




Workshop Samples 

## Cialdini's 6 principles of persuasion



1. Principle of reciprocation.
2. Principle of scarcity.
3. Principle of authority.
4. Principle of commitment and consistency.
5. Principle of consensus.
6. Principle of liking.

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## Principle of reciprocation

The concept: "I'm obligated to give back to you what you first give to me."

People respond to this seemingly universal law that you must not take without giving in return.

"You are given a moment of power after someone has thanked you, what you do with that moment is critical."

Don't undermine your powerful position by saying something like, "Oh, it was nothing; I do that all the time,".

Instead, he says you should respond with, "Of course, we were glad to help. It's what long-term partners do for one another."

Or, "Thank you. Of course, I was glad to do it; I know you would do the same for me."

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## Influencing without authority

Use the "Law of Reciprocity" to create mutual advantage

Establish "currencies of exchange"

- which are valuable psychological and social "payments" that are appropriate to each work situation.
- If you have no currency that the other person values, then you can have no influence

Know the difference between negative "manipulation" and positive "influence."

- Genuine influence is the direct attempt to discover what a co-worker wants in order to cooperate so that you can respond appropriately by making a "fair exchange."

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## Currencies of Exchange Inspiration Currencies

Vision


- Being involved in a task that has a larger significance for unit, organisation, customers or society

Excellence

- Having a chance to do important things really well

Moral/ Ethical Correctness

- Doing what is "right" by a higher standard than efficiency

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## Top 4 things a subordinate wants

Improve the scope of the subordinate's job

- encouraging initiative by providing more challenge, responsibility, autonomy or discretion.

Offer higher quality supervision

- helping in the new challenges by giving better, more timely feedback and coaching, but less judgmental criticism.

Create a better work relationship

- supporting partnership by open communication, mutual influence, joint problem solving and greater trust.

Be more effective as a boss

- helping the subordinate ("junior") partner carry out changes by obtaining needed resources, influencing upward, negotiating with peers or planning better.

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## What a boss wants - Managing "up"

Listen to all feedback. Don't take it personally even if it is intended that way

You are there to add value to your organisation. Do so, and people will listen to you. Exceed expectations and they will listen more

Under-promise, over-deliver

Expand your knowledge and network – it makes you more effective

To work effectively with your boss, accept his or her humanity.

Encourage them – they are human too