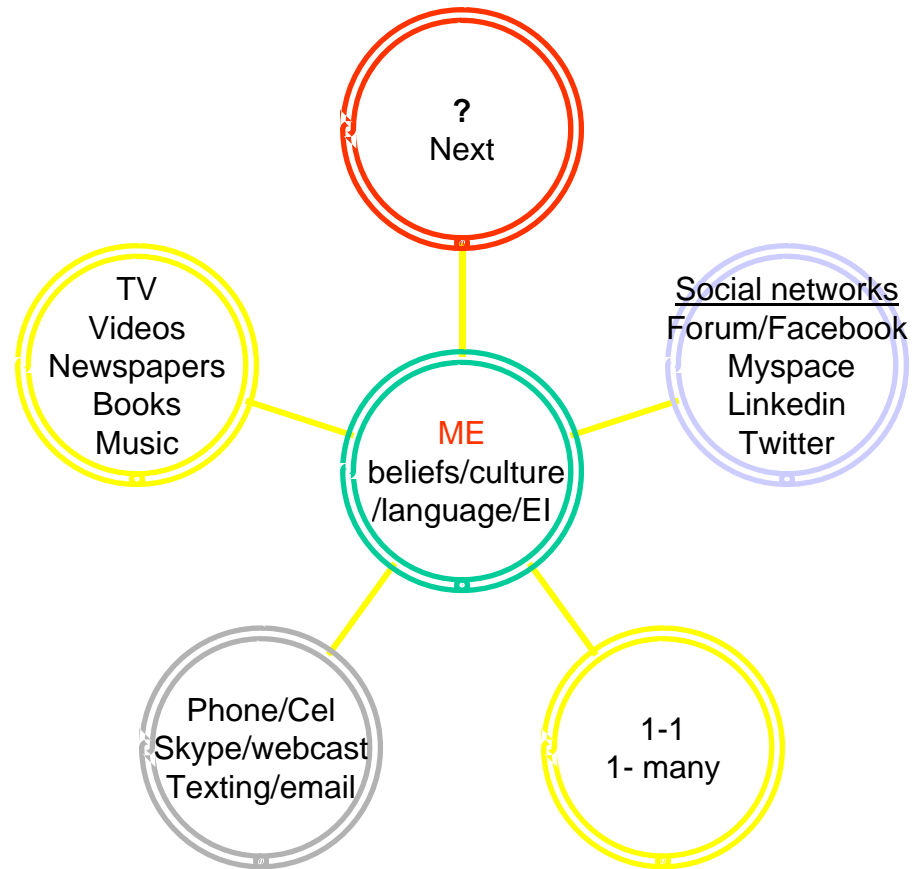




Mastering Communication for Persuasion and Influence

COMPLEXITY of COMMUNICATION



MASTERFUL COMMUNICATIONS

Know your intention and what you want to communicate .

- **Words (the literal meaning) account for 7% of the overall message**
- **Tone of voice accounts for 38% of the overall message**
- **Body Language accounts for 55% of the overall message**

KNOW WHAT YOU WANT WHEN COMMUNICATING

- Excellence in communication often follows the **discovery** of your fellow communicator's **values**.
- **Be authentic:** By actually taking the time to think through this process in a step by step fashion, you become more comfortable in expressing your feelings, thoughts, and emotions with others. Similarly, it makes you very aware of what others needs and wants, or more simply, values are.
- Communicate if you **do not know** what you want in the communication.

VARIABLES

- **SOURCE:** What characteristics of the speaker affect the persuasive impact?
- **COMMUNICATION:** What aspects of the message will have the most impact?
- **AUDIENCE:** How persuadable are the individuals in the audience?
- **AUDIENCE REACTIONS:** What aspects of the source and communication elicit counter arguing reactions in the audience?

OUTCOME BASED THINKING MODEL

- What precisely do I want out of the process?
- What does the **other person want**? If I don't know, what are they likely to want?
- What is the least I will accept out of the process?
- What problems could come up in the process?
- How will I deal with each one, and if possible, use the problem as a **BENEFIT** for the other person?
- How will I bring the process to a conclusion?

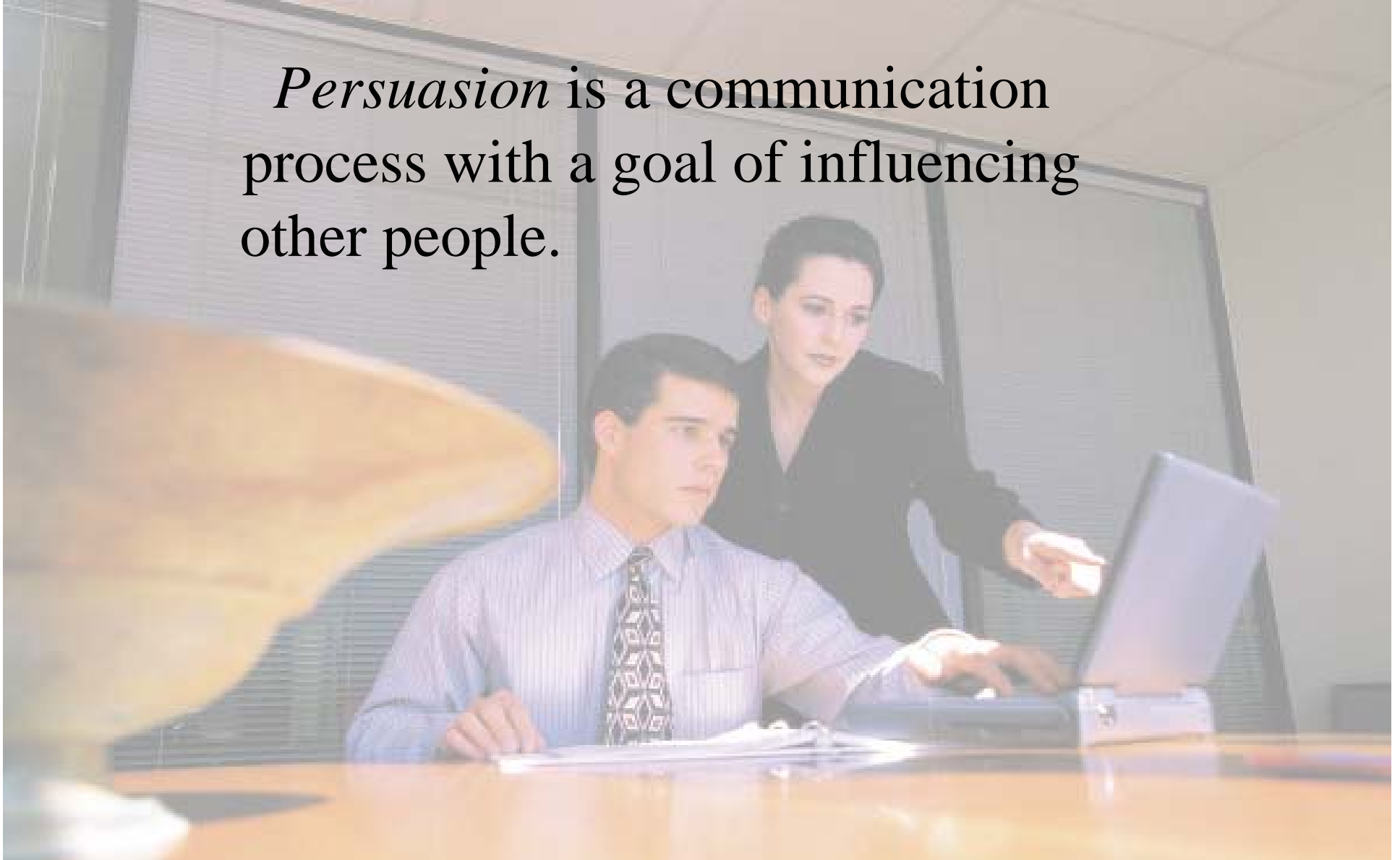
Persuasion

**“What is necessary to
change a person is to
change his awareness of
himself”**

A. Maslow (American psychologist 1908-1970)

MEANING

Persuasion is a communication process with a goal of influencing other people.



A PERSUASIVE MESSAGE IS

**Communication strategy designed
to change a listener's beliefs or
behavior or to move a listener to
action**

The Greek philosopher Aristotle first prescribed the three strategies for persuasive speaking. He called them *logos* (logic), *pathos* (emotion), and *ethos* (credibility).

CHECK EMOTIONAL STATE of LISTENERS



PROCESS that determine PERSUASION

- **ATTENTION:** One must first get the intended audience to listen to what one has to say.
- **COMPREHENSION:** The intended audience must understand the argument or message presented.
- **ACCEPTANCE:** The intended audience must accept the arguments or conclusions presented in the communication. This acceptance is based on the rewards presented in the message.
- **RETENTION:** The message must be remembered, have [staying power](#).

THE PERSUADER



- There will be more opinion change in the desired direction if the communicator has high credibility than if he or she has low credibility.

Credibility is: Expertise,
Trustworthiness, Dynamism & Sociability

- The credibility of the persuader is less of a factor in opinion change later on than it is immediately after exposure.

THE PERSUADER cont..



- **A communicator's effectiveness is increased if he/she initially expresses some views that are also held by the audience**
- **What an audience thinks of a persuader may be directly influenced by what they think of the message.**
- **Communicator characteristics irrelevant to the topic of the message can influence acceptance of its conclusion.**

STEPS in the PERSUASIVE PROCESS

- **Decide on an audience goal.**
- **Analyze the listeners.**
- **Create logical, emotional, and credibility appeals.**
- **Organize and deliver the persuasive message.**
- **Evaluate your effectiveness.**

POWER OF PERSUASION

You Will:

- **Conquer Your Market**
- **Motivate Your Clients**
- **Profit in Surprising Ways From Your New Knowledge**
- **Eliminate the "call back for approval."**
- **Eliminate "buyers remorse."**
- **Eliminate, "I'll think about it."**
- **Eliminate your competition.**

MASTERFUL COMMUNICATOR

➤ **Able to inspire and Motivate others**

➤ **Integrity: be Truthful and Honest**

“To be persuasive, we must be believable

To be believable, we must be Credible

To be Credible, we must be truthful”

Edward Murrow

Examples of Masterful Communicators

Politics

Franklin D. Roosevelt

Barack Obama

Martin Luther King

Winston Churchill

Rudy Giuliani

Ronald Reagan

Business

Warren Buffet- Berkshire Hathaway

Howard Schultz- Starbucks

Steve Jobs- Apple

Jack Welch- GE

Meg Whitman- EBay

John Chambers- Cisco

Richard Branson- Virgin

Suze Orman- TV/ Author

Oprah Winfrey- OWN

Cause



Impact



INFLUENCE

The power to indirectly or intangibly impact a person, group or event; power to cause a change in the character ,thought or action of a group or person

INFLUENCE PUZZLE

3 P's

- Purpose
- Power
- Peace

3 C's

- Clarity
- Courage
- Connection



4 totalSuccess

Executive
& Corporate
Coaching

WHAT/HOW CAN WE PREPARED

- Positive message
- Clear message
- Consistent
- Tell what is wrong with the opponents: do not get defensive
- Able to react quickly : respond to message not messenger
- Clear compelling message



CLOSURE IN COMMUNICATION

You can always be certain to have closure in communication by **acknowledging** that you have **heard and understood** what a person has said to you. It is **not necessary to agree** with someone if you are not prepared to. It is necessary to close each cycle of communication.

SUMMARY

Effective communicators use the following steps:

1. Decide on an audience goal.
2. Analyze the listeners.
3. Create logical, emotional, and credibility appeals.
4. Organize and deliver the message.
5. Evaluate the message's effectiveness.

ROI (Return on Investment)

➤ Some known measurable benefits:

**For the
Organization**

- Achieve desired Financial Results
- Client satisfaction and retention
- Productivity
- Employee Morale and Satisfaction
- More Innovation

- Better Quality
- Better Performance Management
- Succession

**For
Individuals**

- Better Compensation
- Achievable Career goals

- Better work life balance
- Better health

NON VERBAL MASTERFUL COMMUNICATION

