

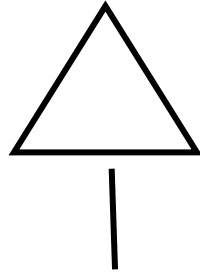
Persuasive Communication

presented by
Jeffrey Hansler
Oxford Company



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Communication Change Model



TRUST



UNDERSTANDING

INTENTION

ILLUSIONS

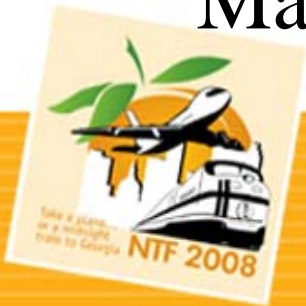
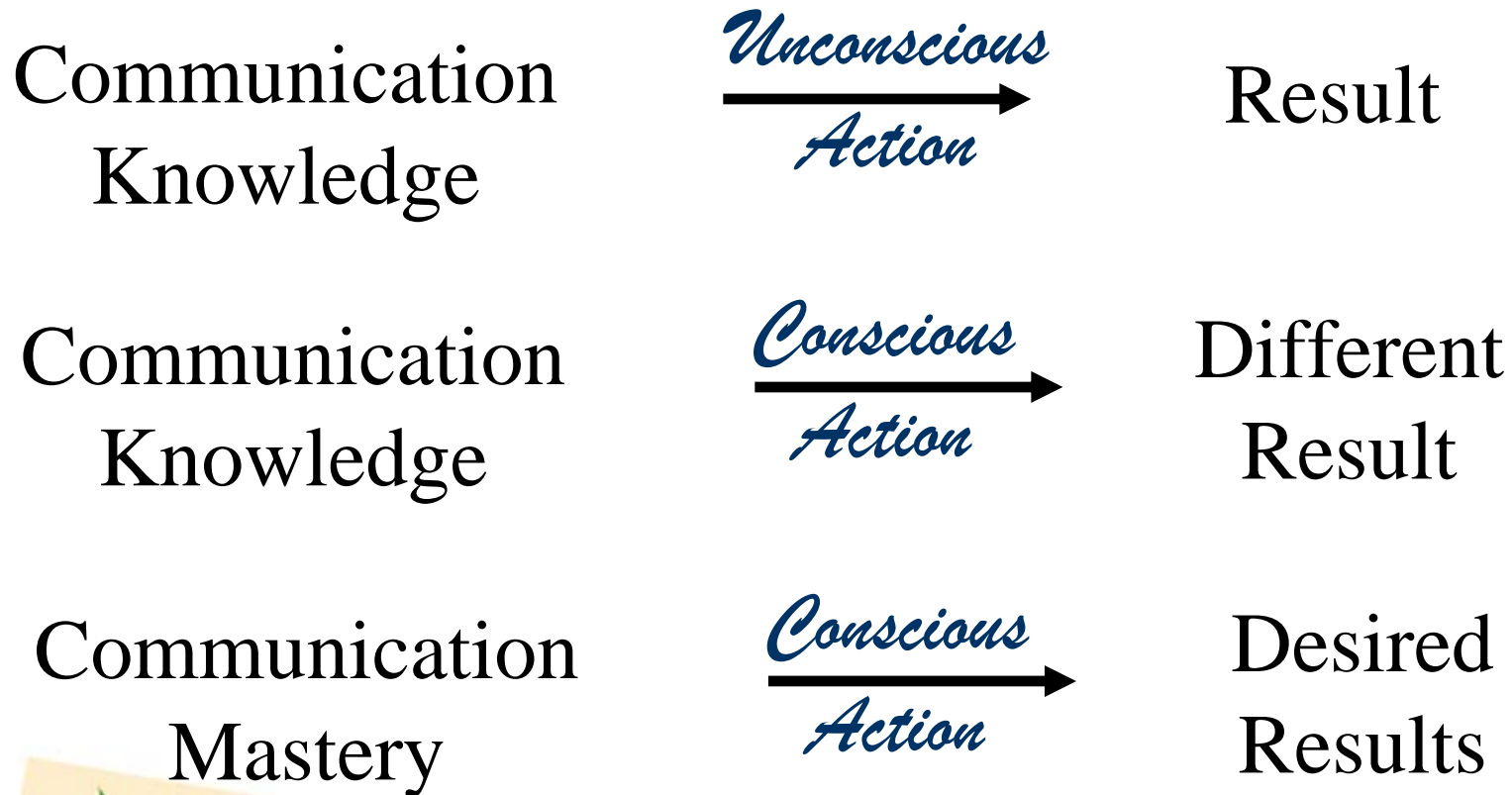
The
FUTURE
is unknown

Manipulation



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Communication Change Model



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Persuasive Communication

Communication Mastery is achieved by unconsciously being able to use a wide variety of language tools to achieve the result that is desired?



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Sun Tzu

The Art of War 544-496 B.C.



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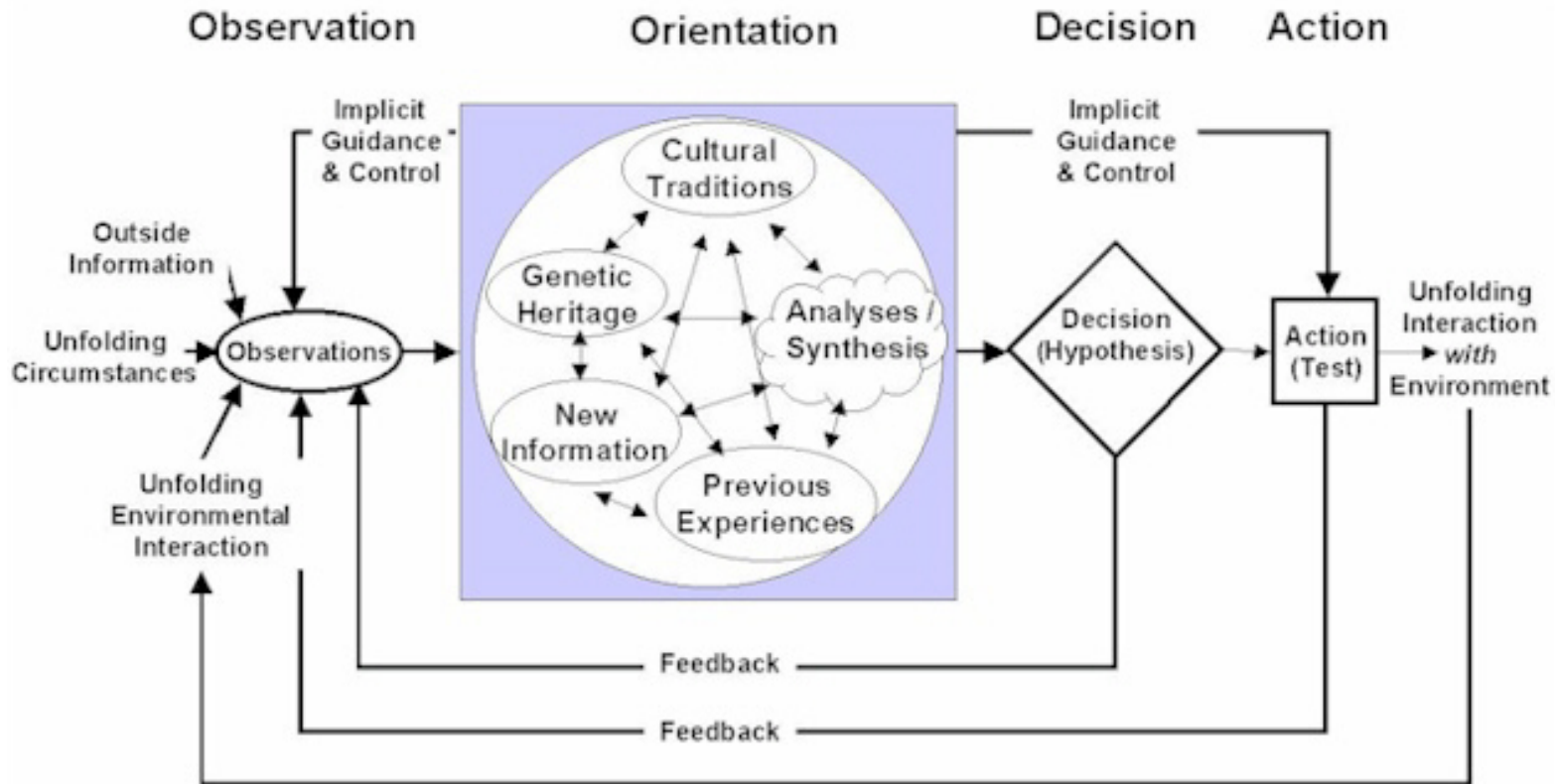
Principles of Victory

- Know your craft
- Attack by strategy
- Disrupt by diplomacy
- Everyone profit from victory



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Colonel John Boyd, US Air Force



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Persuasive Communication

We simplify the complex and
make major decisions
based on only a few factors.



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Dr. Robert Cialdini

Influence: The Psychology of Persuasion



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Influence: The Psychology of Persuasion

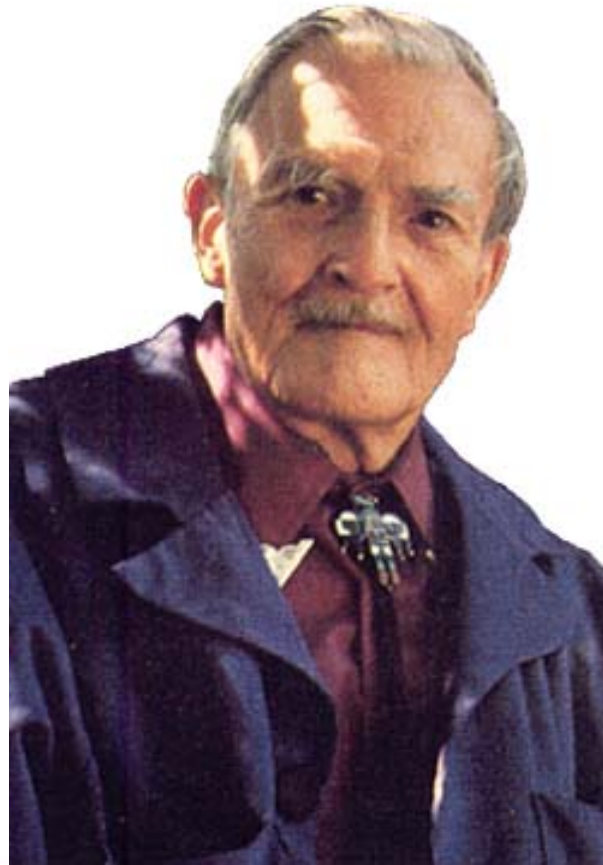
- Reciprocation: Give and Take
- Commitment and Consistency: Ease of Habits
- Social Proof: Numbers = Truth
- Liking: The Friendly Approach
- Authority: Directed Deference
- Scarcity: The Rule of Few



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Dr. Milton Hyland Erickson

Neuro-Linguistic Programming (NLP)

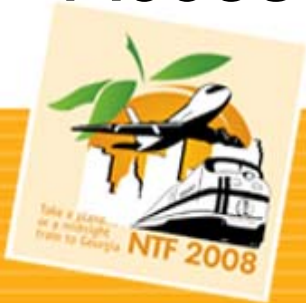


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Dr. Milton Hyland Erickson

Language of Change

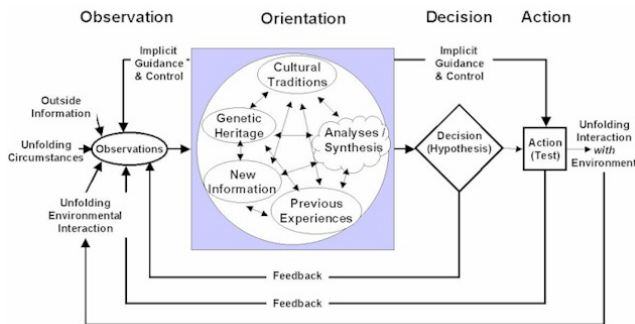
- Pace and distract the dominant (language) hemisphere
- Utilize dominant hemisphere, language processing which occurs below the level of awareness
- Access the non-dominant hemisphere



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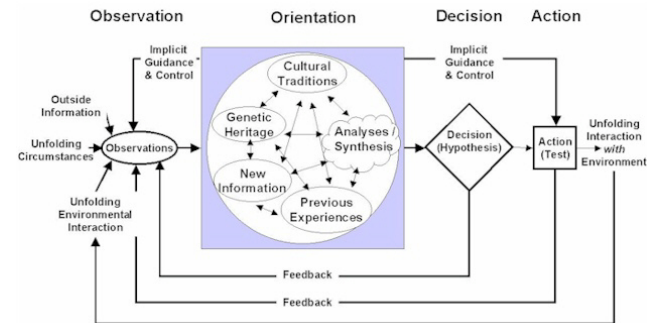
The Language of Change

Suggestions



non-dominant
hemisphere

New Action



dominant
hemisphere



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Tools to Use

- Agreement Language
- Deletions
- Analog Marking
- Non-Referential Indexing
- Conversation Postulates
- Mind-Reading



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May all your communications
be successful!

Thank you
for further information contact
Jhansler@oxfordco.com



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