

**Principles of Persuasion Workshop**

**Pre-work**

The pre-work is a critical activity for helping you to more fully integrate, into your daily problem solving activities, the **Content** and **Process** for employing the Six Principles of Persuasion in an entirely ethical and effective manner. It will allow you to evaluate for yourself how useful these Principles are in assisting you to solve difficult problems.

**Pre-work Exercise Protocol**

1. Please think about two current or upcoming situations, which may be complex or difficult (professional or personal). Possible situations – you need to get buy-in from stake-holders, you need to convince your boss on a project or initiative, you need others to cooperate with you, you need a change in direction in the team, you need a big group of people (eg. members of the public) to change their behaviours or actions. These are just some examples of influence challenges. Identify two to work on during the workshop.
2. Then, using the attached Pre-work Worksheets, describe each situation *in as much detail as possible* including:
   1. Who is involved
   2. What you hope to accomplish
   3. What barriers exist to obtaining a positive outcome
   4. What are some solutions to the problem that you’ve been considering
3. On day two of the POP Workshop, you will be presenting at least one of these situations (and possibly both) to two other group members.
   1. You will have about five minutes to present the above information to the others.
   2. Then, all of you will have about 2-5 minutes to think individually about possible solutions to the problem using *all* of the Principles of Persuasion as guides to action.
   3. Finally, your group will then have another 15 minutes to discuss approaches to the situation and develop the elements of a coherent action plan.
4. Each participant should walk away from the workshop with a coherent action plan for at least one of the situations. Many participants (about 60%) leave with action plans for both situations.



**Principles of Persuasion Workshop**

**Pre-work Worksheet - Situation #1**

Who is involved?

What do you hope to accomplish?

What barriers exist to obtaining a positive outcome?

What are some solutions to the problem that you’ve been considering?

**Please bring this form with you to the workshop!**



**Principles of Persuasion Workshop**

**Homework Worksheet - Situation #2**

Who is involved?

What do you hope to accomplish?

What barriers exist to obtaining a positive outcome?

What are some solutions to the problem that you’ve been considering?

**Please bring this form with you to the workshop!**