

Success = Persuasion

Consider the successful people you know – the ones who have achieved their professional, personal, social and civic goals. What makes them successful? The one characteristic they all have in common is their ability to persuade.

Persuasion is both an Art and a Science

Persuasion is the process we use to influence the thoughts and actions of others. Persuasion combines logic and emotion to achieve the desired outcome. Speaking persuasively applies across a vast spectrum of possibilities ranging from sales, management and public relations to politics, community development and social reform.



Ancient and Modern

2300 years ago the Greek philosopher Aristotle wrote the definitive work on persuasion. In the past few decades sociologists, psychologists and neuroscientists have developed some deep insights into how persuasion arises from social conditioning, cognitive biases and deep brain structures.



Sustainable Results:

- ❖ *Deepen your understanding of the psychology of everyday persuasion*
- ❖ *Discover how to effectively – and ethically - manufacture credibility*
- ❖ *Learn the four strategies and five key factors of influence*
- ❖ *Become adept at creating and delivering persuasive messages*
- ❖ *Learn to successfully deal with persuasion tactics when directed at you*

Deepen your understanding of the psychology of everyday persuasion

- Are we a Rational Animal or a Rationalizing Animal?
- Discover how the two routes to persuasion(peripheral vs. central) determine the persuasion strategy

Discover how to effectively – and ethically – manufacture credibility

- Learn how both real and manufactured credibility can be used to successfully persuade
- Become adept at recognising and using the key credibility establishing factors

Learn the four strategies and five key factors of influence

- Four Strategies -- Pre-Persuasion, Source Credibility, Message Content and Emotions
- Five Key Factors -- Reciprocation, Consistency, Social Proof, Liking and Authority

Become adept at creating and delivering persuasive messages

- Learn the five patterns of persuasive speaking and the 16 most persuasive words
- Learn how to create environments that enable people to persuade themselves

Learn to successfully deal with persuasion tactics directed at you

- Discover when to deflect, resist, counterattack or temporarily go with the flow
- Develop a deeper understanding of the effects of persuasion on you