

PERSUASIVE COMMUNICATION

AGENDA

- What is Persuasive Communication?
- The Fundamentals of Communication
- Nonverbal Communication
- Knowing your Audience
- Persuasive Listening
- Methods of Persuasion
- Organizing Persuasive Argument
- General Tips on Public Speaking

WHAT IS PERSUASIVE COMMUNICATION?

Persuasive communication can be defined as communication that is directed at changing or altering another person's beliefs, attitudes, and behavior.

Compare that with *informative* speaking. *Informative* speaking is designed simply to relay facts and information to an audience. However, once you take a position on a topic, then it becomes persuasive.

WHAT IS PERSUASIVE COMMUNICATION?

- **Example:** Let's consider the topic of partisan politics. If you speak to your audience about currently known information regarding the topic using facts and statistics then you are simply relaying information.
- If you take the position that a certain law should be passed based on your perspective, then your objective becomes to persuade the audience to *agree with your point of view* and perhaps even take action.

WHY PERSUADE?

We persuade people into action everyday.

Have you ever...

- Persuaded your friends to see the movie you wanted to see?

- Convinced your co-workers that a football team will win a game?

- Intrigued someone enough to try a new food?

How about other matters...

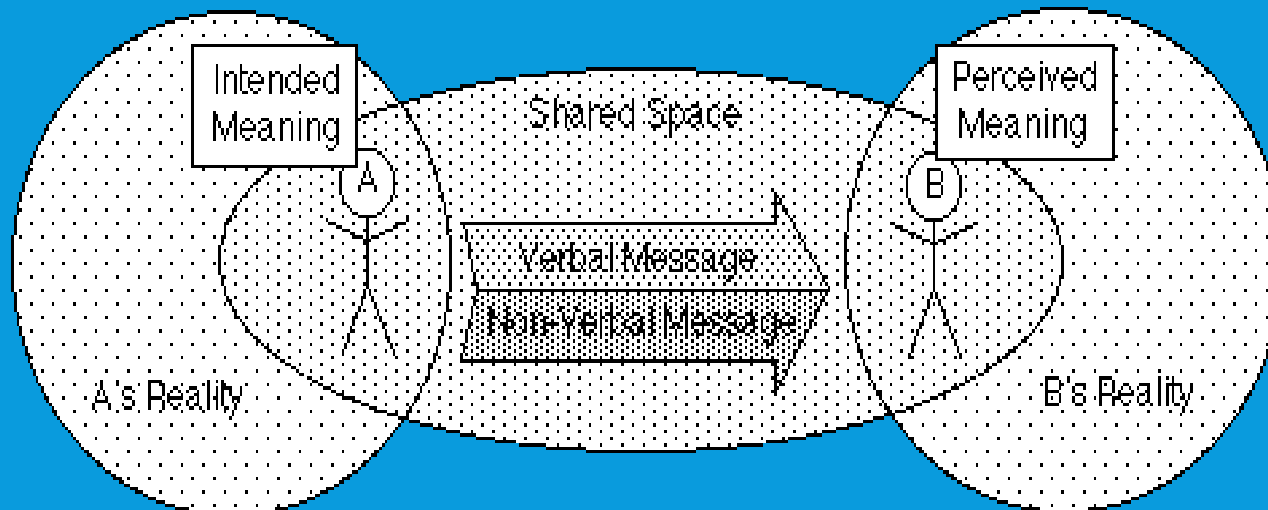
- Closing a deal?

- Motivating employees to increase productivity?

- Securing financing for a new business venture?

THE FUNDAMENTALS OF COMMUNICATION

- Communication is the exchange of ideas from one person to another as illustrated below.
- During communication, both verbal and nonverbal messages are sent back and forth between the sender and receiver .



THE FUNDAMENTALS OF COMMUNICATION

- In this instance, A is the Sender and B is the Receiver. The roles reverse constantly during communication. When the Receiver replies to the message, it is called *Feedback*.
- Listening to and watching for *feedback* allows us to determine how close we are to getting our message across in the manner in which it was intended and how close to successful persuasion we are.

NONVERBAL COMMUNICATION

In addition to the words you choose, your message is deeply affected by your ***nonverbal communication***, or communication that does not involve words. This includes:

- Body language
- Eye Contact
- Facial Expressions
- Tone of Voice
- Actions

FUNDAMENTALS OF COMMUNICATION

NONVERBAL COMMUNICATION

- 90% of the impact you have on another person comes from *nonverbal communication* !
- Only 10% of your impact comes from the words you choose! (Actions speak louder than words...sound familiar?)
- Taking control of how you portray nonverbal cues will greatly increase your chances of being persuasive.
- Also, learning to read the nonverbal cues of your conversational partner or audience will empower you to tailor your approach as you read the feedback they unknowingly give off.

FUNDAMENTALS OF COMMUNICATION

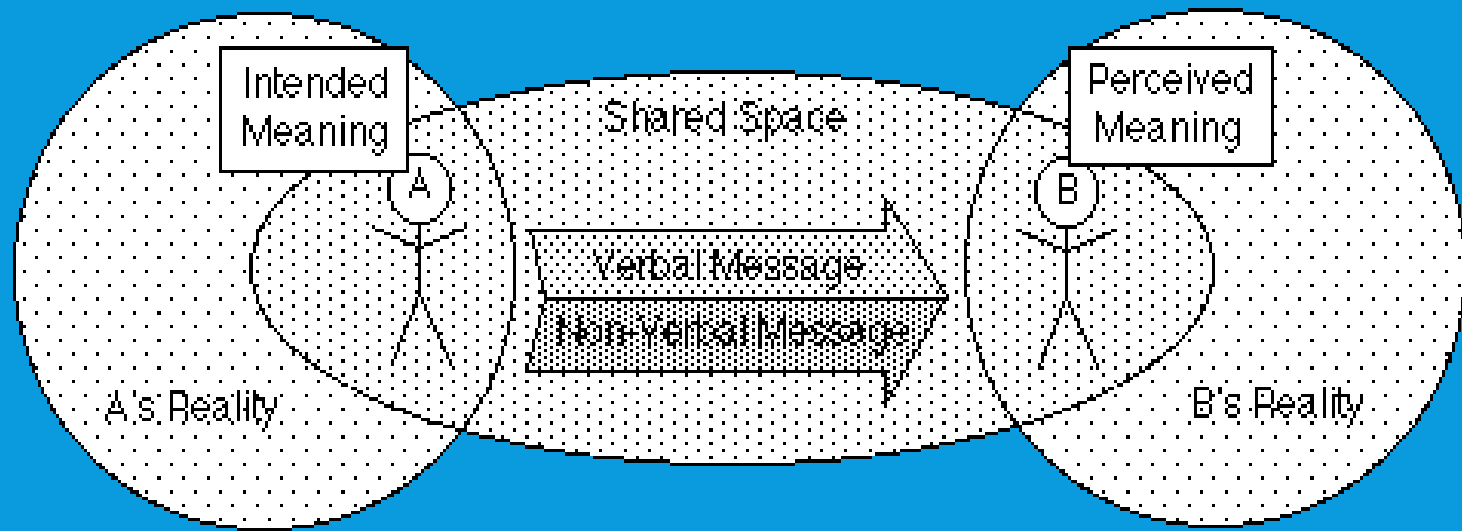
NONVERBAL COMMUNICATION

“Great public speakers listen to the audience with their eyes.”

H.H. Brackenridge

FUNDAMENTALS OF COMMUNICATION

- As you can see from the model, each person involved in the exchange of ideas has a different perception (or reality) of the messages being sent - why is this?



FUNDAMENTALS OF COMMUNICATION

- The answer is simple. *Filters* interfere with the senders ability to get his message across exactly as it was intended.
- A *filter* is anything that interferes with communication such as a noisy environment, differing education levels, a language barrier, poor listening skills, distractions, the wrong body language, cultural prejudices, stereotyping, personal experiences, etc.
- **The more filters you can eliminate or reduce, the better your chances are for clearer communication.**
- Knowing your audience is the first step....

KNOWING YOUR AUDIENCE

- When attempting to persuade a person or an audience, the more you know about ***them and their views***, the better position you are in to be persuasive.
- ***It is a common mistake***, in sales for example, to place all of the effort into the “razzle-dazzle” of the presentation and not listen to the feedback of the client, hear the client’s ideas, or learn anything about the client in advance of the presentation.
- Know the demographics of the audience and make the presentation appropriate for the group.

KNOWING THE AUDIENCE

- Learning to read the audience?
- There are many methods for better understanding the psychology of an audience. Two of these are: Surveying and Personality Profiling.

KNOWING THE AUDIENCE

- **Surveying the Audience**

If there is an opportunity, distributing a survey to an audience in advance and compiling the information will provide insight into the mindset of the audience. This also allows for the development of arguments to counter specific objections and concerns.

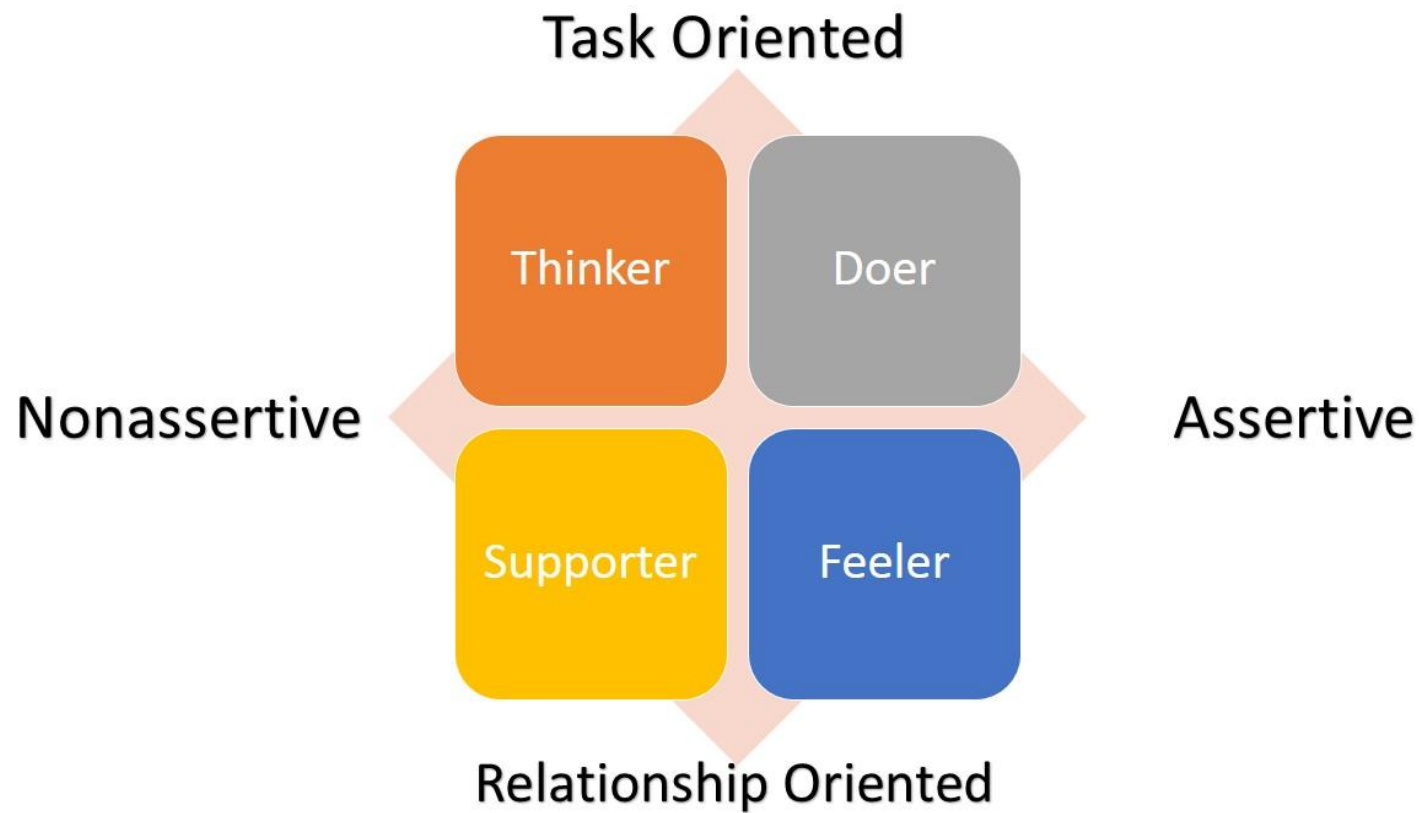
KNOWING THE AUDIENCE

- Personality Profiling

Remember, if you understand the thought process of your audience and understand the reasons for the views, then the more specifically the arguments can be tailored to the audience resulting in greater receptivity.

KNOWING THE AUDIENCE

PERSONALITY CHART



KNOWING THE AUDIENCE

There are four basic personality types:

- Task/Assertive (Doer)
- Task/ Nonassertive (Thinker)
- Relationship/Assertive (Feeler)
- Relationship/Nonassertive (Supporter)

KNOWING THE AUDIENCE

- Each personality type has different preferences for: (1) processing information; (2) risk-taking; (3) making decisions; (4) determining values; and (5) engaging in dialogue.
- Each personality type also has “pet peeves” that may turn them off.
- Learning how to approach someone allows you to best position yourself before your audience so that they are potentially open to accepting opposing viewpoints.

KNOWING THE AUDIENCE

SPEAKING “DOER” LANGUAGE

Identifying Behavior

Decisive
Often takes charge
Goal Oriented
Results Driven
Efficient
Often seen as impersonal
Think they are always right
Focused on the job - not on being social
Very competitive
Strong dislike for injustice

How to approach them

Make your points quickly
Give them the “bottom line”
Give only relevant facts
Speak fairly quickly
Skip the small talk
Be on-time
Follow through on commitments
Be efficient
Don’t criticize them
Seek their informed opinion
Appeal to them logically

KNOWING THE AUDIENCE

SPEAKING “THINKER” LANGUAGE

Identifying Behavior

Think before they act
Great follow through
Detail oriented
List makers
Analytical thinkers
Tendency towards perfectionism
Their own worst critic
Slow decision maker
Avoid risks
Inflexible, resist change

How to approach them

Follow procedures
Be accountable
Be organized
Do thorough research before you try to persuade them
Use facts and evidence
Seek their informed opinion
Be patient, don't rush them to decide
Try to see their side because they won't assert their feelings

KNOWING THE AUDIENCE

SPEAKING “SUPPORTER” LANGUAGE

Identifying Behavior

Put others first
Easy going, laid back
Likable, peacemaker
Loyal
Like to empower others
Good listeners
Patient
Tendency to be too trusting/can be deceived
Tendency to hold back feelings and develop resentments

How to approach them

Acknowledge them socially
Don't only approach them when you want something
Show appreciation
Relate on a personal level
Ask for their thoughts on things
Use a relaxed rate of speech
Don't put them in a position of conflict
Be friendly

KNOWING THE AUDIENCE

SPEAKING “FEELER” LANGUAGE

Identifying Behavior

- Love to talk
- Enthusiastic, motivating
- Adapt well to change
- Active sense of humor
- Like to empower others
- Like getting involved
- Lack organization
- Bored easily
- Tend to speak before thinking
- Poor listening skills
- Despise insincerity

How to approach them

- Listen attentively
- Acknowledge them socially
- Use stories and examples
- Encourage feedback
- Speak at a lively pace
- Speak enthusiastically
- Be friendly
- Show appreciation
- Laugh at their jokes
- Be genuine
- Be open about yourself

KNOWING THE AUDIENCE

- Watch the audiences' body language; this facilitates identifying objections or concerns. Encourage an audience to share objections or concerns so you can deal with them early and prevent entrenchment.
- The better you know an audience or a conversational partner, the greater opportunity for receptivity to a certain point of view.

KNOWING THE AUDIENCE

TIP: Most people choose the mode of communication that *they* prefer.

Choose the mode your listener prefers and watch your responses improve!!

- Face to face (by appointment or drop in?)
- E-mail
- Cell phone/ office phone/voicemail
- Instant Messaging

KNOWING THE AUDIENCE

TIP: Over 85% of friction caused between people results from Tone of Voice! (remember nonverbal communication?)

Beware the toneless e-mail!

The only tone of voice available in an email is the one inside the reader's head! (What if the reader reads the e-mail when in a bad mood? Or at the end of a hard day?)

TIP: Upset or angry? Write the email and leave it in your draft folder for 24 hours. Chances are you will change your mind and hit "delete" the next time you read it!

PERSUASIVE LISTENING

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

Dale Carnegie

PERSUASIVE LISTENING

- Rule of Thumb...

"Its better to be an interested introvert than an interesting extrovert."

- Tom Hopkins

so....LISTEN FIRST!

PERSUASIVE LISTENING

LISTEN FIRST!

One of the classic mistakes that many people make when trying to persuade (or motivate or resolve conflict) is a failure to ***listen first***.

When you ***listen first***, you know what *they* know, plus what *you* know....information is power!

Listening first shows that you are open minded and sincere as well as respectful of the other person's opposing view. This gives you an upper hand in getting them to listen to YOU!

PERSUASIVE LISTENING

ARE YOU A POOR LISTENER?

Do you....

- Tune out topics that don't interest you?
- Zone out and fail to return?
- Jump to conclusions?
- Pay more attention to their strong accent or outfit rather than their message?

PERSUASIVE LISTENING

IMPROVE YOUR LISTENING SKILLS!!

If you....

- 1) Tune out topics that don't interest you?
- 2) Zone out and fail to return?
- 3) Jump to conclusions?
- 4) Pay more attention to their strong accent or outfit rather than their message?

Do this instead....

- 1) Listen to show respect. Credibility with this person may come in handy later on.
- 2) Avoid distractions and consider taking notes (or a nap).
- 3) Everyone wants to be heard. Let them finish no matter how much you think you know what they'll say. (don't let your body language give you away!)
- 4) Listen for evidence you can refute. Challenge their sources. Their appearance means very little.

METHODS OF PERSUASION

- Credibility: Credibility with your audience is essential to persuasion. There are many ways to build credibility.
 - Character
 - Expertise
 - Experiences
 - Speaking Style (conviction and delivery)

METHODS OF PERSUASION - CREDIBILITY

- Here is an example of credibility based upon expertise. Whose opinion do you think has more credibility? Why?
- Bill Gates speaking on terrorism in the U.S.
- Bill Gates speaking on technology trends
- Tom Ridge speaking on terrorism in the U.S.
- Tom Ridge speaking on technology trends

METHODS OF PERSUASION - CREDIBILITY

- You should strive for strong credibility constantly, not only when it serves your needs. Once your character is compromised, it is very difficult to repair.

Thought: How do you treat your employees when you're not giving them directives?

“A good example is the best sermon”

Herbert J. Taylor

METHODS OF PERSUASION - CREDIBILITY

- Do you have strong conviction??
- Do you exude confidence in yourself and in your arguments?
- Do you present your case with enthusiasm and passion?
- Do you relay sincerity with your tone of voice, eye contact and personal anecdotes?

METHODS OF PERSUASION - LOSING CREDIBILITY

- One of the fastest and most permanent ways to damage your credibility is the use of *personal attacks* in public or private!
- Inappropriate aggression, in an attempt to be persuasive, will only serve you in the short run if at all.
- *Remember....* Everything we say and do is a reflection of our character and our values.

METHODS OF PERSUASION- EVIDENCE

- Evidence can be defined as facts used to prove or disprove an idea or claim.

Examples: Research studies, statistics and first person testimonies.

METHODS OF PERSUASION

TIPS FOR USING EVIDENCE

- Use current resources
- Use the most credible resources available
- Try to find cross referencing evidence
- Do not rely on only one source
- Anticipate counterarguments and refute them with evidence
- Be very cautious of information found on the Internet

METHODS OF PERSUASION - REASONING

- Reasoning can be defined as drawing a conclusion based upon evidence.
- Present your argument, support it with evidence and then *DRAW YOUR CONCLUSION* for the audience. Don't leave it open for speculation.

METHODS OF PERSUASION - (EXAMPLE)

REASONING

Evidence 1: My math class with Mr. Phelps was easy.

Evidence 2: My roommate's math class with Mr. Phelps
was easy.

Evidence 3: My brother's math class with Mr. Phelps
was easy.

Conclusion: Mr. Phelps' math classes are easy.

METHODS OF PERSUASION

BEWARE FALSE REASONING!

All people are mortal
Socrates is a person
Socrates is a mortal.

This reasoning is based upon drawing a conclusion from general principles. However, consider this:

Cake is good.
Love is good.
Cake is love.

BEWARE FALSE REASONING!

Watch out for these tricks!

- **Diversion:** Irrelevant evidence is introduced to distract you from the real issue
- **Invalid analogies:** comparing two dissimilar things to serve their argument
- **Either/Or:** Being presented with two choices when more than two actually exist

METHODS OF PERSUASION

BEWARE FALSE REASONING!

- **Peer pressure** – you should follow an idea simply because its popular (ex: political poles)
- **Slippery Slope:** Assumption that one action will lead to another and it cannot be prevented
- **Personal Attacks:** Used to avoids the issues

METHODS OF PERSUASION

REASONING TIPS

- Don't draw conclusions on weak or unsubstantiated evidence
- Don't make a claim you can't support
- Don't be overly dramatic

If you hear any false reasoning in an opposing argument challenge them to *substantiate* with evidence, *clarify* their point and *connect* the relevance!

METHODS OF PERSUASION

EMOTIONAL APPEAL

While strong evidence and sound reasoning are effective, ***emotional appeal*** can make a speaker's messages come alive!

- Use Emotional and Descriptive Language
- Tell stories
- Speak with Sincerity

METHODS OF PERSUASION

EMOTIONAL APPEAL

Be selective in using emotional appeal. Approaching someone with a great deal of emotion may seem inappropriate or irrelevant to the situation.

- Tailor your appeals to both your audience and the situation and protect your credibility.

ORGANIZING YOUR PERSUASIVE ARGUMENT

What type of argument do you have?

Questions of Fact: Is it true or false? Many arguments of fact can be resolved quickly with a reference, however, missing pieces of information leave opportunity for prediction or speculation.

Example: Will the economy improve if we build a new stadium?

ORGANIZING YOUR PERSUASIVE ARGUMENT

Questions of Fact can be argued using evidence and reason.

Fact: A crime was committed.

Issue: Did the defendant commit the crime?

The jury will decide whose *view of the same set of facts* is more persuasive based on the evidence presented.

ORGANIZING YOUR PERSUASIVE ARGUMENT

Questions of Value argue a position on an issue as it relates to an ethical or moral standard.

Examples:

- Is suicide immoral?
- Is bribery in the Middle East unethical?

ORGANIZING YOUR PERSUASIVE ARGUMENT

Questions of Value do not necessarily ask the audience to take action but rather to agree with your position.

When structuring an argument based on value, you must have a standard with which to base your argument.

ORGANIZING YOUR PERSUASIVE ARGUMENT

The most popular use of persuasive speaking are arguments based on *Questions of Policy*.

Questions of Policy assert that there is a problem with the status quo and suggest a plan of action to correct the problem.

ORGANIZING YOUR PERSUASIVE ARGUMENT

Questions of Policy

Think:

This is the problem and here is what I think we should do about it!

Questions of Policy can combine issues of fact *and* value. You can substantiate your arguments with evidence and reasoning and use emotional appeal to move your audience into action!

ORGANIZING YOUR PERSUASIVE ARGUMENT

Questions of Policy

Examples:

- Where should we have the company picnic this year?
- How can we improve public education?
- How can we protect people from identity theft in an electronic age?

ORGANIZING YOUR PERSUASIVE ARGUMENT

There are many formats for framing an argument based on a *Question of Policy*.

First you must decide:

- What is the *level of need* to change?
- Can you *prove* that the change is really necessary?
- A *plan of action* must be clearly laid out
- Are your solutions executable, affordable, and *practical*??

ORGANIZING YOUR PERSUASIVE ARGUMENT

Organizing your presentation:

- Problem-Solution Order
- Problem-Cause-Solution Order
- Comparative Advantages
- Monroe's Motivated Sequence

ORGANIZING YOUR PERSUASIVE ARGUMENT

- While the first two organizational styles are self explanatory, let's elaborate on the second two:
- Comparative Advantage; and
- Monroe's Motivated Sequence.

ORGANIZING YOUR PERSUASIVE ARGUMENT

- Comparative Advantages Order

You should use this order if your audience already agrees that a problem exists. Here, you are simply proposing your solutions in comparison of solutions already proposed.

Point for point, you elaborate on your plan's advantages and the weaknesses of the other solutions

ORGANIZING YOUR PERSUASIVE ARGUMENT

Monroe's Motivated Sequence

Probably the most effective... MMS was developed by Alan Monroe in the 1930's, MMS focuses on **URGENCY** of action.

- 1) Get the audiences attention with a story, shocking statistic, profound quotation, arousing curiosity or using rhetorical questions.
- 2) Convince the audience of a serious need for change. Emotional appeals and testimonies work well here.

ORGANIZING YOUR PERSUASIVE ARGUMENT

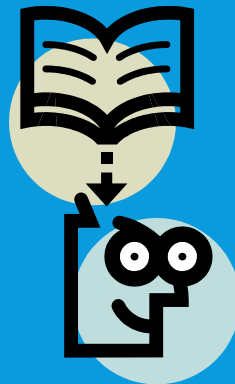
MMS continued

- 3) Give your audience satisfaction by proposing your plan.
- 4) Visualization – What's in it for them?
Help your audience visualize the solutions in motion and how they will benefit. Use descriptive language and visual aids if possible.
- 5) Command them into action with urgency! Tell the audience exactly what you want them to do. Empower them with instructions.

GENERAL TIPS

THE 8 P'S OF PUBLIC SPEAKING

- Pitch
- Power
- Pace
- Posture
- Pause
- Preparation
- Peepers
- Passion



GENERAL TIPS

THE 8 P'S OF PUBLIC SPEAKING

- **Pitch** Remember the value of tone of voice. Also, don't be monotone, its boring!
- **Power** An unexpected volume change can really get your audiences' attention.
- **Pace** People talk faster when they're nervous or lack conviction.
- **Posture** Body Language says it all. Practice in front of a mirror or on video tape. The camera doesn't lie!

GENERAL TIPS

THE 8 P'S OF PUBLIC SPEAKING

- **Pause** Especially in persuasive speeches, a pause for effect can be very dramatic.
- **Preparation** This is your best weapon against stage fright and winning an argument.
- **Peepers** Poor eye contact?
Who's going to believe you?
- **Passion** If you don't have conviction and believe in what you're saying, neither will your audience! Guaranteed!

FINAL TIPS

- **Using Jargon**: Define words specific to your industry when the audience does not have your expertise.
- **Avoid \$5.00 words**: Clear communication is what we want. It defeats the purpose if you're talking beyond your audiences' vocabulary.
- **Be concise** in your wording. Avoid being verbose and unintentionally repetitive. This reduces the burden on your listeners ears and increases your chances of their absorbing the message!