

THE ART OF PERSUASION

Persuasion is a people skill that requires cultivation – but everyone can do it!

Tentative Session Schedule

1. Training (30-45 minutes)
 - Present topics through small, real-world examples that have universal resonance
 - Ample Q&A/dialogue along the way
2. Breakouts (30 minutes)
 - Series of situations to apply training topics
3. Share findings (15 minutes)

TRAINING

Learning the Art of Persuasion (high level)

- People are driven by their interests – not yours
- Lead with thoughtfulness/empathy
- Three P's – be Polite, Patient, Persistent
- Where you must make assumptions – assume “up” – a bit of flattery goes a long way
- Acknowledge efforts and extend genuine thanks
- Influence extends when people are invested in you – the way you get there is by investing in THEM

Know You, Like You, Trust You = RESPECT You (more specifics)

To Know You:

- Be “Other” focused
 - Ask questions and use active listening skills to understand their interests
 - Frame situations using their words
 - Build rapport/invest
 - Find areas of connection
 - Make them feel good about themselves

To Like You:

- How you ask is often more important than what you ask
- Be transparent in your dealings
- A smile is a powerful, disarming tool

To Trust You:

- Keep your word
- Hand over the power/credit - let the person feel as though it was their idea

BREAKOUT SESSION

- Breakout Rooms with more expansive real-world situations – ANY IDEAS?
- Give each group a jamboard that they can take notes on and continue to share on after the end of the session
- Compile a high-level toolkit