IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

LECTURE- 37

PERSUASION

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- Persuasion is a very fine quality of convincing someone.
- It requires logic and reasonable attitude.
- The key is to influence others to achieve goals and objectives.
- Validate your points with appropriate reasons.
- Showcase your values.
- Be specific in determining your purpose.

- Persuasion helps in changing the attitude of another person.
- Remember to be trustworthy.
- Respect differences and accept them openly.
- Approach with a positive outlook.

- Respect facts and ideas in a knowledgeable manner.
- Speak clearly and in an understandable manner.
- Always try to portray the other side of the story.
- Persuasion also helps in logical decision making.

- Mutual accommodation is the result of persuasion.
- It aids in the decision making process.
- Seek to raise other's motivation for a desired outcome.
- Showcase your values responsibly.
- Be very specific in determining your purpose.