

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

Learning Objectives

- Explain the Psychological Foundation for 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 to a Situation
- Recognize the Implications of Unethical Approaches to Influencing People
- Use the Pre-Persuasion Checklist to Prepare to Influence a Person

LESSON ONE

Overview of Influence and Persuasion

- Define *Persuasion* and *Influence*
- Describe the Foundation Principles of Persuasion
- Explain the Laws of Persuasion
- Identify the Major Categories of the Laws of Persuasion (i.e., The Influence Model)

Appealing to Human Nature and Fulfilling Emotional Needs

- Describe the Subconscious Triggers That Influence a Person's Decision-Making Process, Behaviors, and Reactions
- Explain the Laws of Persuasion as They Pertain to Appealing to Human Nature and Fulfilling Emotional Needs
- Select and Apply the Appropriate Law(s) of Persuasion in Any Given Situation
- Recognize the Implications of Unethical Approaches to Using These Laws

Shaping Persuasions

- 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 People's Perceptions
- Select and Apply the Appropriate Law(s) of Persuasion to Any Given Situation
- Recognize the Implications of Unethical Approaches to Using These Laws
- Apply the Laws of Persuasion Back on the Job

LESSON TWO

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
- Apply the Appropriate Law(s) of Persuasion to a Given Situation
- Describe Connections Between Those Laws That Create Discomfort and Those That Shape Perceptions
- Recognize the Implications of Unethical Approaches to Using These Laws
- Apply the Laws That Create Discomfort Back on the Job

LESSON THREE

Creating Discomfort (cont'd)

- Explain How the Laws That Create Discomfort Affect Your Ability to Persuade Others
- Apply the Appropriate Law(s) of Persuasion to a Given Situation
- Describe Connections Between Those Laws That Create Discomfort and Those That Shape Perceptions
- Recognize the Implications of Unethical Approaches to Using These Laws
- Apply the Laws That Create Discomfort Back on the Job

Balancing Emotions and Logic

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