

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

***Learning Objectives***

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

***Foundation 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

***Engagement and Trust***

- Explain the Law of Involvement, and How It Affects Your Ability to Persuade Others
- Understand That if Your Audience Is Not Engaged, Not Listening, and Not Involved—You Can't Persuade Them
- Building Trust Is the Glue That Keeps the Whole Persuasion Process Together
- Apply This Law of Persuasion Back on the Job

***Appealing to Human Nature***

- Describe the Psychological/Subconscious Triggers That Influence a Person's Decision-Making Process, Behaviors, and Reactions
- Explain the Laws of Persuasion That Pertain to Human Nature
- Apply the More Appropriate of the Two Laws of Persuasion in a Given Situation
- Recognize the Implications of Unethical Approaches to a Given Situation
- Apply These Laws of Persuasion to Your Job

### ***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 Emotional Needs
- Select and Apply the Appropriate Law(s) Of Persuasion in Any Given Situation
- Recognize the Implications of Unethical Approaches When Using These Laws
- Apply the Laws of Persuasion Back on the 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

### ***Creating Discomfort***

- Explain the Laws That Create Discomfort and How They Affect Your Ability to Persuade Others
- Select and Apply the Appropriate Laws(s) Of Persuasion in Any Given Situation
- Recognize When and How to Use Discomfort and the Appropriate Level
- Recognize the Implications of Unethical Approaches When Using These Laws
- Apply the Laws That Create Discomfort on the Job

### ***Balancing Emotions and Logic***

- Explain the Law of Balance, and How It Affects Your Ability to Persuade Others
- How to Analyze and Adapt the Balance Based on Your Audience
- Apply the Law of Balance to Your Job

### ***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