

How To Be More Persuasive

Laura Browne

Poll – what do you think?

Do you think of Persuasion as

- a. Positive
- b. Negative
- c. Neutral



Laura Browne

HR for global tech companies

Corporate Trainer & Business Coach

Forbes writer

Quoted in Cosmopolitan, Family Circle and USA Weekend

Author of 11 books

Persuasion - negative



- I want to push someone to do something (that they may not want to do)
- I want to force my ideas on someone else

Persuasion - positive



- I want someone to consider something
- I want them to see something the way I do
- I want them to take some action I think is a good idea
- I want to give someone information so they can make the best decision possible



Persuasion

It's not about forcing

It's about showing someone information that they might not have known or realized (even though it may be obvious to you)

Think about a time when someone
persuaded you and the results were great

Maybe you were hesitant

What happened?

Poll – what do you think?

What makes it hard to persuade other people?

- a. I'm not sure how to clearly explain it
- b. I don't want to feel pushy
- c. I'm worried they're going to say no

What do you think?

Put in the chat

What are some examples of things you might want to persuade others to do?



3 Steps – Easy as PIE

1. Prepare
2. Inform
3. Easy



PIE - Prepare



- How much preparation is needed depends on the request and the other person
- Prepare yourself

Prepare – what's holding you back?

- What's the worst that could happen?
- How possible is that?
- How bad is it really?
- How can you reduce it?

Change the way you think or take different actions

WHAT?



- What do you want specifically?
- I want my boss to think.... I want my friend to do
- How can you clearly say/explain it?
- How would you explain it to someone else?

WHY?

- Is that really what you want?
- What is the real reason?
- What is the underlying result you're looking for?



WHY?

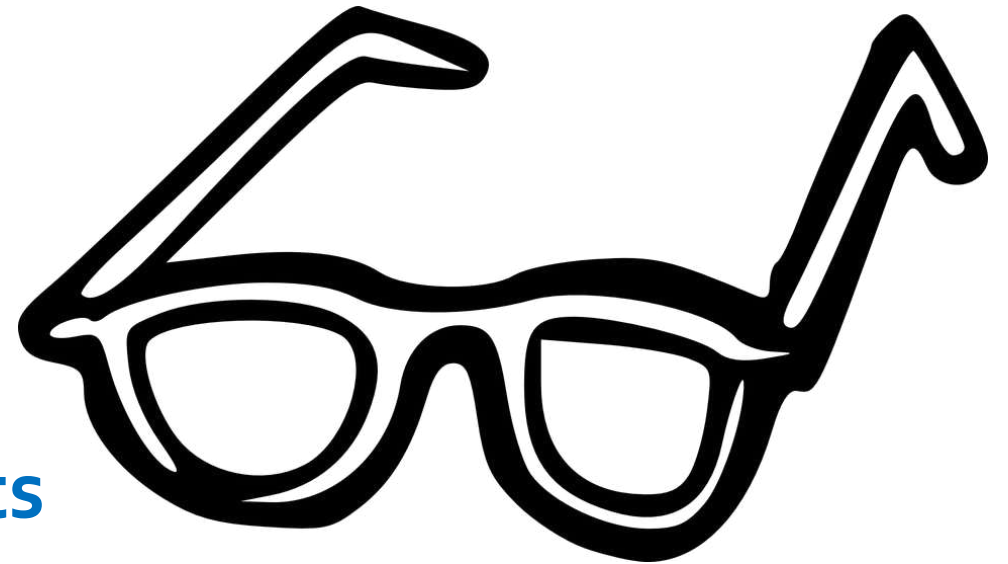
I want my boss to understand the project

- Why – so my boss can see the value
- Why – so my boss can see that I did a great job
- Why – so I can get appreciation for my hard work
- Why – so I can get a promotion

Benefits For Them

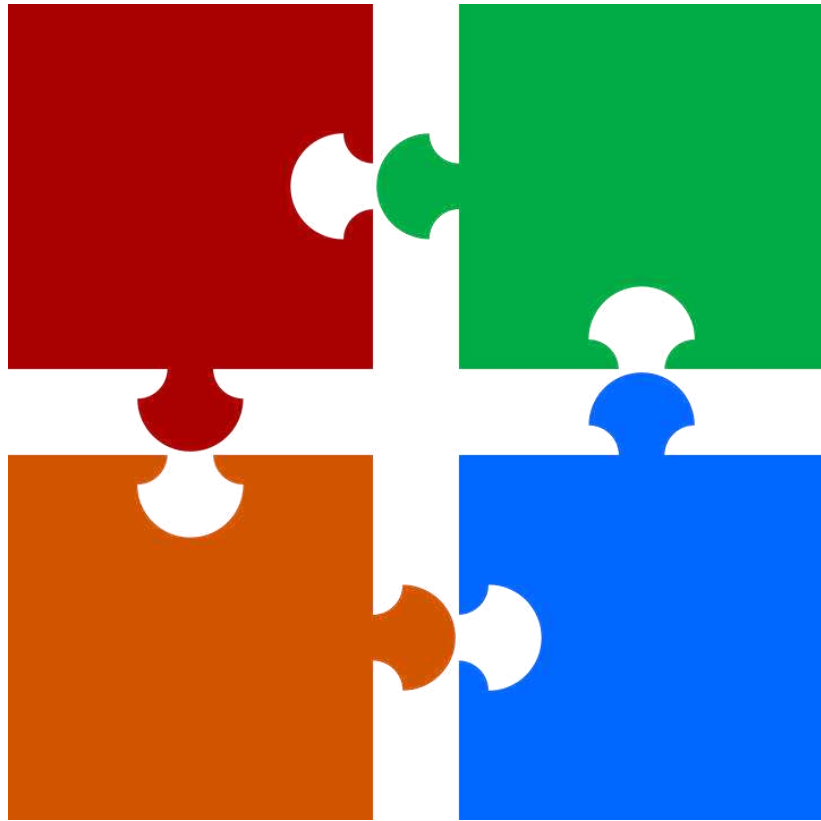
- Be clear about what's in it for them from their point of view – what they get (or what they will miss out on)
- Why will they care?

Don't focus on your benefits



Benefits to them from their point of view

- What's important to them in general?
- Why would they care about this?
- What will they get out of it?
- How can you find out?



Translate or Match

- How can you match what they want or what's important to them?
- Show you understand their interests, concerns, and what's important to them

Be clear

- From their point of view
 - what they get



Poll – what do you think?

I want to persuade

- a. My boss
- b. My immediate family (partner, parents, kids)
- c. My friends
- d. My clients or potential clients

Benefits

- **Internal** – feel good, pride
- **External** – recognition, money

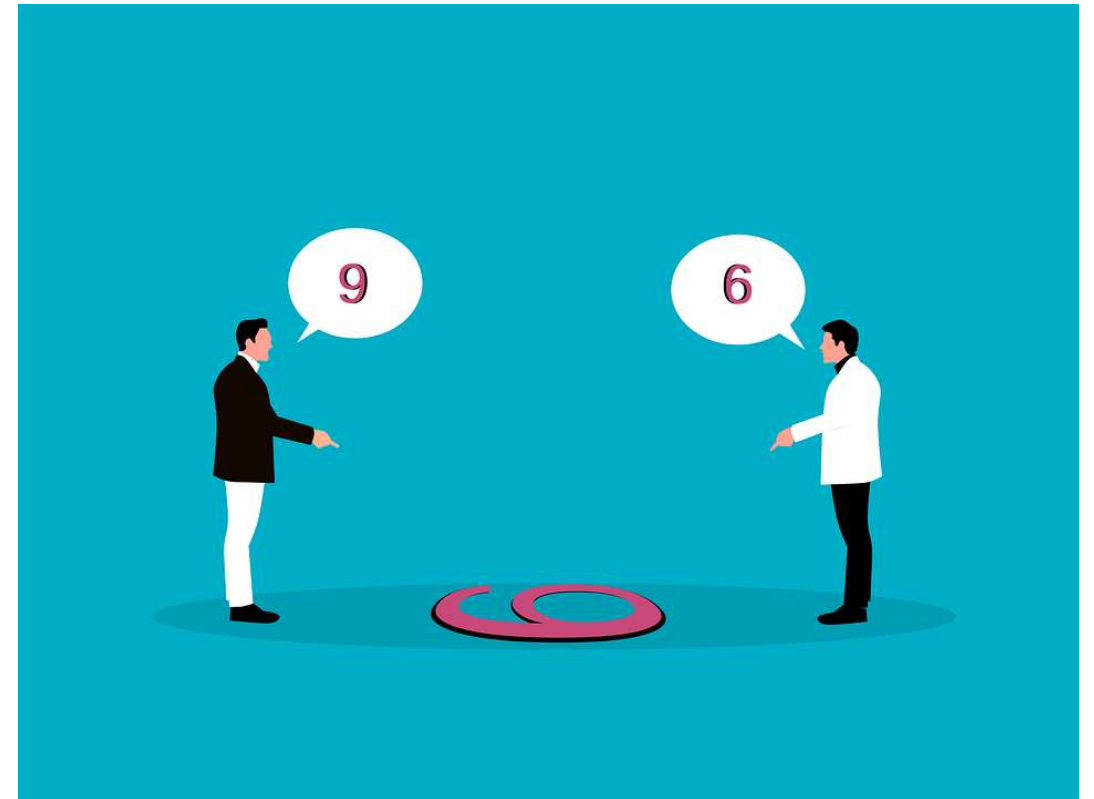
Help peoples see the consequences

- Positive – increase
- Negative – reduce or avoid



State the “Obvious”

- It may not be obvious to them
 - I’m sure you know... but I want to be sure we’re on the same page
 - It seems obvious, but I just want to say it to make sure we’re aligned



State the “Obvious”

- This project has a lot of visibility
- People on this project will get a chance to make a presentation to the CEO
- I remember when you said you wanted to work on a high-profile project



Prepare To Address Concerns

- Say it – “you may be wondering...”
- Be ready if they ask



What if you really can't think of any benefits?

- Reconsider other external or internal benefits – pay attention to things that may not be as important to you
- Ask someone else for ideas
- Rethink what you want
- Ask them what's important to them



What if you really can't think of any benefits?

- Discuss it with them and ask what they think
- "What interests you about this?"
- "I'm thinking about this, what do you think?"

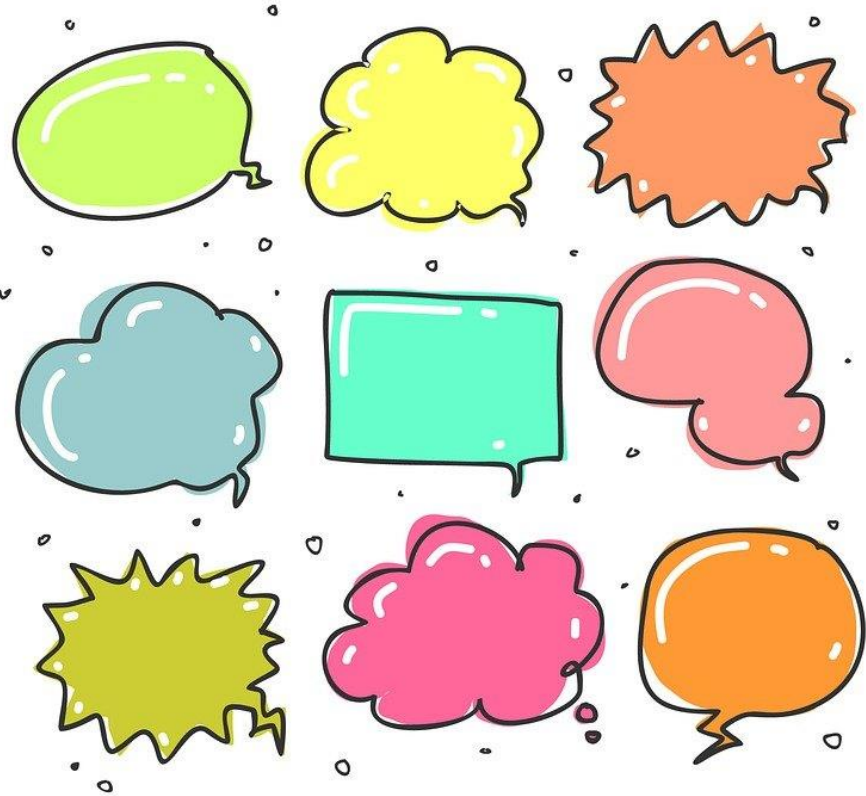
What do you think?

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Questions?



PIE – Inform



1. Connect
2. Inform, Involve, Invite
3. Help them to feel part of it

Start by Connecting with them



This helps them to feel seen – it opens up their ears so they can hear you

- I realize it's been a tough year
- I know this is something you're really good at
- I really appreciate what you've done with this...

Inform, Involve, Invite

Take what you've prepared and translate it so they can hear it

- Inform – tell them
- Involve – help them to see what's in it for them
- Invite – ask them



Inform, Involve, Invite – movie example

- Inform – there's a great movie out
- Involve – I know how much I liked other similar movies
- Invite – do you want to see it?



Involve - Help them see how they will feel



- Help them to connect to feelings (positive better but negative could be stronger)
- Tell a short story about you
- Tell a short story about someone they admire
- Tell a short story about people who may be like them
- Remind them of a story about themselves

Help them see how they will feel



- Tell a short story about you
 - I remember last year when I had so much to do but then I thought I need a break and we went out to see that movie and it was great. I felt rejuvenated and could really focus on my work the next day
- Tell a short story about someone they admire
 - I read that this person says ...

People like them

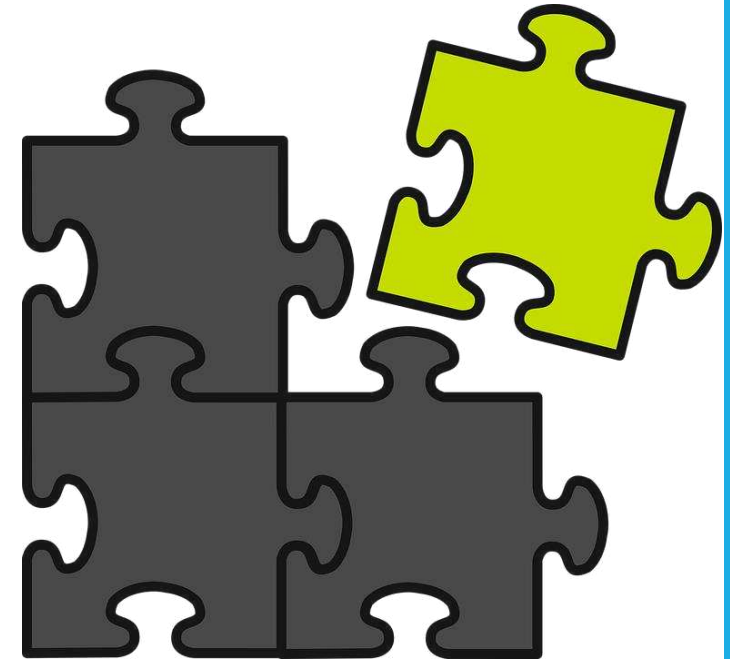
- Tell a short story about people who may be like them
 - Chris is a mom with young teenagers – if you're anything like Chris you might be wondering how to pay for college in a few years



Connect them to their feelings

Remind them of a story about themselves

- Remember last year when you were really stressed - you said you wished you had taken a night off
- Remember how much fun you had and you said that was the best movie you've seen in ages



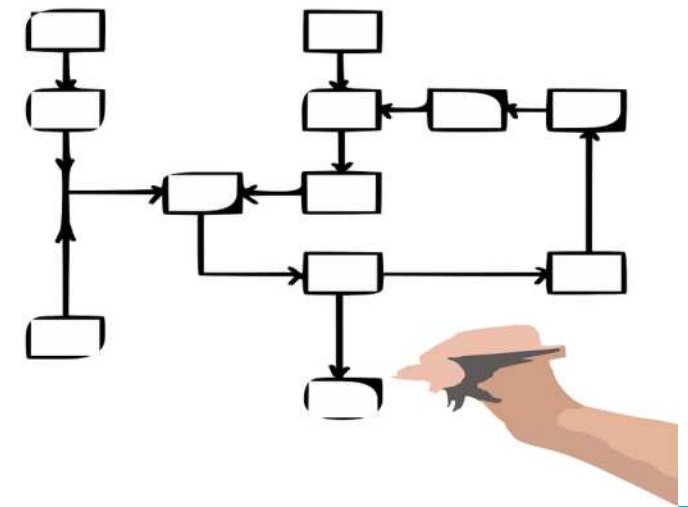
Feelings – imagine the future



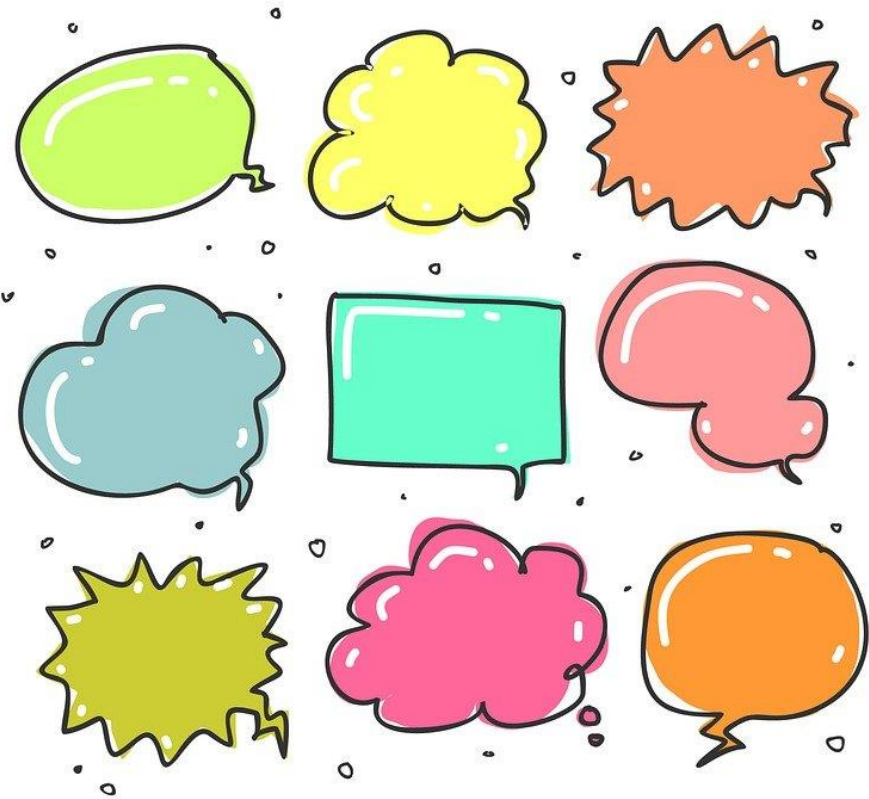
- Imagine how happy you're going to be
- Think about how great this will feel on Thanksgiving, being able to share with your friends and family about what you did
- Think about 6 months from now, if nothing changes, you're still going to be dealing with the same issues

Inform, Involve, Invite – project example

- Inform – this is a great project
- Involve – remember that other project that you worked on and you weren't sure about it but said it was amazing
 - I'm sure you know this, project members will get visibility with senior leaders
- Invite – Can I include you in the first meeting?



PIE – Inform



1. Connect
2. Inform, Involve, Invite
3. Help them to feel part of it

What do you think?

Put in the chat

Questions?



PIE – Make It EASY For Them To Say Yes

- Have just 1 simple choice (or 2)
- Show them how
- Suggest small steps
- Help them to get started

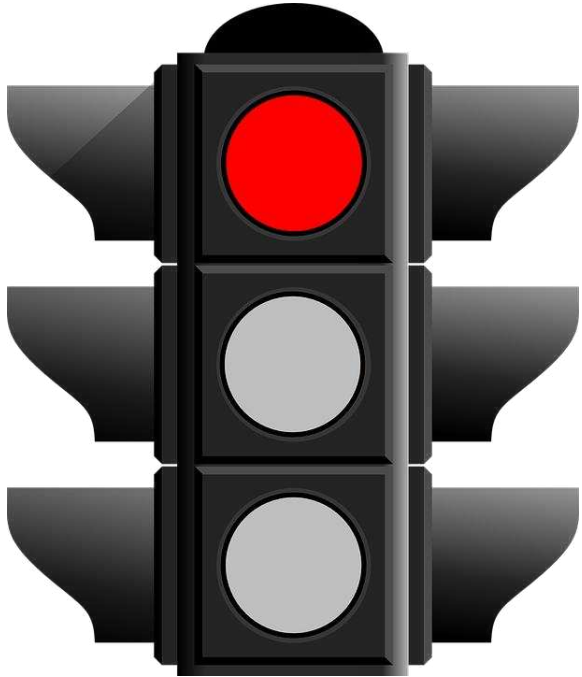


Easy

- I'll get the tickets
- I'll send you the email invitation
- Just let me know if you want X or Y
- How about tomorrow?



What could get in your way



- Don't make assumptions – they'll never go for that
- Maybe they don't say yes right away.... review planning – adjust
- Don't let it stop you

Adjust your view

- Remember if you don't do this, they don't get the opportunity
- What if someone else had not given you opportunities?



Easy as PIE

- Prepare
 - Know what you want, why, and how to say it so the other person can hear it
- Inform
 - Connect with them
 - Tell the benefits for them
 - Help them to feel what it will be like if they say yes or no
- Easy - make it easy for them to say yes



What do you think?

Put in the chat

What has worked for you?



What do you think?

Put in the chat

Questions?



Now it's up to you

- What do you want to persuade someone to do?
- What can you start with that would be easy (an easy ask or a person who you think will probably say yes)

Thank you!