

Question of the Week – July 24, 2022



What is the one key to Persuasion?

There are lots of tips on Persuasion which include knowing your audience to giving them a reason to listen to you. But, one test is to remember how you were persuaded at one time or another and to remember what made the difference to you. For many, is feeling the ANTICIPATION of not only getting what you would want but making you believe you will be much better off. So, does this change how you will try to persuade someone in the future? Arturo Corral

Leader Talking Points

Opportunity: Team-Building Activity

- a. Ask team members for examples on tips on persuasion outside of work.
 - 1) Best Friend: Talking about and trying to convince your best to take a trip with you.
 - 2) Other.

Discussion Points

- a. Ask your team for examples on tips on persuasion at work.
 - 1) Upper Management: Proposing a new idea and persuading upper management on not only sponsoring the new project but having them see how they themselves will use it.
 - 2) Other.
- b. Ask your team for ideas on how to manage persuasion at work.
 - 1) Staff Meetings: Brainstorm on new ideas for customers and ways to persuade them to embrace new products/services.
 - 2) Other?

Team Challenge Activity

- a. Ask the team to offer one or two areas where managing persuasion has been an issue.
 - 1) Example: Identify a situation where a team is challenged by a team member who is non-believer in persuasion.
 - 2) Ask for a volunteer to take the lead to work with the manager and team on the selected opportunity and report back to team on next steps.

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