Coursera Storytelling

<https://www.coursera.org/learn/communicate-with-impact/home/welcome>

**Week 1: Storytelling and influencing: Communicate with impact**

## 1.1 what is persuasive communication?

In order to persuade the audience, we need to know what is IMPORTANT to them 🡺 Audience Analysis

ASK:

* Who is my audience?
* What information do they find valuable?
* What are their aspirations and fears?
* Why should they listen to me?

Answer the above questions, and make an audience-centered presentation.

**IMPORTANT RESEARCH:** If we like what we are hearing in a presentation, we will begin to generate positive thoughts and the message is likely to be accepted.

And if we don’t like what we are hearing we start to generate negative thoughts and the message is likely to be rejected.

The generation of these negative or positive thoughts is called ELABORATION

* Reading the audience:

How to know if the audience accepted the message?

See how they react during the presentation. Smile, clap, verbal confirmation, the kind of questions they ask.

## If there is acceptance:

The questions asked after the presentation 🡺 implementation type questions:

How do we do this? What do we do next?

The above questions are signs that the audience is inspired to take action.

## If you hear WHY questions:

It is a sign that the audience is not convinced yet.

**Most effective way:** Ask their feedback in a survey after the presentation. Effective because if they are not persuaded yet, we can find out why.

## 1.2 Assessing human behavior

Some points to help us stop misinterpreting people around us before responding:

1. Don’t take it personally: subconscious wants to make a story like everybody is against you. Stop thinking this way and try to figure out what’s going on with them.
2. A picture containing text, person

   Description automatically generatedCause & effect: some people live in EFFECT only and try to find arguments about everything is everyone else’s fault. This is a PASSIVE position. We think everything happens TO US and it is out of control. A few percentage live in CAUSE. They take full responsibility of their life and they try to think how they can make an interaction to get a different outcome.
3. Ecology: everything you do towards others should be ethical in their best interests. When they find out it will ruin your reputation.

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If the above criteria isn’t met, change another course of action. Bad reputation can quickly travel worldwide.

1. Resources: No one wants to behave badly. We are always trying to meet our own needs but most people don’t know how to do it positively, so they make it negatively.
2. The person with the most flexibility controls the system: instead of criticizing people, try to take a step towards them, and they will take steps towards you.

Business leaders have a full control in adapting to whomever they are talking to. That makes people around them feeling safe, valued and connected in a deeper level.

This way you can accept people the way they are.

Humans are like trees:

1. Behavior is the leaves
2. Attitude is the branches
3. Belief is the trunk of the tree
4. Values are the root of the tree

In order to change people’s behavior you should change their values. Values are invisible even to the person themselves because they are stored in an unconscious level.

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Our values are built in 0-7 period by parents and environment. We will have the values forever in our lives.

**How to find peoples deep values?**

By questioning persistently until we find the root of their values. E.g. what is important to you about? Keep asking what else is important to you about? Keep asking until they run out of options three times. Next:

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For the last item, for example if they say they want something quickly. We need to find out if they mean in an hour, a week or a month?

Once we understand their values we can make them an offer which fits their criteria. Then they feel safe to accept our proposal. If they reject, means we haven’t understood their values enough, and we can get back to questions and keep it ethical and friendly.