



Acts of Persuasion





When was the last time you changed your attitude or behavior toward an event, idea, object, or other person(s)?

How were you persuaded to change?



What is Persuasion?

Change

- a person's or group's
- attitude or behavior

About


- Event
- Idea
- Object
- Other person(s)

Tools

- Written words
- Spoken words
- Graphic illustration
- Artistic medium

Enlighten

- Information
- Feelings
- Reasoning
- Or a Combination



The diagram features a central olive-green circle containing the text "4 Elements of Persuasion". Surrounding this central circle are four smaller circles, each containing one of the elements: "Establish Credibility" (top, olive-green), "Connect Emotionally" (left, grey-blue), "Frame Common Ground" (right, olive-green), and "Provide Evidence" (bottom, teal). The background is a light beige color with a faint grid pattern and silhouettes of people in conversation at the bottom.

Establish
Credibility

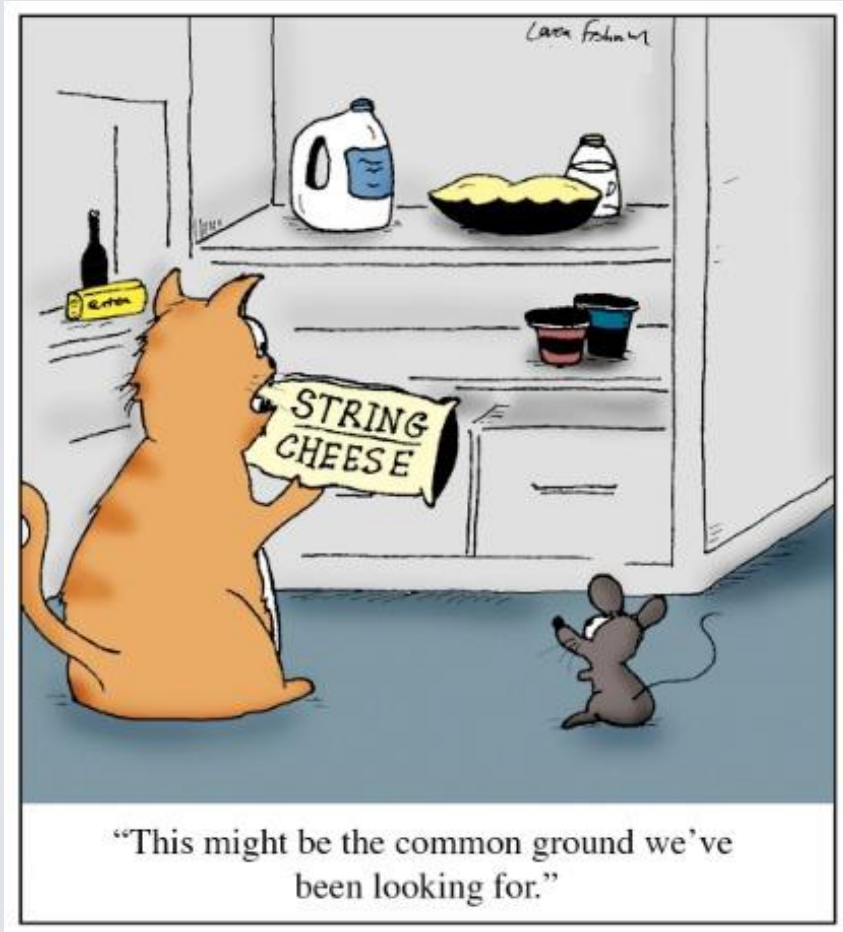
Connect
Emotionally

4 Elements of Persuasion

Frame
Common
Ground

Provide
Evidence

Frame Common Ground



Four Elements of Persuasion



Frame Common Ground

Identify common concerns

Define a shared outcome

Break down barriers

Empathize and understand

Create alliances



Four Elements of Persuasion



Provide Evidence



Four Elements of Persuasion



Provide Evidence

Do your homework

Highlight testimonials



Provide context

Prepare multiple communication strategies

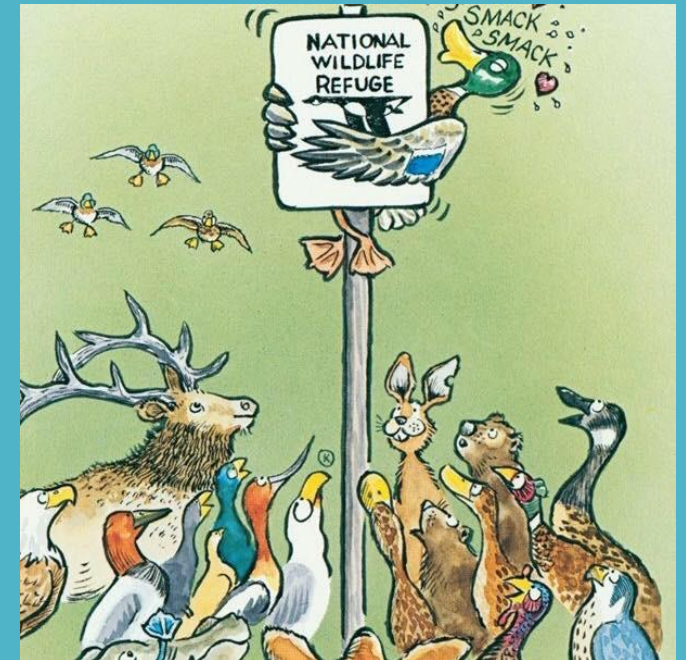
Four Elements of Persuasion



Connect Emotionally



Four Elements of Persuasion

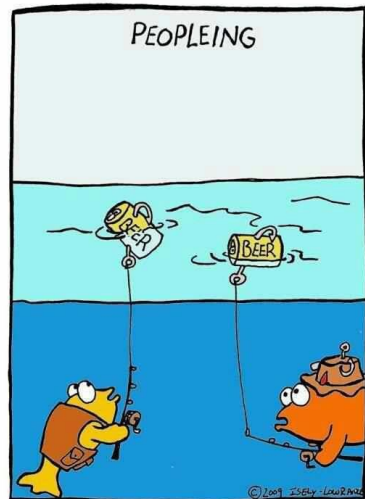


Connect Emotionally

Mirror body language

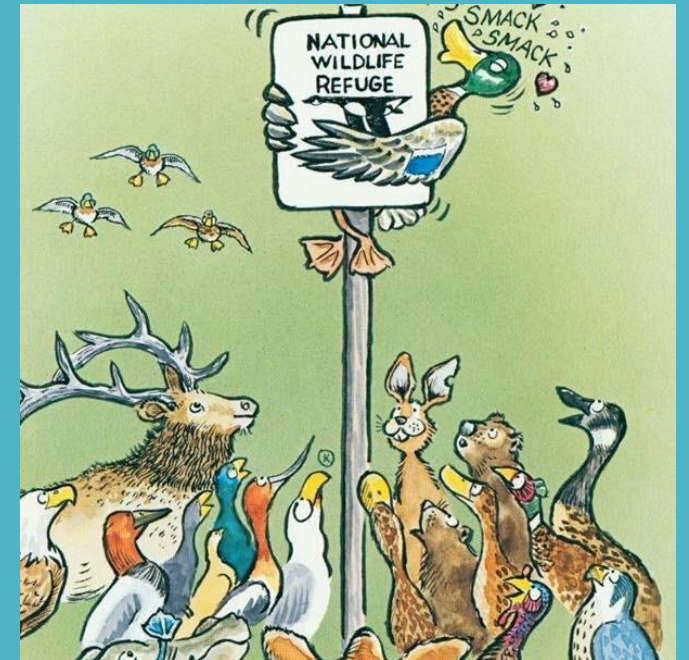
Use active listening

Understand emotional triggers



Leverage Storytelling

Four Elements of Persuasion



Four Audiences



Uniformed



Sympathetic



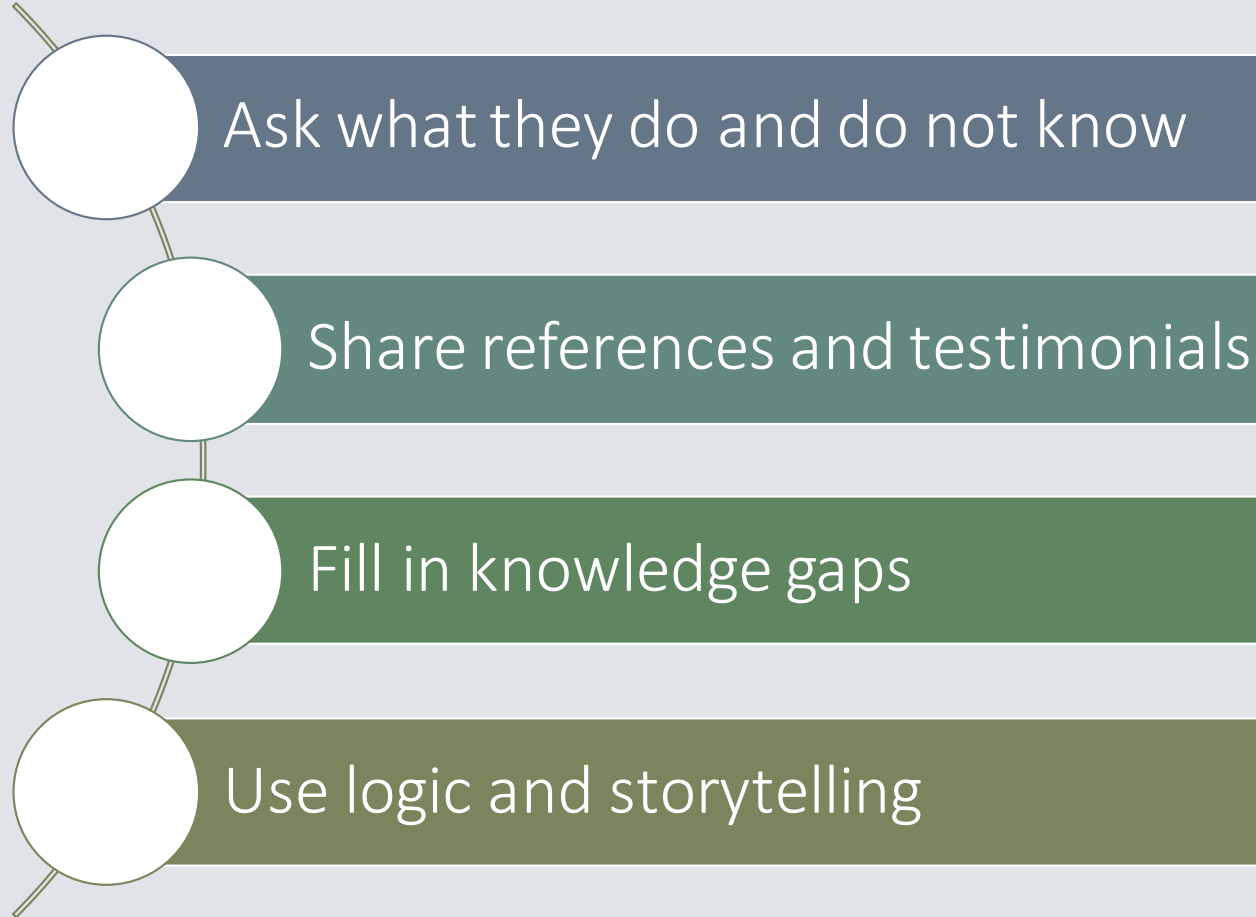
Hostile



Critical

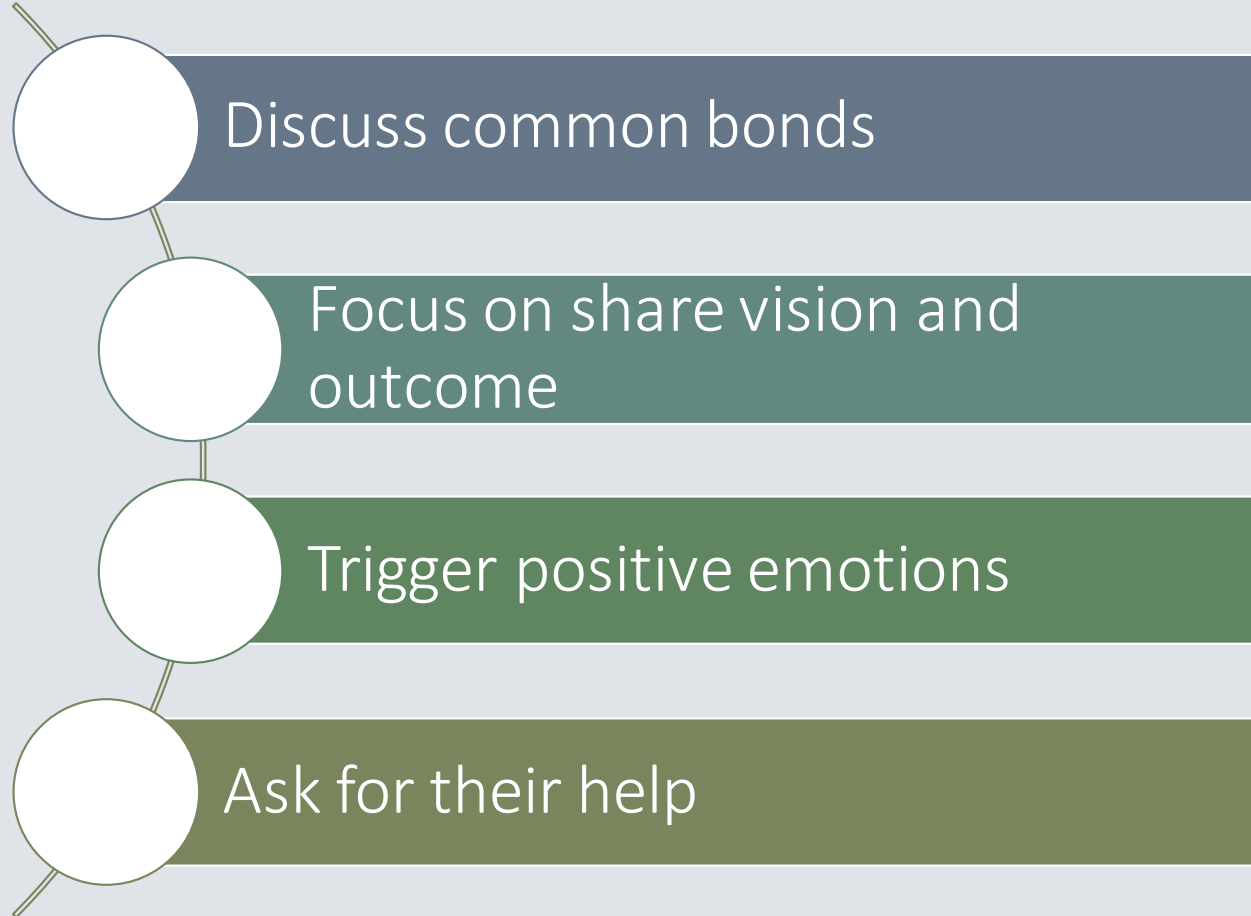


Uninformed



- Establish Credibility
- Frame Common Ground
- Provide Evidence
- Connect Emotionally

Sympathetic

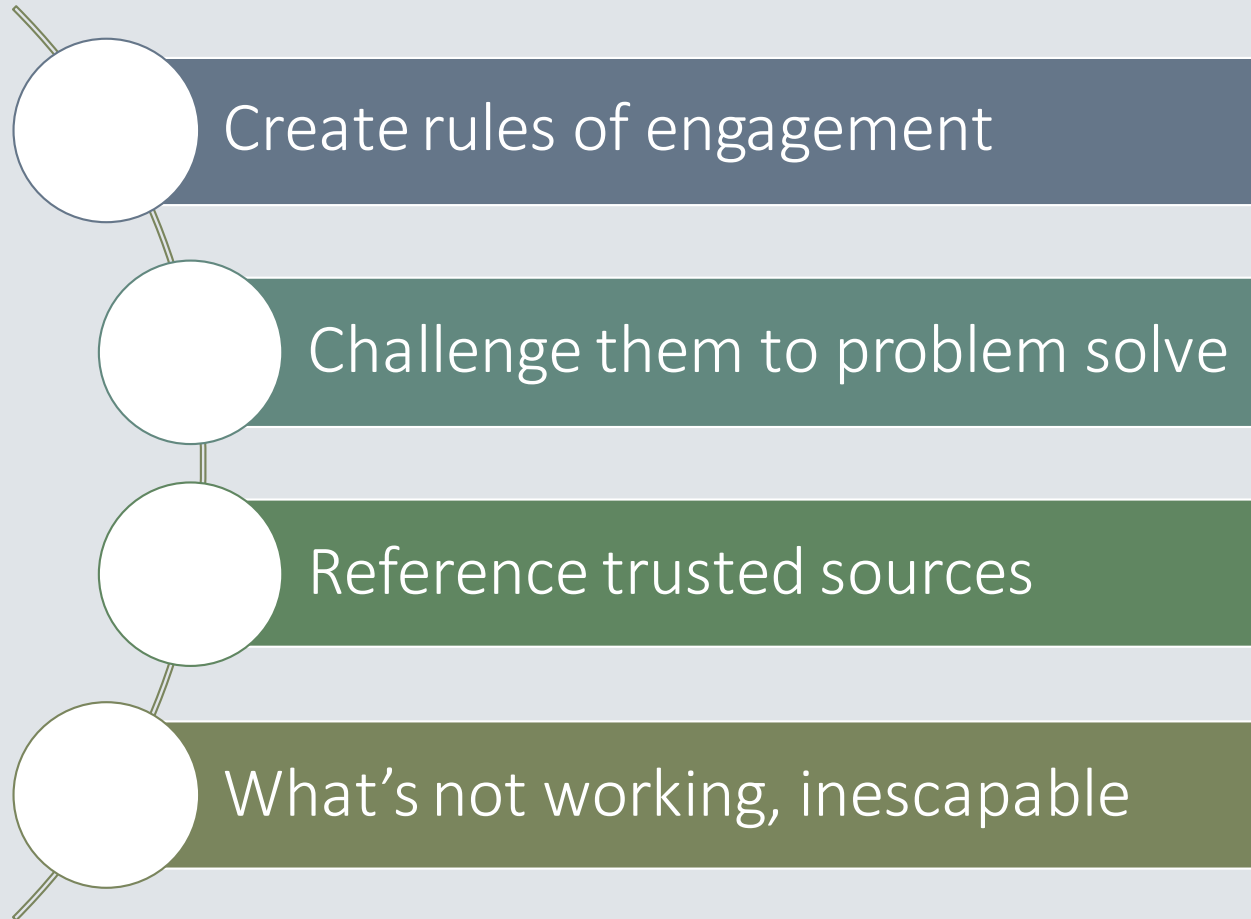


Four Audiences



- Establish Credibility
- Frame Common Ground
- Provide Evidence
- Connect Emotionally

Hostile



Four Audiences



- Establish Credibility
- Frame Common Ground
- Provide Evidence
- Connect Emotionally

Critical



Four Audiences



- Establish Credibility
- Frame Common Ground
- Provide Evidence
- Connect Emotionally

Persuade private landowners to support conservation easements?

Identify a current or hypothetical persuasion challenge.

1. What is the goal of your persuasive strategy: _____

2. Who is your target audience: _____

3. Circle the dominant characteristic of your audience:

Uniformed Sympatric Hostile Critical

4. Relevant to this audience and goal, circle the element(s) of persuasion that is/are underutilized, in your initial persuasive strategy:

Establish Credibility Frame Common Ground

Provide Evidence Connect Emotionally

5. How might you refocus your persuasive strategy to feature one or more underutilized persuasion practices? List two actions you might take to change a person's or group's attitude or behavior about an event, idea, object or other person(s).

(1) _____

(2) _____

Map A Persuasive Approach





Academy Video Short with Liz Madison 22 mins

How do you establish yourself as a credible source of information to colleagues inside your agency and to external audiences?

How might you break down barriers among stakeholders with diverse interests to frame common ground?

Provide a specific example of how might you tap into emotional connections to advance the work of partnerships with agency colleagues, partner representatives, stakeholders and the public?