

# Developing Resilience, Persuasion and Influence the Emotionally Intelligent Way

Prepared by Dr Mark Hughes, *mch: positive impact*

Increasing the positive impact of individuals and Third  
Sector organisations through staff development

[www.mchpositiveimpact.com](http://www.mchpositiveimpact.com)



## Overview of Session

# Persuasion

## Overview of Session

# Persuasion

### 6 Universal Principles

# Overview of Session

## **Persuasion**      Versus      **Influence**

### **6 Universal Principles**

# Overview of Session

**Persuasion**

Versus

**Influence**

**6 Universal Principles**

**Trust**

# Overview of Session

**Persuasion**

Versus

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**6 Universal Principles**

**Trust**

**Emotional Intelligence**

A 3D wireframe box, resembling a cube or a rectangular prism, is centered on the slide. The text 'Emotional Intelligence' is written in a large, bold, purple font across the front face of the box. The box is defined by thin gray lines for the edges and vertical blue lines for the side faces.

# Overview of Session

**Persuasion**

Versus

**Influence**

**6 Universal Principles**

**Trust**



**Resilience**



# Overview of Session

**Persuasion**

Versus

**Influence**

6 Universal Principles

Trust

**Emotional Intelligence**



**Resilience**

# Overview of Session

**Persuasion**

Versus

**Influence**

## Similarities between Persuasion and Influence

**Aim of Both:**

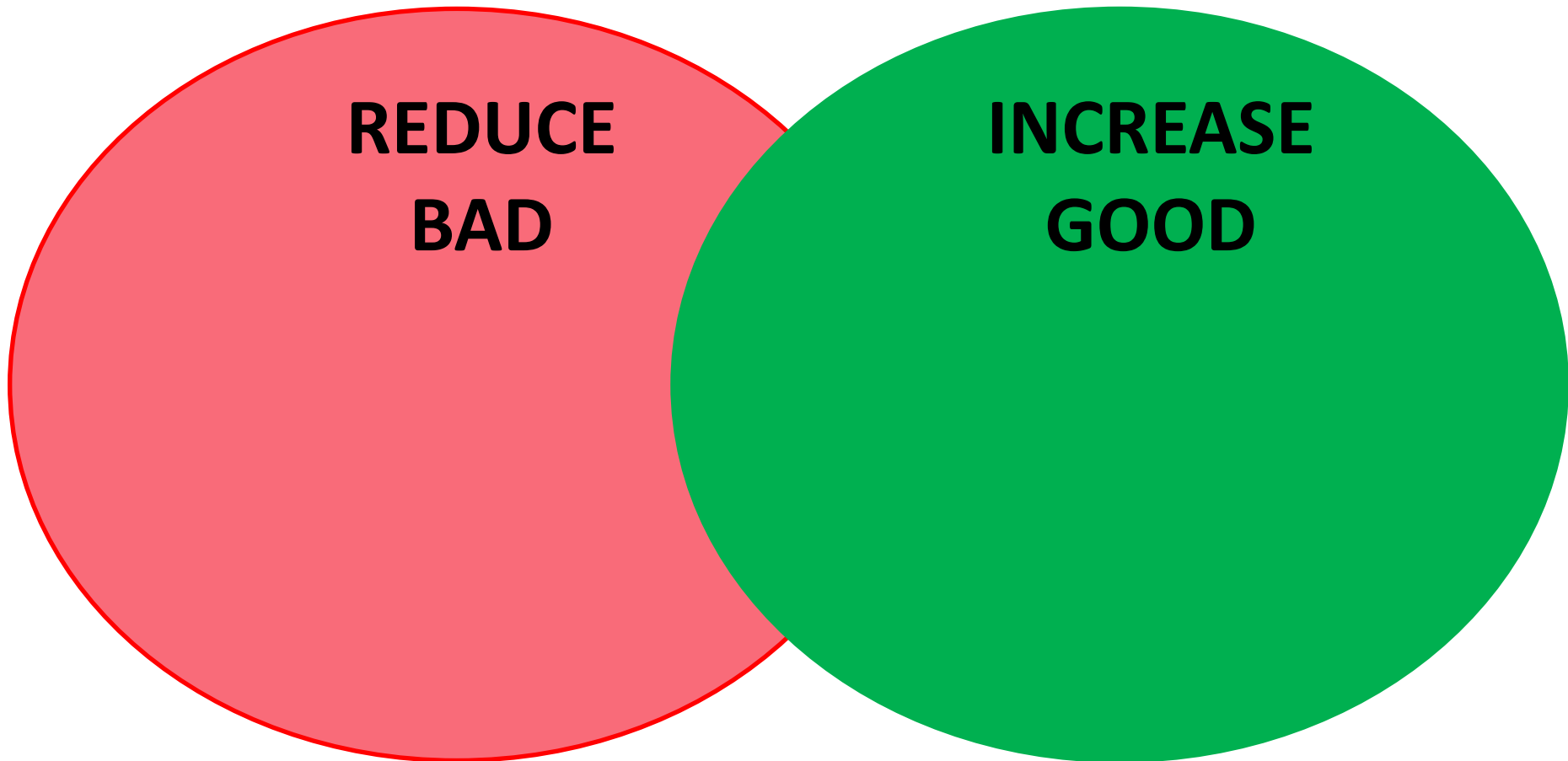
**To make someone  
think, feel or act in a  
particular way**

## Similarities between Persuasion and Influence

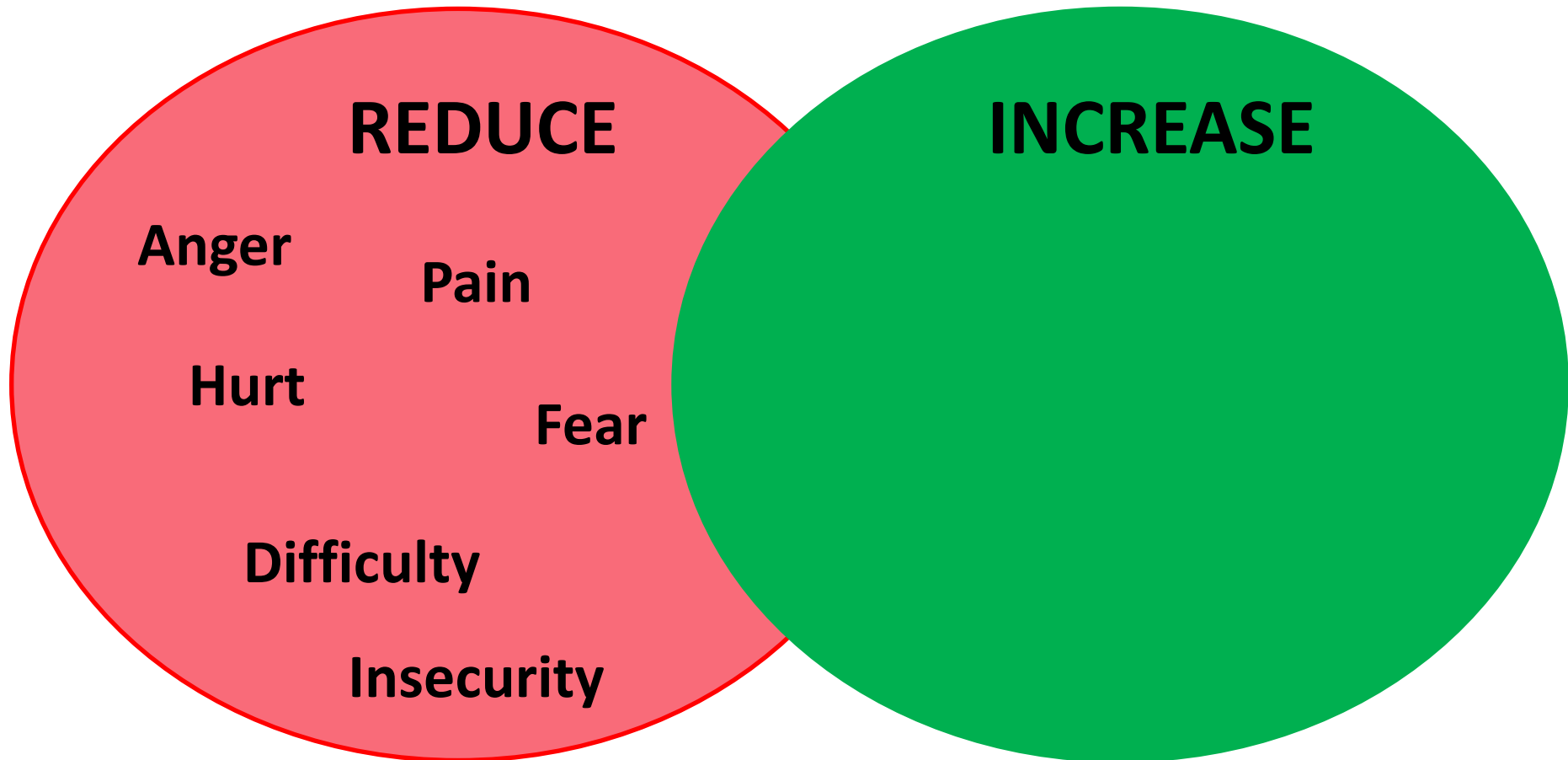
**Aim of Both:  
To impact on  
decision making**

**While decisions may be justified with logic, they are invariably driven by emotion.**

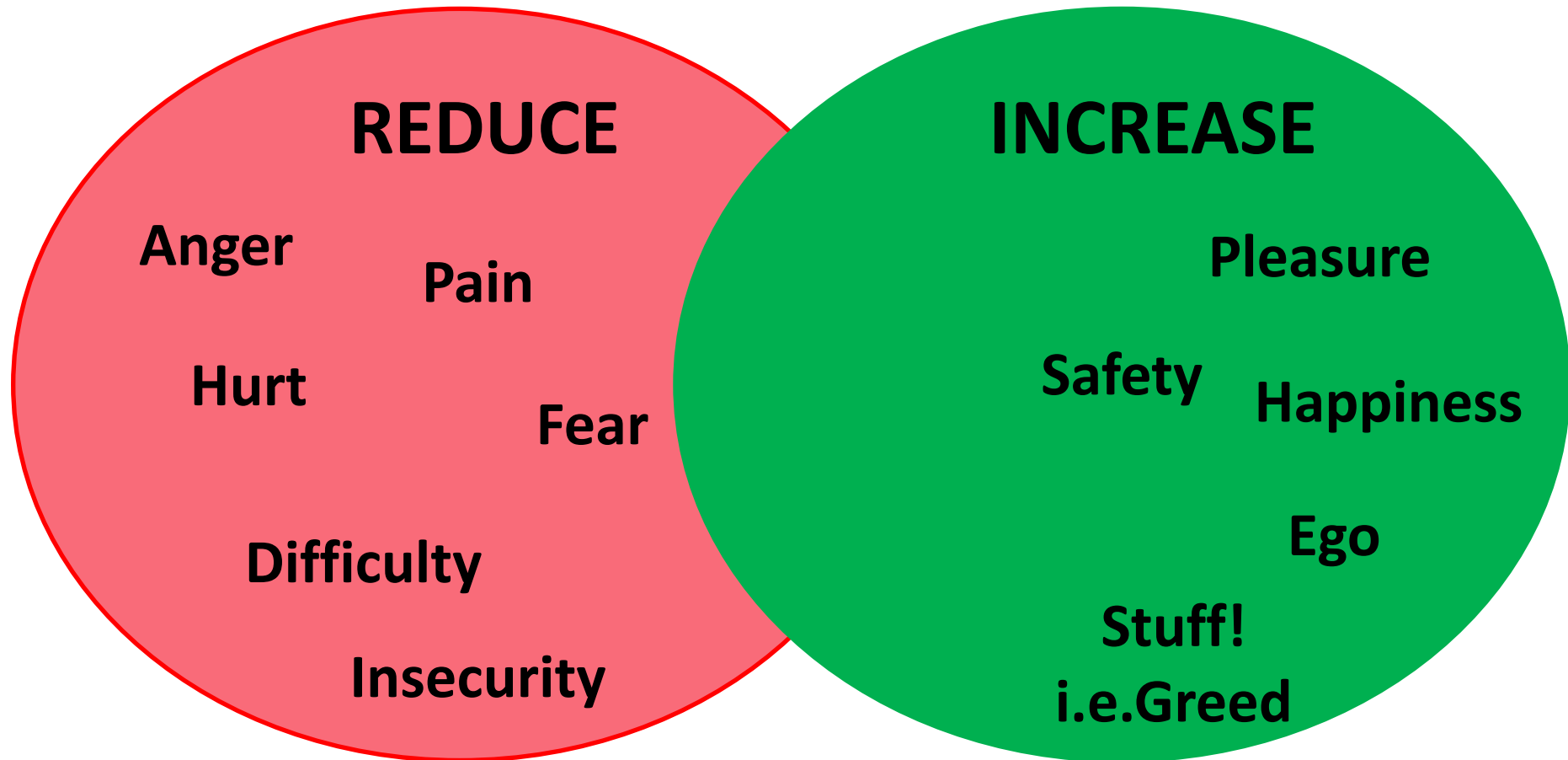
# How Decisions are Made



# How Decisions are Made

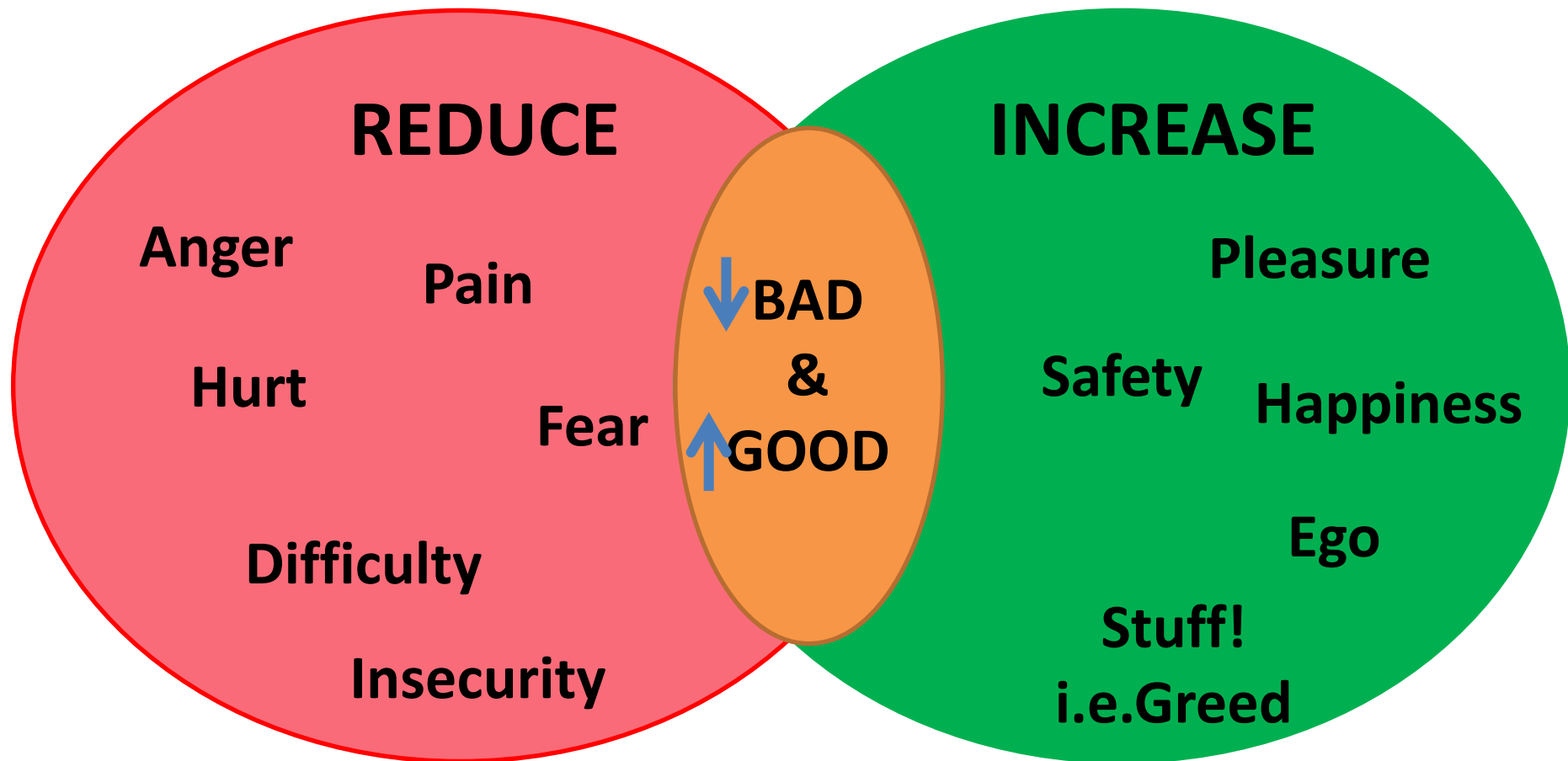


# How Decisions are Made

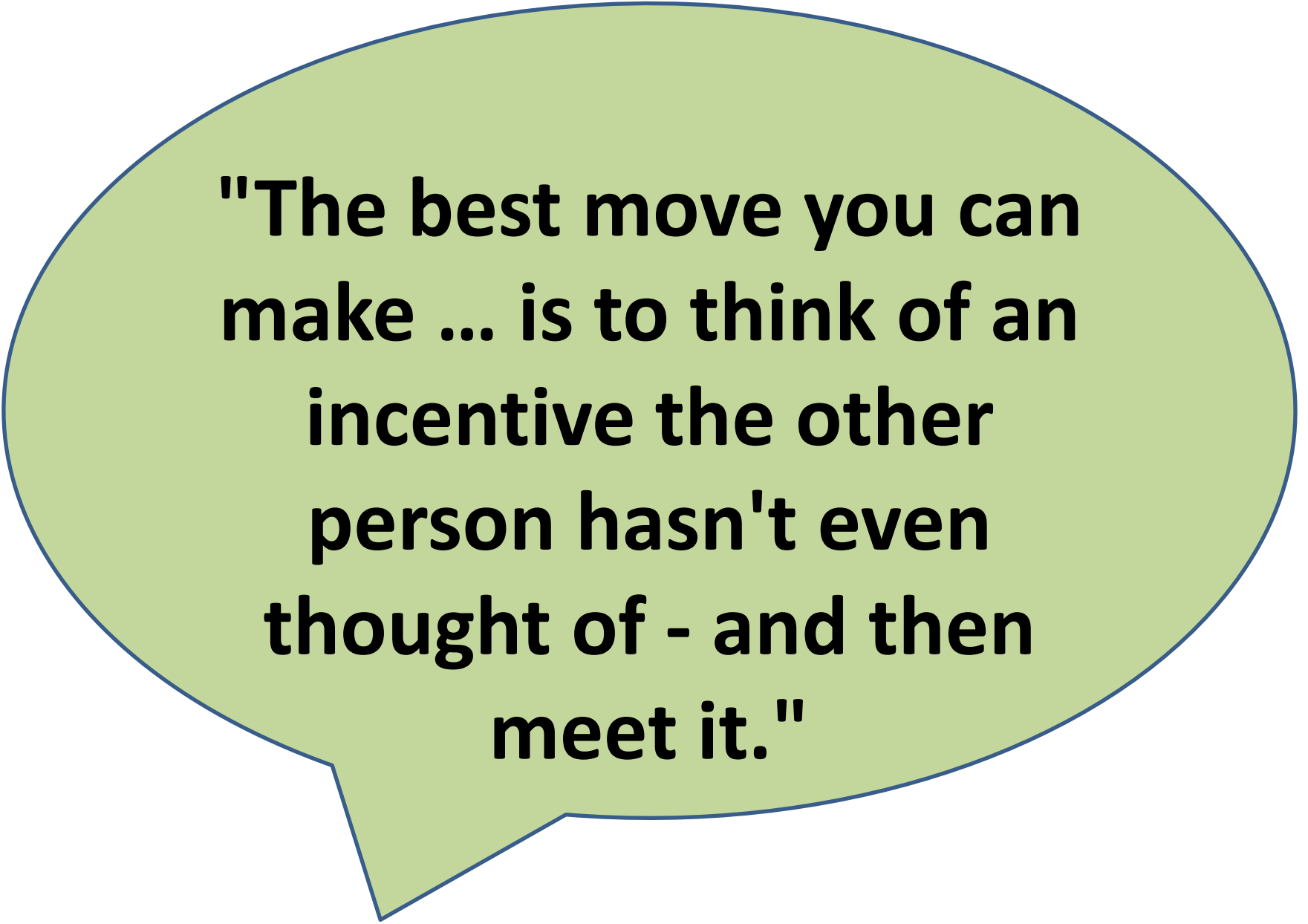




# How Decisions are Made



**Persuading others  
involves working out  
how you can  
*reduce* the 'bad' and/or  
*increase* the 'good'**



**"The best move you can make ... is to think of an incentive the other person hasn't even thought of - and then meet it."**

***Eli Broad, Entrepreneur & Philanthropist***

## Overview of Session

# Persuasion

### 6 Universal Principles

# Universal Principles for Persuasion

## 1. Reciprocity

Based on research by Robert Cialdini and Steve Martin. For a visual summary see:  
<https://www.youtube.com/watch?v=cFdCzN7RYbw>

# Reciprocity and the Mint Study



# Reciprocity and the Mint Study

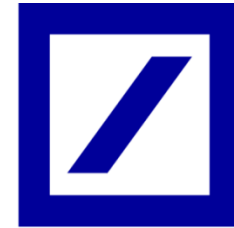


## **Key Take-Aways:**

- **Be the first to give**
- **Personalise it**
- **Make it unexpected**

# Charitable Case Study

## Deutsche Bank





# Percentage of Employees that Donated a Day's Salary

Deutsche Bank 



Generic  
Email

**5%**

Personalised  
Email from  
CEO

**12%**

# Percentage of Employees that Donated a Day's Salary

Deutsche Bank 



→  
**Receipt of a  
Branded Sweet  
from a Volunteer  
before Request**  
→

Generic  
Email

**5%**

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# Percentage of Employees that Donated a Day's Salary

Deutsche Bank



→  
**Receipt of a  
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Generic  
Email

**5%**

Personalised  
Email from CEO

**12%**

Generic  
Email

**11%**

Personalised  
Email from CEO

**17%**

# Universal Principles for Persuasion

## 1. Reciprocity

## 2. Scarcity

Based on research by Robert Cialdini and Steve Martin. For a visual summary see:

<https://www.youtube.com/watch?v=cFdCzN7RYbw>

# Scarcity and Concorde



# Scarcity and Concorde



**Highlights impact of stressing:**

- **What you stand to lose**
- **Uniqueness**

# Universal Principles for Persuasion

**1. Reciprocity**

**2. Scarcity**

**3. Authority**

Based on research by Robert Cialdini and Steve Martin. For a visual summary see:

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# Impact of Testimonials





# Impact of Testimonials



**20% more  
appointments  
15% more  
contracts signed**


# Impact of Testimonials

Let me put you  
through to our  
lettings team.



**20% more  
appointments  
15% more  
contracts signed**

# Impact of Testimonials



Let me put you  
through to our  
lettings team.

Let me put you  
through to Bill in our  
lettings team. He  
has over 10 years of  
experience in letting  
properties in your  
area.



**20% more  
appointments  
15% more  
contracts signed**

**Who Can Give You  
an Introduction  
which Testifies to  
Your Credibility?**

# Universal Principles for Persuasion

**1. Reciprocity**

**2. Scarcity**

**3. Authority**

**4. Consistency**

Based on research by Robert Cialdini and Steve Martin. For a visual summary see:

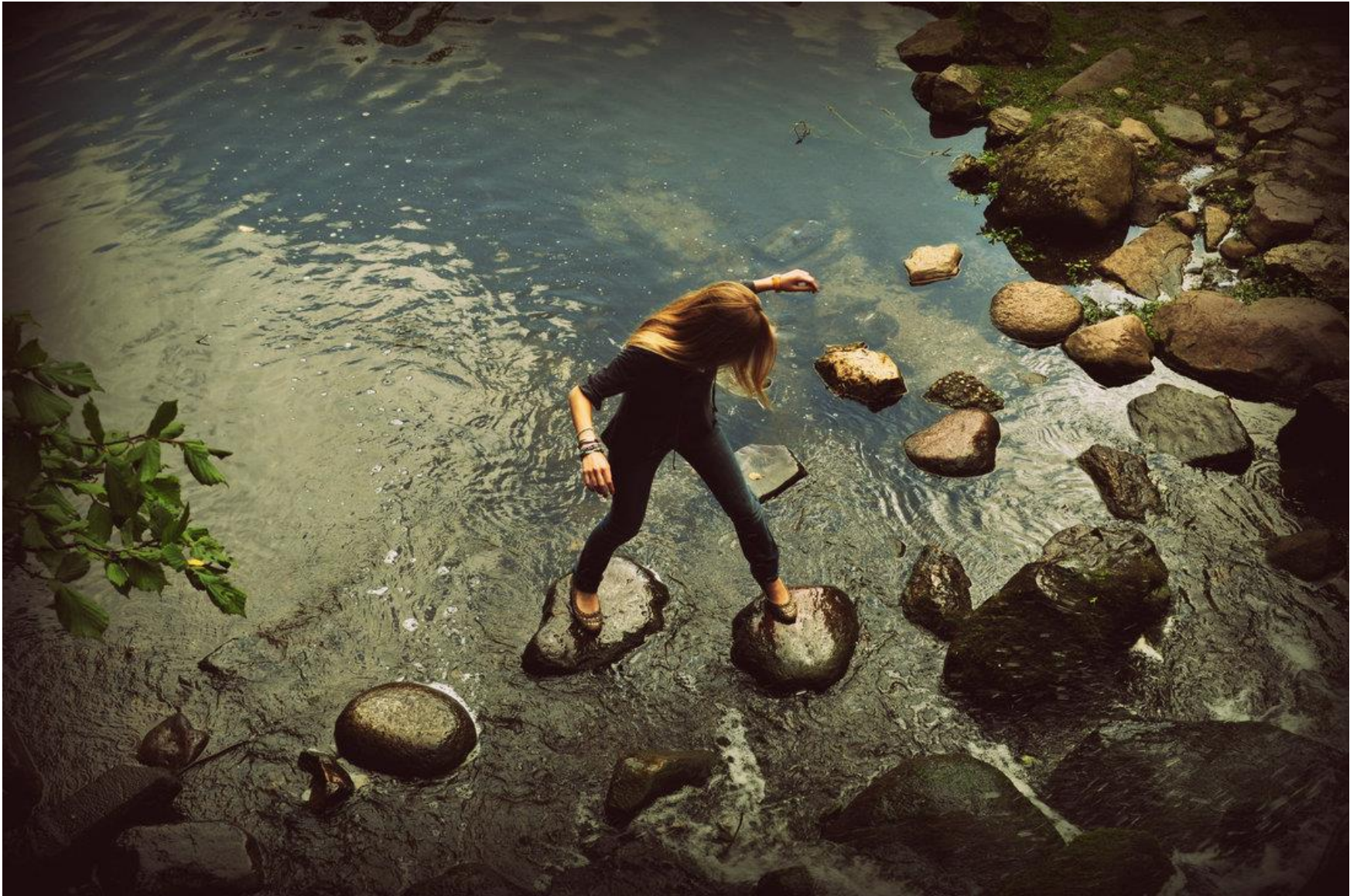
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# Consistency – The Stepping Stone Approach





# Consistency – The Stepping Stone Approach



# Universal Principles for Persuasion

**1. Reciprocity**

**2. Scarcity**

**3. Authority**

**4. Consistency**

**5. Consensus**

Based on research by Robert Cialdini and Steve Martin. For a visual summary see:

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## Consensus and Legacies

**Baseline for Legacies**

**4.9%**

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**“Would you like to leave  
any money to charity in  
your will?”**

**10.4%**

## Consensus and Legacies

**Baseline for Legacies**

**4.9%**

**“Would you like to leave  
any money to charity in  
your will?”**

**10.4%**

**“Many of our clients like to leave  
money to charity in their will. Are there  
any causes you are passionate about?”**

**15.4%**

# Universal Principles for Persuasion

**1. Reciprocity**

**2. Scarcity**

**3. Authority**

**4. Consistency**

**5. Consensus**

**6. Liking**

Based on research by Robert Cialdini and Steve Martin. For a visual summary see:

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Making People Like You

# Similarities & Compliments

# Business School Negotiation Exercise

**Time = Money**

**55% reached  
agreement**

# Business School Negotiation Exercise

**Time = Money**

**55% reached  
agreement**

**Find out  
something you  
have in common  
before negotiating**

**90% reached  
agreement  
Agreement worth  
18% more to both  
parties**

# What are Other Ways to Build Rapport?



# What is the learning style of the person you're trying to persuade?



## **Activists**

- Like to take direct action/Primarily interested in the here and now
- Think on their feet
- Prefer short sessions and plenty of variety
- Like opportunities to initiate, participate and have fun

# What is the learning style of the person you're trying to persuade?

## **Activists**

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## **Theorists**

- Like to learn based on proven concepts and models
- Think analytically and logically
- Prefer a sequential approach to problems
- Like structure and logical presentation

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## **Pragmatists**

- Like to see how things work
- Think in practical terms
- Prefer to see the relevance of their work/learning
- Like activities to be real

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## Pragmatists

- Like to see how things work
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## Reflectors

- Like to think about things in detail before taking action
- Like thorough preparation
- Prefer to make decisions in their own time
- Like to listen, observe and evaluate

# Universal Principles for Persuasion

**1. Reciprocity**

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**Which principle  
would work best on  
the person you  
want to persuade?**

# Universal Principles for Persuasion

**1. Reciprocity**

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# Persuasion

## Vs

# Influence



# Differences between Persuasion and Influence

## Approach



Persuasion

Words



Influence

Reputation

# Differences between Persuasion and Influence

**Approach**

**Trust**

**Persuasion**

**Words**

**Not  
Necessary**

**Influence**

**Reputation**

**Crucial**

# Keys to Trust



# Keys to Trust

**RELIABILITY**



# Keys to Trust



**RELIABILITY**



**ACCEPTANCE**



# Keys to Trust



**RELIABILITY**



**ACCEPTANCE**



**OPENNESS**



# Keys to Trust



**RELIABILITY**



**ACCEPTANCE**



**OPENNESS**



**CONGRUENCE**

**Which key to trust  
do you need to  
develop?**



# Overview of Session

**Persuasion**

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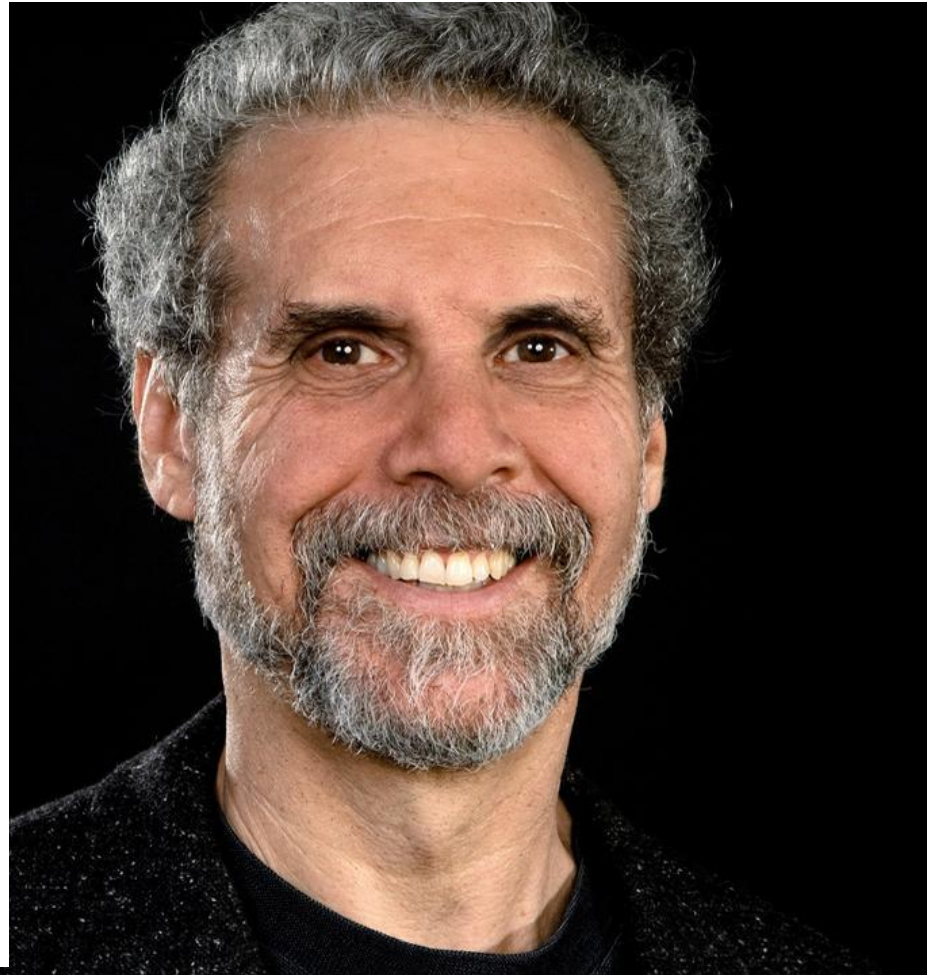
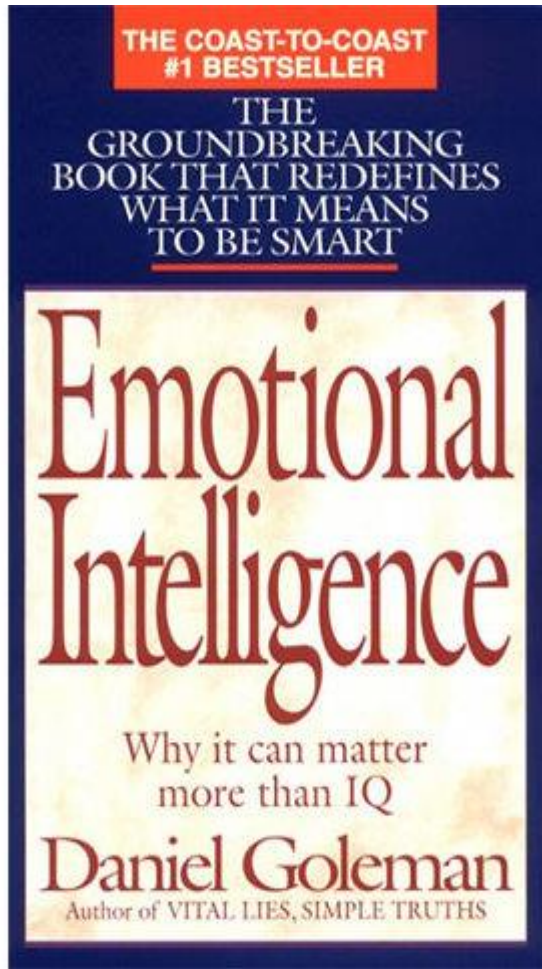
**6 Universal Principles**

**Trust**

**Emotional Intelligence**

A 3D wireframe box, resembling a shallow cube or a rectangular prism, is centered on the slide. The box is drawn with thin gray lines. Inside the box, the words "Emotional Intelligence" are written in a bold, purple, sans-serif font. The box is positioned below the "Versus" text and between the "6 Universal Principles" and "Trust" text.

# Daniel Goleman and Emotional Intelligence



# Daniel Goleman's View on Emotional Intelligence

## Emotional Intelligence

The capacity for recognising our own feelings and those of others, for motivating ourselves and for managing emotions well in ourselves and in our relationships

# Daniel Goleman's View on Emotional Intelligence



## Emotional Intelligence

### **Self-awareness**

Recognising/understanding your emotions and the effect they have on others

# Daniel Goleman's View on Emotional Intelligence

## Emotional Intelligence



The diagram consists of a large house-like shape at the top with a triangular roof. Inside the roof is the text 'Emotional Intelligence'. Below the roof is a large empty rectangular space. At the bottom of the diagram are two horizontal rectangular boxes. The top box contains the text 'Self-regulation' in bold brown font, followed by 'Controlling disruptive moods and thinking before acting' in brown font. The bottom box contains the text 'Self-awareness' in bold purple font.

### **Self-regulation**

Controlling disruptive moods and thinking before acting

### **Self-awareness**

# Daniel Goleman's View on Emotional Intelligence

## Emotional Intelligence

### **Motivation**

Pursuing goals with an energy/persistence that go beyond money or status

### **Self-regulation**

### **Self-awareness**

# Daniel Goleman's View on Emotional Intelligence

## Emotional Intelligence

### **Empathy**

Treating people according to their emotional state

### **Motivation**

### **Self-regulation**

### **Self-awareness**

# Daniel Goleman's View on Emotional Intelligence

## Emotional Intelligence

### **Social Skills**

Building rapport and managing effective relationships

### **Empathy**

### **Motivation**

### **Self-regulation**

### **Self-awareness**



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Emotional Intelligence



**Resilience**

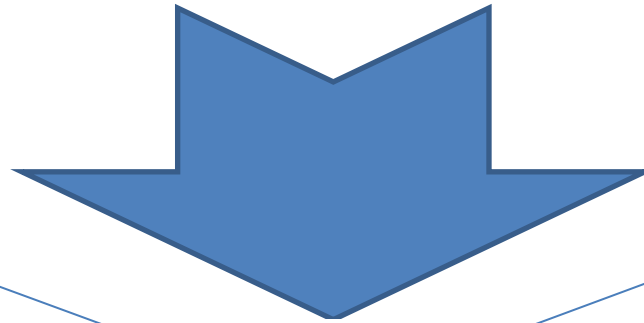
## Building Resilience

**Choose your reality**

# We Choose a Tiny Percentage of Reality



**11 million pieces of  
information/second**



**Brains processes 40 bits/second**

||

## Building Resilience

**Choose your reality**

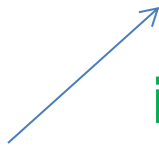
**Choose the meaning you  
give to your reality**

# Perceptions of Stress



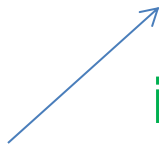
# Perceptions of Stress

Group 1 shown  
a *factual* video  
on the positive  
impact of stress

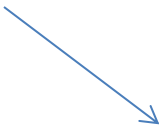


# Perceptions of Stress

**Group 1 shown  
a *factual* video  
on the positive  
impact of stress**



**Group 2 shown  
a *factual* video  
on the negative  
impact of stress**





# Perceptions of Stress



Group 1 shown  
a *factual* video  
on the positive  
impact of stress

Group 2 shown  
a *factual* video  
on the negative  
impact of stress

One week  
later, **group  
1** showed a  
**23% drop** in  
**physical  
symptoms  
of stress**  
and a **30%  
increase in  
productivity**  
relative to  
group 2

# Perceptions of Stress



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group 2

**Stress is  
inevitable  
but its  
negative  
effects  
are not**

## Building Resilience

**Choose your reality**

**Choose the meaning you  
give to your reality**

**Stay present**

# Stress Only Exists in the Past or Future

Stress Only Exists in the Past or Future

- **Self-talk**

# Hard-line Approach to Addressing Negative Self-Talk

## SUMO



## Shut Up Move On

## Stress Only Exists in the Past or Future

- **Self-talk**
- **Mindfulness/  
Meditation**

## Stress Only Exists in the Past or Future

- Self-talk
- Mindfulness/  
Meditation

**“Paying attention, in a particular way,  
on purpose, in the present moment  
and non-judgementally.”**

Dr Jon Kabat-Zinn, Mindfulness Researcher



# Building Resilience

**Choose your reality**

**Choose the meaning you  
give to your reality**

**Stay present**

**Stay healthy**

Emotions do not Exist in a Vacuum – Adopt the ASICS  
Logo



Emotions do not Exist in a Vacuum – Adopt the ASICS  
Logo



***Anima Sana In  
Corpore Sano***

# Emotions do not Exist in a Vacuum – Nurturing and Sustaining Relationships



Emotions do not Exist in a Vacuum – Nurturing and  
Sustaining Relationships

***It's 5am and you're stuck in Aberdeen.  
Who would you call?***





***What are you  
going to try to  
improve your  
resilience?***

## Building Resilience

**Choose your reality**

**Choose the meaning you  
give to your reality**

**Stay present**

**Stay healthy**

# Overview of Session

**Persuasion**

Versus

**Influence**

6 Universal Principles

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**Emotional Intelligence**



**Resilience**



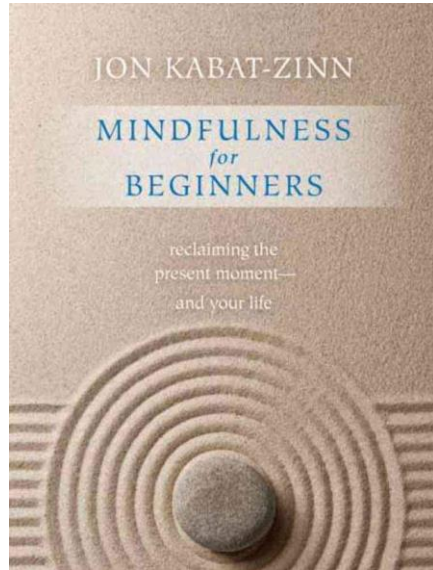
# Thank you and all the best!

**Mark Hughes**

**info@mchpositiveimpact.com**

**[www.mchpositiveimpact.com](http://www.mchpositiveimpact.com)**

# Appendix 1: Mindfulness and Meditation Signposts



<http://www.theguardian.com/lifeandstyle/gallery/2011/jan/22/how-to-meditate-ten-steps-headspace>