UNIVERSITY OF THE PEOPLE

BUS 1105-01 Business Communications - AY2024-T1

Written Assignment Unit 6

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"The practice of presenting numerous arguments and ideas to spur action, motivate, or change the audience's point of view is known as persuasion." (McLean, 2010).

"The principle of reciprocity, the principle of scarcity, the principle of authority, the principle of commitment and consistency, the principle of consensus, and the principle of liking." (McLean, 2010). It has been demonstrated that these ideas work well for influencing an individual or a group of individuals. In my essay, I'll go over and describe a hypothetical instance in which I persuaded my coworkers at work using these ideas.

Reciprocity –

People tend to return a favor or gesture in kindness. By doing something first for someone, they feel obligated to return the favor.

Scarcity –

Opportunities or offers that are limited or exclusive tend to be more desirable. People want more of what they can have less of.

Authority –

People are more likely to listen to and follow the lead of credible experts and authority figures. Using authority figures to back up an argument lends it more weight.

Commitment and Consistency –

If people commit to an idea or behavior, they are more likely to honor that commitment to remain consistent with their public views. Getting early buy-in creates longer term commitment.

Consensus –

When people believe something is the accepted norm or has wide support, they are more likely to go along with it. Showing others agree increases conformity.

Liking –

People are more easily persuaded by those they know, like and trust. Building rapport makes future agreement more likely.

In my previous job, I was tasked with convincing my team to take on an additional project on top of their current workload. I knew they would be reluctant to add more to their plates, so I carefully employed these 6 principles:

First, I appealed to their sense of reciprocity by reminding them of times I had helped them out when they were overwhelmed. I hoped they would want to return the favor. Then I emphasized the scarcity of this opportunity, saying we needed to act fast or risk losing it to another department. To reinforce my authority, I got buy-in from senior leaders that I shared with the team. Once a few team members voiced agreement, I used that consensus to convince the hesitant remainder that this project should be a priority. However, what really seemed to work was appealing to our relationships and liking of one another. I expressed how much I believed in the team and needed their expertise, which played to their egos. In the end, this combination of principles persuaded them to take on the extra project. While I didn't explicitly use the commitment principle, the others were effective in achieving buy-in.

References:

McLean, S. (2005). The basics of interpersonal communication. Allyn & Bacon.

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