

1.
- Now that you know more about creating effective influencing statements, you can put that knowledge into practice.
- 1 point

Let’s revisit the BookEnds bookstore scenario. Recall that Keiko, the owner of BookEnds, raised concerns about some of the new website features. Your lead developer at Web Solutions Software sent an aggressive, dismissive email in response. They didn’t respond to Keiko’s concerns or meet them where they were emotionally. Rather than trying to compromise, they shut down the conversation. They did establish credibility by citing their years of experience. They also pointed to the success of a similar website that increased sales by 20%. But their approach to the conversation jeopardized your company’s relationship with BookEnds. Now imagine that Keiko, while unhappy, still wants to work with your team. As a thought experiment, let’s consider how Jay A. Conger’s four steps of effective influencing can help you make the case more effectively. Are you ready?

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 I’m ready!

2.
- Write an email (at least 3-4 sentences) to Keiko, the owner of BookEnds, and persuade her that the website changes are necessary. Remember to establish credibility, frame for common ground, provide evidence, and connect emotionally.
- 1 point

What do you think?

Your answer cannot be more than 10000 characters.

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