IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

Lecture - 38

Persuasion-2

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- A person's decision making style derives from the four psychological states-

1. Sensing-thinking (ST)
2. Sensing-feeling (SF)
3. Intuitive-feeling (NF)
4. Intuitive-thinking (NT)

Ways to Influence and persuade

- Nagging
- Coercion
- A better way
- Persuasion

- Key skills of persuasion include-

Empathy, good listening skills, including active listening and being oragnized

Persuasion Process

- Assessing , needs and predispositions of a targeted individual or group
- Establishing a rapport
- Clearly articulating the benefits of accepting a proposed agenda
- Actively listening to the concerns of stakeholders and uncovering any objections to the proposal
- Presenting counterpoints
- Clarifying the terms of any final agreement
- Recognizing any legitimate limitations to a proposal
- Modifying a proposal as needed in order to find common ground with stakeholder
- Conducting follow up

Influencing?

- The word comes from **Latin 'influere'** meaning to ' **to flow into'**
- Outcomes of influencing-
  - Commitment
  - Compliance
  - Resistance

Outcomes of Influencing

- The Head or logical
- The Heart or emotional
- The Hand or co-operative

6 Influencing Skills

1) Effectively engaging the head
2) Understanding and navigating the organizational politics
3) Creatively visibility
4) Building and maintaining personal trustworthiness
5) Leveraging network
6) Clear communication