



SIX POWERS OF PERSUASION

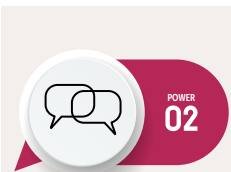
MELANIE STURM



YOU ARE THE MESSAGE!: *In-person communication is 60-90% non-verbal, so use “pre-suasion” to build rapport, likability and trust. Trusting relationships open hearts and hearts open minds, helping remove barriers to agreement.*

- Your body sends messages that make people feel good or bad; use winsome non-verbal cues;
- Dialogue reveals and text conceals a thoughtful mind, so do persuasion in-person;
- Use the reciprocity principle to role model the behavior you want to see in others;
- Avoid exaggeration and trigger words that have different meanings, and use humor.

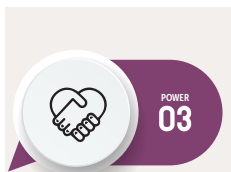
Notes



FIND THE COMMON GROUND: *People are best persuaded by the reasons which they have themselves discovered. Remember, it's not what you say but what people hear that matters.*

- Look for areas of genuine similarity and build on and praise them to deepen connection;
- Start with “Whys” which put another's beliefs into words, establishing common ground;
- Ask clarifying questions that are open-ended (how or what) to ascertain another's concerns;
- Identify what's right - not just wrong - with another's concerns, and validate them;
- Actively listen, don't lecture or debate; follow-up questions help others feel heard;
- Respond positively about the common ground – “I agree that...,” “I don't blame you...”.

Notes



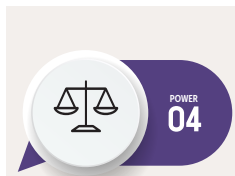
THE WINNING SIDE ALWAYS FIGHTS FOR PEOPLE, NOT THINGS: *People don't care how much you know, until they know how much you care.*

- “People will forget what you said, people will forget what you did, but people will never forget how you made them feel” - Maya Angelou;
- To come across as caring, fight for people, especially the most vulnerable, not abstract things;
- Don't just talk about policies or facts; talk first about the people who benefit from them.

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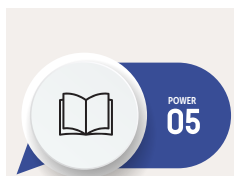
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USE A FAIRNESS AND COMPASSION FRAME: *We can reach everyone through moral domains.*

- Compassion: opposite of harm, cherishing and protecting others, advancing human wellbeing;
- Fairness: opposite of cheating; meritocratic belief in fair exchanges yielding mutual happiness;
- Money arguments have no moral salience, unless framed by compassion or fairness.

Notes



TELL STORIES: *Many think stories are shaped by people. In fact, people are shaped by stories.*

- Stories convey emotion, are relatable and resonate in ways that facts and data do not;
- Stories are memorable and irrefutable, allowing us to connect and build credibility and trust.

Notes



USE RHETORICAL DEVICES TO PIVOT TO BETTER GROUND: *Your 80% friend is not your 20% foe.*

- Show you care! Use “I worry/am concerned that...” to pivot to your persuasive argument;
- Ask rhetorical questions, don’t make declarative statements, so people own their answer;
- Because persuasion is the act of replacing someone’s perspective with something better, encourage people to imagine that result.

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