

| CHAPTER 1 – Open Your Eyes          |  |
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| Persuasion is Key                   | <ul style="list-style-type: none"> <li>• Pure logic alone is often not enough to persuade or drive action – a play on emotions can often overcome a logical argument</li> <li>• Persuasion can seem like manipulation, but that’s OK (it happens every day!)</li> </ul>  |
| Approaches to Persuasion (examples) | <ul style="list-style-type: none"> <li>• <b>Syncretism</b> – reframing an argument by redefining it <ul style="list-style-type: none"> <li>▪ – “it’s not manipulation, it’s persuasion”</li> <li>▪ Respond to doubts about your idea by saying “OK, let’s tweak it”. This shifts the focus from whether to accept your idea to how to best implement it.</li> </ul> </li> <li>• <b>Dirimens Copulatio</b> (joining that interrupts) <ul style="list-style-type: none"> <li>▪ “But wait, there’s more…”</li> <li>▪ “Not only this, but also that…”</li> <li>▪ Speak with increasing volume.</li> </ul> </li> <li>• <b>Slam Dunk</b> – If your idea has been used elsewhere, describe its success in vivid detail had helped accomplish it</li> <li>• <b>Path of Least Resistance</b> – pretend to have all the time in the world to discuss options in order to persuade a listener to either give-in to your idea (or listen forever)</li> <li>• <b>Chiasmus</b> – repeating a phrase with its mirror image (e.g., “Either we control our expenses or the expenses control us.”; “You can take the boy out of the country, but you can’t take the country out of the boy.”; “Ask not what your country can do for you, but what you can do for your country.”; “With friends like that, who needs enemies.” <ul style="list-style-type: none"> <li>▪ These sayings may sound logical, but often are not (e.g., “The sun comes up after the rooster crows, but rooster crow isn’t needed for the sun to come up.”)</li> </ul> </li> </ul> |
| CHAPTER 2 – Set Your Goals          |  |
| Three Goals for Persuasion          | <ul style="list-style-type: none"> <li>• What are your goals for your listeners? <ul style="list-style-type: none"> <li>▪ Change their <b>Mood</b> – stimulate their emotions</li> <li>▪ Change their <b>Mind</b> – modify their opinions</li> <li>▪ Change their <b>Motivation</b> – get them to act (most difficult step = inspiring action)</li> </ul> </li> </ul>  |
| Argument vs. Fighting               | <ul style="list-style-type: none"> <li>• <b>Arguing</b> = When you seek to persuade and win-over a listener <ul style="list-style-type: none"> <li>▪ You truly win when your opponent agrees and commits to next steps</li> </ul> </li> <li>• <b>Fighting</b> = When you seek to beat a listener <ul style="list-style-type: none"> <li>▪ You succeed in fight when items are decided in your favor (may not drive action)</li> </ul> </li> </ul>  |
| Approaches to Persuasion (examples) | <ul style="list-style-type: none"> <li>• <b>Piece of Cake</b> – Convince listeners that your solution won’t be hard to implement</li> <li>• <b>Tell a Story</b> – Tell a story to help convince by stimulating emotion</li> <li>• <b>Test the Waters</b> – To test their commitment, after you persuade, ask the listener to describe how they will change or act in the future</li> </ul>   |
| CHAPTER 3 – Control the Tense       |  |
| Control the Tense to Help Persuade  | <ul style="list-style-type: none"> <li>• Aristotle noted that issues are often focused on assigning blame, agreeing on values or making choices (note: it can be difficult to debate blame and values) <ul style="list-style-type: none"> <li>▪ <b>Blame</b> (forensic rhetoric) – Uses the past tense to make judgments</li> <li>▪ <b>Values</b> (demonstrative rhetoric) – Uses the present tense to demonstrate values</li> <li>▪ <b>Choice</b> (deliberative rhetoric) – Uses the future tense to weigh choices</li> </ul> </li> <li>• Control the Tense – Identify issues by their tense, and reframe them to persuade. <ul style="list-style-type: none"> <li>▪ When arguing turns into fighting, consider changing the discussion from the past or present to the future tense in order to discuss next steps</li> <li>▪ <b>Orphan Annie’s Law</b> – Facts do not exist in the future (the sun only ‘may’ come up tomorrow), so it is easier to persuade a listener about the future</li> </ul> </li> </ul>   |
| Approaches to Persuasion (examples) | <ul style="list-style-type: none"> <li>• <b>Propose an Extreme</b> – Start by proposing an extreme to make the one you want sound more acceptable (e.g. start by asking an outrageous price, then dial back)</li> <li>• <b>Ask for Input</b> – When someone expresses doubt in your proposal, ask them to help tweak it. This moves them to revising your idea (as if it had already been accepted)</li> </ul>   |
| CHAPTER 4 – Soften Them Up          |  |
| Tools of Persuasion                 | <ul style="list-style-type: none"> <li>• Tools of Persuasion – Aristotle identified three tools for persuasion <ul style="list-style-type: none"> <li>▪ <b>Logic</b> (<i>logos</i>) – persuasion based on logic (the brain)</li> <li>▪ <b>Character</b> (<i>ethos</i>) – persuasion based on the character of the speaker (the gut)</li> <li>▪ <b>Emotion</b> (<i>pathos</i>) – persuasion based on emotion (the heart)</li> </ul> </li> <li>• Consider persuasion using several of these tools at the same time</li> </ul>  |

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| Approaches to Persuasion (examples) | <ul style="list-style-type: none"> <li>• <b>Concede</b> (<i>logos</i>) – Be agreeable and give-in to each of your listener’s tactical comments during a discussion without agreeing to the listener’s strategic solution.</li> <li>• <b>Sympathize</b> (<i>pathos</i>) – Align yourself with your listener’s mood, or even appear to over sympathize with the listener’s ideas, to help persuade them</li> </ul> |
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