

How to get others to do what you want @home and @work

1 Ask Who?

To persuade, you must make it personal. Connect your persuasion to them.

WHO	Likes/Dislikes	Interests: what do they care about?

2 Ask What do you want them to do?

From: To

FROM What's happening now	What are they doing - or not doing - today?
TO What do you want to happen?	What do you want them to start doing - or stop doing?

3 Create Choices

Three choices More than one way means more chance	Create three choices about how they could do what you want. 1. 2. 3.
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4 Understand Consequences

Understand: what are their consequences for making one of the three choices

Three choices More than one way means more chance	Saying Yes 1. 2. 3.	Saying No 1. 2. 3.
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Doing Nothing

What are the consequences for them doing nothing? Often there are no consequences if they do nothing. So guess what happens? Nothing! So can you change the consequences? Look at their likes, dislikes and interests. Do these give any ideas for how you could change the consequences?

5 Ask Questions

Don't break the silence; wait for the answer

Questions
influence
because
they
involve
others

6 Use Summaries

Summarise till they say yes you understand their view.

7 Take time

People want to have their views considered. So even if you are still going to disagree or say NO then if you can take some any time, do so.

8 Connecting Choices

With the information you now have, change or use your three choices from Q3. If you can change your choices to connect with what they have said, then have more chance of persuading.

Three choices Connect your three choices to what they have said.
1.

2.

3.

For really challenging situations

Who else has already done what you want them to do or

Who thinks what you want is a good idea

Like them	Who else similar to them has already done what you are asking?
Other Firms	
Other Families	

Experts or	Who would they believe?
Role	
Models	
Whose opinion	
would they	
accept	
