- To persuade others you have to take note in what's important to them
 - Example: "Say your boss keeps using the word priorities, you then want to make sure you use this same word when you are reviewing your workload for the week. This really makes them feel understood and builds your relationship at a subconscious level" - **Lifehack Expert Zoe B**

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The Right People to Persuade

Who are the right people to persuade?

Your thoughts?

- Those you need help from
- People who tend to disagree with you



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Traits of An Influential Person

Your thoughts?

- Able to be themselves
- Come across trusting to others
- Speak with confidence
- Stay on topic
- Choose quality over quantity



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Traits of a Highly Persuasive Speaker

- Act with confidence and explain themselves well
- They communicate with strong body language
- Make good eye contact
- They always provide answers... so you're never questioning why?
- Have strong passion
- Build trust with their audience
- Talk in a "conversational" way rather than just preaching
- Share stories and personal examples

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What Not to Do & When Not to Do It

- Do not try to manipulate... remember to persuade and influence is not to manipulate or coerce
- You do not want to use persuasion when you are NOT interested in the topic
- You do not want to make assumptions when using persuasion
- You do not want to use persuasion when you can not speak truthfully, sincerely, and honestly about the topic

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Exercise...

Ask yourself:

- Do you believe you have the power to talk people into things?
- Do you believe you have the ability to talk people out of things?
- What traits of being a persuasive speaker do you have?
- What do you need to work on?



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Think of a time... when you influenced others

What made it successful?
What made it unsuccessful?



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Style Shifting

Style shifting refers to speech variation – when one varies styles in their speech. An examples of this would be from casual to formal

We can shift our...

- Words
- Actions
- Tone
- Body Language



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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 Malcolm Gladwell

Ted Talks:

- The Impact of Persuasion
- How to Get Your Ideas to Spread by Ted Godin

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How Your EAP Can Help – If you'd like to receive more support consider contacting your EAP

- 6 Face-to-face counseling sessions
- Legal/Financial consultations
- Child/Eldercare consultation & referrals
- Daily life resources
- myStrength
- Nursing mother support program
- Life event kits
- WellPost blog
- Savings center
- Comprehensive website



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