

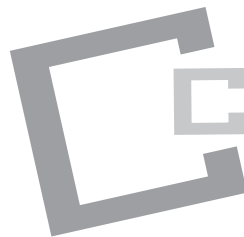
Authentic Conversations®

The Art of Persuasion

***SNA's 2009 Children Nutrition Industry Conference
January 18, 2009***

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objectives

- To be an articulate speaker by demonstrating clarity, passion and credibility.
- To persuade by being authentic, natural and on-purpose.
- To cultivate cooperation and understanding while being direct and forthright.
- To have fun.



“Man’s mind stretched to a new idea never goes back to its original dimension.”

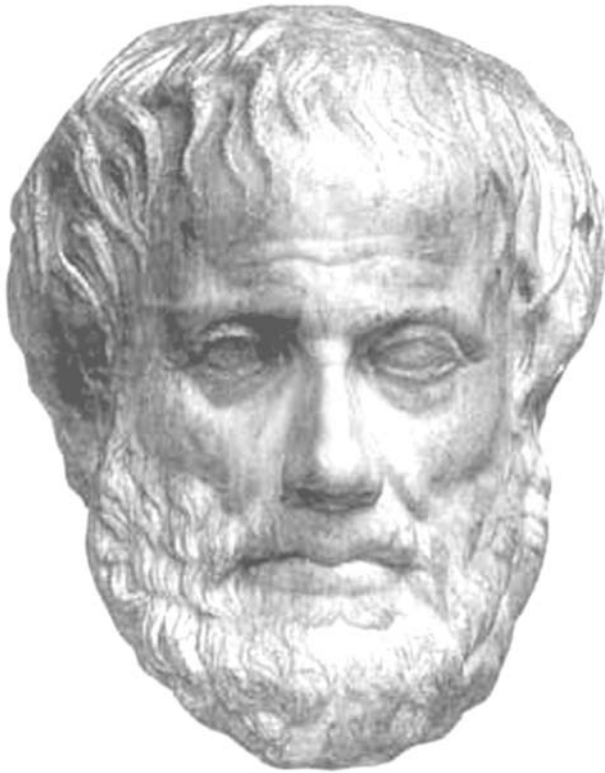
- Oliver Wendell Holmes

your objectives

What is your most challenging situation with customers or peers?

What do you like/dislike about public speaking?

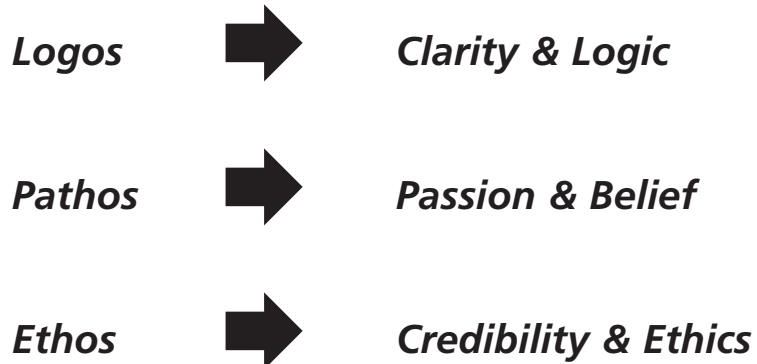
What is your objective for this course?



"What you are thunders so loudly that I cannot hear a word you say to the contrary."

- Ralph Waldo Emerson

Aristotle's Rhetoric



rule of three

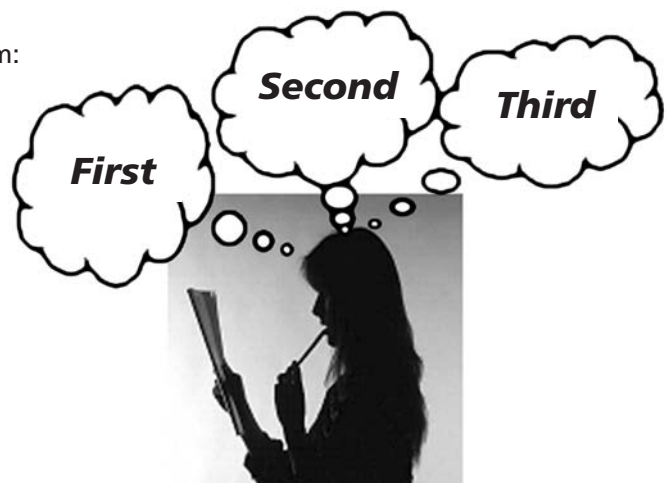


how does it work?

Chunking information down into topics is a very widely used communications technique. This is an excellent format for organizing talks, planning a meeting on the fly, leaving voicemails, and responding effectively in a variety of situations.

The **Rule of Threes** usually takes the following form:

- Reasons
- Situations
- Items
- Topics
- Points
- Considerations
- Possibilities
- Facts
- Tasks
- Elements
- Areas
- Issues



example:

Jack Welch, former CEO of General Electric was on one of the Sunday morning news shows and was asked why GE has been so successful under his tenure. Mr. Welch responded by saying the following, "In response to your question, there are several reasons for our success. **First**, we think strategically. We are a global company, with products that range from phones to nuclear power plants in almost every country in the world and it is imperative that we think globally. **Second**, we hire the best talent that is available. **Third**, we know that if we hire very talented and motivated people, we are going to have to challenge them and give them a high degree of autonomy, otherwise they will leave the organization. So what we try to do is get out of the way. We try to let our employees run their own territories, departments, divisions, businesses, etc. They are responsible for their numbers, but beyond that, we try to get out of the way. So as you can see, those are the three primary reasons for our success.

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

presentation template

introduction ~~(tell 'em what you're going to tell 'em)~~

(tell 'em you have a few, several or a couple points)

body

1) *Idea #1* → *Elaborate*

2) *Idea #2* → *Elaborate*

3) *Idea #3* → *Elaborate*

~~(tell 'em)~~

(clearly separate your ideas)

conclusion ~~(tell 'em what you told 'em)~~

(tell 'em you're done)

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

compare/contrast



how does it work?

Breaking information into poles and opposites has been around for thousands of years. It can be traced back to the concept of non-duality and Yin and Yang in ancient Chinese philosophy. Some of the benefits of categorizing information this way is as follows:

- 1) It is naturally comprehensive and inclusive of alternative points of view.
- 2) It is extremely easy to use, especially in extemporaneous situations.
- 3) It lends itself to deductive reasoning while logically building a case that is very persuasive.

Some poles that can be used to segment information are as follows:

- On one hand, On the other hand
- Ups, Downs
- Compare, Contrast
- Long, Short
- High, Low
- Yes, No
- Pro, Con
- Conservative, Liberal
- Yin, Yang
- Left, Right
- Bear, Bull
- War, Peace
- East, West
- Advantage, Disadvantage

example:

Question: Do you think the US should be the police officer for the world? **Answer:** “On one hand, as the sole superpower, we do have exceptional responsibilities around the world. On the other hand, we cannot go it alone without our allies and the cooperation of other countries. So, ultimately I do think that we have to police the world but only with the cooperation of our allies.”

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

PASSION & BELIEF!



*How do we get others to believe in what we are saying?
How do we get others to come over to our way of thinking?*

Answer:

- 1) Intense Belief*
- 2) Make a Point and Prove it*
- 3) Relate to Personality Styles*

make a point and prove it!

True persuasion is the transfer of enthusiasm and belief from the mind and heart of one person to another. The best way to do this is by making a point and then proving it.



Claim + Proof = Fact

CLAIM – To assert as a fact.

PROOF – Supporting information to convert a point into an accepted fact.

FACT – Something that is, that exists.

“A speech has two parts. You must state your case, and you must prove it.”

- Aristotle

possible segues:

- let me give you an example...
- for instance...
- clients, such as yourself, have said...
- let's take a look at the facts...
- recent studies show...
- let me tell you a story...
- for an example...
- such as...
- namely...
- to illustrate...
- specifically...

types of proof:

- facts/figures
- testimonials
- statistics
- analogies
- charts
- graphs
- studies
- stories
- examples
- references
- diagrams
- lists
- photographs
- maps

Claim: _____

proof/story/example: _____

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

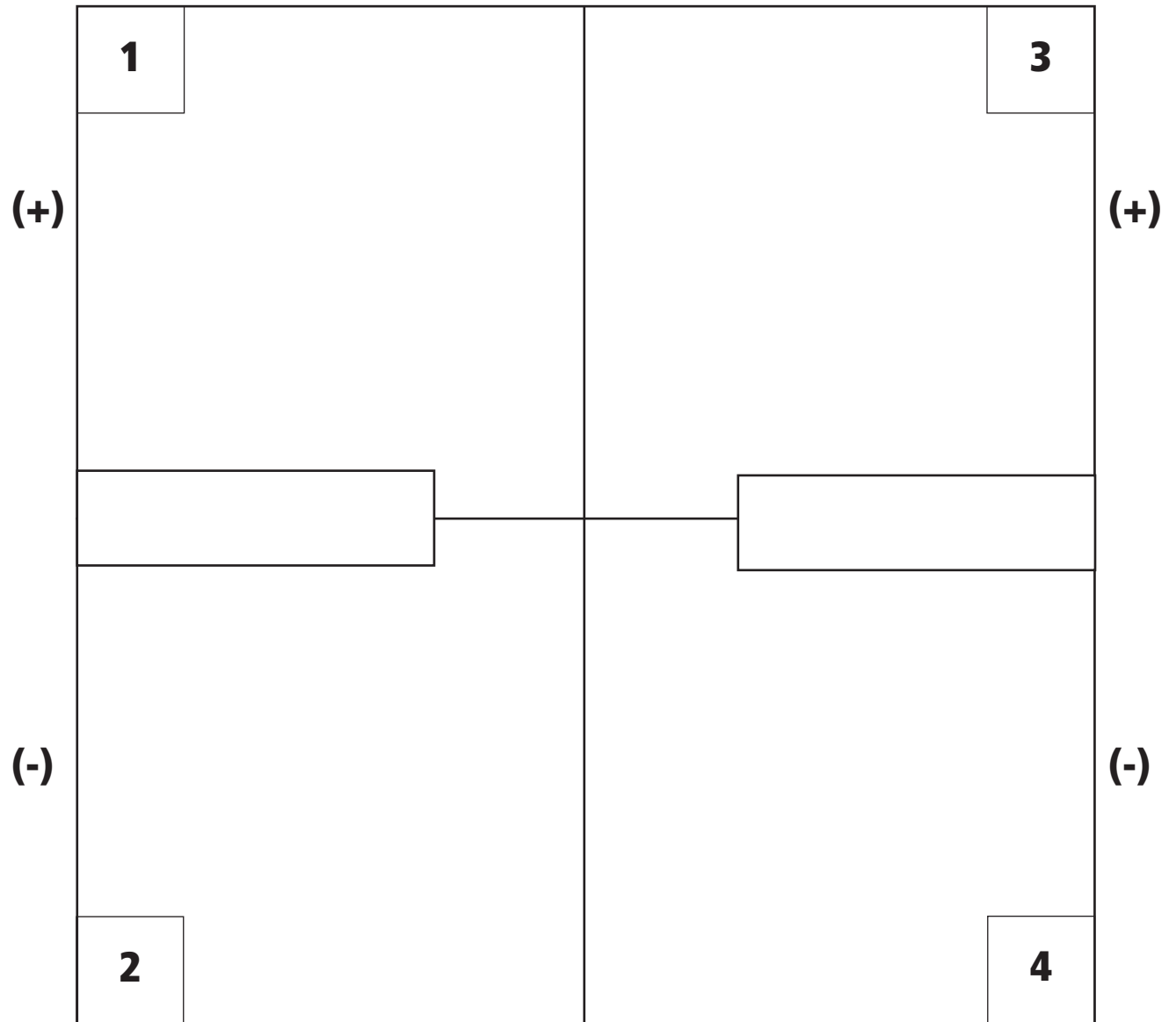
conclusion

credibility & concern

Top 10 ways to destroy your credibility	Top 10 ways to establish your credibility
1) Be late	1) Be prompt
2) _____	2) _____
3) _____	3) _____
4) _____	4) _____
5) _____	5) _____
6) _____	6) _____
7) _____	7) _____
8) _____	8) _____
9) _____	9) _____
10) _____	10) _____



polarity map



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experiments:

subject / question

introduction

• 1 _____

• 2 _____

• 3 _____

conclusion

about your instructor:

Michael Foley is the founder of Clarity Central, a consulting firm based in San Diego and Minneapolis specializing in communications skills and interpersonal effectiveness. He often uses humor, stories and improvisational exercises to drive home practical concepts. He has taught various courses at many Fortune 500 companies. Michael is a member of the National Speakers Association, has a BS in Engineering, an MA in Human Development, and post-graduate certificates in executive coaching. ***For more information, Michael can be reached by phone: 612-210-7936, and email: mike@claritycentral.net***