Wk Focus & Medium Weekly Topic & Assignment

Mar 20

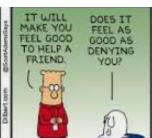
To

Mar 25

Applying persuasive Communication







ng.



BAH!



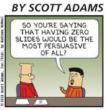








DO YOU WANT



NO WAY

TO KNOW















Wk

Weekly Topic & Assignment

11

Mar 20

То

Mar 25

READ Locker Ch.11

Applying persuasive Communication

1) What is persuasive communication

- i. Perhaps one of the most valuable skills in the world.
- ii. Postive, unwavering energy.
- iii. A means of openign doors.
 - iv. Sincerity and more sincerity with empathy.
 - v. Are target audiences needs being meant?
- vi. Use of admiration and respect to build trust.
- vii. Carefully designed messages to influence thinking.
- viii. properly pronounced words, usage, facts, and statistics.

2) What isn't persuasive communication

- a) Getting your needs met.
- b) Unplanned communication.
- c) Not leading by example.
- d) Poor dress, mannerisums.
- e) Claptrap, browbeating, strong-arming, snake-oil.
- f) In-authentic self, beliefs, and motives.

CAN YOU TEACH ME HOW TO BE MORE PERSUASIVEF WHAT'S IN IT FOR ME?

Takes time to mature!

3) The mechanics and process

- Orient yourself around the needs of others.
- display abundant patience and support.
- supply validation when possible.
- display unwavering positive energy.
- identify yourself with prestigious institutions and people.
- preserve your image by avoiding socially unacceptable behavior.
- pay close attention to your appearance and presentation.
- use language that specially relates to your audience.
- cite data and statistics only when they're accurate.
- mirror your audience's needs, hopes, and aspirations.

4) Writing persuasive problem solving

- A. I share your vision.
- B. We're on our way.
- C. Bob, your one of the most creative manager's I've meant.
- 5) Written communication: performance reviews, recommendations, reporting
- 6) homework: draft three memos by persuasion category