



Life is all about communication. How we communicate with others reveals a little bit about how we value them. If we place a high value on others and their relationship with us, we will take the time and effort to communicate effectively. This is particularly true when we need to persuade someone about something. If we respect and value their opinions, we have a greater likelihood of being able to influence them to do the right thing.

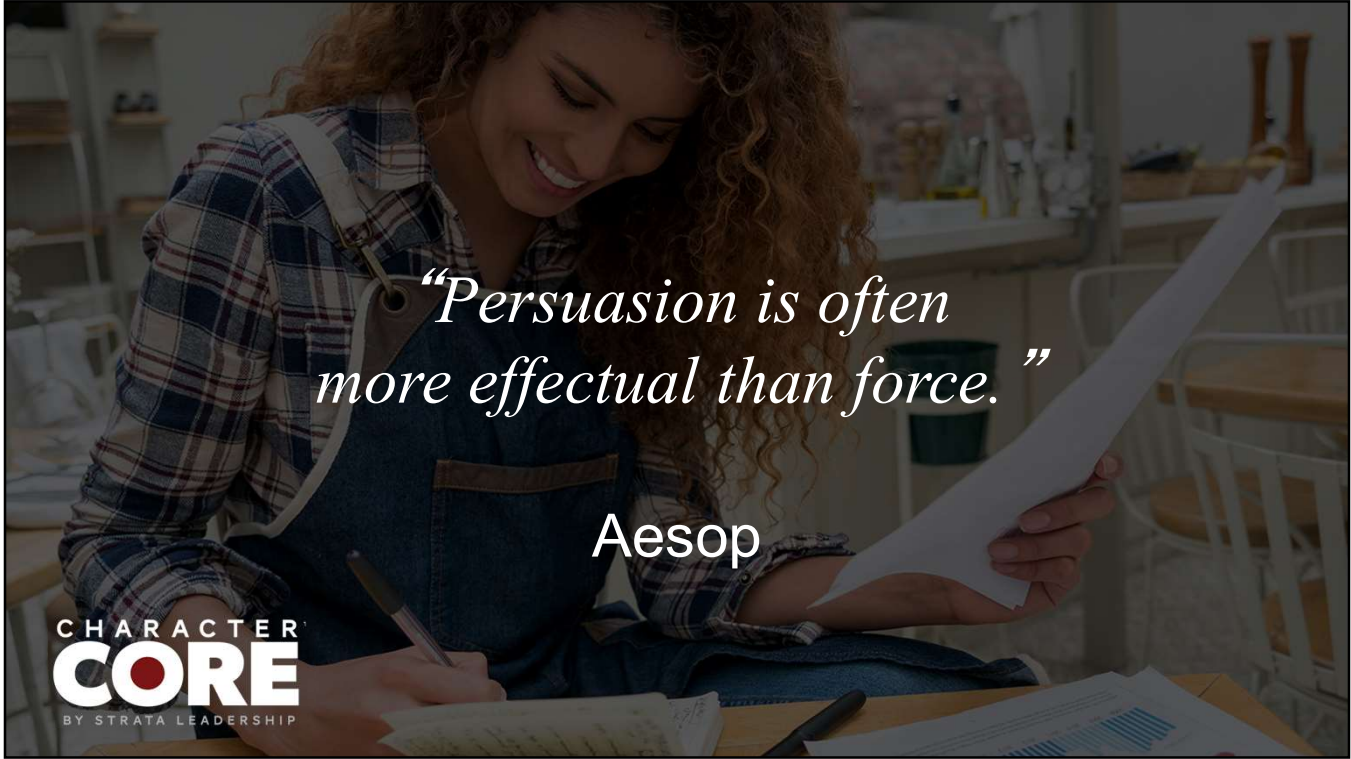


Persuasiveness is about communicating the truth in a way that others can understand. It's not about getting others to see it your way; it's about finding the truth so that good decisions can be made. As is the case with any function of a relationship, understanding someone builds a foundation from which you can communicate effectively. If you know how another person thinks and feels, you are more likely to make "that" connection which will allow effective communication to occur.

Opposite: discourage, dissuade, repel, fail, deter, turn off, hinder, prevent

Related Concepts: communicate, advise, influence, sway, enlist, lead, affect, reason, gain confidence of

Summary: Effectively communicating with respect.



“Persuasion is often more effectual than force.”

Aesop

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Aesop (c. 600 BC) was an ancient Greek storyteller. Even though he was a slave, he served as a diplomat from King Croesus of Lydia to Delphi. (Although this version is disputed, other historians disagree.)

“To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful.”

— David S. Moore

“I can be pretty persuasive if I believe in something strongly enough.”

— Barbara Jones

“I try to be careful with my persuasions, when my heart is really behind it, and when I have no ulterior motive, then I know it’s truly persuasive.”

— Clarissa Espinoza

“Character may almost be called the most effective means of persuasion.”

— Aristotle

“There are good leaders who actively guide and bad leaders who actively misguide. Hence, leadership is about persuasion, presentation and people skills.”

— Dina Khara

“Not brute force but only persuasion and faith are the kings of the world.”

— Thomas Carlyle

“The triumph of persuasion over force is the sign of a civilized society.”

— Mark Twain

“Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art.”

— William Bernbach

“He who with gentle persuasion is more powerful than Thor with his hammer. The one melts, the other breaks his pain.”

— Henry David Thoreau

“A gentle answer can be the most persuasive.”

— Unknown

“True persuasion is an art - because it must be sincere, practical, and beautiful to experience.”

— Unknown

“Example is the most persuasive rhetoric.”

— Unknown

“Persuasion is less talk and more example.”

— Unknown

“Projecting a persuasive image of a desirable and practical future is extremely important to high morale, to dynamism, to consensus, and is general to help the wheels of society turn smoothly.”

— Abraham Kahan

“As human models are more vivid and more persuasive than explicit moral commands.”

— Daniel J. Boorstin

“Words are originally the most powerful force available to humanity. We can choose to use this force constructively with words of encouragement, or destructively using words of despair. Words have energy and power with the ability to heal, to bind, to hurt, to harm, to humiliate and to humiliate.”

— Yehuda Berg

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

— Tony Robbins

“Half the world is composed of people who have something to say and can’t, and the other half who have nothing to say and keep on saying it.”

— Mark Twain

“Speak slowly, if you speak at all, cover every word before you let it fall.”

— Oscar Wilde and others, c.

“My belief is that communication is the best way to create strong relationships.”

— Julia Frost Smith

“Words, so innocent and harmless as they are, in standing in a dictionary, how potent for good and evil they become in the hands of one who knows how to combine them.”

— Nathaniel Hawthorne

“Words empty as the wind and sweet like wine.”

— Homer

“There is only one rule for being a good talker - learn to listen.”

— Christopher Marlowe

“Genius is the ability to put into effect what is in your mind.”

— F. Scott Fitzgerald

“In the last analysis, what we are communicating for more eloquently than anything we say or do.”

— Stephen Covey



1. Set the Scene

Finding the right time and place is important to communicate effectively.

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Find the right time and the right place to ask important questions or raise big issues. If your audience is distracted or preoccupied, you won't be able to communicate effectively.



2. Present the Evidence

Think about the best way to clearly and concisely state your ideas. Use examples, stories and illustrations.

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Think about the best way to clearly and concisely state your ideas. Use facts and figures, examples, and, if appropriate, personal illustrations and stories to make your point. Anticipate possible arguments others may have and calmly address those concerns.



3. Appeal to the Conscience

People generally want to do the right thing. Ask questions to help determine the best way to move forward.

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Appealing to the conscience strikes at the core of who we are and our sense of right and wrong. “Is this just?” “Does this honor and respect others and their opinions?” “Are we demonstrating integrity?” “What is the right thing to do?”

Discussion Starters

1. How does your mood affect how you respond when someone asks you for something?
2. How can telling a story help communicate a thought or idea?
3. Why is it important to stay calm when discussing something – especially when it is difficult?

Additional Persuasiveness Discussion Starters:

Think about a time when you were in a good mood and someone asked you about something. How did your good mood affect how you responded?

Think about a time when you were too busy or were worried about something and someone asked you for a favor. How did your “busyness” or the fact you were worried affect your attitude about doing the favor?

When are some good times to ask someone for something?

How can it negatively impact others’ reactions if you confront them and try to change their minds at an inopportune time?

What are some words you can use to start a conversation if you need the person you are talking with to be receptive?

When are some times that you should wait before asking for something, especially if it will be difficult?

Why is it important to be clear when asking a question or stating an idea?

Why is it important to be concise (short and to the point)? How might being too “wordy” or talking about other things confuse the issue?

Think of a time when someone told you a story to illustrate a point or communicate an idea. How did having a story to relate to help you understand what they were trying to say?

How does a good conscience help you make good decisions?

Can you think of a time when your conscience “told” you not to do something? How did your conscience make you feel? How did it turn out for you?

Why is it important to try to determine the “right thing” to do?

Why is it important to respect others’ opinions? How does it make you feel if your opinion is ignored or disrespected?

Why does a persuasive person make a great leader or team member?

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