

Sarah Hinchliffe | i4

PERSUASION

Introduction

*In the world today there
is just too much
information*

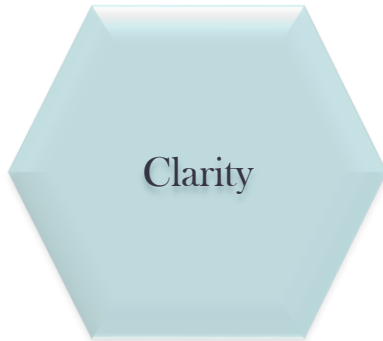
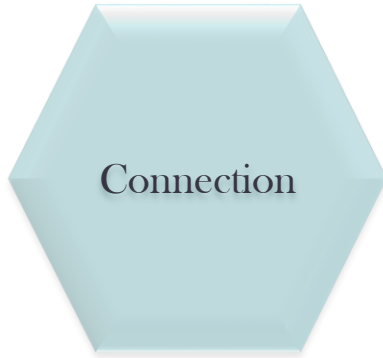
*Find a premise and a
system*

*A story...
Words matter*

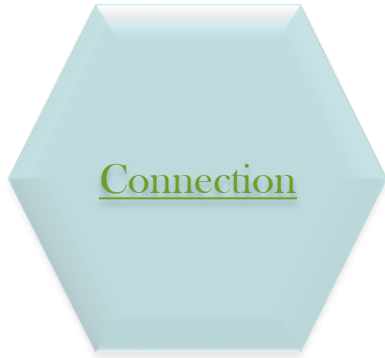
*Persuasion is grounded
in trust*

*Trust is built through
what and how you
communicate*

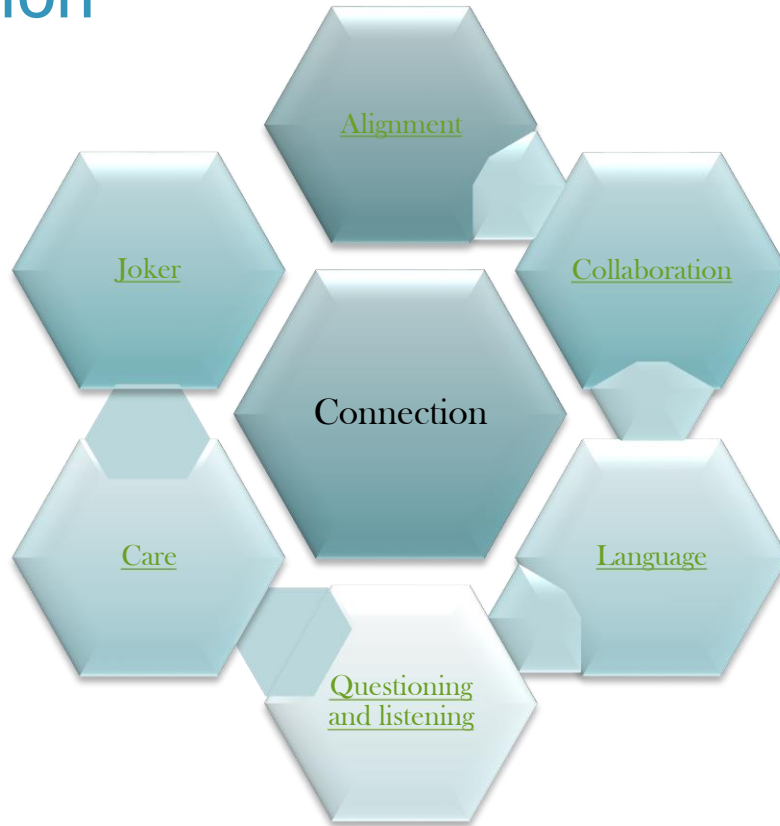
Persuasion



The Persuasion Game



Connection



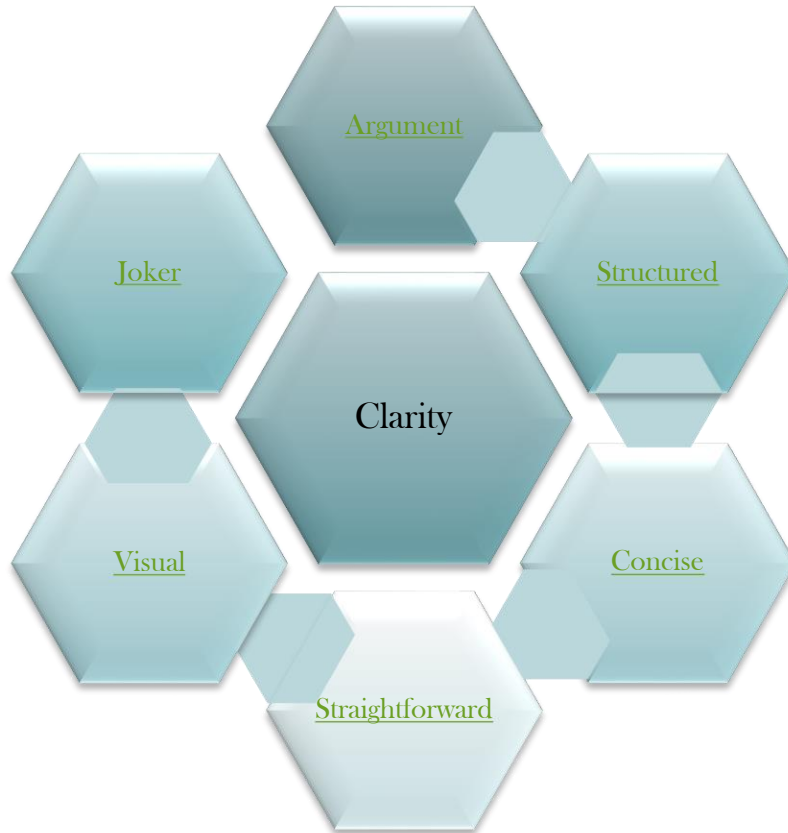
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Credibility



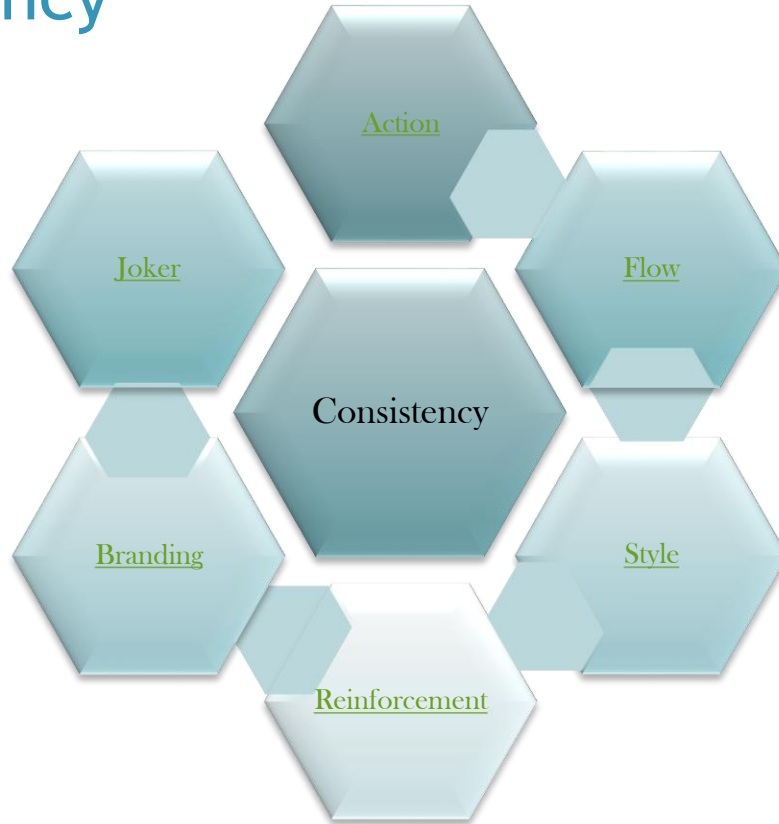
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Clarity



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Consistency



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Acknowledgements

- Gone but not forgotten:
 - Aristotle
 - Epictetus
 - Strunk and White
 - William Zissner
- The here and now:
 - Steven Pinker
 - Robert Cialdini
 - Henneke Duistermaat
 - Andy Bounds
 - Tony Robbins
 - Shipley
 - Huthwaite
 - APMP

Congratulations...
...you've chosen a winning sub-category



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Close...
...but no cigar



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Association of Bid and Proposal Management Professionals

UK Chapter



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