 **PERSUASION TECHNIQUES**

**The Four Mindsets for effective communication :**

1. **Awareness:** of self, others, context and purpose. This is the ability to be deeply aware of the communication requirements and preference styles of all those involved, as well as the situation and intent of the communication activity (e.g., informing, inquiring, influencing, persuading, entertaining, motivating, inspiring, listening, collaborating). The awareness mindset also encompasses understanding your own communication skills development needs and reading the styles of others, as well as considering the cross-cultural, gender and generational issues.
2. **Message:** the core meaning and content of the communication, supported by structure and appropriate details, as well as messages that are relevant, clear, compelling and comprehensible.
3. **Presence:** beyond the words—the nonverbal (e.g., body language and gestures), paraverbal (e.g., sound/tone of voice) and visual, symbolic or expressive features of the communication.
4. **Format:** the choice and effective use of different communication formats, media and repertoire that are “fit for the purpose and situation” (e.g., behaviors, spoken, written, listening, thinking/reflection, novels, text, email, instant messaging, video, technology and the like). It also includes understanding when some formats will not be effective, as well as how to use different formats successfully.

**Four Clusters of Communication Techniques and Qualities : use these 4 techniques to effectively deliver your message :**

* **Rational techniques** affect the logic, factuality, knowledge level, intellectual substance and language comprehension in communication.
* **Structural techniques** affect the clarity, order/flow, construction, precision and levels of detail and accuracy in communication.
* **Expressive techniques** affect the expression, emotion, interactivity, personalization and authenticity of communication.
* **Visual techniques** affect the appearance, visuality, conceptuality, creativity and symbolism of communication.

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| **STRUCTURAL TECHNIQUES**  **Key Features**  **Organized levels of required and accurate details**  **Overall structure and flow for content and materials**  **Structured language and correct grammar**  **Agenda making, preparation and documentation**  **Text construction and “white space”**  **Clear voice articulation and word/sound precision**  **Deliberate use of pace, speed and silences**  **Controlled stance, posture and movement**  **Rhetorical language techniques, e.g., triads, repetition, compare and contrast, framing** | **EXPRESSIVE TECHNIQUES**  **Key Features:**  **Emotionally or personally relevant core messages**  **Expressions of personal interest and relationships**  **Authenticity, personal reputation and humility**  **People- or emotion-based stories and humor**  **Passion, energy, shared values and culture**  **Voice/word tone modulation and expression**  **Interpersonal connection with active listening**  **Expression and emotion in body language**  **Vocal tonality and silence for drama and effect**  **Descriptive, evocative and emotional adjectives** |
| **RATIONAL TECHNIQUES**  **Key Features**    **Core messages with intellectual relevance**  **Clear purpose, audience analysis and focus**  **Logic, objectivity and precise or factual language**  **Key information, data or facts**  **Credible knowledge and evidence**  **Rational examples, problems and solutions**  **Simple and accessible words for comprehension**  **Direct and to the point in content, tone and body language**  **Removing distractions and communication barriers**  **Well defined voice volume and projection** | **VISUAL TECHNIQUES**  **Key Features**  **Core messages are visual and idea-based**  **Headlines, summaries and “big picture” content**  **Metaphors, imagery and “talking pictures”**  **Concrete examples and visual stories**  **Language of future ideas, benefits and vision**  **Added creativity and imagination**  **Page or screen design and visual impact**  **Images, props and video**  **Body language and gestures as seen by others**  **Eye contact, face and “dress”** |

*Adapted from INSEAD- Pr. Ian Woodward, Communication Intelligence*