

Six principles of persuasion

Cialdini's model of persuasion presents the psychological factors that affect people's inclination to agree with requests or proposals. The purpose behind the model is to provide insight into these influencing mechanisms, enabling leaders to ethically enhance their persuasive communication and effectively motivate others in personal and professional settings (Cialdini, 2007).



QUESTIONS TO CONSIDER

What are some genuine ways you can provide value or assistance to others first, so they feel encouraged to support you in return when you need help or cooperation?

How can you invite others to make small initial commitments that align with your goals, which can lead to their increased involvement and support over time?

In what ways can you highlight the support or endorsements you've already received from others to persuade additional people to get on board with your ideas or initiatives?

What steps can you take to establish or communicate your expertise and credibility on a subject, making others more receptive to your suggestions or guidance?

How can you build rapport and find common ground with others to increase their willingness to support your requests or collaborate with you?

How can you effectively communicate the unique benefits or limited availability of an opportunity or resource to motivate others to act promptly?