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| **Headings** | **The Art of Persuasion-Leadership Style (PL)** |
| The Art of persuasion meaning | **PL: It is an**  act of persuading someone to do something or to believe that something is true. She was using all her powers of **persuasion** to induce her brother to do well in his career. |
| **Persuasion** | **Persuasion** is an umbrella term of [influence](https://en.wikipedia.org/wiki/Social_influence). Persuasion can attempt to influence a person's [**beliefs**](https://en.wikipedia.org/wiki/Belief)**,** [**attitudes**](https://en.wikipedia.org/wiki/Attitude_(psychology))**,** [**intentions**](https://en.wikipedia.org/wiki/Intention)**,** [**motivations**](https://en.wikipedia.org/wiki/Motivation)**, or** [**behaviors**](https://en.wikipedia.org/wiki/Behavior). (It is generally applied by a CA-change agent or OD expert) |
| **Brief history** | **Brief History:** Persuasion began with the [Greeks](https://en.wikipedia.org/wiki/Ancient_Greece), who emphasized [rhetoric](https://en.wikipedia.org/wiki/Rhetoric) and [elocution](https://en.wikipedia.org/wiki/Elocution) as the highest standard for a successful politician. The Greek philosopher [Aristotle](https://en.wikipedia.org/wiki/Aristotle) listed four reasons why one should learn the art of persuasion:  1. Truth and justice are perfect; thus if a case loses, it is the fault of  the speaker.  2. It is an excellent tool for teaching  3. A good rhetorician needs to know how to argue both sides to understand the whole problem and all the options, and  4. There is no better way to defend one’s self.  **Note:**  What about Aristotle’s clarity on law?  What is expressed law or implied/applied law |
| Theories Only given in bold and ABC-Z by VKG | Not to be covered, except one, but they are ([1) Attribution theory](https://en.wikipedia.org/wiki/Persuasion#Attribution_theory), (2) [Behaviour change theories](https://en.wikipedia.org/wiki/Persuasion#Behaviour_change_theories), [(3) Conditioning theories](https://en.wikipedia.org/wiki/Persuasion#Conditioning_theories) [(4) Cognitive dissonance theory](https://en.wikipedia.org/wiki/Persuasion#Cognitive_dissonance_theory), [(5) Elaboration likelihood model](https://en.wikipedia.org/wiki/Persuasion#Elaboration_likelihood_model), [(6) Functional theories](https://en.wikipedia.org/wiki/Persuasion#Functional_theories), [(7) Inoculation theory](https://en.wikipedia.org/wiki/Persuasion#Inoculation_theory), [(8) Narrative transportation theory](https://en.wikipedia.org/wiki/Persuasion#Narrative_transportation_theory), and [(9) Social judgment theory](https://en.wikipedia.org/wiki/Persuasion#Social_judgment_theory) |
| **Methods to apply or implement PL** | Persuasion methods are also sometimes referred to as persuasion tactics or persuasion strategies (needs explanation from defense angle and corporate angle). **Usage of force**: There is the [usage of force](https://en.wikipedia.org/wiki/Force_(law)) in persuasion, which does not have any scientific theories, except for its use to make demands. The use of force is then a precedent to the failure of less direct means of persuasion. Application of this strategy can be interpreted as a threat since the persuader does not give options to his or her request (Purely autocratic style of leadership)**2.Weapons of influence:** There are six "influence cues or weapons of influence": Influence is the process of changing.1. **Reciprocity:** Today Rehman and Bajwa2. **Commitment and consistency:** Consistency is an important aspect of persuasion because it:  * is highly valued by society, * results in a beneficial approach to daily life, and * provides a valuable shortcut through the complicated nature of modern existence.  3.**Social proof:** We, as humans, are influenced by others around us; we want to do what everyone else is. People often base their actions and beliefs on what others around them are doing, how others act or what others believe.**4. Likeness:** This principle is simple and concise. People say "yes" to people that they like. Two major factors contribute to overall likeness. The first is physical attractiveness.**5. Authority:**We have the tendency to believe that if an expert says something, then it must be true. People like to listen to those who are knowledgeable and trustworthy, so if you can be those two things, then you are already on your way to getting people to believe and listen to you. 6. **Scarcity:** Scarcity could play an important role in the process of persuasion. When something has limited availability, people assign it more value. |
| Machiavellianism: | [Machiavellianism](https://en.wikipedia.org/wiki/Machiavellianism) employs the tools of [manipulation](https://en.wikipedia.org/wiki/Psychological_manipulation) and [deceit](https://en.wikipedia.org/wiki/Deceit) to gain wealth and [power](https://en.wikipedia.org/wiki/Power_(social_and_political)). It is a four-step approach to strategic persuasion. They explain that persuasion means to win others over, not to defeat them. Thus it is important to see the topic from different angles in order to anticipate the reaction others have to a proposal.  **Step 1: Survey the situation**  This step includes an analysis of the persuader's situation, goals, and challenges that the persuader faces in his or her organization.  **Step 2: Confront the five barriers**  Five obstacles pose the greatest risks to a successful influence encounter: relationships, credibility, communication mismatches, belief systems, and interest and needs.  **Step 3: Make the pitch**  People need a solid reason to justify a decision, yet at the same time many decisions are made on the basis of intuition. This step also requires presentation skills.  **Step 4: Secure commitments**  To safeguard the longtime success of a persuasive decision, it is vital to deal with politics at both the individual and organizational level. |
| Other tools | 1A. In culture: It is through a basic cultural personal definition of persuasion that everyday people understand how others are attempting to influence them and then how they influence others. |
| PKM | **1B. Persuasion Knowledge Model (PKM):**  1. The Persuasion Knowledge Model (PKM) was created by Friestad and Wright in 1994. This framework allows the researchers to analyze the process of gaining and using everyday persuasion knowledge. The researchers suggest the necessity of including "the relationship and interplay between everyday folk knowledge and scientific knowledge on persuasion, advertising, selling, and marketing in general |
|  | 1C. Neurobiology: Attitudes and persuasion are among the central issues of social behavior. One of the classic questions is when are attitudes a predictor of behavior. Previous research suggested that selective activation of left [prefrontal cortex](https://en.wikipedia.org/wiki/Prefrontal_cortex) might increase the likelihood that an attitude would predict a relevant behavior. Using lateral attentional manipulation, this was supported.[[30]](https://en.wikipedia.org/wiki/Persuasion#cite_note-30) |
| **7 Steps to Master the art of Persuasion** | Many entrepreneurs are so passionate about their new startup idea that they can’t believe any intelligent being, investor or customer wouldn’t react just as excitedly after a quick introduction. They don’t realize that they can often kill their credibility -- and future opportunities -- by communicating only with passion, responding with a cynical comment or giving up too soon.  **1. Repetition is the key to getting people’s attention.**  Many entrepreneurs mistakenly assume that their passion will cause their message to immediately stand out above the din of today’s information overload. In fact, most people today have developed filters to ignore unsolicited inputs until they have heard it several times in both written and verbal form.  **2. Postulate the message in a context important to the receiver.**  Tune your message to each receiver’s situation. Avoid abstract or technical declarations that may sound like an effort to impress or mislead your audience with your intelligence. Use specific value propositions rather than fuzzy terms like easier to use, better and faster.  **3. Use contrasting story scenarios to illustrate the impact.**  Stories are often more convincing than simple statements of fact. If you can integrate the receiver directly into the story, the potential impact is even greater.  **4. Personalize your message to match receiver background.**  Whether approaching investors, partners or customers, you need to listen first to find a personal intersection of interest with your idea. If the person is creative and intuitive, don’t hit them with a logical and analytical message. Establish a relationship or do some homework first if you can.  **5. Use friends and advisors as sources of warm introductions.**  Everyone is more prone to listen and believe new people brought to them by someone they know in common, especially if that connection has strong relevant experience or expertise.  **6. Materialize your idea into a prototype or demo.**  People always put more credibility into something they can touch and feel, versus mere words and arm waving. What you are visualizing in your mind’s eye is not so obvious to others, especially investors who will likely not have your depth of expertise in the product domain you represent.  **7. Present evidence of interest and excitement from others.**  Social media is a powerful tool for testing your idea with minimal cost and risk with a huge potential for spreading and amplifying your message to the right people. The evidence of 1,000 people responding positively to your message is much more effective than you alone pitching. |
| 03 Tips for the art of persuation | If you look at today’s environment, the art of [persuasion](http://www.selfgrowth.com/persuasion.html) and negotiation has only become more relevant. The most successful people in the world know this all too well. Today, you, too, can learn how to channel their powers of [persuasion](http://www.selfgrowth.com/persuasion.html) and negotiation:  **1.Knowledge is Power:**  In the art of persuasion and negotiation, knowledge is very crucial. How much you know determines the extent of your power over the other. Before attempting a negotiation, you have to know everything there is to know about the people you’ll be speaking with. Find out what their weaknesses are, what they want, how much they are willing to put out, etc. Knowing all these can help you come up with better points for arguments and negotiations. You’ll have an easier time persuading people to see things your way as well.  **Q. How would you negotiate for leave from HOD?**  **2. Establish common goals:** When dabbling in the art of persuasion and negotiation, you must remember that both parties should benefit from the deal. As much as possible, make the deal a win-win situation for everyone or going for a collaborative approacch.  One way to cinch such collaborations is by establishing common goals - goals that are in line with you and your prospect’s plan. Doing this gives the client a sense of solidarity, which will make them more agreeable to whatever it is you’re doing.  Q. How can you do in student life?  **3. Try the grass-roots approach**: Gone are the days when you don’t care about the person you’re negotiating with over the phone. The grassroots strategy is once again earning popularity. Instead of treating your clients like **cash cows**, try to develop a certain relationship with them. Ask about their family or their dreams every once in a while. The grassroots approach requires you to relate with the people you’re trying to persuade or negotiate with. Drop your high and mighty [**attitude**](http://www.selfgrowth.com/attitude.html) and start knocking on doors.  **Where we can try in day to day life?**  **How would be more successful?**  A. Try it on your parents, your friends or the local shopkeepers in your town. |
|  | **Machiavellian’s school of leadership not to be covered** |
|  | **Machiavelli’s motto,** “The end justifies the means” should be the aim of any effective leader. Any leader worth his salt should work towards achieving the goals set within the area of his jurisdiction. Great positions come with a lot of challenges and so to be productive one needs to keep his or her eyes wide open in order to grab and utilize the opportunities that come by (Burns, J. M., 1978). It also calls for sacrifices and taking drastic steps when it necessitates so as ultimately to achieve the desired objectives. Leadership that is good is founded on trust hence it is incumbent upon any worthwhile leader to be careful on the persons he or she chooses to trust. Leaders are involved in many activities whose outcome directly impacts the surroundings in which they operate. Therefore, they should be wise especially when it comes to matters that are critical in an organization as not to be reckless with the information that can be used to harm the leader or the organization at large. Hence a leader should, “… he who is the cause of another becoming powerful is ruined; because that predominance has been brought about by astuteness or else by force, and both are distrusted by him who has been raised to power.” |