



Tactical Social Influence

A Humintell Workshop


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**INTRODUCTION, COURSE
OVERVIEW, AND GROUND RULES**

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And Goals of the Class

INTRODUCTION TO P&I

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Thus,

- HOW you deliver your message is just as important as WHAT your message is (it's not about the strength of your argument).
- Need to LEVERAGE unconscious, psychological principles and nonverbal behaviors that underlie decision making processes REGARDLESS of what your arguments are.

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Reciprocity and Commitment/Consistency

INTRODUCTION TO PRINCIPLES OF P&I

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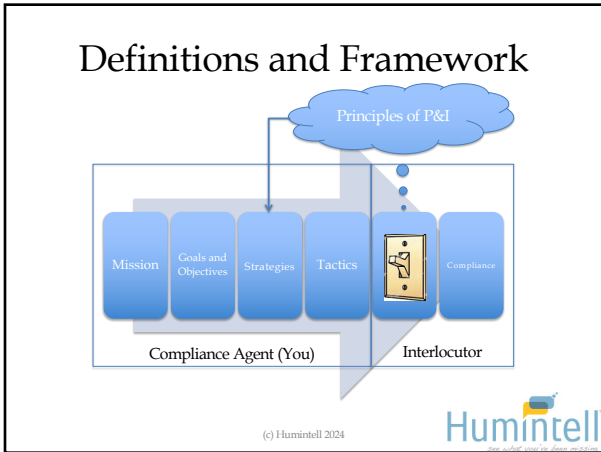


About Principles and Tactics of Persuasion and Influence

ASSUMPTIONS

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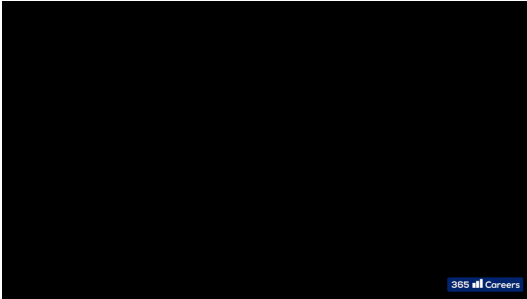


SIX PRINCIPLES OF PERSUASION AND INFLUENCE

Liking

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Reciprocity

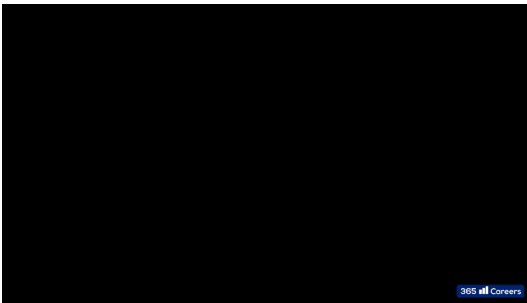


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365 Careers

Consistency



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Consensus (Social Proof)



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365 Careers

Authority



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Scarcity



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ADVANCED P&I CONSIDERATIONS

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PRIMING THE CONTEXT

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Developing Rapport

- Be genuine
 - Be yourself; don't be someone you're not
- Be interested
 - Active listening and observation
 - Be attentive
 - Be coordinated
 - Use backchannel responses
 - Find similarities and common ground

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Developing Rapport

- Be pleasant
 - Smile
 - Be respectful
 - Ask for permission on how to address
- Use non-judgmental listening
 - Be empathetic
 - Strategically self-disclose
- Ask more questions

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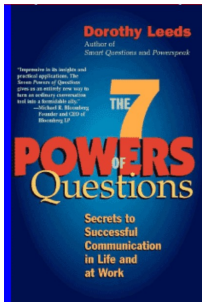
Increase Their Perceived Trustworthiness of You

- Be willing to assume (not take) risk
- Demonstrate
 - One’s own trustworthiness (fulfill obligations, keep your promises)
 - Willingness to trust (assume/accept risk)

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The Seven Power of Questions



- Questions demand answers
- Questions stimulate thinking
- Questions give us valuable information
- Questions put you in control
- Questions get people to open up
- Questions lead to quality listening
- Questions get people to persuade themselves

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Strategies and Tactics COUNTER P&I

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Counter P&I

- Situational awareness
 - Meta-awareness of all P&I principles and strategies
 - Meta-awareness of one's own emotional (and cognitive) reactions, and self-regulation
- Critical thinking about situations and tactics

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Prepping for Interactions

- Can you prime yourself
 - To be more effective?
 - To be less susceptible to P&I tactics on you?
 - Before
 - During
 - After

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