

# The power of persuasion: influencing others



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## Let's hear from you:

1. Are you good at persuading other people to do something?
2. When was the last time someone persuaded you to do something?
3. What kind of jobs require people to have good persuasive techniques?
4. Think of some of your current course participants: what do they have to persuade other people to do?

# My learners:

give payrise authorise medication  
buy truck tailights accept proposals  
take 2-year posting abroad make product improvements  
change performace evaluation  
gain time when solving problems get more responsibility  
vacate meeting rooms reduce price+of services/products  
get less responsibility improve attendance at work  
use PC correctly send info by email change systems  
set up customer visit



# Commitment



# Reciprocation



# Liking



# Scarcity



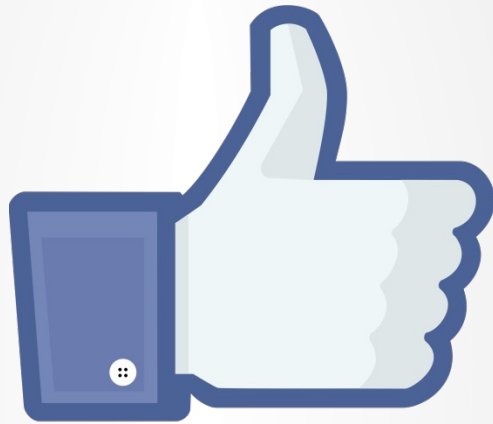


# Authority



*‘Director of first impressions’*

# Social proof



**True Detective - Season 1 [DVD] [2014]**

[Woody Harrelson](#) (Actor), [Matthew McConaughey](#) (Actor)

★★★★★ ☐ ([56 customer reviews](#))

## Tips for persuading others – true or false?

1. Have a clear standpoint
2. Clarify your rationale just before you conclude.
3. Provide supporting arguments and evidence
4. Give many different examples of why your opinion is valid.
5. Contrast other parties' opinions with your own.
6. Always agree with other people's opinions.

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# Language input:

**Express your opinion**

Sequence examples

**Provide supporting arguments**

Acknowledge other views

**Show contrast**

Reformulate

**Summarize**

# Language input:

<b>Express your opinion - strongly that...</b>	<b>I believe</b>
<b>Sequence examples - is more, finally</b>	<b>firstly, what</b>
<b>Provide supporting - but also ... arguments</b>	<b>not only ...</b>
<b>Acknowledge other - that... views</b>	<b>I am aware</b>
<b>Show contrast -</b>	<b>however...</b>
<b>Reformulate - convinced that...</b>	<b>I am</b>
<b>Summarize - considered...</b>	<b>All things</b>

# 'Next year's BESIG conference should be in Rio!!'

Express your opinion

(Provide supporting arguments)

Argument 1

Argument 2

Argument 3

Acknowledge your partner's views

Show contrast

Reformulate your argument

Summarize

We all use persuasion and influencing strategies

Our learners are all involved in persuasion

Target simple language and structures

Help them achieve goals



Blog post  
and lesson plan



Or: <http://bit.ly/1s9m7PG>

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