



Influencing Change and Persuasive Communication Skills

or...

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5 Techniques to Get What You Want From Others

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Today...

A basic theory

Some ideas

5 skills (tricks) that always work.

1st –

It's all Behavioural Psychology

2nd –

“Success Covers a Multitude of Blunders.”

– *George Bernard Shaw*

3rd –

“Always remember that you are absolutely
unique – just like everyone else.”

- *Margaret Mead*

A communication model

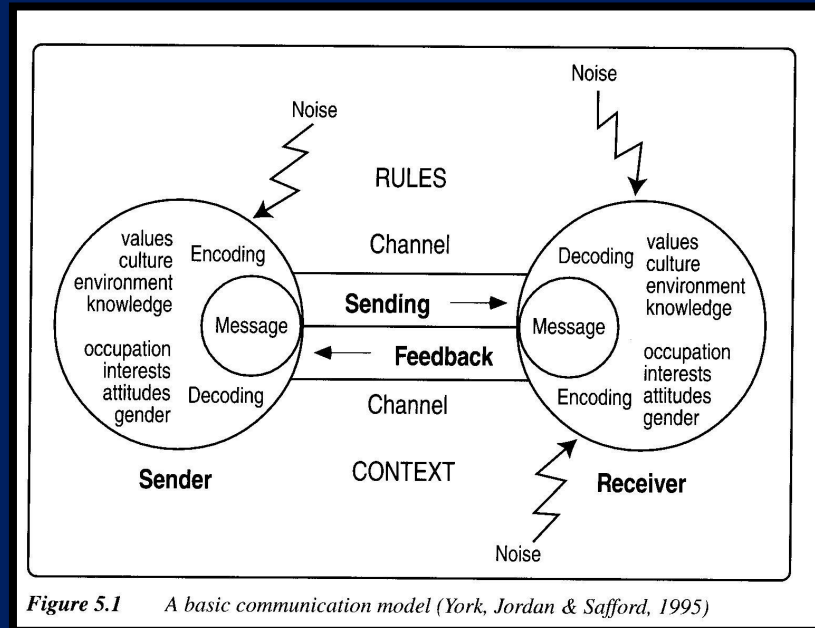
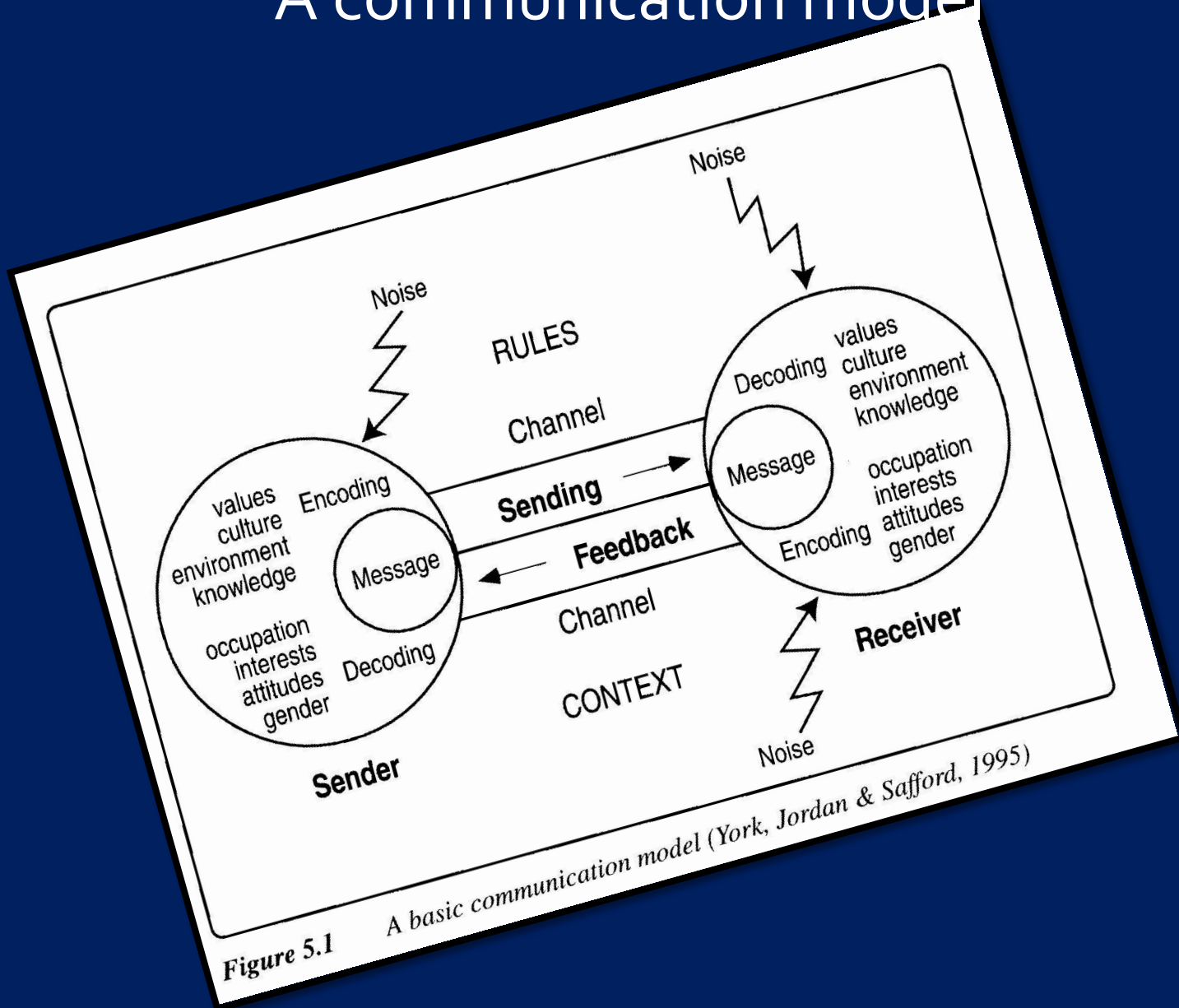


Figure 5.1 A basic communication model (York, Jordan & Safford, 1995)

A communication model



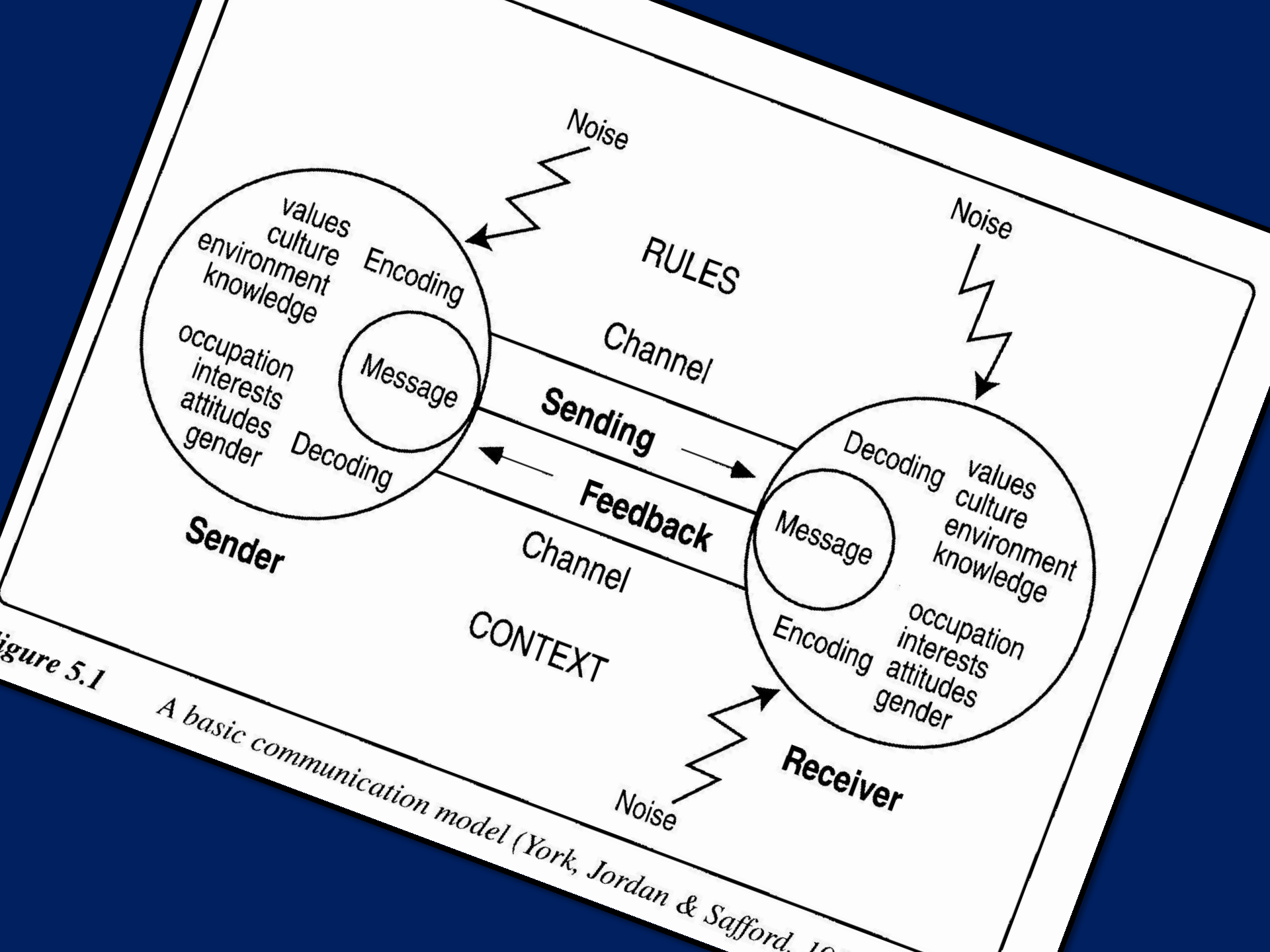
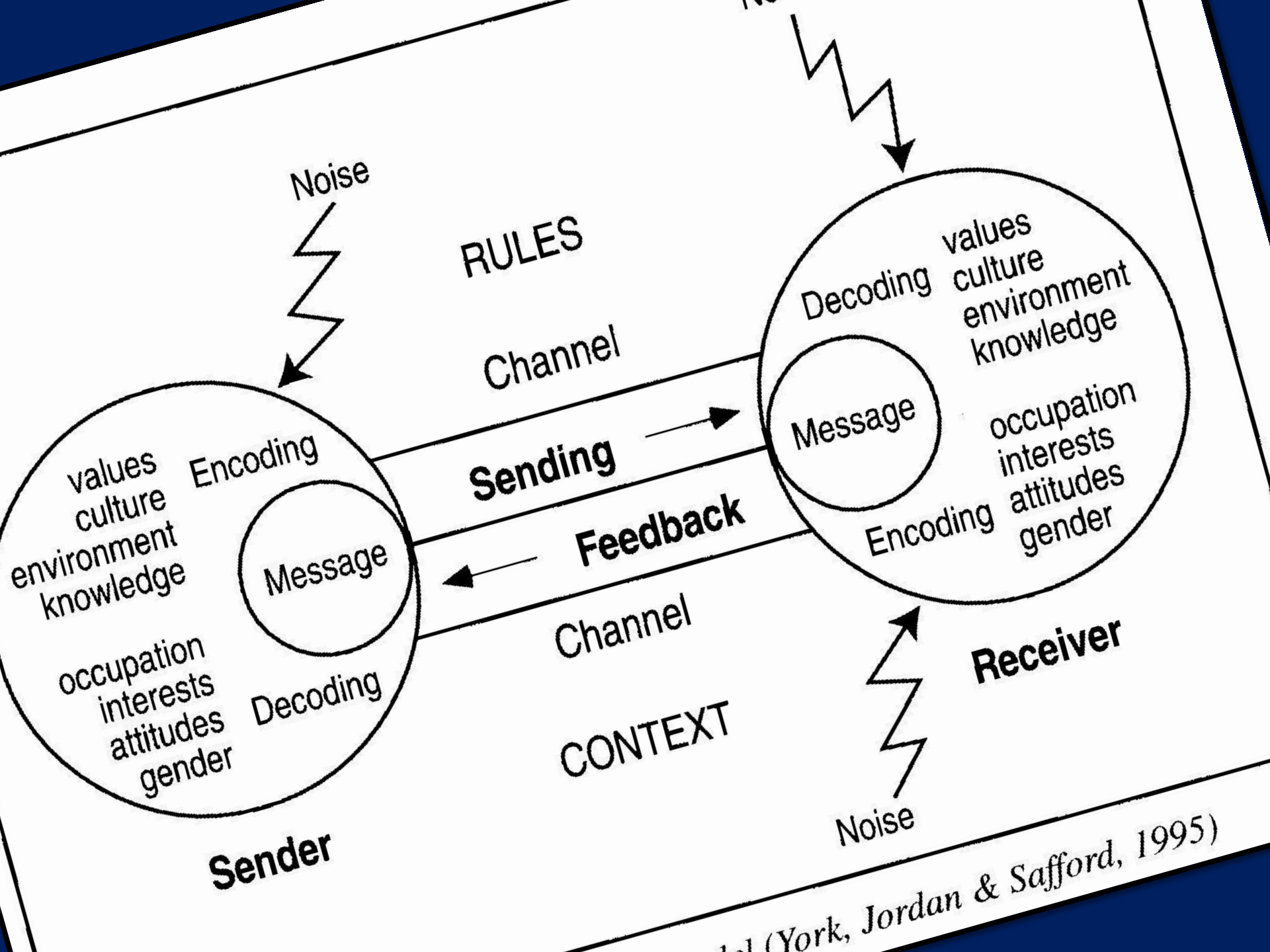


Figure 5.1

A basic communication model (York, Jordan & Safford, 10)



(York, Jordan & Safford, 1995)

Ah, just kidding...

Communication has 5 functions



Ground rules – it's all human nature...

1. Whoever shares the most feel closest.
2. For people to care about your opinion, you generally need to project that you are interested in them.
3. For people to have confidence in you, you generally need to project that you have confidence in yourself.
4. First impressions are not really the most accurate, but they are generally the strongest – and the most difficult to change.
5. 65 - 85% of communication is non verbal...

Your 3

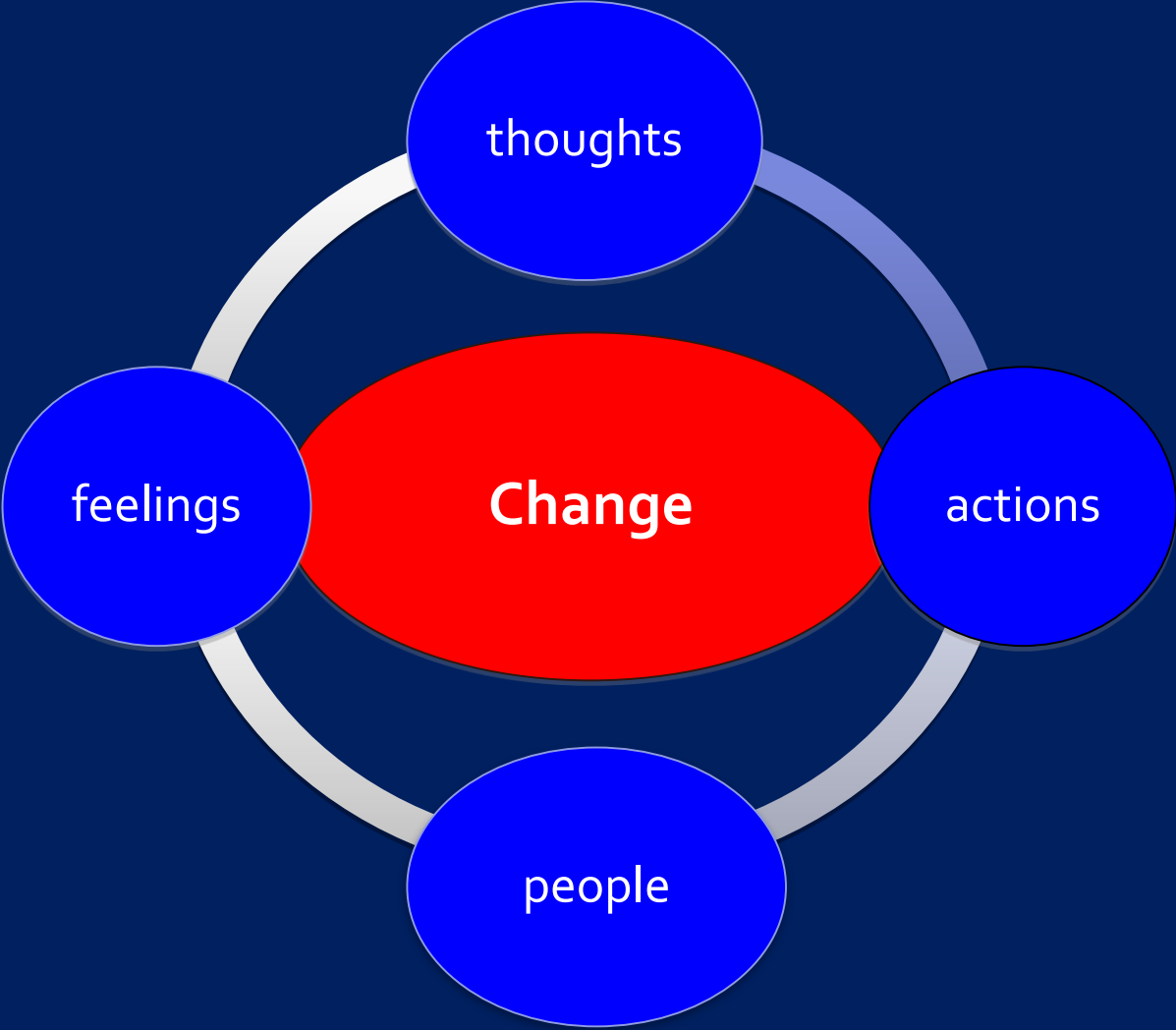
Where might this stuff work?

Remember our
construct?

What we know.

In any kind of Behavioural Psychology –
you only get 4 tools.

They either work for you – or against you.



Two quick examples

Persuasive communication

5 skills

Skill # 1

Body language

The most essential fundamentals...

1. face to face
2. angle up
3. shoulder to shoulder

Skill #2

The feedback sequence

Let's have an easy conversation

For something important – formalize it.
Remember to use “The Feedback Sequence”...

1. Listen for the plot
2. Say: **“Let me make sure I understand what you’re telling me.”**
3. Tell them what they told you.
4. Ask: **“Is that right?”**
5. Wait for them - listen to what they say.

Who uses this?

Skill 3

Front-loading

Don't Know How To Start?
You just need to “front load”

It's all about getting permission

Try Something Like This...

- “I want to talk to you about something – but I don’t know how to start.”
- “I’m really embarrassed, but I need to tell you something.”
- “I need to talk to you, but I don’t want to make you mad.”
- “I need to tell you something, but I don’t want to hurt your feelings.”

Skill #4

The “Zen of No”

SKILL #5

The “Phrase of Doom”

...Avoid The Phrase of Doom!

...Avoid The Phrase of Doom!

Never ever, ever, ever, ever, ever, ever,

ever –

tell anyone to

...Avoid The Phrase of Doom!

Never ever, ever, ever, ever, ever, ever,

ever –

tell anyone to

CALM DOWN!

What should you say instead?

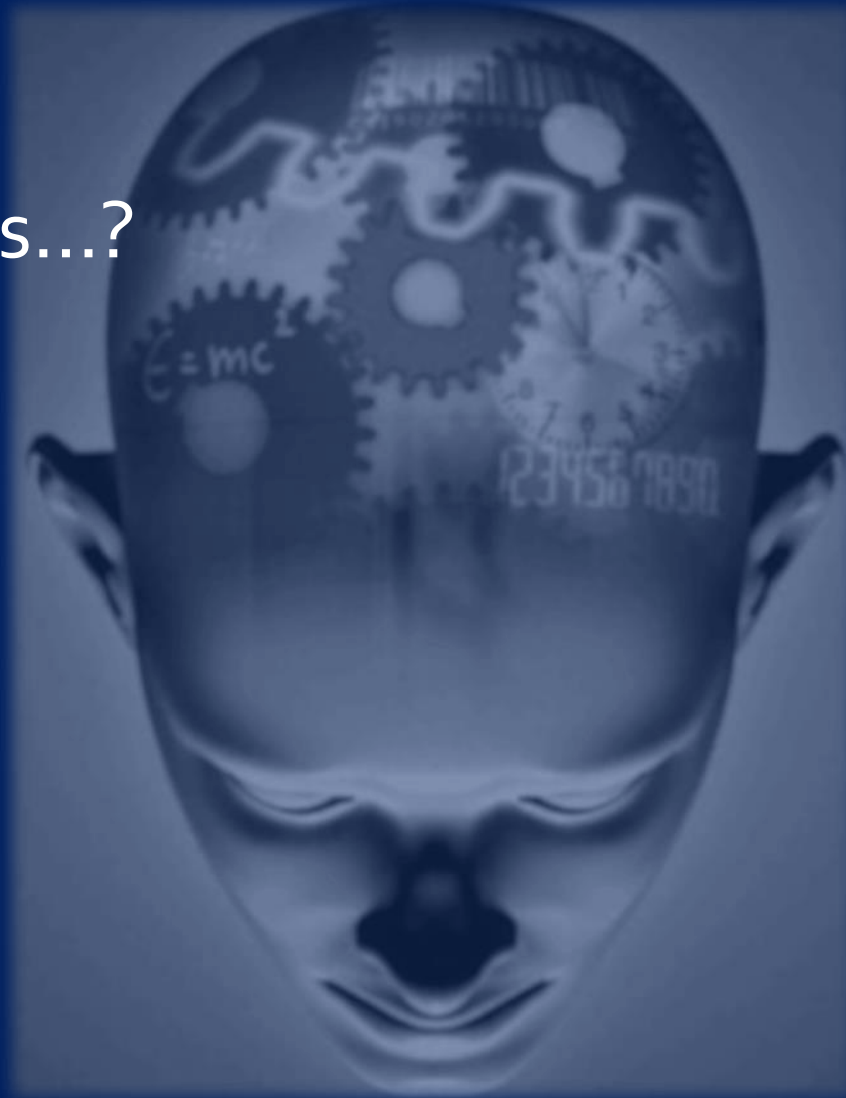
What should you say instead?

Maybe something like...

“I know this is important to you.”

Your 3?

Thoughts...?



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