

# Code & Convince

Mastering Persuasion at Work

# Thank you Sponsors!



EXCELLENCE IN RECRUITMENT



# Agenda

- Introduction
- What is Persuasion?
- #TikTokMadeMeBuyIt
- The Elephant & the Rider
- 6 Principles of Persuasion
- Negotiation
- Consensus
- MAYA
- Activity: Persuasion in action
- Conclusion



# What is Persuasion?

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## #TikTokMadeMeBuyIt

- People buy from people
- Perceptions can and do change constantly
- People want information quick





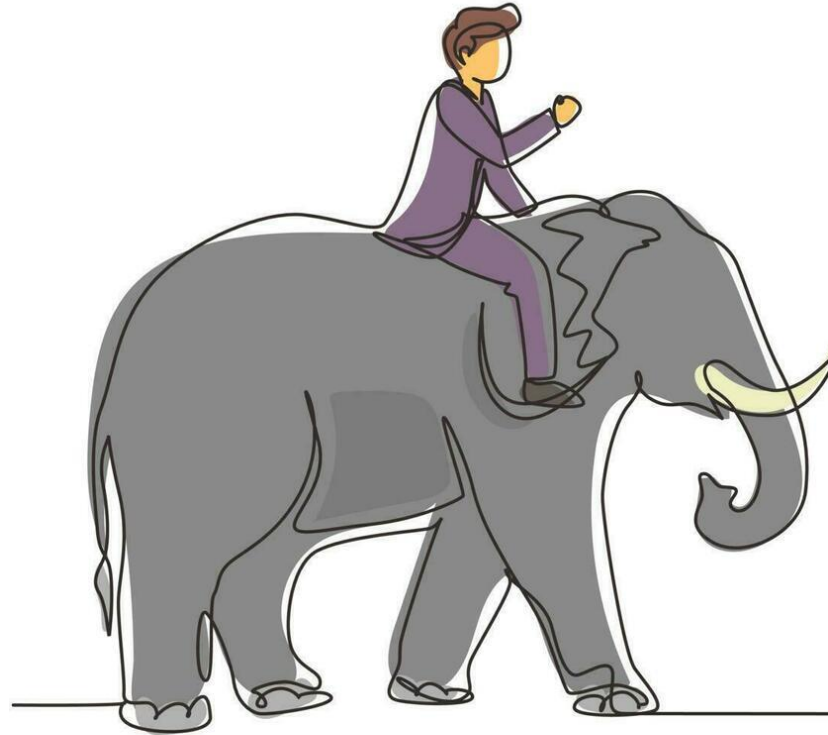
# The Elephant & The Rider

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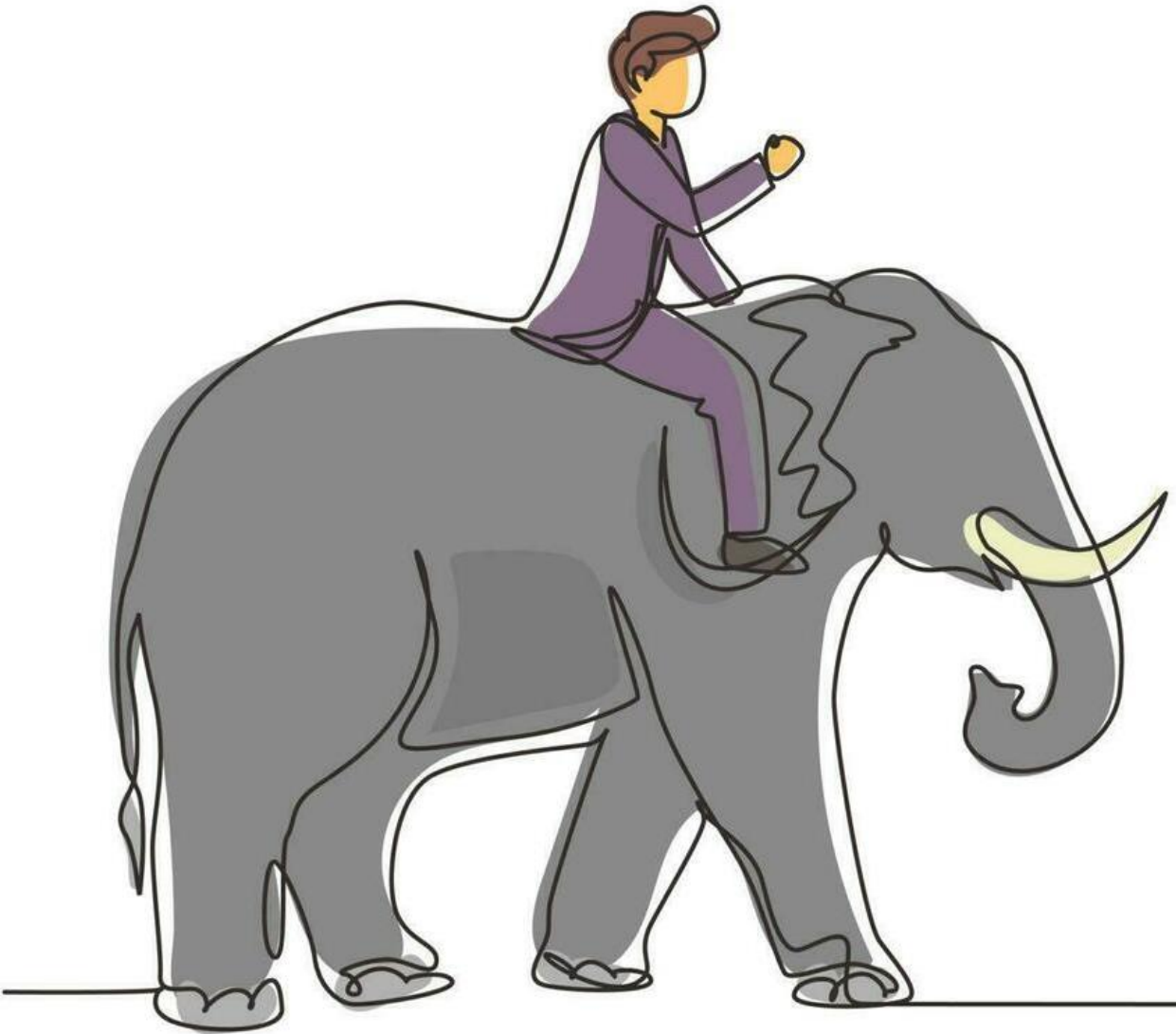
# The Elephant & The Rider

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- Give directions
- Remove obstacles
- Provide motivation







- Give directions: this is how it works, the plan for training and implementation
- Remove obstacles: sandbox to play in, hands-on support, ramp up period
- Provide motivation: a good story and celebrating a win



# Likability

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# Reciprocity

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# Commitment and Consistency

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# Social Proof

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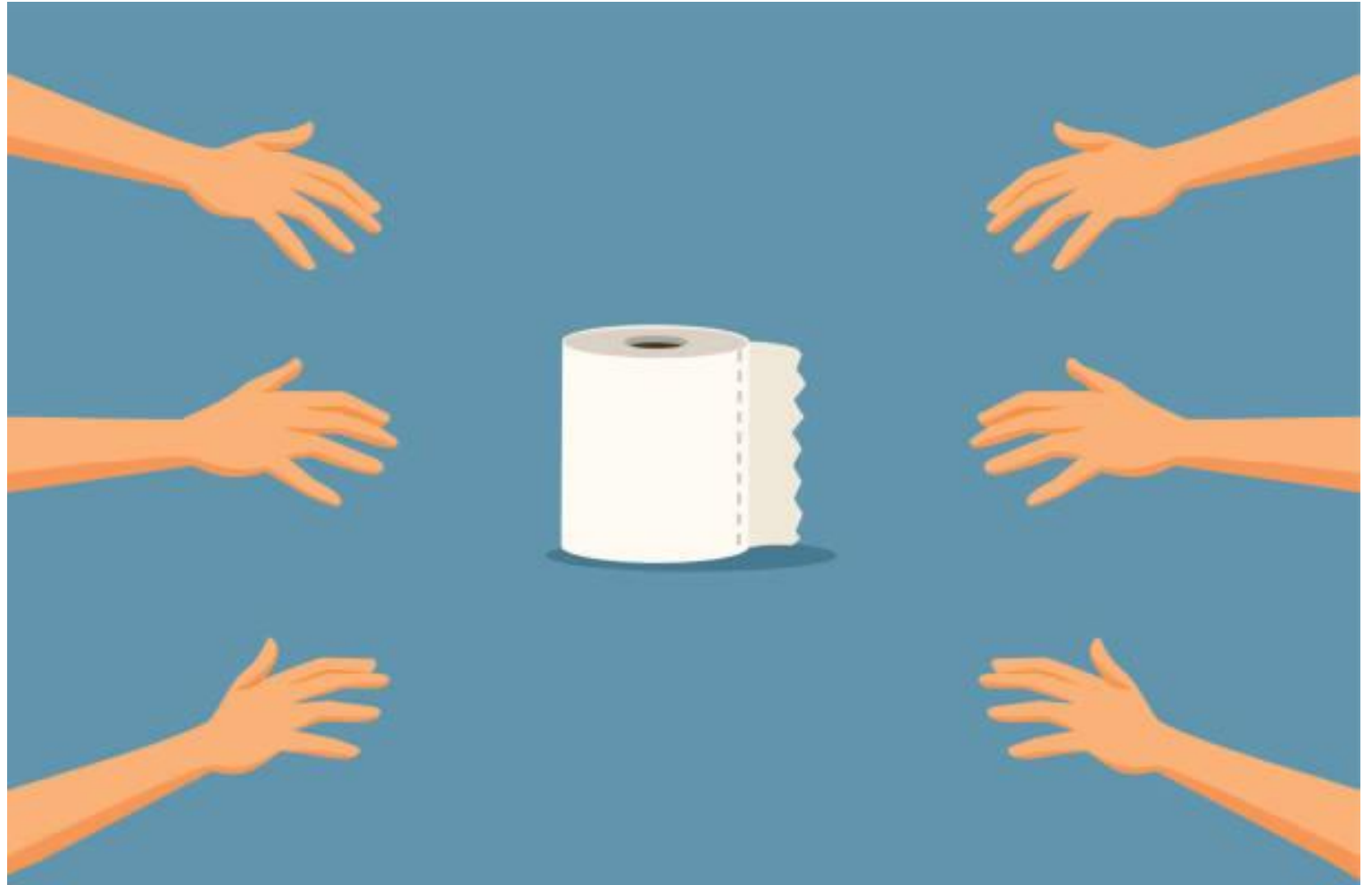
# Authority

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# Scarcity

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# Instead of asking:

# Try:

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Are you free?

**Is this a bad time?**

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Do you want to...?

**Are you opposed to...?**

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Do you agree?

**Do you disagree?**

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Does this sound good?

**Is this a bad idea?**

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**Am I Crazy?**

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# Negotiation

- Steer
- Be curious
- Start the negotiation before you start the negotiation
- Be at peace with silence
- Make friends



How are you finding the 1:1s

What are the chances we can change the frequency?

I know you're really busy and we already have multiple project touchpoints together

# Consensus

- Clarify the Objective
- Encourage Open Dialogue
- Seek Common Ground
- Summarize Regularly
- Check for Alignment
- Document the Agreement

# Most Advanced, Yet Acceptable

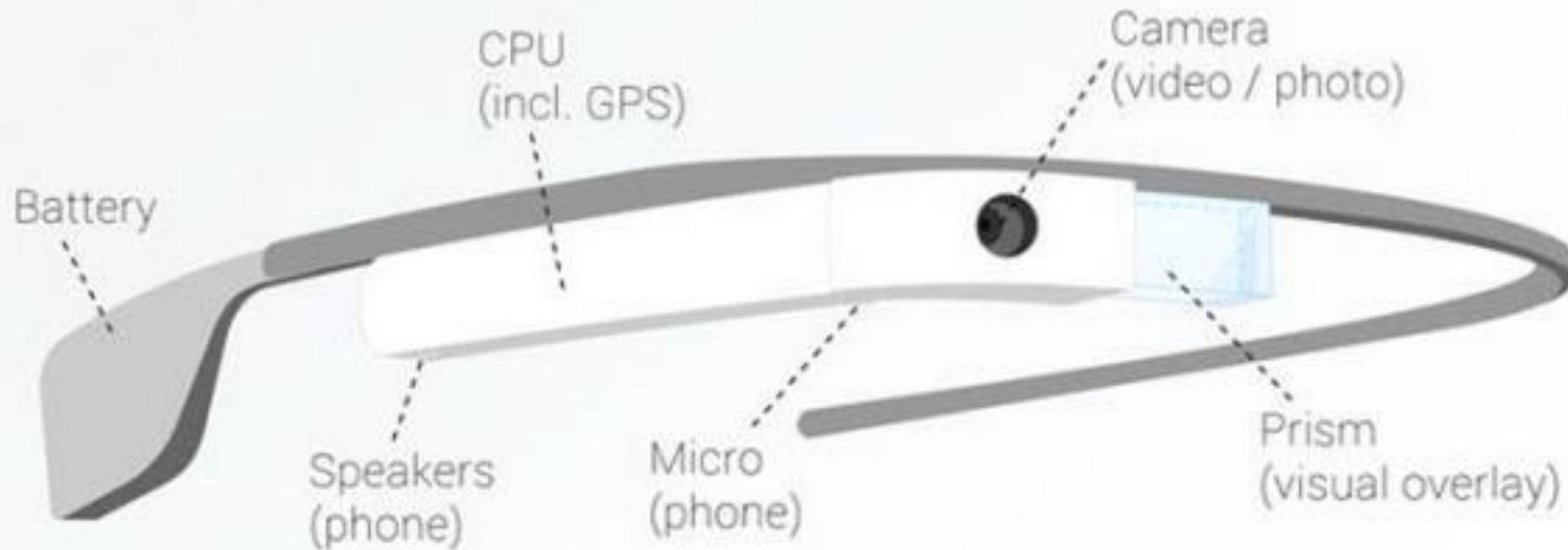


© PicClick

# How Google GLASS works

Why can you see a sharp image?

Infographic by M. Missfeldt  
[www.brille-kaufen.org](http://www.brille-kaufen.org)



# MAYA



Use language your audience is used to



Highlight common patterns or flows that will reduce the learning curve



Piggyback on an existing mental model to give a frame of reference

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*The fool tells me his reasons;  
the wise man persuades me with my own.*



# Activity: Persuasion In Action

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- In a group of 2-3, be either a persuader or the decision maker
- Use as many of the six principles of persuasion as you can in a mock negotiation



# FINAL THOUGHTS



- Persuasion drives negotiation and leads to consensus
- Negotiation is not a contest of wills
- You may see an adversary now, but they may be a partner later
- Find common ground and meet at a collective agreement

Questions?

