

SPEAKING ON THE SPOT

The Art of Persuasion

*A Workshop for:
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Presented by:

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CLARITY CENTRAL®

About Your Instructor

Scott Nelson is an accomplished certified effectiveness coach. He is a life coach, executive coach and corporate trainer for Clarity Central based in Minneapolis, MN. Scott graduated with a B.B.A. degree from University of Wisconsin-Eau Claire and has done post-graduate work in ontology.

In 1988, Scott began working as a sales manager in the beauty & cosmetic industry while also starting a career as an inspirational speaker on the topic of positive communication.

In 1993, Scott began working at Mayo Clinic as a conflict resolution mediator for patients and physicians. In 2002, he became a stay-at-home dad and has been active volunteering in their school activities and coaching youth sports. He is also a volunteer firefighter.

Scott's life coaching career began in 2005 when he graduated from the Ideal Coaching Academy where he then began coaching and training future certified effectiveness coaches. His emotional intelligence, authentic feedback and ability to teach personal awareness have been at the core of his success.

Scott's personal coaching and training experience spans internationally in Africa, Mexico, and the United States and involves several industries as well as many different organizational and personality types. He has worked with people of incredibly varied backgrounds, from Maasai tribes in Tanzania, to executive leaders in corporate America, to teenagers and parents in local high schools.



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Aristotle's Rhetoric

Logos: Greek for 'word' ~ _____ and _____

the effectiveness of it

"If you can't explain it simply, you don't understand it well enough."

~ Albert Einstein

Pathos: Greek for 'experience' ~ _____ and _____

the emotional appeal

"People are persuaded more by the depth of your passion than the height of your logic."

~ David Peoples

Ethos: Greek for 'character' ~ _____ and _____

the trustworthiness

"Credibility is an outcome of authenticity, and any depletion in authenticity will lead to depletion of credibility over time."

~ Rajesh Lalwani



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 Three** usually takes the following form:

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

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 let our employees run their own territories, departments, divisions, businesses, etc.”



Subject / Question

Introduction

1. _____

2. _____

3. _____

Conclusion

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 extremely easy to use, especially in extemporaneous situations.
- 2) It is naturally comprehensive and inclusive of alternative points of view.
- 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

“Every lack of integration in the human sphere simply asks for the appearance, somewhere in space and time, of the missing opposite.”

~ Heinrich Zimmer



Make a Point and Prove It

How does it work?

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.

types of proof:

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

possible segues:

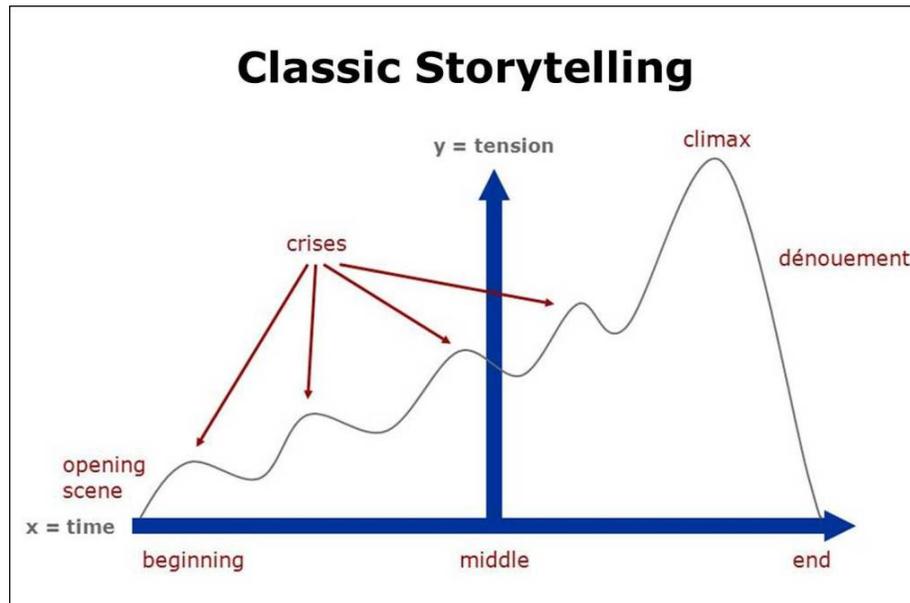
- let me give you an example...
- for instance...
- clients, such as yourself, have said...
- let's take a look at the facts...
- recent studies show...
- let me tell you a story...
- for an example...
- such as...
- namely...
- to illustrate...
- specifically...

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

~ Aristotle



Storytelling in Business



How does it work?

The basic principles of storytelling apply: have a beginning, middle and end. In the beginning set up your story; who, what, why, where, when; in the middle present a conflict or dilemma, followed by a solution that ends in a happy-ever-after.

Above all, a good story is one that provokes an emotional reaction. Illustrate how your product or service will make their life less stressful, lovelier, more luxurious, and get this across through your story.

Remember it's all about them not you. You need to understand your target market and audience and engage with them as you would in real life; appeal to people's lifestyles, problems, interests and needs.

