American Management Association's
Expanding Your Influence:
Understanding the Psychology of Persuasion

Learning Objectives

- Explain the Psychological Foundation to the Laws of Persuasion
- Describe the Psychological/Subconscious Triggers That Influence a Person's Decision-Making Process, Behaviors, and Reactions
- Apply the Appropriate Law(s) of Persuasion in Any Given Situation
- Recognize the Implications of Unethical Approaches to Influencing People
- Use the Pre-Persuasion Checklist to Properly Prepare to Influence a Person

Overview of Influence and Persuasion

- Define Persuasion and Influence
- Describe the Foundational Principles of Persuasion
- Explain the Laws of Persuasion
- Identify the Major Categories of Laws of Persuasion (i.e., the Influence Model)
- Apply the Laws of Persuasion to Your Job

Appealing to Human Nature and Fulfilling Needs

- Describe the Psychological/Subconscious Triggers That Influence a Person's Decision-Making Process, Behaviors, and Reactions
- Explain the Laws of Persuasion as They Pertain to Human Nature and Emotional Needs
- Select and Apply the Appropriate Law(s) of Persuasion to a Given Situation
- Recognize the Implications of Unethical Approaches to Influencing People
- Apply the Laws of Persuasion to Your Job

Shaping Perceptions

- Recognize the Impact of First Impressions on Other People and of Positive Versus Negative Verbal and Nonverbal Communication
- Explain the Laws of Persuasion That Shape One's Perceptions
- Select and Apply the Appropriate Law of Persuasion to Any Given Situation
- Recognize the Implications of Unethical Approaches When Using These Laws
- Apply the Laws of Persuasion to Your Job

Involving to Persuade

- Explain the Law of Involvement, and How It Affects Your Ability to Persuade Others
- Apply This Law of Persuasion to Your Job

Creating Discomfort

- Explain How the Laws That Create Discomfort Affect Your Ability to Persuade Others
- Describe Connections Between Those Laws That Create Discomfort and Those That Shape Perceptions
- Recognize the Implications of Unethical Approaches When Using These Laws
- Apply the Laws That Create Discomfort to Your Job

Balancing Emotions and Logic

- Explain the Law of Balance, and How It Affects Your Ability to Persuade Others
- Apply the Law of Balance to Your Job

Putting It All Together: Using the Pre-Persuasion Checklist

- Use the Pre-Persuasion Checklist to Effectively Determine the Appropriate Law(s) of Persuasion for a Given Business Situation
- Apply the Laws of Persuasion to Your Job