

Yes! by Noah J. Goldstein PhD, Steve J. Martin and Robert B. Cialdini PhD

- 💡 I make small and easy changes to my messages to make them vastly more persuasive
- 💡 I know that persuasion is a science and that by understanding psychology and using strategies, I can improve my effectiveness in influencing others
- 💡 I leverage reciprocity, authority, commitment/consistency, scarcity, liking and social proof to positively influence others
- 💡 I always ask for and leverage testimonials from satisfied customers and clients - being careful to match similarities (personality and/or circumstance)
- 💡 I avoid using negative social proof information as it may encourage the exact opposite outcome from what is desired
- 💡 I limit choices so aid others in making decisions
- 💡 I inform clients and customers of the true value of gifts or complimentary services
- 💡 I use high-end framing to position mid-range options as more attractive
- 💡 I accompany high-fear messages with specific recommendations for actions that will reduce danger
- 💡 I understand that the feelings of indebtedness caused by the power of reciprocity are capable of trumping the effects of liking; whom can I help?
- 💡 The more personalized, significant and unexpected that I make a request, the more likely I'll be to get someone to agree to it (handwritten sticky-note)
- 💡 I offer genuine and unconditional value to others first - before requesting anything from them
- 💡 I know that people are motivated to act consistently with their voluntary commitments, pre-existing attitudes, values and actions
- 💡 I set target tasks that are small enough that I will have no excuses for not completing them regularly - then I build
- 💡 I assign positive trait labels to others to reinforce the behaviors that I like to see from them
- 💡 I help people make solid commitments by ensuring that they are voluntary, active and publicly declared
- 💡 I test commitments by asking others to predict what they would support; waiting for a "yes" and then soliciting reasons
- 💡 I know that people make judgements about themselves based on observations of their own behaviors
- 💡 I honor others' previous choices - highlighting the context of the evidence & information available at the time; then I focus them on a new proposal - enabling them to "save face" by remaining consistent
- 💡 I always let others know that even a small offering on their part (time and/or money) would be acceptable and worthwhile
- 💡 I gain position by having credible others speak on my behalf (e.g., introductions)
- 💡 I display my credentials to help build trust in my credibility
- 💡 I always seek collaborative input from others to generate better quality outcomes
- 💡 I create and sustain a work environment in which team members are encouraged to openly challenge the majority viewpoint
- 💡 I focus training on how others have made errors and how they could have been avoided
- 💡 I lead with honest discussion of drawbacks and quickly follow with virtues that relate to and neutralize the drawbacks
- 💡 I generate trust and influence by taking ownership for failures and demonstrating control and planning to rectify
- 💡 I remember to associate my activities / services with similarities to potential clients (e.g., their names)
- 💡 I mirror clients and team members to generate trust and strengthen bonds (liking)
- 💡 I search deeply for others' virtues to find what I truly admire about them
- 💡 I leverage the power of scarcity (loss aversion), rarity and uniqueness (exclusivity) to make my services and their benefits more appealing
- 💡 I always accompany requests with a strong rationale; never assuming that others understand my reasoning
- 💡 I recognize and enhance the fluency of the experiences that I create (including activities and words - names and rhyme)
- 💡 I leverage conceptual contrast to improve the perception of my products, services and requests
- 💡 I reframe programs and projects as having been started rather than not so that people feel motivated to complete it
- 💡 I know that memory aids will help to ensure that my messages don't fade
- 💡 I recognize and acknowledge my emotional state before important interactions or decisions
- 💡 I maintain sensitivity to relative magnitude
- 💡 I reduce distractions so that I can more accurately evaluate others and resist deception
- 💡 I review all comms to detect opportunities for misinterpretation
- 💡 I avoid diffusion of responsibility - where I don't designate specific responsibility for a request or activity
- 💡 I am mindful when seeking compliance (individualism vs. collectivism) from those of different cultures (cultural orientation)