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Persuasion

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Persuasion

Persuasion and motivation go hand in hand if a speaker aims to convince a group of people to change the way they are thinking or doing different tasks. However, motivation is distinct from persuasion in that it is associated with influence, force, or stimulus to bring change. On the other hand, persuasion is a process. Motivation acts as a compelling stimulus that encourages the targeted individuals to alter their behavior or believe, to embrace your stance, or upraise your arguments.

Question 1

The readings that I found to be convincing and also provide convenient information than the others were those by Cialdini (2013) and Section 14.2 of McLean (2012) on the six principles of persuasion. These sources provided critical and assistive information on how the six principles can be applied to convince people to behave or react in a certain way (Cialdini, 2013). All the readings and videos on general concepts of persuasion have the appropriate information in regards to ways of persuasion, but, Robert Cialdini's Six Principles of Persuasion provided the most information required to understand persuasion better.

The book has highlighted all the six principles and explained them in detail. Also, Cialdini being the master of this trade has gained a lot of trust from people, me being one of them. It is easy to navigate at the same time it explains the points progressively. This makes it easy to study from the examples given as they are relatable to our daily operations more so in the business world.

Question 2

These sources have clearly stated and explained the principle in the best way possible for every individual to comprehend. It also provides practical examples that are relatable to assist in understanding the concepts. Robert Cialdini is regarded as the master of influence by a vast majority where his works are among the global best resources on how to persuade others at the same time be persuaded. Human beings without knowing are instinctively, unavoidably affected, in definite and foreseeable ways by the doings of people around them. Cialdini pointed out the six principles and associated them with several clever, real-life experiences and designed experiments to prove them (Cialdini, 2013). He also shows concern that we are manipulated into departing with our time, money, ourselves or even our lives. Therefore, he gives his advice on how to avoid such situations by stating that the only way to protect ourselves is by being aware of tricks speakers may use to persuade us.

The Cialdini reading also shows the dangers of the principles in the wrong hands (Cialdini, 2013). Despite having many advantages when used, the principles also have disadvantages more so if the wrong person is using them. For example, a person with ill motives will assist one in doing something and in return may be forced to return the favor even though it might cause harm to themselves or others. For that reason, he clearly states that people should be alert all the time even though it is difficult when someone who has mastered the principles is the one approaching you. So, you should be able to make your own decisions and not be influenced by the prevailing conditions or fellow workers.

Memo**To:** All Employees**From:** The Manager**Cc:** Human Resource Department**Date:** 7th November 2020**Re: Working Next Weekend**

This memo intends to let you know that we will be working next weekend due to poor financial returns this week. It is required of you to come up with a plan that will make up for the losses we have incurred this week. Only a fair number of employees have been able to meet their targets this week and as agreed, it would be great if by the end of next week every employee is on track. Therefore, I urge you all to show up to work next weekend just to make up for the losses the company has incurred. In return, if there will be an improvement in the coming few weeks, every employee will be entitled to a share of the profits the company will make.

As an organization, we should be driven by better performance not only from ourselves but also from our colleagues. Thus, all of us should better the performance of both the company and our current situation. Kindly show up on time and be ready to work harder. Being ahead of our competition requires dedication from every single employee in this organization and I appreciate the work done so far even though it might not be good enough.

I highly commend those of you committed and dedicated to serving the best interests of this company and for sure this will set us apart from the rest as a company. Any effort towards meeting the interest of the company is highly appreciated as the company heavily relies on the

employees to attain its vision. Therefore, we will be relying on your expertise and experience to help the firm achieve its weekly targets in the coming months. Please bear with me for the inconvenience I may have caused. I know you had plans and I am sorry if I have inconvenienced you in any way.

See you next weekend.

Question 3

The above memo has used some of the principles Robert Cialdini mentioned in his book. Authority is one of the key principles used and it can be seen in the introductory sentence where I address the employees letting them know that they will be working next weekend instead of requesting them to spare their weekend. This is an order rather than a request to the employees. According to Cialdini (2013), a person who shows authority also emits certain expertise and skills. Expertise help generates more trust from the employees.

Making the employees feel not only good but great about themselves also captures their attention and it will easily persuade them to come work without question (Burg, 2011). This is learned from the Art of Persuasion. It can be seen in the memo when I praise the workers as committed and dedicated to ensuring that the vision of the company is achieved through their hard work (McLean, 2012). Also indicating that it would set us apart from others is key.

Persuasion skills need to be mastered for them to be effective. Thus, bosses and even employees normally use these skills against each other if they want the other person to review their ideas or perception of a certain thing. Such a practice is common in the business world. For example, if the manager is about to make a mistake, an employee having noticed this will approach the manager and address the issue. For the employees to effectively convince their boss

to change their minds, they have to be persuasive at the same time the six principles of persuasion will come to play.

References

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