

# Exercise: Your Experience with Persuasion

Now, let's see if you can spot situations where persuasion was at play with a little exercise.

Think back over the last few weeks and try to come up with three times when you or someone you work with used persuasion to get a point across.

## Ask yourself:

1. What was the goal of that communication?
2. Did the persuader succeed in getting what they wanted?
3. If not, why do you think it didn't work?

Persuader	Goal	Successful? (Yes or No)	If not, why?